

Abdelhafid Boussouf University Center of Mila
Faculty of SNV
Common Core Natural and Life Sciences
1st year

Module T.C.E 2 COMMUNICATION AND EXPRESSION TECHNIQUES 2 (English)

Course N-06

Introduction to the Study of Texts

1. Definitions:

Since the emergence of text linguistics as a field of study that refers to the study of text as a product (text grammar) or as a process (theory of text), many researchers indulged themselves in a meaningful inquiry to grasp the essence of the word “**TEXT**”

“Texts are seen as language units which have a definable communicative function, characterized by such principles as COHESION, COHERENCE and informativeness, which can be used to provide a FORMAL definition of what constitutes their identifying textuality or texture”.

(Crystal 2006, dictionary entry TEXT)

2. Key Criteria for Textuality:

Criteria for textuality refers to the characteristics that defines a text. Beaugrande & Dressler (1981) presented seven standards of textuality to be considered:

- 1. Cohesion** is the way in which linguistic items of which texts are constituted are meaningfully interconnected in sequences. Cohesion may be of four types: reference, ellipse, conjunction and lexical cohesion.
- 2. Coherence:** A coherent text has an underlying logical structure that acts to guide the reader through the text and creates the feeling that a text hangs together, that it makes sense, and is not just a jumble of sentences
- 3. Intentionality and acceptability** are generally regarded as a ‘pair’ of principles. In any text there is a producer who has the intention to produce a sound piece of information to a receptor. The receptor, on his or her part needs to be willing to accept the proffered text as a communicative text. In order to do this both producer and addressee have to adhere to the pragmatic cooperative principle which states that one has to make the maximum effort to

enable a piece of intended communication to be a success. Knowledge of pragmatic principles therefore makes this aspect of textuality 'work' or not.

4. **Informativity** broadly has to do with the way in which parts of the text have communicative value. For example: a definite expression like the man with the golden gun has more communicative value than a pronoun like him/his.
5. **Contextuality** focuses on the very important role the context plays in any form of communication. This in effect means that in every situation in which language is used, the quality and effect of the communication is determined by the contextual knowledge shared by the participants.

6. **Intertextuality**

What are the 6 types of intertextuality?

These are allusion, quotation, calque, plagiarism, translation, pastiche, and parody. The devices create a range of options that cover intent, meaning, and how direct or indirect the intertextuality is. Quotations are a very direct form of reference and are taken directly 'as is' from the original text.

3. **Regulative Principles of Textual Communication**

3.1. **Efficiency**

A text is efficient if it is able to achieve in an economical manner the goals for which it was realized, that is to say in a manner that requires the recipient to make the least interpretative effort possible. An efficient text will consist of a well-known code, will have features of linguistic explicitness, will be full of elements that contribute to its linguistic and thematic unity, and will not introduce too much new information.

3.2. **Effectiveness**

An effective text is one that completes its task forcefully and energetically. For example, an informative text may ensure its effectiveness through graphical devices and structural or expressive elements and content (e.g. the use of special characters or the use of a transgressive style) that make it especially easy to remember the information it conveys.

3.3. **Appropriateness**

The principle of appropriateness attempts to balance off the two above principles by seeking an accord between the text setting and standards of textuality i.e. appropriateness is the characteristic of texts whose general approach is appropriate to the content that they aim to convey.