

What is a text?

Write a brief definition of what a text is.

Qeworqoiutiqv oiqn
uiuw9v590q38c9r0eroibtpu09c9
we mf9en 8 b3bq4i 09

Is this a text?

IzDIs@tekst

O:nQt

What do the images on the following slides represent?

Decide whether they constitute a text or not.

Justify your answer.



Handwritten text in a cursive script, likely a form or document, consisting of several lines of text.

The word text:

Derives from the Latin *texere* – to
weave

What determines the structure of a
text?

What form does this structure
take?

Is this the same for all texts?

Are all of the following texts?

- No unauthorised photocopying.
- So easy to use, no wonder we're the World's No1
- Brown 'treating people as fools'
- Is it my turn?
- **KEEP AWAY FROM CHILDREN**

Energizer

RECHARGABLE

Advanced

Lasts up to 4X Longer in Digital Cameras

It was generally evident whenever they met, that he *did* admire her; and to *her* it was equally evident that was yielding to the preference which she had begun to entertain for him from the first, and was in a way to be very much in love; but she considered with pleasure that it was not likely to be discovered by the world in general, since Jane united with great strength of feeling a composure of temper and a uniform cheerfulness of manner, which would guard her from the suspicions of the impertinent.

Formal vs Informal Literary and Non-literary

- What makes a text formal?
- What makes a text informal?
- Do formal texts only use formal language?
- What is a literary text?
- Are literary texts formal or informal?

Text and sentences

- Are all texts organised in sentences?
- Are sentences necessary for a stretch of language to be considered a text?
- What kinds of text are organised in sentences?

Context

- What are the main kinds of contexts?
- How do they differ from each other?
- What implications does the context have on the kind of language used?

How would the following interlocuters express the fact someone had died?

- Mother to toddler
- Student to teacher
- Male teenager to male friend
- Female teenager to female friend
- Female teenager to male friend
- Adult woman to male colleague
- Lawyer to judge in murder case
- Newspaper death column

How would the following interlocuters express their need to urinate?

- Toddler to mother
- Student to teacher
- Male teenager to male friend
- Female teenager to female friend
- Female teenager to male friend
- Adult woman to male colleague
- Lawyer to judge regarding the defendant

What is the purpose of the following texts?

- Bus ticket
- List of jobs to do around the house
- An employment contract
- “c u l8r @ skul”
- Birthday card
- “Nokia – Connecting people”
- “My other car’s a Porsche” (sticker in the back of an old banger)
- Cat needs feeding (note left on kitchen table)

Planning

- Which kinds of text involve most planning?
- Are spoken texts ever planned?
- What things are taken into account when planning a text?

Jobs to do

- As there has been a lot of rain just recently along with a rise in temperatures it would be advisable if you found enough time to weed the vegetable patch, if not the carrots and the lettuce will be choked and we will not have any produce later on in the year.
- I have been very busy recently and therefore have not found time to Hoover the bedrooms for at least two weeks. Rather than go for a walk on Saturday afternoon I think I should stay at home and remedy this situation.

What kind of texts are the following?

What do you base your thoughts on?

What a fuss! I for one don't want an election in November - it would be the worst possible month. As for Cameron talking about running scared and cowardice - how utterly childish can you get? This is playground stuff. What would he do given the same circumstances I wonder? Give Brown a chance I say.

hope you are all ok. i have
holidayitis and am very
excited!!! everyone is fine
here. we went to see pirates of
the caribbean today but i cant
tell u what it was like because i
fell asleep- much to the disgust
of robin who thought it was
fab!!,

A: Wouldn't take it so far, but there was definitely a fluttering of the eyelashes. But after listening to D on the phone to his one and only today, I'm pretty sure there's no risk of him straying. He was positively sweet with E. She's in Berlin and was obviously saying sweet nothings to him which he was answering as neutrally as he could with me listening in. Ahhhhh!

You still haven't told me whether you're coming tomorrow. Not that it matters. If you haven't turned up by a certain time I'll drink the wine on my own!

B: Ute...no-one can truly love a German-speaker... please don't quote me. (Ha ha ha.)

Same texts, different words

First things first, I poppa,
freaks all the honeys
Dummies - playboy bunnies,
those wantin' money Those
the ones I like 'cause they
don't get nathan' But
penetration, unless it smells
like sanitation Garbage, I turn
like doorknobs Heart throb,
never, black and ugly as ever
However, I stay coochied
down to the socks Rings and
watch filled with rocks .

