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Ideology in Language Use: Pragmatic Guidelines for ...
Ideology in Language Use - by Jef Verschueren December 2011. Though the concept started its career that way, ' ideology ' is no longer seen as the systematic analysis of sensations and ideas which should provide the basis for all scientific knowledge.

Introduces a new framework for the study of ideology in written language.
The relationship between language and ideology has long been central to research in discourse analysis, pragmatics, sociolinguistics and linguistic anthropology, and has also informed other fields such as sociology and literary criticism. This book, by one of the world's leading pragmatists, introduces a new framework for the study of ideology in written language, using the tools, methods and theories of pragmatics and discourse analysis. Illustrations are drawn systematically from a coherent corpus of excerpts from late nineteenth- and early twentieth-century history textbooks dealing with episodes of colonial history and in particular the 1857 'Indian Mutiny'. It includes the complete corpus of excerpts, allowing researchers and students to evaluate all illustrations; at the same time, it provides useful practice and training materials. The book is intended as a teaching tool in language-, discourse- and communication-oriented programs, but also for historians and social and political scientists.

Introduces a new framework for the study of ideology in written language.
'Language ideologies' are cultural representations, whether explicit or implicit, of the intersection of language and human beings in a social world. Mediating between social structures and forms of talk, such ideologies are not only about language. Rather, they link language to identity, power, aesthetics, morality and epistemology. Through such linkages, language ideologies underpin not only linguistic form and use, but also significant social institutions and fundamental notions of person and community. The essays in this new volume examine definitions and conceptions of language in a wide range of societies around the world. Contributors focus on how such defining activity organizes language use as well as institutions such as religious ritual, gender relations, the nation-state, schooling, and law. Beginning with an introductory survey of language ideology as a field of inquiry, the volume is organized in three parts. Part I, 'Scope and Forces of Dominant Conceptions of Language,' focus on the propensity of cultural models of language developed in one social domain to affect linguistic and social behavior across domains. Part II, 'Language Ideology in Institutions of Power,' continues the examination of the force of specific language beliefs, but narrows the scope to the central role that language ideologies play in the functioning of particular institutions of power such as schooling, the law, or mass media. Part III, 'Multiplicity and Contention among Ideologies,' emphasizes the existence of variability, contradiction, and struggles among ideologies within any given society. This will be the first collection of work to appear in this rapidly growing field, which bridges linguistic and social theory. It will greatly interest linguistic anthropologists, social and cultural anthropologists, sociolinguists, historians, cultural studies, communications, and folklore scholars.

This book is a collection of 12 papers dealing with manipulation and ideology in the 20th century, mostly with reference to political speeches by the leaders of major totalitarian regimes, but also addressing propaganda within contemporary right-wing populism and western ideological rhetoric. This book aims at bringing together researchers in the field of ideology reproduction in order to better understand the underlying mechanisms of speaker-favourable belief inculcation through language use. The book covers a wide range of theoretical perspectives, from psychosocial approaches and discourse analysis to semantics and cognitive linguistics and pragmatics. The book's central concern is to provide not only a reference work with up-to-date information on the analysis of manipulation in discourse but also a number of tools for the scholar, some of them being developed within theories originally not designed to address belief-change through language interpretation. Foreword by Frans van Eemeren.

The topic of Language and Ideology has increasingly gained importance in the linguistic sciences. The general aim of critical linguistics is the exploration of the mechanisms of power which establish inequality, through the systematic analysis of political discourse (written or oral). This reader contains papers on a variety of topics, all related to each other through explicit discussions on the notion of ideology from an interdisciplinary approach with illustrative analyses of texts from the media, newspapers, schoolbooks, pamphlets, talkshows, speeches concerning language policy in Nazi-Germany, in Italofascism, and also policies prevalent nowadays. Among the interesting subjects studied are the jargon of the student movement of 1968, speeches of politicians, racist and sexist discourse, and the language of the green movement. Because of the enormous influence of the media nowadays, the explicit analysis of the mechanisms of manipulation, suggestion, and persuasion inherent in language or about language behaviour and strategies of discourse are of social relevance and of interest to all scholars of social sciences, to readers in all educational institutions, to analysts of political discourse, and to critical readers at large.

Understanding Pragmatics takes an interdisciplinary approach to provide an accessible introduction to linguistic pragmatics. This book discusses how the meaning of utterances can only be understood in relation to overall cultural, social and interpersonal contexts, as well as to culture specific conventions and the speech events in which they are embedded. From a cross-linguistic and cross-cultural perspective, this book: debates the core issues of pragmatics such as speech act theory, conversational implicature, deixis, gesture, interaction strategies, ritual communication, phatic communion, linguistic relativity, ethnography of speaking, ethnomethodology, conversation analysis, languages and social classes, and linguistic ideologies incorporates examples from a broad variety of different languages and cultures takes an innovative and transdisciplinary view of the field showing linguistic pragmatics has its predecessor in other disciplines such as philosophy, psychology, ethnology, sociology and the political sciences. Written by an experienced teacher and researcher, this introductory textbook is essential reading for all students studying pragmatics.

This systematic introduction to the concept of point of view in language explores the ways in which point of view intersects with and is shaped by ideology. It specifically focuses on the way in which speakers and writers linguistically encodes their beliefs, interests and biases in a wide range of media. The book draws on an extensive array of linguistic theories and frameworks and each chapter includes a self-contained introduction to a particular topic in linguistics, allowing easy reference. The author uses examples from a variety of literary and non-literary text types such as, narrative fiction, advertisements and newspaper reports.

This book focuses on how sign language ideologies influence, manifest in, and are challenged by communicative practices. Sign languages are minority languages using the visual-gestural and tactile modalities, whose affordances are very different from those of spoken languages using the auditory-oral modality.

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