**UNIT - V**

**Language, Society, and Culture**

Language is the core of human culture. Many anthropologists have always put it at the centre of their agenda. So too have many linguists. **Language, Society, and Culture** provides a concrete method for studying the relation between language and society. Language, Culture and Society provides an international platform for cutting-edge research that advances thinking and understanding of the complex intersections of language, culture and society, with the aim of pushing traditional disciplinary boundaries through theoretical and methodological innovation. **Language** is intrinsic to the expression of culture. As a means of communicating values, beliefs and customs, it has an important social function and fosters feelings of group identity and solidarity. It is the means by which culture and its traditions and shared values may be conveyed and preserved. **Culture** and linguistics constitute patterns that include language, thoughts, actions, customs, and beliefs along with institutions of racial, ethnic, religious inclination, etc. This refers to behaviours and attitudes that pertain to a certain culture within a certain region or a system. **Culture and** **society** are co-existent. The essential difference is that **society** is composed of people while culture consists of knowledge, ideas, customs, traditions, folkways, mores, beliefs, skills, institutions, organizations, and artifacts. Society is the combination of people with different cultures.

**Structural Linguistics**

Structural Linguistics is concerned mainly with a version of structuralism which may also be called descriptive linguistics. Structural linguistics is an approach to linguistics originating from the work of Swiss linguist Ferdinand de Saussure and is part of the overall approach of structuralism. Structural linguistics involves collecting a corpus of utterances and then attempting to classify all of the elements of the corpus at their different linguistic levels: the phonemes, morphemes, lexical categories, noun phrases, verb phrases, and sentence types. A speech corpus (or spoken corpus) is a database of speech audio files and text transcriptions. In speech technology, speech corpora are used, among other things, to create acoustic models.

Saussure is widely credited with the creation of structural Linguistics; according to him, all phenomena can be divided in minor interrelated parts working together as a system. In this sense, he proposed Linguistics as a study of tongue in itself and by itself in order to describe specific tongues and deduce general laws. He worked with dichotomic divisions of the phenomenon of human verbal language while dividing it in minor units: social institutions / Semiology; Semiology / language; language / speech; tongue / speech; absent clustering / present clustering; Synchronic linguistics / Diachronic linguistics.

**Psycholinguistics**

Psycholinguistics is the study of the mental aspects of language and speech. The term psycholinguistics was introduced by American psychologist Jacob Robert Kantor in his book*, An Objective Psychology of Grammar*. Psycholinguistics is the study of the mental mechanisms that make it possible for people to use language. It is a scientific discipline whose goal is a coherent theory of the way in which language is produced and understood. The process of psycholinguistic consists of two questions. One is,

What knowledge of language is needed for us to use language? In a sense, we must know a language to use it, but we are not always fully aware of this knowledge.

The other question is what **cognitive processes** are involved in the ordinary use of language?

By 'ordinary use of language' means such things as understanding a lecture, reading a book, writing a letter, and holding a conversation. By 'cognitive processes,' means processes such as perception, memory, and thinking.

Language acquisition refers to the learning and development of a person’s language. First language acquisition (FLA) and Second language acquisition (SLA)

1. The learning of a native or first language is called first language acquisition (FLA).

2. Learning of a second or foreign language is called second language acquisition (SLA)

Psycholinguistics draws on ideas and knowledge from a number of associated areas, such as phonetics, semantics and pure linguistics. There is a constant exchange of information between psycholinguists and those working in **Neurolinguistics**, who study how language is represented in the brain.

**Applied Linguistics**

The term 'applied linguistics' refers to a broad range of activities which involve solving some language-related problem or addressing some language-related concern. The part of linguistics that is concerned with the structure of language is divided into a number of subfields: Phonetics - the study of speech sounds in their physical aspects. Phonology - the study of speech sounds in their cognitive aspects. Morphology - the study of the formation of words. Applied linguistics is an interdisciplinary field of linguistics which identifies, investigates, and offers solutions to language-related real-life problems. Some of the academic fields related to applied linguistics are education, psychology, communication research, anthropology, and sociology. Applied linguistics focuses on the numerous and complex areas in society in which language plays a role. There appears to be consensus that the goal is to apply the findings and the techniques from research in linguistics and related disciplines to solve practical problems.

Phonology, Morphology, Semantics and syntax are considered as core of the theoretical linguistics. Whereas, the practical implementation of linguistic theories likes language teaching, translation, speech therapy etc. are applied linguistics. Applied linguistics is a sub-field within linguistics itself.