

ENG510

LANGUAGE AND COMMUNICATION: A SOCIOLINGUISTIC PERSPECTIVE

- **Ethnography of Communication:** The study of how language is used in different social and cultural contexts, focusing on communication patterns in specific communities.
 - **Aspects of Linguistic Communication:** Components of communication, such as grammar, vocabulary, and how they are used in speech or writing.
 - **Non-linguistic Communication and Sociolinguistics:** Communication through gestures, facial expressions, or body language and its connection to social contexts.
 - **Paralinguistic Communication and Sociolinguistics:** Non-verbal features of communication like tone, pitch, or loudness and their sociolinguistic significance.
 - **Utterances and Their Meanings in Context:** Understanding how the meaning of a statement depends on the situation, relationship, and culture of the speaker.
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SPEECH AND SOCIAL INTERACTION

- **The Ethnography of Speaking:** Exploring how people speak and interact based on their culture and social norms.
 - **Politeness and Social Interaction:** How politeness shapes conversations and helps maintain relationships.
 - **Politeness Strategies in Language:** Ways speakers show politeness, like using indirect language or respectful titles.
 - **Sociolinguistic Competence and Performance:** Knowing how to use language appropriately in different social settings.
 - **Sociolinguistic Competence and Language Choice:** The ability to choose the right language or dialect based on the social context.
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LANGUAGE, THOUGHT, AND CULTURE

- **Sapir-Whorf Hypothesis:** The idea that the language we speak influences how we think.
- **Linguistic Relativism and Conservatism:** Relativism suggests language shapes thought; conservatism emphasizes preserving language traditions.
- **Linguistic Imperialism:** When a dominant language suppresses other languages, often for political or cultural dominance.

- **Linguistic Rights:** The rights of people to speak and preserve their language.
 - **Language Rights at Different Levels and Places:** The protection of languages in schools, workplaces, and governments.
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NON-STANDARD LANGUAGE

- **What is Slang?:** Informal words or phrases used in casual conversations.
 - **What are Clichés?:** Overused phrases or expressions that lose originality.
 - **Local Proverbs and Idioms in Sociolinguistics:** Culturally specific sayings that reflect the values of a community.
 - **Functions of Non-Standard Language:** How informal language creates identity, humor, or social bonds.
 - **Examples of Non-Standard Language from English:** Words like “gonna” (going to) or “ain’t” (is not).
 - **What is Diglossia?:** When two languages or dialects are used in a community for different purposes, like one for formal settings and another for daily conversations.
 - **Diglossia and the Social Hierarchy:** How different languages or dialects represent social classes or status.
 - **Extended Concept of Diglossia:** Diglossia involving more than two languages or dialects.
 - **Examples of Diglossia:** Arabic (formal Quranic Arabic vs. regional dialects).
 - **Diglossia and Language Shift:** How people switch to the dominant language over time.
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MEDIA AND SOCIOLINGUISTICS

- **Language, Media, and Society: The Trio:** How language, media, and society influence each other.
 - **Power of Media and Language Choices:** How media promotes specific languages or dialects.
 - **Print Media and Sociolinguistics:** The role of newspapers and magazines in shaping language.
 - **Electronic Media and Sociolinguistics:** How TV, radio, and online platforms affect language use.
 - **Global Media and Sociolinguistics:** Media’s impact on spreading languages like English globally.
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SOCIAL MEDIA AND SOCIOLINGUISTICS

- **What is Social Media?:** Online platforms for sharing information and communication.
- **Emerging Social Media Trends:** New ways people interact on platforms like Instagram, TikTok, or WhatsApp.

- **Social Media and Sociolinguistics:** How social media changes language use and communication.
- **Social Networks and Language:** How people in different networks use language differently.
- **Social Media in Pakistan:** The unique ways people in Pakistan use social media for communication.

