

PURPOSIVE COMMUNICATION

Comm 101

OBJECTIVES

At the end of the lesson, students will be able to achieve the following objectives:

1. Show your understanding of the fundamental concepts of language and communication.
2. Relate to your personal experience in communication through multimodal texts both in local and global settings.

LESSON 1: LANGUAGE AND COMMUNICATION

“To speak and to speak well are two different things.”

WHAT IS LANGUAGE?

- To linguist, language has three main criteria:

1. Grammar: a system of rules
2. Phonology: a system of sound
3. Lexicon: a system of vocabulary

SPEECH COMMUNITY

A speech community is a group of people who share rules for conducting and interpreting at least one variety of a language or dialect. The term can be applied to a neighborhood, a city, a region or a nation.

LANGUAGE ACQUISITION

- Language acquisition refers to the process of acquiring a language, usually due to immersion.

MOTHER TONGUE

- The language we acquire from our speech community during our growing-up years. It also called the FIRST LANGUAGE.

SECOND LANGUAGE

- The languages we learned later on in life. We choose to learn them because we discover they are needed for various reasons.

LANGUAGE LEARNING

- Language learning is the result of direct formal or informal instruction in the rules of language.

LANGUAGE CONTACT

- Language contact is the social and linguistic phenomenon by which speakers of different languages (or different dialects of the same language) interact with one another, leading to a transfer of linguistic features.

LANGUAGE CHANGE

- Language change is the phenomenon by which permanent alterations are made in the features and the use of a language over time.
- Types of language change include ***sound changes***, ***lexical changes***, ***semantic changes***, and ***syntactic changes***.