



English Lesson

info@legacylearninginstitute.com



Understanding English

- Introducing Critical Language Awareness (CLA)
- Language and Power
- Persuasive, Manipulative and Emotive Language, Bias,



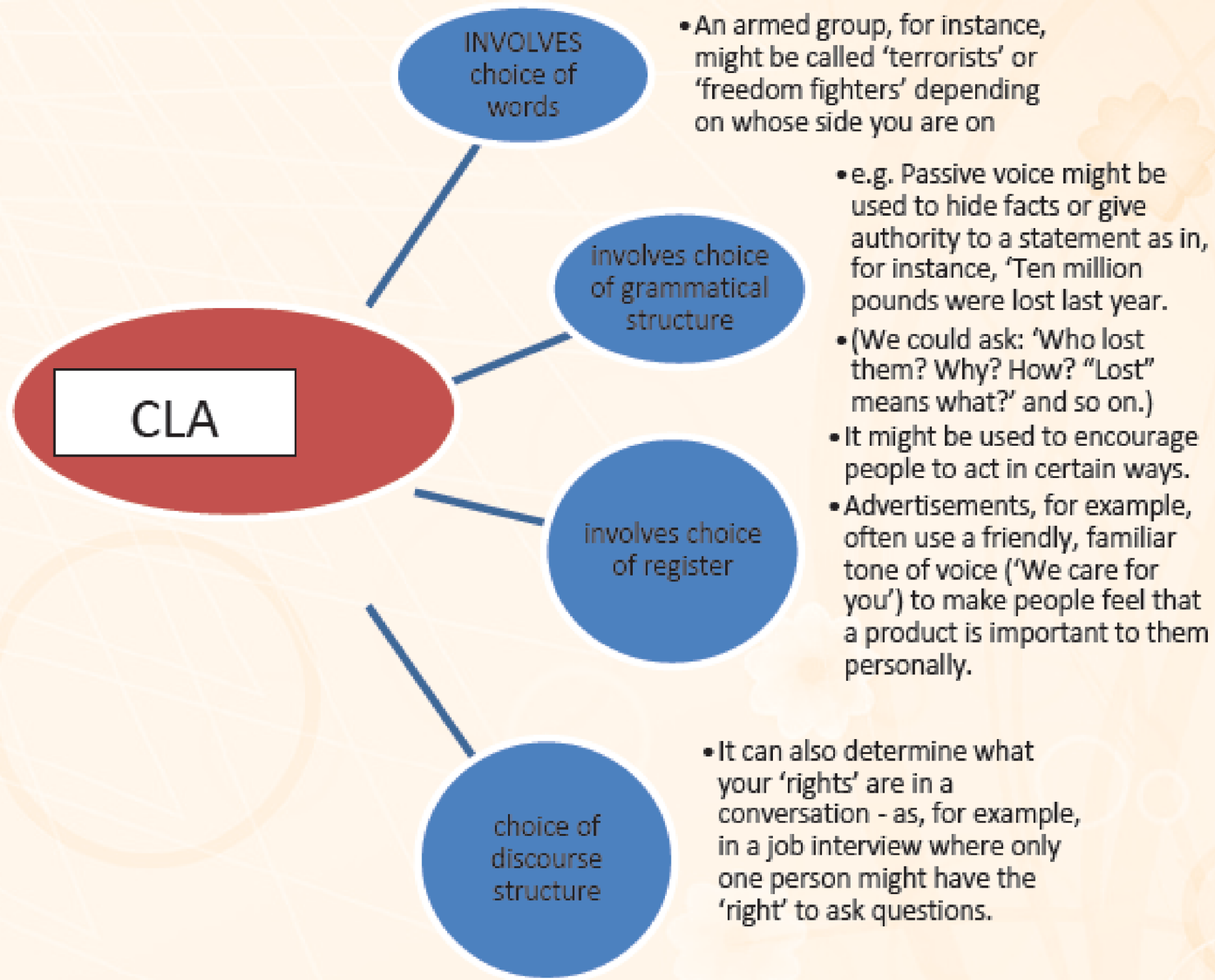
What is CLA ?



