

English Department Key Stage 5 Knowledge Organiser – Textual Variations and Representations (Paper 1)

Key terminology:	Factors in Textual Variation:	Stereotypes:	Power:
<p>Textual analysis: Breaking a text down (e.g. breaking an article down into devices).</p> <p>Synthetic personalisation: Making it seem as if text receivers are being addressed as individuals rather than as a mass (Fairclough).</p> <p>Grammatical patterning: Where the same or similar grammatical structure is used two or three times, or even more.</p> <p>Discourse marker: Words, phrases or clauses that help to organise what we say or write.</p> <p>Representation: Portrayal of events, people and circumstances through language and other meaning-making resources.</p> <p>Nominalisation: the process of forming nouns through other word classes e.g. verbs.</p> <p>Hegemony: how one social group can use language to get other people to accept it's way of seeing the world as natural.</p> <p>Pejorative: A judgmental term that implies disapproval or criticism.</p>	<ul style="list-style-type: none">• Audience – values and interests, as well as demographic factors such as age, gender, education, social class etc.• Purpose – Some texts are exclusively informational while others are entirely social. Most will have elements of both.• Genre – texts can be grouped together according to their types/genres.• Mode – This refers to whether a text is spoken or written, with spontaneous conversation at one extreme and formal written documents at the other.• Tone (level of formality) – texts can be placed on a scale from informal to formal.• Context – Texts may be more or less context-bound or more or less context-free.• Register – Register is defined as 'a variety of language associated with a particular situation of use'.	<ul style="list-style-type: none">• Involves using a basic set of characteristics to identify a group as a whole.• Stereotypes can often lead us to believe that members of certain groups should conform to these characteristics and behaviour expectations.• An oversimplified, usually pejorative, attitude people hold toward those outside one's own experience who are different.• Stereotypes are a result of incomplete or distorted information accepted as fact without question.• E.g. an existing stereotype about Americans is that 'all white Americans are obese, lazy and dim'. This stereotype is portrayed in the media – Homer Simpson is the personification of this stereotype.	<p>Fairclough:</p> <ul style="list-style-type: none">• Power in discourse: what is literally being said in the text• Power behind discourse: what is meant by the text <p>Grice's maxims:</p> <ul style="list-style-type: none">• Quality: we shouldn't say too much or too little• Manner: we should always be polite• Quality: we should only say what we know to be.• Relevance: we should only say things relevant to the topic <p>Gile's Accommodation Theory:</p> <ul style="list-style-type: none">• Upwards: speaking in a higher prestige• Convergence: speaking similarly to someone• Divergence: speaking differently to others• Downwards: speaking in lower prestige <p>Power in the media:</p> <ul style="list-style-type: none">• Politicians use all of the resources of powerful language and rhetorical techniques to protect themselves and policies.• Newspapers exert authority over their readership with emotive lexis, juxtaposition and through assertion, where they confidently present opinion as fact.• Advertisers project an authoritative image for their product through presupposition that allows no opportunity for challenge or question.
Political correctness	Gender	Race representation:	
<p>Language that creates negative influences is referred to as politically incorrect. This often describes language, ideas, behaviour seen as seeking to minimise offence to gender, racial, cultural, aged or other identity.</p> <p>Sapiir and Whorf: brought attention to the relationship between language, thought and culture:</p> <ul style="list-style-type: none">• Linguistic determinism: states that the language spoken determines the way you interpret the world around you and therefore determines your thoughts. Language limits thoughts and controls our view of the world.• Linguistic relativism: states that language only influences thoughts; this gives more scope for interpretation of the world. <p>It was believed with PC that if all offensive terms were banned, society wouldn't have a way of expressing negative attitudes and people would stop saying them.</p>	<p>Difference model: Acknowledges the variation in language use by men and women as a result of cultural differences. Tannen concluded men are more concerned with status and independence whereas women form bonds.</p> <p>Dominance model: Believe men use language to maintain dominance, whereas women's language is a result of subordination. Zimmerman and West – men were dominant sex. Spender (1980) men controlled meaning and knowledge, meaning women can't express themselves.</p> <p>Deficit model: Female language is lacking or weak compared to the male norm. Lakoff (1975) language reflects women's inferiority.</p>	<ul style="list-style-type: none">• Terms like 'coloured' became offensive as a result of the enforcement of segregated facilities in America.• There is often prejudice against ethnic minorities and there are numerous terms that refer pejoratively to these groups – movements such as Political Correctness have made efforts to remove these and many have now become viewed as highly offensive.• Ethnicity relates to aspects of a person's cultural identity – representations of ethnicity can be created through language and these representations can sometimes be a way to stereotype and stigmatise social groups.• The media controls a lot of representations and influences opinions, often creating stereotypes even if unintentional.• Terms such as 'non-white' or 'oriental' suggest that the opposite is the norm so are considered offensive.• However, in recent years some groups have adopted the terms as a way of lessening the impact and use them as if they are normal or even complimentary – reappropriation.	