SOCIAL MEDIA AND WRITING PRACTICES

- **Social Media and Unusual Spellings:** Informal spellings like “u” for “you” or “r” for “are.”
- **Social Media and Change in Language:** How platforms influence vocabulary, grammar, and expression.
- **Writing on Social Media and Use of Non-Linguistic Features:** The use of emojis, hashtags, or GIFs to convey meaning.
- **Impact of Social Media on English Language:** How it introduces new slang and informal expressions.
- **Social Media and Writing Practices in Pakistan:** Mixing Urdu and English in online writing (code-switching).

SOCIOLINGUISTIC ASPECTS OF ENGLISH LANGUAGE

- **Good and Bad English:** Debates on what makes “proper” or “incorrect” English.
- **The Native Speaker of English:** Someone who speaks English as their first language.
- **Standard English:** The formal version of English used in writing and education.
- **English Language Amongst Global Languages:** The widespread use of English as a global language.
- **The English Speech Community and Virtual Networks:** Groups of people communicating in English online.

SOCIOLINGUISTIC ASPECTS OF LANGUAGE IN PAKISTAN

- **National Language of Pakistan:** Urdu as the official language.
- **Provincial and Local Languages in Pakistan:** Languages like Punjabi, Sindhi, Pashto, and Balochi.
- **Linguistic Diversity and Sociolinguistic Context of Pakistan:** The coexistence of multiple languages and their social implications.
- **Issues of Linguistic Unity in Pakistan:** Challenges in promoting a single national language.

- **Language and Power in Pakistani Sociolinguistic Context:** How language represents authority and social status.
- **Role and Status of English in Pakistan:** English as a symbol of education and power.
- **English vs. Urdu in Pakistan:** The competition between these two languages in education and society.
- **English and Education in Pakistan:** English's role as a medium of instruction in schools.
- **English and Social Class Issues in Pakistan:** English as a marker of social privilege.
- **British and American English Varieties in Pakistan:** Influence of both versions on spoken and written English.
- **Language Contact in Pakistan:** Interaction between local languages and English.
- **Social Aspects of Language Choice for Children in Pakistan:** How parents decide which language their children learn.
- **Economic Aspects of English Language in Pakistan:** The advantage of knowing English in the job market.
- **Language in the Domains of Politics, Law, and Government in Pakistan:** The use of English and Urdu in official settings.
- **Language in the Domains of Religion, Market, and Business in Pakistan:** The role of language in religious discourse, commerce, and trade.

LANGUAGE CHANGE IN PAKISTAN

1. **Impact of Urbanization on the Sociolinguistic Scene of Pakistan**
Urbanization in Pakistan has brought people from different regions and languages together, leading to the mixing of languages, the dominance of Urdu in cities, and the growing use of English as a status symbol.
2. **Language Change and Shift in Pakistan**
Over time, some languages in Pakistan lose their importance while others, like English and Urdu, gain prominence due to social, economic, and educational factors.
3. **Language Desertion in Pakistan**
This happens when people stop using their native languages, often due to societal pressures, and switch to more dominant languages like Urdu or English.
4. **Language Use on Pakistani Television and its Implications**
TV channels in Pakistan mix Urdu, English, and regional languages, influencing viewers' linguistic habits and promoting a hybrid language style.
5. **Future Dimensions and Predictions about Language Use in Pakistan**
English and Urdu are expected to remain dominant, but regional languages may decline further unless efforts are made to preserve them.

CODE SWITCHING AND CODE MIXING IN PAKISTAN

1. **Code Switching of English and Urdu in Pakistan**
People often switch between English and Urdu in the same conversation, especially in urban areas and professional settings, to express ideas more effectively or show education and status.

2. **Code Switching of Other Languages in Pakistan**
Speakers of regional languages like Punjabi or Sindhi may switch between their language and Urdu or English, depending on the context.
 3. **Code Mixing of English and Urdu in Pakistan**
This involves blending words or phrases from English into Urdu sentences (e.g., "Mujhe coffee chahiye please" - I want coffee, please).
 4. **Code Mixing of Other Languages in Pakistan**
Similar mixing occurs with regional languages, where English or Urdu words are added to the conversation.
 5. **Language Hybridization in Pakistan**
A mix of two or more languages creates new hybrid forms, such as "Urdish" (Urdu + English), which are commonly used in informal speech and media.
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SOCIAL ASPECT OF LINGUISTIC PRACTICES ACROSS THE GLOBE

