



Language and Culture

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Introduction to Applied Linguistics

The relationship of language and culture

- Nature, culture and language
- Communities of language users
- Imagined communities
- Insiders/outsideers
- The Sapir-Whorf hypothesis

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Meaning as sign

- The linguistic sign
- The meaning of signs
- Cultural encodings
- Semantic cohesion
- The non-arbitrary nature of signs
- Symbols

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Meaning as action

- Context of situation, context of culture
- Structures of expectation
- Contextualization cues, situated inferences
- Pragmatic coherence
- The cooperative principle
- Participant role and the co-construction of culture

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Spoken language, oral culture

- Speech and writing
- Indicating status
- Social positionings
- Protecting face
- Conversational style
- Narrative style

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Print Language, Literate Culture

- Written language, textual culture
- Print and power
- Social construction of literacy
- Text and discourse
- Literacy event, prior text, point of view
- Genre

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Language and Cultural Identity

- Cultural Identity
- Cultural Stereotypes
- Language crossing as an act of identity
- Linguistic nationalism
- Standard Language, cultural totem
- Linguistic and cultural imperialism

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Current Issues

- Who is a native speaker ?
- Cultural authenticity
- Cross-cultural, intercultural, multicultural
- The politics of recognition

===== THANK YOU=====

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Reference

- Kramsch, C. 1998. Language and Culture. Oxford: Oxford University Press.

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