

Cuttings Journal

The revised task sheet

Totalling 5% of your final SAC mark, your cuttings journal is designed to get you responding to the public discourse surrounding language. Furthermore, your exposure to the stream of public discourse will better equip you when you are required to write essays. By continuously collecting samples of language, you are creating a pool of resources from which you may draw on in your essays.

You should aim to collect one article per week. These articles should aim to address issues surrounding language e.g. semantic change, slang, illiteracy, the effect of technology on language etc. Aim to find articles beyond the media, dipping into linguistic theory as well. Refrain from finding articles date prior to 2004, as it is necessary to have relevant examples in your essay.

For each article, complete the following:

- 1) Source of the article: who, what, when, where, how.
- 2) Key ideas of the article; what is the author's argument?
- 3) What subsystem is the text exploring?
- 4) Register of the text; is this an informal or formal text? Find evidence* to support this claim.
- 5) Who is the intended audience? Find evidence* to support this claim.

*evidence may include: lexical choice, syntactic patterning, onomatopaic words, slang, first person pronoun etc.

Sample text and analysis

Twitter hashtag is déclassé, says France

How *très français*. Monkey is a little slow on the *compréhension* here ([hat tip: New Statesman](#)) – last week the French government's General Commission for Terminology and Neology issued a proclamation to users of **Twitter** and other **social media** urging them to stop using the term "hashtag", **in favour of "mot-dièse"**. The GCTN was set up to halt the creep of Anglo-American words into the French language – understandable, particularly given that the ever growing digital and technology sectors tend to be dominated by Americanisms. But this development begs the question – what are the French going to do about the character "#"? Add an accent?

- 1) Published on the Media Monkey blog, through The Guardian (6/2/2013), UK.
- 2) The article is primarily exploring the need to preserve language, specifically the French language, in light of recent technological advancements. The

author seems sympathetic to the Academie's plight, but this is negated by his end statement, which draws one's attention to the pragmatic issue of translating a symbol into an alternative language.

- 3) The article primarily delves into the issue of translation, which may be connected to the field of semantics. It may possibly be connected to morphology.
- 4) The text begins informally, employing the twee phrase of 'tres francais'. The use of the third person de-individualises the author, supporting the blog format of the text. The use of the parenthical statements supports the informal nature of the text, as it references the original source of the information in a comical and highly characterised fashion.
- 5) The audience for this text is people who are regularly read the blog, as it's self-referential statement, 'Monkey is a little slow', suggests a previous knowledge of the Monkey Media 'voice'.