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|  |  | Language  Glossary of terminology |
| Language and knowledge: useful sentences Language and thought are connected.  We use language to describe things, but also to influence, persuade and sometimes even manipulate the way people see things.  The language we speak influences the way we see the world, but our world view also shapes our language.  Language can be ambiguous.  A lot of our knowledge has been passed on through language, either in spoken form, or in written form (books, texts).  The language we use can create stereotypes.  We sometimes express and sustain relationships of power and authority through language.  The dominant discourse determines to a large extent what we speak and think.  Linguistic censorship may also censor and “erase” thought.  What if… everyone in the world spoke….? |  | Language - basicsConnotation The ideas and associations a word/expression evokes in addition to its literal meaning Denotation What a word/expression refers to, the literal meaning. Weasel words: Words that qualify a seemingly clear and precise statement and make it vague and ambiguous Stereotype: A fixed, oversimplified and usually negative picture of an individual or group based on their membership of that group. Metaphor A figure of speech which makes an implicit comparison between two things irony A figure of speech in which words are used to say one thing and mean the opposite dominant discourse The dominant way of thinking and speaking.  **Signifier**  The sound or image [in language, referring to something else]  **signified**  the concept [the thing or idea that the sound or image refers to] Language and cultureSapir-Whorf hypothesis: The claim that the language you speak influences or determines the way you see the world. Linguistic determinism: The idea that the language you speak determines what you think Idiom: A colloquial (typical to a language) expression whose figurative (not literal) meaning cannot really be deciphered from its literal meaning. |