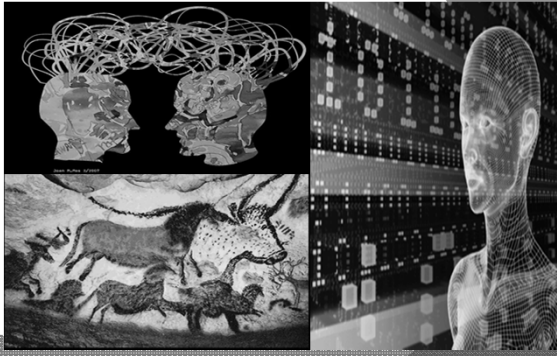


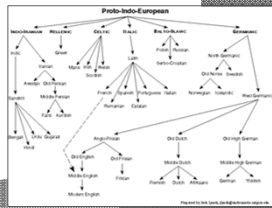
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Linguistic Anthropology

- shares methodology with cultural anthropology fieldwork
 - participant observation
- relies heavily on tape and/or video recording
- Malinowski believed that language needed to be studied in its natural setting (i.e. the field)



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Key Characteristics

- Language – a system of communication using sounds or gestures that are put together in meaningful ways according to a set of rules
 - Signals – instinctive sounds or gestures that have a natural meaning (e.g., screams)
- Productivity
 - ability to communicate ideas efficiently
- Displacement
 - the ability to talk about displaced events (past, future, etc.)
 - nonhuman primates are able to demonstrate productivity (conveying simple, yet specific, information)
 - however, displacement is probably a specifically human trait
 - this is very important for the development of culture

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Formal Properties of Verbal Language

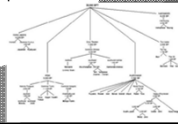
- **Phonology** – study of language sounds
 - **Phonemes** – smallest unit of sound in a language (e.g., gh, ch)
 - **phonetics** – the study of phonemes (e.g., l)
 - **Morpheme** – smallest meaningful unit of sound
 - phonemes can be morphemes, but not always
- **Syntax** – the rules by which words are arranged into phrases and sentences



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Formal Properties of Verbal Language

- **Grammar** – the entire formal structure of a language, including syntax
- **language family** – languages descended from a single ancestral language
 - **linguistic divergence** – the development of different languages from a single ancestral language
 - **linguistic nationalism** – attempt by ethnic minorities and even countries to proclaim independence by purging of foreign terms
- **Sociolinguistics** – study of the relationship between language and society through examining how social categories (age, gender, race) influence the use and significance of distinctive styles of speech
- **Gendered Speech** – distinct male and female speech patterns, which vary across social and cultural settings



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Formal Properties of Verbal Language

- **Dialects** – varying forms of a language that reflect particular regions, occupations, or social classes and that are similar enough to be mutually intelligible
- **Code Switching** – changing from one mode of speech to another as the situation demands, whether from one language to another or from one dialect of a language to another
- **Linguistic Relativity** – the idea that all languages are able to express complex ideas equally
- **Linguistic Determinism** – idea that language shapes the way in which we view and think about the world around us



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Non-Verbal Aspects of Language

- Gesture – facial expressions and body postures and emotions that convey intended as well as subconscious messages
- Kinesics – system of notating and analyzing postures, facial expressions, and body motions that convey messages – the science of studying gestures and nonverbal language
- Paralanguage – voice effects that accompany language and convey meaning, including vocalizations such as giggling, groaning, or sighing, as well as voice qualities such as pitch and tempo



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Cyber-Communication

- new forms of communication and interaction
 - not reducible to the internet or the web
- the study of cyberspace and cyberlife includes:
 - cybercommunities, cyberidentities, cyberfeminisms, cyberbodies, cyberlife, and cyberpolitics
- cyberworlds and race



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Using Media to Think Critically

http://www.youtube.com/watch?v=NLIgopvXT_g

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New Media, Digital Storytelling, and Self-Expression

- New Media = Four Characteristics
(Lev Manovich *The Language of New Media* 2001)
- 1) New Media Objects are composed of computer code
- 2) New Media is modular, it can be deleted and re-arranged at will
- 3) Aspects of New Media are automated, allowing for repetitive actions like accessing a file
- 4) New Media is variable, it can exist in many formats, represent a million different ideas, it is INDIVIDUAL!



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New Media, Digital Storytelling, and Self-Expression

- Digital Storytelling
 - using new media to tell personal stories
 - increasingly used as a teaching device and social activist approach
- Digital Storytelling Resources
 - Center for Digital Storytelling
- Your Assignment!