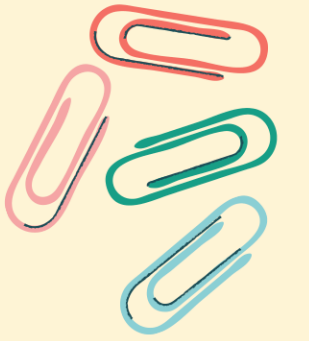
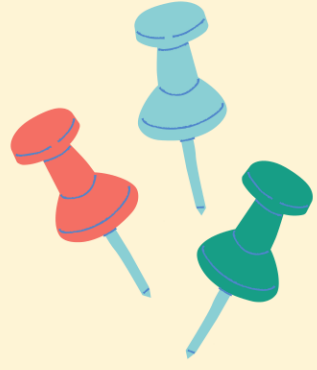
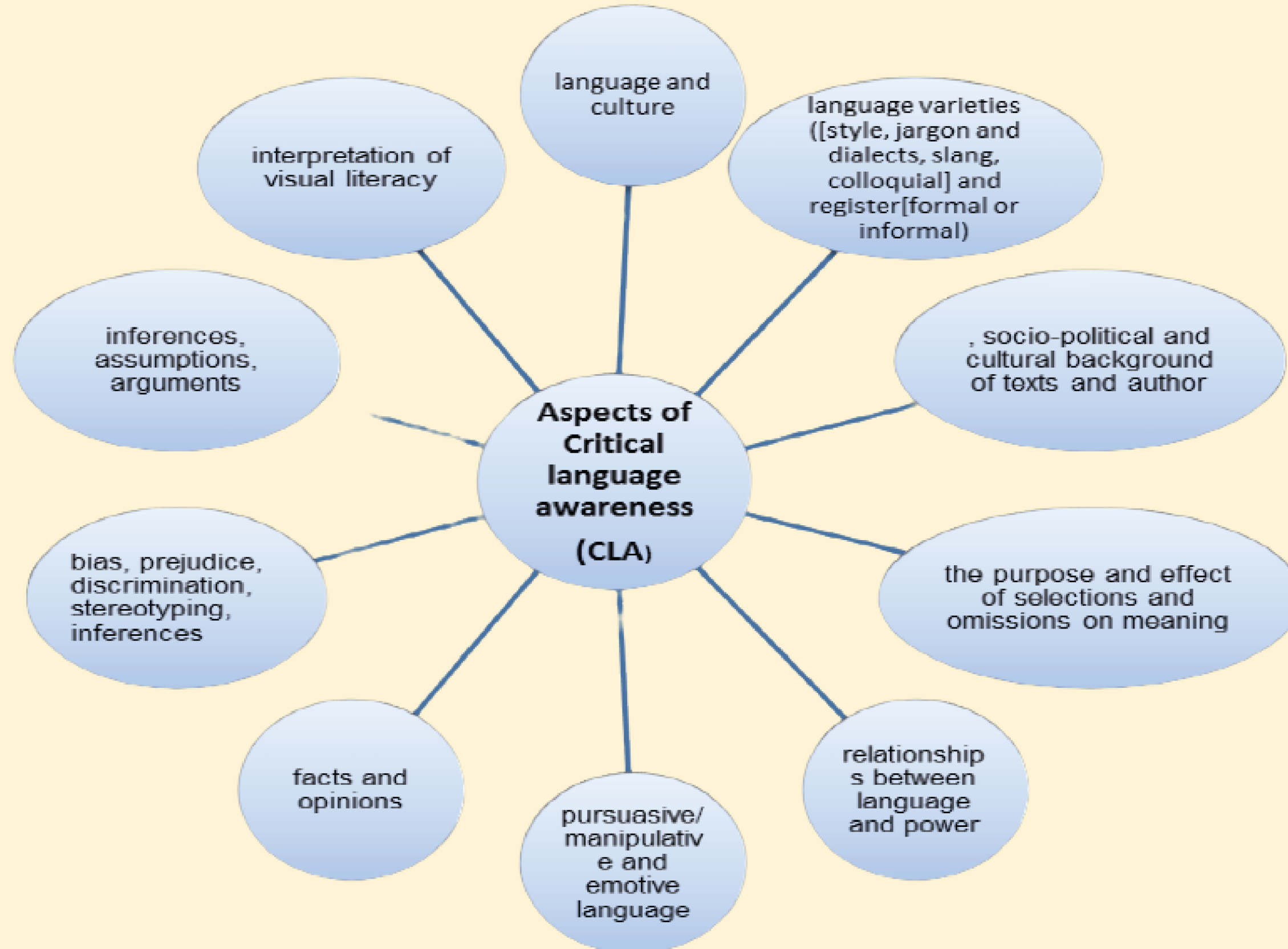
According to Fairclough (2005), Critical Language Awareness (CLA) as a part of language education, teaches learners how to analyse the language that is used by themselves and others.