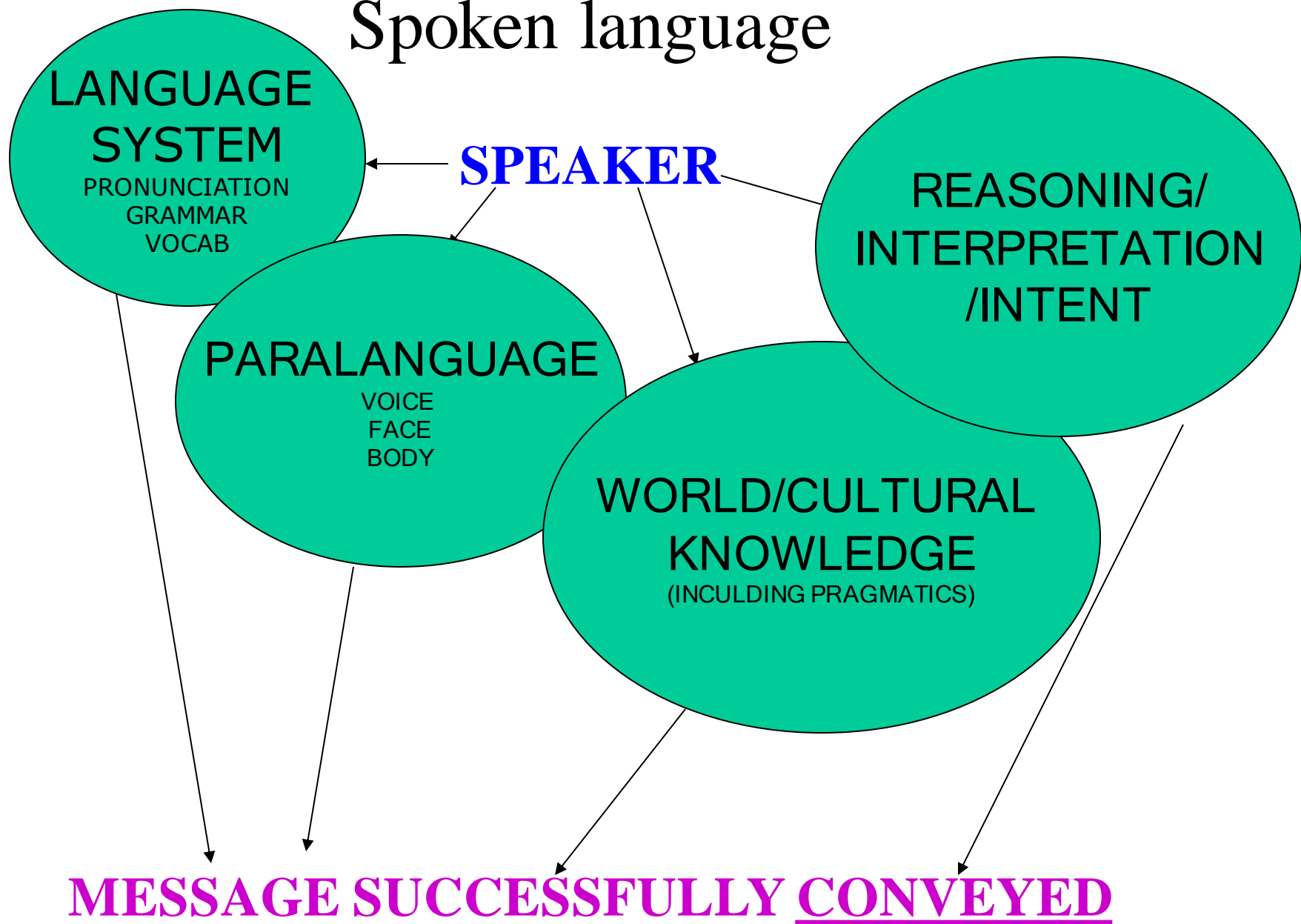
As a general rule, I perform deviant sexual acts with women of all kinds, including but not limited to those with limited intellect, nude magazine models, and whores. I particularly enjoy sexual encounters with the latter group as they are generally disappointed in the fact that they only receive penile intercourse and nothing more, unless of course, they douche on a consistent basis. Although I am extremely unattractive, I am able to engage in these types of sexual acts with some regularity. Perhaps my sexuality is somehow related to my fancy and expensive jewelery.

