Context of Culture

A text makes sense in our culture and is recognizable as a genre eg. service encounter

To be more specific we move to…

Context of Situation

 3 variables

 what the text is about

 the relationship between the participants register

 the role language is playing

FIELD

TENOR

MODE

Malinowski (quote)

Firth (quote)

Crying babies texts

FIELD

The focus of activity, the topic

(PC text) cf. Babies 1

Both magazine articles - the field changes

TENOR

Social roles

 Power: equal - unequal

 Contact: frequent - occasional

 Affect: high - low

MODE

Casual conversation – telephone – email – fax – radio – novel …

Language as action eg. playing a game

Language as reflection eg. writing an essay

Spoken versus written

**Typically …**

**Spoken Written**

interactive (2 or more particpants) non-interactive (1 participant

face to face not face to face

language as action (eg a game) language as reflection (constructing experience)

spontaneous planned

casual formal