

ENGLISH  
*Language Studies*

# The Five Language Genres

Language of Information

Language of Argument

Language of Narration

Language of Persuasion

Language of Aesthetics

# INFORMATION

Clear

Concise

Factual

Objective

**THE LANGUAGE OF INFORMATION** is used to communicate factually, and succinctly, or to give instructions, or to make requests. It is:

- Logical and coherent in its presentation
- Relevant and to the point
- Functional (rather than colourful, poetic, or romantic)
- Precise and sometimes Technical
- Accurate
- Concrete (rather than abstract)
- Uses short or well punctuated sentences

# Examples of the use of the Language of Information

Rules

Laws

Instructions

Menus

Addresses

Signs

Timetables

Constitutions

Bank Statements

Statistics

Job descriptions

Catalogues

Calendars

Syllabi/Syllabuses

List of contents

Indices/Indexes

Recipes

Dictionaries

*History \**

*Exam Reports \**

*News Reports \**

*Descriptive Writing \**

*\* Sometimes, but not always true*

# ITALIAN BABY PRINCESS BAPTISED

*By David Willey (BBC Rome Correspondent)*

A princess from the royal family that once ruled southern Italy has been baptised in a service in the palace of Caserta outside Naples. The baby girl - called Maria Carolina - is the first child of the House of Bourbon to be born on Italian soil for more than 150 years.

Princess Camilla The four-month old Bourbon princess was baptised in the royal chapel by a Vatican cardinal.

Italy is a republic, and noble titles are not formally recognised, but many in the south still regard the Bourbons as their royal family.

The baby girl is the daughter of Prince Charles of Bourbon, the heir to the Bourbons of Naples, who ruled southern Italy until 1861, when they were displaced during the unification of Italy.

The family lived in exile until 1943.

About 600 guests feted this return of the Bourbons for a single night to the gigantic palace that their ancestors built more than two centuries ago

# ARGUMENT

Logical

Analytical

Dispassionate

Objective

- Arguments **MUST BE SUPPORTED** by relevant facts, by relevant examples, by relevant statistics, or by other relevant data.
- Arguments must be logical: **DEDUCTIVE OR INDUCTIVE REASONING** may be used.
- Arguments should try to **CONVINCE** the reader (or listener) that one particular view is preferable to others, but must do so un-emotively.
- Arguments must be based on **FACTS**, not on **OPINIONS**. Your presentation of the facts should be such as to make the validity of your argument obvious and compelling.



## DEDUCTIVE REASONING:

- Syllogism: First premise + Second Premise = Conclusion.
- Moves from the general law or rule to the particular incidence or example.

*All the planets in the solar system are spheres. (First premise)*

*The Earth is a planet in the solar system. (Second premise)*

*Therefore the earth is a sphere. (Conclusion)*

- Not all syllogisms presented as deductive reasoning are true: *All tigers are cats. Our pet is a cat. Therefore, our pet is a tiger.* Always be on the look-out for false arguments which, following the correct order, appear to be true.

## INDUCTIVE REASONING:

➤ Begins with the particular incidence or example and moves to the general law or rule: establish the evidence and draw the logical conclusion.

*John is a man (First premise)*

*John is mortal (Second premise)*

*Therefore all men are mortal (Conclusion)*

➤ Not all syllogisms presented as inductive reasoning are true: *Joan is a woman. Joan is a teacher. Therefore all women are teachers.* Always be on the look-out for false arguments which, following the correct order, appear to be true.

# Examples of the use of the Language of Argument

Newspaper Editorials

Government Reports

Medical Reports

Financial Reports

Legal proceedings

Philosophical works

Analytical theses

Evaluations

Recommendations

*Letters to the Editor* \*

*Barrister's "arguments"* \*

*Debating Speeches* \*

\* *Sometimes, but not always true*

# NARRATION

Non Fiction

Offers Opinion

Relates to reader

Subjective/Personal

# THE LANGUAGE OF NARRATION

- Tells a story or relates an experience in a structured way: Introduction – Focus-point – Conclusion
- Should be interesting and original
- Describes scenes or events vividly and realistically
- Character descriptions are realistic, credible, and colourful
- Context and location are important
- Atmosphere is re-created
- Sometimes uses anecdote

*(The Language of Narration and the Language of Aesthetics share a great deal in common. You might generally think of Narration as being non-fictional and Aesthetics as being fictional writing)*

## Examples of the use of the Language of Narration

Autobiography

Biography

Diaries

Travel Writing

Restaurant Reviews

Book Reviews

Film Reviews

Motoring Reviews

Concert and Music Reviews

Computer Game Reviews

Newspaper Editorials

Newspaper Features

Gossip

*News Reports \**

*Narrative Poetry \**

*Films \**

*Magazine Articles \**

*History \**

*Descriptive writing \**

*\* Sometimes, but not always true*

# PERSUASION

Beguiling

Emotive

Manipulative

Subjective

**THE LANGUAGE OF PERSUASION** makes use of the following techniques, among others:

- Association (of ideas and images)
- Commands
- Emotional or sensational phrases and images
- Implication, without saying something outright
- Invitations (often implying privilege or selection)
- Repetition
- Rhetorical questions
- Rhymes or Jingles (often with a pun or play on words)
- Slogans
- Statistics (used selectively)
- Stereotypes



# Examples of the use of the Language of Persuasion

Advertising

Political Speeches

Inspirational Speeches

Offering Rewards

Offering Punishments

Flattery

Pep Talks

Tantrums

*Letters to the Editor* \*

*Barrister's "arguments"* \*

*Debating Speeches* \*

\* *Sometimes, but not always true*

# AESTHETICS

Creative

Dramatic

Poetic

Fictional

# THE LANGUAGE OF AESTHETICS

- Makes extensive use of imagery, creating 'word pictures' in the mind of the readers or listeners
- Uses metaphors, similes, and direct description to convey the beauty, horror, tension, or whatever, of a particular place, situation, action, or experience
- Uses language as an artistic tool to express ideas and concepts
- Uses language to create works of art in the form of Novels, Dramas, Short Stories, or Poetry
- Shares a great deal with the Language of Narration

*(The Language of Narration and the Language of Aesthetics share a great deal in common. You might generally think of Narration as being non-fictional and Aesthetics as being fictional writing)*

# Examples of the use of the Language of Aesthetics

Novels

Short Stories

Drama

Poetry

*Descriptive Writing \**

*Travel Writing \**

*Narrative Writing \**

*\* Sometimes, but not always true*