Hybrid texts

- What kinds of text can be considered hybrid?
- What features of written language do they have?
- What features of spoken language do they have?
- Multimodality (e.g. this lecture)

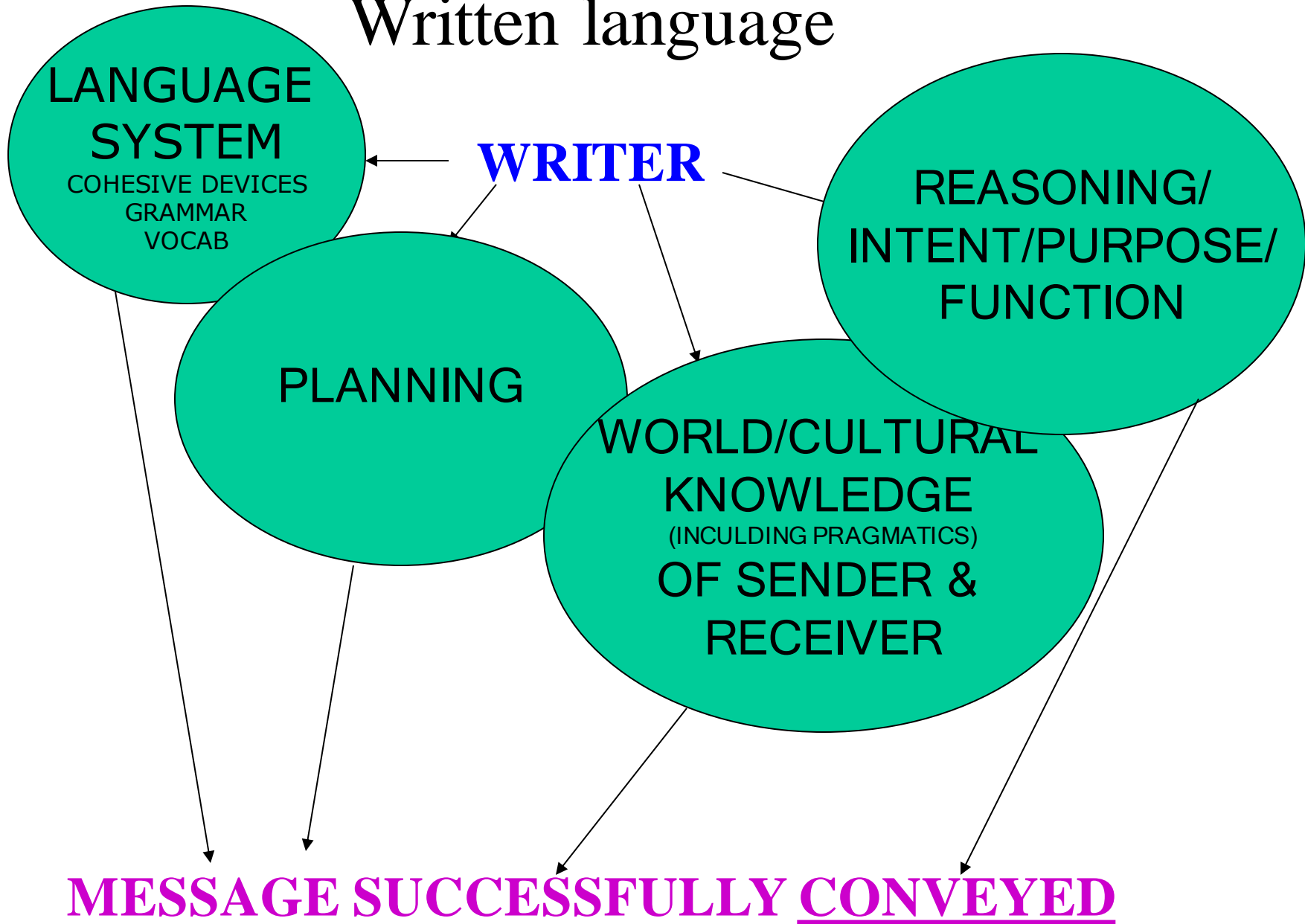
Summing up – 1

Spoken language



Summing up – 2

Written language



HOWEVER...

How can we guarantee a text is interpreted how it is intended?

i.e. does the discourse achieve its purpose?

Purpose and Achievement

Which kinds of text, spoken or written do you think have more chance of being interpreted as intended, i.e. of achieving their purpose?