CLA also refers to an understanding of the social, political, and ideological aspects of language, linguistic variation, and discourse. According to CAPS, CLA is the analysis of how meaning is constructed with an understanding of power relations in and between languages; it empowers the learner to resist manipulation and to use language sensitively. CLA is about making conscious choices of words, grammar, register, discourse, structure, etc.





CLA FOCUSES ON :



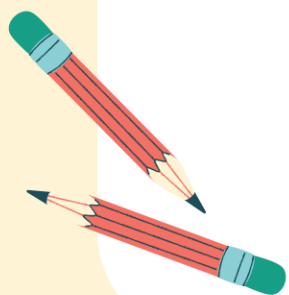
Language and Power

Relationship between language and power

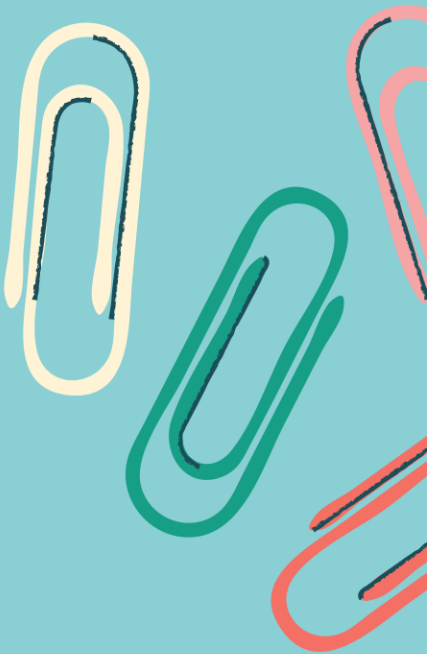
- The language the speaker uses reflects whether he/she is in command or under command. The speaker who is in command is able to manipulate, control and persuade the audience.
- Power originates from various levels of wealth, position, rank, status, authority, knowledge, expertise, privileges and even mere membership in a dominant or majority group. Power relations are initiated, exercised and reproduced through discourse.
 - The power that is maintained by winning the consent of those over whom it is exercised is called influential power. It makes us want to behave in certain ways or adopt certain opinions or attitudes, without obvious force. It operates in such social phenomena as advertising, culture and the media.
- Language use reflects the position of the speaker. We expect people in authority to speak in a certain way using the formal register, e.g. businessmen, politicians, supervisors, administrators, professors, teachers, doctors, lawyers, etc. The speaker who does not have power appears apologetic and unsure, and the language used portrays his/her position and is hence less effective.

Techniques used :

- **Persuasive language:** The language used for advertisements and propaganda always aims at influencing future actions of recipients through persuasive means.
 - **Influential narrative:** Texts such as novels, short stories, poetry, drama, and news reports/articles may describe the (un)desirability of future actions, and they use the rhetoric of dramatic or emotional appeal that can influence people.
- **Conversations: Language structures,** vocabulary items, sentence structures (grammar) and conventions, are used in displaying power. Dialogue between people with unequal power, e.g. between doctor and patient, young and old, seniors and juniors must be analysed in relation to various forms of language usage and power. In conversations/dialogue, we should look at how powerful people control topics, interrupt others and use forceful or command-oriented language.



PERSUASIVE, MANIPULATIVE AND EMOTIVE LANGUAGE





Persuasive and manipulative language

- Persuasive language is used to convince the audience to take a certain course of action by inviting them to approve of the viewpoint being presented. The users of persuasive language are not necessarily interested in giving facts. Their aim is to engage their audience's emotions rather than their reason.
- Manipulative language is aimed at getting an unfair advantage over others mostly in advertising or political speeches. Irony, hyperbole; alliteration, etc. are used to manipulate the audience. Manipulative language aims to convince the audience to invest in a writer's point of view.
- Not all persuasive language is necessarily misleading, but recognising the forms of manipulative language heightens critical reading skills that help readers recognise language use.





