Functional styles

- What is style?
- What is functional style?
- Classification of functional styles

Style (Latin '*stylus*')

"Style is a contextually restricted linguistic variation." *(N.E. Enkvist)*

Style

"Style is a product of individual choices and patterns of choices (emphasis added) among linguistic possibilities." (*Seymour Chatman*)

Style

"Style is a quality of language which communicates precisely emotions or thoughts, or a system of emotions or thoughts, peculiar to the author."

(J. M. Murry)

Style

is a set of characteristics by which we distinguish one author from another or members of one subclass from members of other subclasses, all of which are members of the same general class (I.R. Galperin)

Style is

way of using language

- By register (circumstances attending the process of speech) :

  formal –neutral – informal

- By personal characteristics:

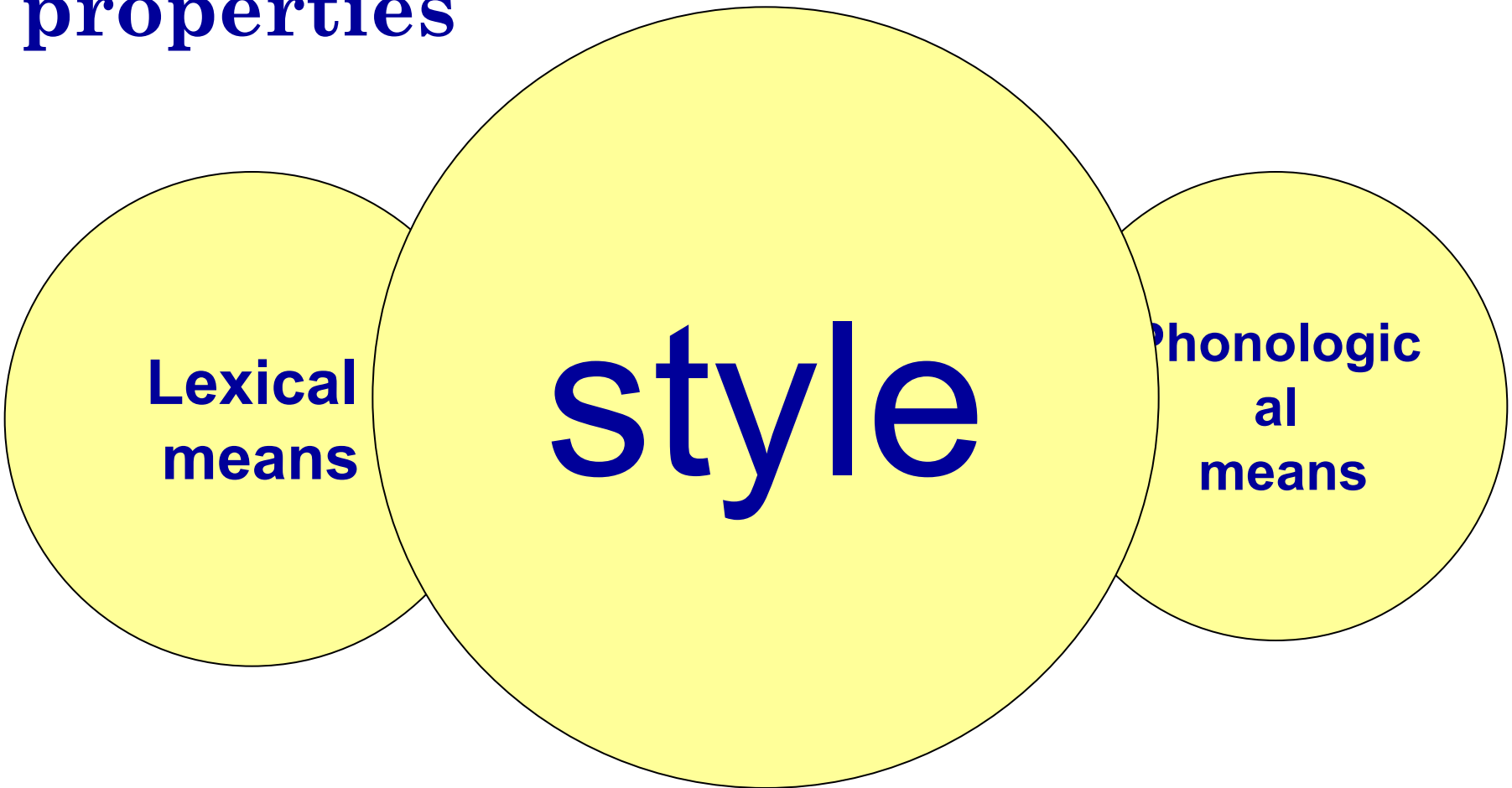
  Individual style (of a writer)

