

English Language and Translation 2

1st Language - 2018-19

Lesson 12: 26 February 2019

Texts 2

TEXTS - Textuality

The standards (principles) of text linguistics defined by De Beaugrande & Dressler in *Introduction to text linguistics* (1981):

- Cohesion
- Coherence
- Intentionality
- Acceptability
- Informativity
- Contextuality/Situationality
- Intertextuality

TEXTS – Cohesion (internal)

The ways in which textual elements are linked and related and connected to each other:

Cohesion is provided by particular (internal) cohesive devices found in texts:

- Lexical semantic inter-relations
- Grammatical syntactical inter-relations

Cohesion: lexical elements/1

Semantic fields and word families

- Terminology
- Connotations
- Collocations

Cohesion: lexical elements/2

Semantic links and discourse markers

- Repetition
- Synonyms
- General terms – specific examples
- Contrasts and oppositions
- Causes and effects

Cohesion: grammatical/syntactic elements

Co-reference

- Pronouns
- Articles

Connectives and conjunctions

Verb times (perfect and progressive forms)

Ellipsis

TEXTS – Coherence (external)

The construction of semantic logic in the continuity of the text:

- Text has a recognisable topic
- Text has a recognisable function
- Text has an effective structure

Coherence: some definitions

A coherent text has an underlying logical structure that acts to guide the reader through the text (Neubert and Shreve, 1992)

It sticks together as a unit (Hatch, 1992)

There is a 'feeling that the text hangs together, that it makes sense, and is not just a jumble of sentences (McCarthy, 1991)

Coherence and Cohesion

1. However, many people are not attracted by the resort.
2. It offers many beaches, places to eat and things to do.
3. Brighton is a popular tourist destination in the south of England.
4. You can enjoy a romantic dinner or a lively aperitif and pizza.

Interpretation by Cohesion

1. Brighton is a popular tourist destination in the south of England.
2. It offers many beaches, places to eat and things to do.
3. You can enjoy a romantic dinner or a lively aperitif and pizza.
4. However, many people are not attracted by the resort.

- Reference
- Substitution
- Conjunction
- Lexis

Interpretation by Coherence

1. Brighton is a popular tourist destination in the south of England.
2. However, many people are not attracted by the resort.
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Situation (Background)

Issue (problem)

Resolution

Evaluation

Coherence (and cohesion)

If coherence is not achieved or guaranteed by cohesion, it might be realised by the writer's and reader's shared understanding of the world and background knowledge.

TEXTS - Intentionality

What the writer (speaker) is attempting to achieve in producing and presenting the text: i.e. closely related to text type.

- Acceptance of pragmatic principle to make the aim/sense/intention of the text as clear and understandable as possible to the reader

TEXTS - Acceptability

What the reader (listener) will accept and complement when reading/listening to a text: i.e. again closely related to text type.

- Acceptance of pragmatic principle to try to accept the aim/sense/intention of the text

TEXTS - Informativity

Primarily concerned with the reader perspective:

- Is the text new and different?
- Is it what the reader expects?
- Is the text challenging or easy (stimulating or boring)?

Writers will try to address less standard and expected issues, consequently offering new (interesting) insights.

TEXTS – Situationality/Contextuality

Are the text forms used appropriate (correct/expected) for the context in which the text is presented?

Situationality can, therefore, concern questions of register:

- Formality of vocabulary
- Complexity of the sentence structure
- Elements used to ensure cohesion and coherence

TEXTS - Intertextuality

The relationship of a given text to other texts in the same field.

The writer's and reader's knowledge and recognition of this relationship

TEXT ANALYSIS – Estate Agent

This house is a beautifully-detailed detached bungalow with a sunny eastern exposure and a large garden. Although it needs minor renovations, the property comprises a downstairs three-piece fitted bathroom suite, a spacious double bedroom with large fitted wardrobes, a comfortable kitchen-diner and a good-sized living room.

TEXT ANALYSIS – Coca-Cola

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

TEXT ANALYSIS – Visit Wales Tourist Authority

We're celebrating Wales' outstanding coastline and inviting you to discover epic experiences all around our shores. Start with our 870-mile Wales Coast Path which passes all manner of seascapes – thrilling, perfect zen, and everything in between. You'll pass hundreds of beaches, harbours, inlets and islands – while watching porpoises play and bottlenose dolphins dance in the distance.

TEXT ANALYSIS – An HSBC Checking Account

Now begins the opportunity to write your own story. Your time studying abroad in the U.S. will be filled with new friends, classes, challenges, and successes. There is a lot to experience. There is a lot to learn. Whether you currently reside in the U.S. or in the process of making your transition, we understand the importance of making your transition as smooth as possible so you can focus on the exciting opportunities ahead

TEXT ANALYSIS – Gustami Restaurant, Birmingham

Never mind that this unassuming cafe restaurant is located on the edge of a council estate, the Italian food on offer here is of A list standard. We recommend you keep it traditional and order the classic margherita - tomatoes and mozzarella cheese cooked in a wood fired oven by chef Sawky from Bologna. There's also homemade tortellini on the menu with the fillings changing daily. Best of all it's outstanding value.

TEXT ANALYSIS – Building Nations

Through years of experience, we have found that inspiration can come from inspiring others. Corporate Mission strategically places team building events in underserved areas where individuals can utilize their resources while making a lasting impact on developing communities. Together we can make this world better.

TEXT ANALYSIS - Lexis

- What is the balance of lexical and grammatical words? Are there word families in the text?
- Are the words and phrases specialised or general? If specialised, what semantic field is being used and why?
- What connotations are suggested by the words? Are the meanings more literal or more indirect and pragmatic in meaning?
- What kinds of patterns are created by the words? Are there parallels and repetitions? Are there synonyms and antonyms, metaphors and metonymies? Are any patterns broken?
- What level of formality is suggested by the lexical choices made?
- What is the nature of the cohesion (lexical and grammatical) made in the text? What is the role of conjunctions and discourse markers? Are they more formal or more 'spoken' and conversational?
- Are there any expected features of vocabulary that are not in the text?

TEXT ANALYSIS – Grammar/1

- What is the effect of grammatical words? Look first for smaller grammatical words – for example, definite/indefinite articles? Pronouns/personal and possessive pronouns/plural and singular?
- What kind of deictic expressions are there? Are they temporal, spatial, social?
- How many adjectives are used and what point of view do they convey?
- What kinds of nouns are used? Are they mainly abstract or concrete? How complex are the noun phrases?
- What tenses are used? Is the text mainly in the active or the passive voice?
- What kinds of verbs are used – action verbs? verbs of perception and cognition? Are the verbs mainly transitive or intransitive? Are modal verbs and modal expressions used? Are the modal verbs used for control and regulation, for permission, for possibility, for obligation?

TEXT ANALYSIS – Grammar/2

- What kinds of sentences are there in the text? Short or long sentences? Finite or non-finite?
- Are there mostly statements? Are there any imperatives? How many questions are there?
- Does the text mainly consist of main clauses? Are there many subordinate clauses? Is the clause structure more complex or more simple in structure? Is ellipsis common?
- What level of formality is suggested by the grammatical structures used?
- Are there any expected features of grammar that are not in the text?