Where is persuasive language used?



- In advertisements, persuasive language is used to encourage the consumer to believe that they need or want a particular product or service.
 - Persuasive language can be used in essays and editorials to write a convincing argument.
- The techniques of persuasive language change according to the purpose/audience.
- It can also be used in the form of propaganda, i.e. half-truths that speak to the heart of the audience, to indoctrinate the public during political campaigns or in times of war.
 - It is also used in speeches and newspaper articles.

Persuasive Techniques



- **Vagueness**

The speaker purposely uses words that lack a clear and distinct meaning. The audience often asks the question, 'What did he say, exactly?' after the utterance.

For example, 'I am not disagreeing with what he did, but he is not right.'

- **Ambiguity**

A word/phrase with more than one meaning that is open to different interpretations used to represent various areas of experiences.

In the statement, 'I hope you get what you deserve,' we may not be sure if the speaker wishes us well or ill unless the context of the remark and the speaker's intentions are made clear.

- **Bias and Stereotyping**

- o Bias is implied in the phrasing of questions or statements. A question like, 'Why does our country need to pass such an unconstitutional law?' suggests that a balanced and objective exploration of a bill's pros and cons is unlikely to follow. Likewise, a proponents' glowing, emotionally charged language about that same bill would indicate that the discussion is equally unlikely to provide a full exploration of its contents.

- o Stereotyping convinces people that someone has particular characteristics because he/she belongs to a group that has this characteristic, i.e. it makes hasty generalisations, for example: 'She will not understand. She is blonde.'

- **Jargon**

Jargon refers to technical terms not commonly understood by the general public, but used by a specific group sharing a common professional, academic or any other field of interest. A speaker or writer may employ jargon to make information sound specifically important, highlight his/her credibility or superiority, emphasise an audience's lack of knowledge on a subject or muddle an audience's understanding of what issues are being discussed.

For instance, a doctor may issue an update regarding a patient's 'agonal respiration', which in the medical profession, is usually indicative of imminent death.

- **Rhetorical questions and thought-provoking questions**

A rhetorical question is a statement that is formulated as a question, but that is not supposed to be answered. These questions are intended to be 'thought-provoking' rather than to provide answers. Rhetorical questions or redundant questions can be used in all types of media and speech, for example, in the middle of a speech, a speaker may say, ('this is not what we want, is it?') without really expecting a response from the audience.

- **Emphatic language, hyperbole or exaggeration for effect**

Hyperbolic language deliberately exaggerates the reality of what is being expressed, to draw a more shocked or invested emotional reaction than a straight forward statement would solicit. For instance: 'The mayor would die before he would allow the school system to lose any more funding,' would be an exaggerated way of expressing the mayor's commitment to maintaining the educational budget.

- **Alliteration**

Alliteration is usually found in titles/headings of articles or in the last statement/sentence.

Using the same consonant is a common ploy of poets/authors and advertisers. It makes lines quotable or memorable.

For example, the ABSA slogan: 'TODAY, TOMORROW, TOGETHER'.



Emotive Language



Emotive language is word choice that is used to evoke emotion. It could also be called emotional language.

Emotive language is considered a persuasive technique and has also been called 'loaded language'. The words can be used to evoke strong emotional responses, e.g. anger, happiness or conviction, in order to pressure or even coerce readers to agree with the speaker/writer.

- Connotation and denotation

Words have two different types of meanings: denotative meaning and the connotative meaning.

- o The denotative meaning refers to the factual, objective meaning of the word; the meaning you will find in the dictionary.

- o The connotative meaning refers to the emotional associations of a word or phrase, as opposed to its exact meaning. The connotation is something you sense and for which you develop a feeling. The connotation of a word is its implied meaning.

Learning English is Fun!



5 Steps to Add Typeform on your Canva Presentation:

Click the link to the form on the Canva Presentation. It will direct you to Typeform.

ON TYPEFORM:

- Create or log in to your account.
- You will see a duplicate of the form in your account.
- Customize the form and publish.



ON CANVA:

- Connect your Typeform account to your Canva account. On the left side of the editor, click More and select Typeform under Apps and Integrations.
- On your Canva Presentation, replace the old form with your published form.