- By the context of communication:

  Functional style

Style

is identified by a **COMBINATION** of **properties**



Functional style

a system of coordinated, interrelated and interconditioned language means intended to fulfill a specific function of communication and aiming at a definite effect. (I. R. Galperin)

formal

Neutral

informal

Informal Style

- used in personal two-way every-day communication
- vocabulary may be determined <u>socially</u> (educational and cultural background, age group, occupation) or <u>regionally</u> (dialect)

Informal Style

- gesture, tone, voice are as important as words
- carelessness in grammar and pronunciation)
- not much variety in vocabulary (some words are overused: *thing, do, get, right, really)*
- repetitions, filling words (*you know, kind of, well*)

Informal Style

- imaginative word play (*e.g. These clips are really …clippy)*
- ready-made formulas of politeness and tags (*Could you…? Fine, isn't it?*)
- standard expressions of surprise, gratitude (*e.g. Thanks a million*), apology (*So sorry*), etc.

Informal Style

- lexical expressions of modality (*e.g. definitely, in a way, I should think so, not at all, by no means)*
- ellipses *(Hope you enjoy it)*

Informal Style

- substantive adjectives (*e.g.* *greens for 'green leaf vegetables', woolies for 'woolen clothes')*
- lexical intensifiers, emphatic verbs and adverbs with lost denotational meaning (*e.g. awfully, lovely, terrific, dead right)*

Informal Style

Vocabulary

- Colloquial words
  - literary colloquial (cultivated speech)
  - familiar colloquial
  - low colloquial (illiterate speech)
- Slang words
- Dialect words

Literary Colloquial

used by educated people in an informal conversation or when writing letters to intimate friends

bite, snack = meal

to have a crush on smb = to fall in love with smb

to turn up = come,

Familiar Colloquial

- more emotional, much more free and careless
- used mostly by young and semi-educated
- a great number of jocular or ironical expressions and nonce-words
- *e.g. <u>doc</u> – doctor, <u>ta-ta</u> – good-bye*

Low Colloquial Speech

- illiterate speech
- contains more vulgar, harsh words (*bloody*, *hell*, *f-word*)
- sometimes contains elements of dialect

Slang

- mainly used by young and uneducated
- characterized by the use of expressive, mostly ironical words which create fresh names for some usual things

Slang

- most slang words are metaphors and jocular, often with a coarse, mocking, cynical colouring

money – beans, bras, dibs, dough, wads

drunk – boozy, cock-eyed, soaked

Slang

- slang words and idioms are short-lived, soon they ether disappear or lose their peculiar colouring and become either colloquial or stylistically neutral:

  chap, fun, mob, shabby, hitch-hiker, once in a blue moon

Slang

- **general slang** – for any social or professional group (*cool*)
- **special slang** – peculiar for specific groups: teenager slang, football slang, computer slang: *keel = kill (Internet-slang)*

Argot

- special vocabulary used by a particular social or age group, the so-called underworld (the criminal circles)
- its main purpose - to be unintelligible to the outsiders

e.g. <u>shin</u> – knife, <u>book</u> – life sentence

Dialect Words

Dialect is a variety of a language which prevails in a district, with local peculiarities of vocabulary, pronunciation and grammar

Allus = *always* (Yorkshire)