1. **Greetings and Sociolinguistics**
Greetings vary across cultures, reflecting social norms, respect, and relationships. For example, "Hello" in English vs. "Assalamu Alaikum" in Pakistan.
2. **Blessings and Curses and Sociolinguistics**
The use of blessings or curses shows cultural values and emotional expressions, often tied to religion and tradition.
3. **Kinship Terms and Sociolinguistics**
Words used for family members (e.g., "Ammi" for mother) reflect respect, closeness, and social structure.
4. **Diminutive Expressions and Sociolinguistics**
Adding suffixes or modifying words (like "Kitna pyara baccha!" – How cute the child is!) shows affection or endearment.
5. **Sayings and Proverbs Across the Globe**
Proverbs reflect cultural wisdom and are used to teach morals or explain situations. For example, "Time is money" in English or "Aik teer se do shikar" in Urdu.
6. **Modes of Address and Sociolinguistic Scene of Pakistan**
Titles and honorifics like "Sahib" or "Madam" reflect respect, social status, and politeness.
7. **Reduplication and Sociolinguistic Scene of Pakistan**
Words are repeated for emphasis, like "jaldi jaldi" (quickly quickly) or "chhoti chhoti baatein" (small small matters).
8. **Names and Titles and Sociolinguistic Scene of Pakistan**
Names and titles often indicate regional, cultural, or religious identities, e.g., "Khan Sahib" for Pashtuns.
9. **Gender Identity and Language in Pakistan**
Language reflects gender roles, with men and women often using different styles or vocabulary based on societal expectations.

10. Proverbs in Pakistan and Sociolinguistic Perspective

Proverbs like "Necchi kar darya mein daal" (Do good and forget about it) are used to convey traditional wisdom.

LANGUAGE PLANNING IN PAKISTAN

1. Language Policies of Pakistan

Policies determine the status of Urdu, English, and regional languages, focusing on their use in education, government, and media.

2. Education Policies of Pakistan

These influence whether students learn in Urdu, English, or regional languages at various levels of education.

3. Primary Education in Pakistan and Language Issues

Many schools face challenges in teaching regional languages while balancing Urdu and English.

4. Secondary Education in Pakistan and Language Issues

English is often emphasized, creating issues for students from non-urban areas where it isn't widely spoken.

5. Tertiary Education in Pakistan and Language Issues

English dominates higher education, which can be a barrier for students from rural areas with weak English skills.

LANGUAGE ACQUISITION AND SOCIOLINGUISTICS

1. Second Language Acquisition and Sociolinguistics

Learning a second language depends on social factors like the learner's environment, status of the language, and exposure.

2. Sociolinguistic Approaches to Second Language Acquisition

These approaches study how social contexts, like interactions and cultural norms, affect language learning.

3. Second Language Acquisition and Sociolinguistics: The Case of Pakistan

In Pakistan, English is a second language that learners acquire to access better opportunities.

4. Learners' Choice of Target Language Variety and Social Context

Learners may aim for British or American English depending on their goals, such as academic or professional use.

5. Second Language Acquisition and Sociolinguistics: The Case of Japanese

Learning Japanese often depends on cultural integration, as Japanese society values language as part of its identity.

TEACHING AND RESEARCH IN SOCIOLINGUISTICS

1. **Scope of Research in Sociolinguistics**
Sociolinguistics research explores topics like language change, social identity, language policies, and multilingualism.
2. **Significance and Scope of Teaching of Sociolinguistics**
Teaching sociolinguistics helps students understand how language works in society and its role in communication.
3. **Other Issues of Data Collection in Sociolinguistics**
Researchers face challenges like getting accurate responses and dealing with language diversity.
4. **Advances in Computing Technology: Opportunities & Challenges in Teaching and Research in Sociolinguistics**
Technology makes it easier to collect and analyze linguistic data but also raises challenges like ethical concerns.
5. **The Future of Sociolinguistics as a Discipline**
Sociolinguistics will continue to evolve as societies and languages change, especially with the rise of digital communication.