Thanks for attending. Before we go, would you mind sharing your thoughts on the session? Should only take a minute.

Give feedback

press Enter ↵

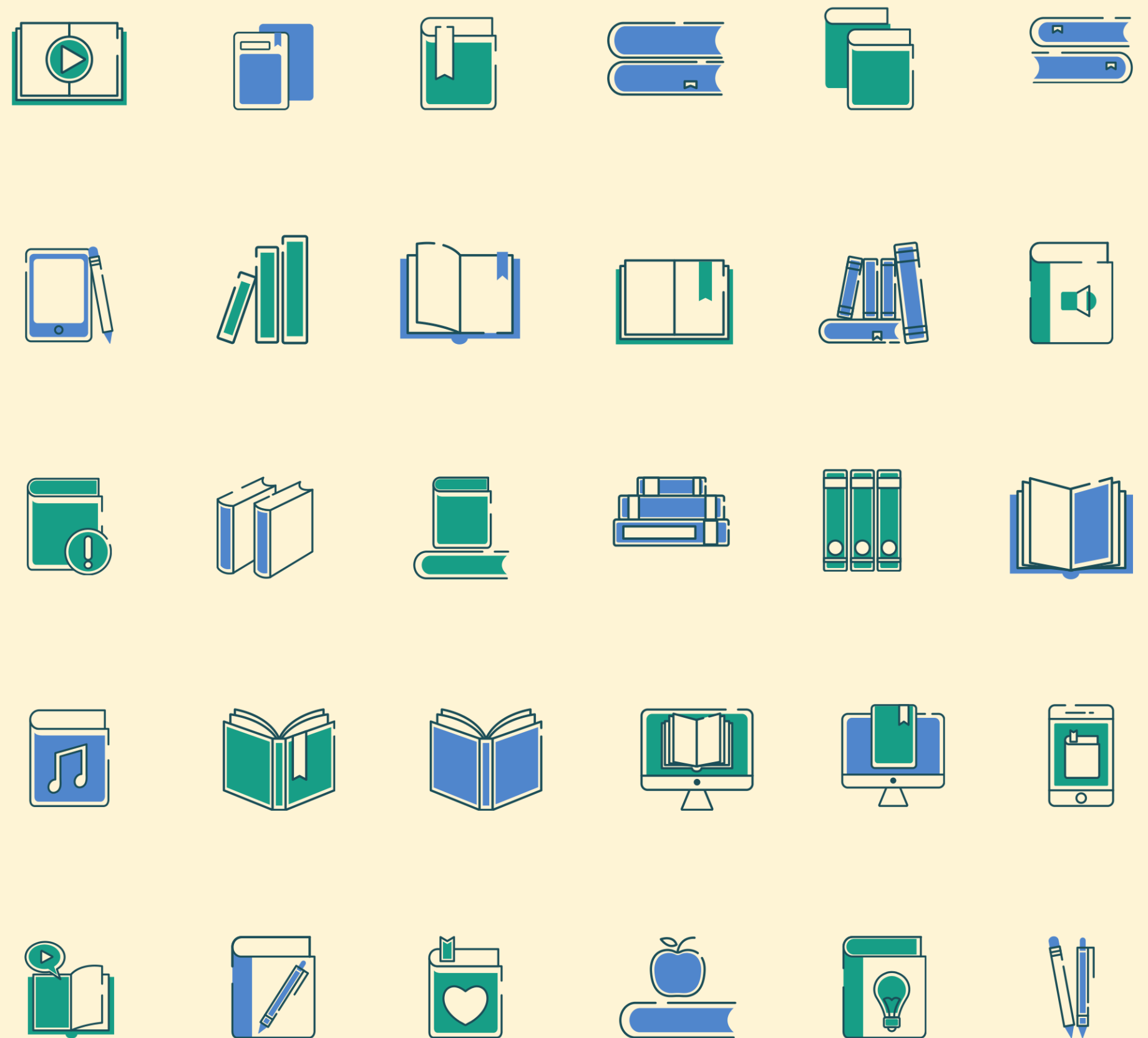


[Click here to customize your own Typeform!](#)



Free Icon Resources

Use these free recolorable icons and illustrations in your Canva design



Free Illustration Resources

Use these free recolorable icons and illustrations in your Canva design