Bonkkle = *bottle* (Birmingham)

Dialect Words

- dialect words may enter colloquial speech, slang, then neutral vocabulary and formal language

  car, tram, trolley

Formal Style

- used in scientific discourse, in monologue, often prepared in advance
- words are used with precision
- the vocabulary and syntax are elaborate and standard-oriented

Formal Style Vocabulary

- Literary / learned words [lə:nid]
  - words of scientific prose
  - official words
  - poetic diction
- archaic and obsolete words
- professional terminology

Formal Style Vocabulary

- **literary / learned words** – used in descriptive passages of fiction
- mostly polysyllabic words
- create complex and solemn associations

delusion, reverberate, splenetic, insiduous

Formal Style Vocabulary

- **words of scientific prose**

experimental, divergent, in terms of, heterogeneous,

- **officialese** (канцеляризмы) –bureaucratic language, peculiar to official documents: *accommodation (room), donation (gift), comestibles (food), dispatch (send off)*

Formal Style Vocabulary

- **words of poetic diction:**
- used in poetry
- characterized by a lofty, high-flown, sometimes archaic colouring
- they are more abstract

e.g. array (clothes), steed (horse), lone (lonely), naught (nothing), thee (you)

Formal Style Vocabulary

- **Obsolete words** are words that dropped from the language, no longer in use, for at least a century.

Formal Style Vocabulary

- **Archaic words** are words which survive in special contexts, current in an earlier time but rare in present usage.
- associated with poetic diction

e.g. aye (yes), nay (no), morn (morning), betwixt (between)

Historical words

- words denoting objects and phenomena which are things of the past and no longer exist
- they are names for social relations, institutions, objects of material culture of the past

Historical words

- names of ancient transport means, ancient clothes, weapons, musical instruments, etc.

crinoline - кринолин

musket - мушкет

hansom двухколесный экипаж (с местом для кучера сзади)

Professional Terminology

Term is a word or a word-group which is specifically employed by a particular branch of science, technology, trade or the arts to convey a concept peculiar to this particular activity

Professional Terminology

- terms should be monosemantic
- independent of the context
- have only denotational meaning
- terms should not have synonyms

cardiovascular (сердечно-сосудистый), futures (фьючерсы = фин.), modem

Neutral Vocabulary

- opposed to formal and informal words
- used in all kinds of situations, independent of the sphere of communication

Neutral words

- constitute the core of the language corpus, denote objects and phenomena of everyday importance
- characterized by high frequency

e.g. to walk, summer, child, green

Neutral	**Informal**	**Formal**
begin	*start, get started*	*commence*
child, baby	*kid, brat, bearn* (dialect)	*infant, babe* (poetical)

Functional styles

Classification of functional styles

- ***official style***
- ***scientific style***
- ***publicist style***
- ***newspaper style***
- ***belles-lettres style*** *(стиль художественной литературы)*

Official style

represented in all kinds of official documents and papers:

a) the language style of business documents;

b) the language style of diplomatic documents;

c) the language style of legal documents;

d) the language style of military documents

Official style (“officialese”)

The aim is to reach agreement between two contracting parties:

- the state and the citizen,
- or citizen and citizen;
- a society and its members;
- two or more enterprises or bodies;
- two or more governments (pacts, treaties);
- a person in authority and a subordinate, etc.
- a board of directors and employees

Official style

- special clichés, terms and set expressions (*beg to inform you, I second the motion, provisional agenda, the above-mentioned, hereinafter named, hereby, on behalf of, private advisory, etc.*)

Diplomatic documents

Special terms and phrases:

contracting parties, to ratify an agreement, memorandum, pact, persona non grata, principle of non-interference, extra-territorial status, exchange of ambassadors, Member State

Legal language

- extremely formal style
- abundance of terms including Latin words (*habeas corpus*)
- often incomprehensible even to the native speakers

The Boeing Company By-Laws (Устав)