Lattin Lover.



ANCHE IL POMODORO AMA LA LATTINA D'ACCIAIO. PERCHÉ LA LATTINA.

•• È ermetico.
•• È pratico.

•• È igienicamente sicuro.
•• Protegge dalla luce.

•• È inviolabile.
•• È economica.

•• E si ricicla all'infinito.



M820 ACV

Your number 2 business
Is our number 1 business

You make UM
We break UM
Who U gonna call



TUURRRD BUSTERS
DDilligaf48@AOL.com
01444 250008
Sewage Engineer. Consultant.

Always in the shit
Only the depth varies

MERCEDES-BENZ



excellium

95.9

95.9

Cost Beer & Wine

Car Wash

Can you identify the purpose of these texts and the context they might have occurred in?

As I think is made perfectly clear in your contract of employment, staff are expected to be fully dressed at all times.

2pkts Emmenthal cheese slices

14 cold new potatoes

2 Bloody Marys (count as food as contain Worcester sauce and tomatoes)

1/3 Ciabatta loaf with Brie
coriander leaves – 1/2 packet

12 Milk Tray (best to get rid of all Christmas confectionery in one go and make fresh start tomorrow)

13 cocktail sticks securing chees and pineapple

Portion [...] turkey curry, peas and bananas

Portion [...] Raspberry Surprise made with Bourbon biscuits, tinned raspberries, eight gallons of whipped cream, decorated with glacé cherries and angelica.

Ten years ago people who cared about the environment were laughed at as sandal-wearing beardy-weirdies and now look at the power of the green consumer.

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Drink more than fourteen alcohol units a week.

Smoke.

Spend more than earn.

Fall for any of following: alcoholics, workaholics, commitment phobics, people with girlfriends or wives, misogynists, megalomaniacs, chauvinists, emotional fuckwits or freeloaders, perverts.

A: I'm not talking about a ventilating deconstructionalistic freshness of vision. I'm talking about the ultimate *vandalisation* of the cultural framework. [...] What I mean is, if you're taking that sort of cutesy morally relativistic, "*Blind Date* is brilliant" sort of line...

B: I wasn't, I just really like *Blind Date*

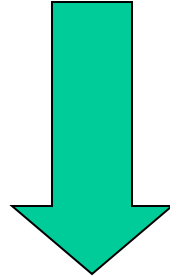
Noon. London: my flat. Ugh.

A brilliant comic creation. Even
men will laugh.

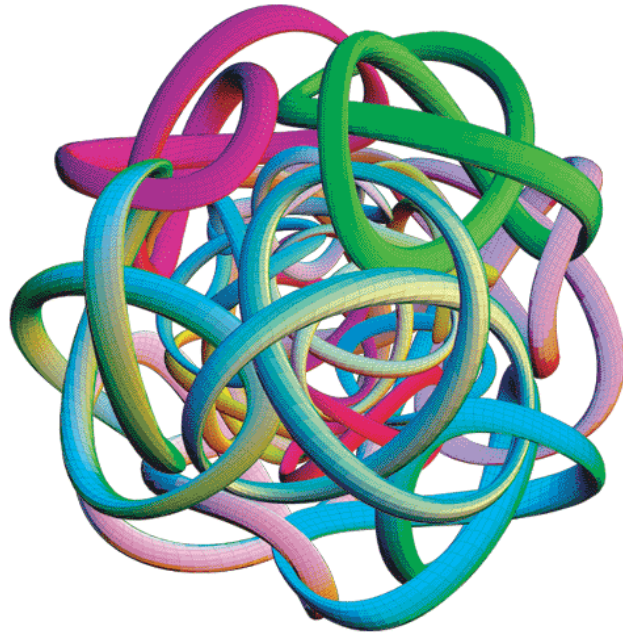
Understanding notices

TOILET OUT OF ORDER.
PLEASE USE FLOOR BELOW

Planning and Purpose
Context and Audience



Discourse



Conclusions?

Just a simple reminder of where we started – with identifying what a text is. And to go back even further, we might mention that the very word text derives from the Latin *texere*, which means ‘to weave’. Indeed texts have to take into account a whole variety of things if they are to achieve a purpose. If the text is to be at all beautiful we need a degree of linguistic competence. However, if the text is to be considered ‘successful’ it should not only be well woven, but also serve its purpose. This relationship between form and function, text and context, is the main focus of discourse analysis.