

Lecture 2

LCD 102: Analyzing Language

C.N. Serrano Madsen II
Queens College
CUNY

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Outline

- 1 Language
 - Operationalization
 - Powerpoint

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Language?

- So that naturally leads us to the question of what is language?
- What do you think language is?

What are we talking about?

- We need to make clear what we are talking about
- Make sure everyone is on the same page and has the same “idea” of what we are talking about
- We need to **OPERATIONALIZE** a few key concepts at the start of the work
- This is a non-trivial task that is frequently disregarded

Making terms clear

Operationalization or Neologism

- We have two clear and useful options to make a term or a concept clear, and one that will cause great confusion:
 - Neologism: Make a new term with or without making the “definition” explicit
 - Operationalization: Make explicit the “definition” of a pre-existing term
 - Add another related and slightly different definition

Operationalization

■ Operationalization

- Clearly define a term in a way that can then be tested
- Make a “fuzzy” or “vague” term objective
- Working definitions
- Limits discussion (and by extension) conclusions to only the restricted (but clear) conception of an element

Powerpoint

- Language v. Communication
- Design Features of Language
- Types of Language
- Grammar
- Prescriptive v. Descriptive
- Terms for Describing Language
- Dialect