Article 1 Section 4: *"**Except as otherwise required by statute** and **as set forth below**, notice of each annual or special meeting of stockholders **shall be given** to each stockholder of record entitled to vote at such a meeting **not less than thirty nor more than sixty days before** the meeting date."*

Official style

- use of abbreviations, conventional symbols and contractions:

Business: ***oc*** *(over-the counter) без посредников*

TC *(till cancelled) пока не аннулировано,* ***AAAA*** *–American Association of Advertising Agencies (Американская Ассоциация Рекламных Агентств)*

Military*: *adv*.** *(advance);* ***atk *(attack);* ***obj.*** *(object);* ***ATAS*** *(Air Transport Auxiliary Service),*

Official style

- fixed compositional patterns

Business letters

- the heading giving (the address of the writer, the date, the name of the addressee and his address)
- Introduction (Dear Sir(s) / Madam
- Text
- Conclusion (Sincerely / Faithfully yours)
- Signature and work position

Official style

- Almost every official document has its own compositional design. Pacts, statutes, contracts, affiliation contracts (трудовой договор / членства), orders (заказы) and minutes (протокол собрания) and memoranda (memos) — all have more or less <u>definite forms.</u>

Scientific style

found in scientific research papers, dissertations, articles, brochures, monographs and other academic publications

a) the language style of arts

b) the language style of sciences;

c) the language style of popular scientific prose

Scientific style

the aim is:

- to prove a hypothesis,
- to create new concepts,
- to disclose the internal laws of existence,
- to establish relations between different phenomena, etc.

Scientific style

- objective, precise, unemotional, devoid of any individuality
- generalized language (абстрактный язык)
- logical sequence of utterances (connectives: *as is clear from, therefore, thus, consequently, etc*.)
- use of terms specific to each given branch of science

Scientific style

- referencing (foot-notes, quotations)
- impersonality (passive constructions)
- very prolific in coining new words :

- *drone* (Unmanned Aerial Vehicles)

- *bionic eye* (microchip implanted into the visual cortex of the brain – enables the blind to “see”)

Medical text

«Before the individual medical *diagnostic* and *therapeutic procedures* are discussed, the conventional approach to management needs *to be elucidated*».

Прежде чем перейти к рассмотрению конкретных диагностических и лечебных мероприятий следует разобрать общепринятый подход к лечению.

Publicist style

essay, feature article, most writings of "new journalism", radio and television commentary, public speeches, etc.

a) the language style of oratory;

b) the language style of essay;

c) the language style of feature articles in newspapers and journals.

Style of oratory

- the oral subdivision of the publicist style
- purpose of oratory is persuasion
- requires a lot of eloquence
- speeches on political and social occasions (party meetings, weddings, funerals, jubilees, in sermons and debates, in speeches of counsel and judges in courts of law)

Style of oratory

- direct address to the audience by special formulas (*Ladies and Gentlemen*)
- final formulas to thank the audience (*Thank you very much; Thank you for your time*)
- use of *we, let's* (identifying with the audience)

Style of oratory

- features of colloquial style (*I'll; won't; haven't; isn't, etc)* to reach closer contact;
- the emotional colouring may be solemn, or ironic, but not "lowered" - jocular, rude, vulgar, or slangy;
- stylistic devices to rouse the audience and keep it in suspense (<u>repetition, climax, rhetorical questions, parallel constructions,</u> etc.)

Style of oratory

Skills of public speaking:

- voice
- intonation and pausation
- ability to break the monotony

Listen to an example.

Essay

is a literary composition of moderate length on philosophical, social, scientific or literary subjects

- preserves a clearly personal character
- has no pretence to deep or strictly scientific treatment of the subject
- a number of comments, without any definite conclusions

Essay

- brevity of expression;
- use of the first person singular (a personal approach to the problems treated);
- an expended use of connectives, which facilitates the process of grasping the correlation of ideas;
- abundant use of emotive words;
- use of similes and metaphors as one of the media for the cognitive process.

