**Unit –V (Language, Society and Culture)**

Language

* It is a tool for communication
* One of the elements of culture
* It is a tool to express one’s self
* Integration
* Social adaptation
* It is a tool to hold social control

Society

* People living together in a more or less ordered community

Culture

* It refers to the life style of a group of people ; their values, beliefs, ways of behaving and which determines the way of thinking shared by the same social community.

Gender

* Biological – Male and Female
* Grammatical – Masculine and Feminine
* Social – Man and Woman

Social Categories

* In a social organisation, we use to say how we are connected or related to others.
* The words such as mother, father, grandmother, grandfather, uncle, aunt, sister, brother, niece, nephew and so on.
* Example: the word uncle or brother similarly used among many groups for someone who is not relation to our family.

Socio Linguistics

* It is the field of study devoted to investigate the relationship between language, society and culture.
* It deals with language variation according to region, sex and age.
* Analyse both verbal and non-verbal human behavior.
* Geographical and social mobility
* Cultural and Political upheavals(violent disturbance)
* Creation of bilingualism or multilingualism at a macro- level
* Leads to lexical, syntactical, phonological and morphological changes in languages.

Dialect

* Changes in pronunciation and vocabulary occur, such changes result in the formation of a distinctly variety of language.
* Sometimes these changes occur in the same geographical region due to social differences between different economic sections.

Register

* Variety of languages according to its use or manner of usage of the particular vocabulary is called register

Kinship terms (Relationship terms- blood relations)

* All languages have kinship terms, example mother, father, grandmother, grandfather, uncle, aunt, sister, brother, niece, nephew and so on.
* In some languages the word father is used not only for male parent but also for male parents brother (eg. In tamil appa and chitappa)
* In English we use UNCLE –for both male parent brother and female parent brother
* In Watam (spoken in Papua New Guinea) father’s brother as AES and mother’s brother as AKWAE
* In Mopan Mayan (in Belize, Central America) Older brother and parent’s younger brother as SUKU’UN

Parents Older brother and grandfather as TATAA’

* In Norwegian - male parents mother as FARMOR and female parent’s mother as MORMOR
* In English both male and female parents mother as GRANDMOTHER

Classifiers

* A word or morpheme used in some languages in certain contexts.
* It indicates the type or class of noun involved.
* In SWAHILI language different prefixes are used as classifiers (eg. for human - wa- ,non-human - mi- , artifacts -vi- , )
* CHILDREN - WATOTO
* PLANTS - MIMEA
* KNIVES - VISU
* TREES - MITI
* CHAIRS – VITI
* In Australian English (Dyirbal) traditional uses of classifiers –

MAN, KANGROOS and BOOMERANGS (curved piece of wood; when properly throw will return to thrower) – conceptual category

WOMEN, FIRE and DANGEROUS THINGS were in other category

* Cultural belief (eg. The sun is the wife of the moon)
* In Japanese , the classifiers associated with the terms of shapes as

Long thin things – HON – ‘BANANA NI-HON’ – TWO BANANAS

Flat thin things – MAT

Small round things – FCO

Ni- MEANS TWO

British English

* Countable and Uncountable
* If it is specified as a clothing, an information these are grammatically wrong.
* It should be classified as item of, set of , bunch of ,etc.

Inter cultural

* It usually refers to the meeting of two different cultures or two different languages.
* It may refers to the cooperation between people from different ethnic, social, gendered cultures within the boundaries of the same national language
* For example African- Americans, Chinese- Americans.
* It is cooperation between minority culture and dominant culture with the issues of bilingualism and biculturalism.
* Biculturalism – an individual identifies it and accepts the beliefs, values and practices of particular culture.
* InterCulturalism assumes a knowledge of rather than acceptance of another culture.
* Multiculturalism in a societal sense – indicates the coexistence of people from many different backgrounds and ethnicities.

Vernacular

* Language which is treated as non- standard language
* New words in Standard English are originated from Vernacular language.
* Banana/ Yam – MANDIGO, bogus – FAKE
* Traditional English does not have such a tense, but it quite easy to grasp.
* Linguistic generally believe that actual rule of grammar are the ones that you can use to describe how speakers of the language really use it.

Assignment

* The difference between language and culture
* The dialectical relationship between language and culture