Newspaper style

observed in the majority of information materials printed in newspapers

- the language style of brief news items
- the language style of newspaper headlines;
- the language style of advertisements

PUBLICIST vs NEWSPAPER STYLE

Publicist style

goal - **to give 'views'**, i.e. to shape the audience's opinion, to make the audience accept the speaker's point of view

Newspaper style

goal – **to give news,** i.e. to inform the audience

Newspaper style

- Informative, unbiased and evaluative to a certain extent
- specific vocabulary to avoid direct responsibility:

The minister <u>is reported to</u> have denied the fact

The President was <u>quoted as saying</u> that there was no reason for panic.

BRIEF NEWS ITEMS

- state facts without giving explicit comments
- mostly implicit evaluation
- stylistically neutral, unemotional
- matter-of-fact and stereotyped forms
- neutral and common literary vocabulary

BRIEF NEWS ITEMS

characterized by an extensive use of:

- Special political and economic terms (*cold war*, *recession*)
- Non-term political vocabulary *(public, people, progressive, nation-wide*)
- Newspaper clichés (*smear campaign, pillars of society);* lots of them are pompous, hackneyed, false and misleading (political euphemisms)

BRIEF NEWS ITEMS

- Abbreviations (*NATO, EEC*)
- Neologisms (*liquid bomb plot*)
- Complex syntactical structure:

Brown addresses tonight's TUC dinner, and is expected to face blunt words from Brendan Barber, general secretary, and Dave Prentis, TUC president and leader of Unison, on the failure to connect with the needs of ordinary people.

BRIEF NEWS ITEMS

- Verbal constructions (infinitive, participial, gerundial)
- Attributive noun groups:

A <u>team-building exercise</u> <u>involving</u> imitation guns backfired when it prompted a <u>full-scale armed police</u> response.

THE HEADLINE

- to inform the reader briefly what the text that follows is about
- to arouse the reader's curiosity
- to express the newspaper’s attitude to the information (elements of appraisal)

THE HEADLINE can be

- almost a summary of the information
  "Homemade explosive would be detonated with a camera flash"
- short phrases: "Freddie, Fannie and Friends"
- citing: *"Give Scotland own digital channel, says inquiry"*

THE HEADLINE

- elliptical sentences (with auxiliary verbs, articles, subject, predicate omitted):

"Man charged with murder of boat couple"

"Russia to leave Georgia after EU deal"

"In praise of ...open days"

THE HEADLINE

- deliberate breaking-up of set expressions:

"Cakes and Bitter Ale" (Cakes and Ale)

"Conspirator-in-chief Still at Large" (Constable-in-Chief)

ADVERTISEMENTS AND ANNOUNCEMENTS

Goal :

- to inform
- to appeal to the reader
- to persuade the reader to respond accordingly

ADVERTISEMENTS:
classified and non-classified

Classifieds (“Jobs”, “Births”, “Obituaries”, etc)

-stereotyped patterns

- economizing space (= money):

- abbreviations

- neutral (with occasional emotionally coloured words to attract the reader's attention)

Non-classified adverts

The reader's attention is attracted by every possible means:

- typographical
- graphical
- stylistic, both lexical and syntactical

Style of Advertisement

TO BE*lles-lettres* ***or***

NOT TO BE*lles-lettres* ?

Fiction embraces numerous and versatile genres of imaginative writing, all sorts of style – formal and informal, uses the tools of all the functional styles. Is it reasonable to distinguish it as an independent style?

<u>No consensus</u>.

Genres of Literature

- **Genres of literature** **http://www.youtube.com/watch?v=AsJko91QjgE**
- **More detailed description of genres** **http://www.youtube.com/watch?v=dNF4zpdDsSU**

Belles-lettres style

a) the language style of poetry;

b) the language style of emotive prose;

c) the language style of drama.

Belles-lettres style

- Function: cognitive and aesthetic
- genuine, not trite; imagery, achieved by purely linguistic devices
- richness of vocabulary and expressive means
- a peculiar selection of vocabulary which reflects the author's personal evaluation of things or phenomena
- The belles-lettres style is individual in essence