Today we will ...

- outline the relationship between language, text & grammar
- introduce different observer perspectives on these (including the rank scale, metafunctions, etc.)
- focus more specifically on the grammar and the clause
- bridge from traditional grammar into the experiential metafunction

Language ... what is it?

- A (very large) set of resources that we use to make meanings in a context; in a culture

Text ... what is it?

- According to Halliday & Hasan (1976) in Halliday & Matthiessen, 2004:  
  the term 'text' refers to any instance of language, in any medium, that makes sense to someone who knows the language.
how does a text mean?

- a text is centrally concerned with creating meaning in context.
- across different scales
- from different perspectives
- language is a multi-dimensional (abstract) space
- different observer perspective will give different insight into the meanings that are made
- think of a house

- Note how each different perspective given us more information about the house.
- i.e. the meaning of the house are illuminated through its context, its structure.
In this course .......

- We will be shifting our focus onto different dimensions of the text

When we analyze a text for meaning, we add value to our ‘folk’ theory of meaning .... (typically based on the most salient aspects of the text: orthography (and lexis)

Other perspectives to access meanings...

Beginning with context....
Can you analyze the field, tenor, and mode of the Marmola anti-fat tablets advertisement?

<table>
<thead>
<tr>
<th>TEXT</th>
<th>Marmola anti-fat tablets advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field</td>
<td>The socio-semiotic function of this text is <strong>recommending:</strong> advertisement. The domain is concerned with persuading the reader to purchase a product being marketed by the writer.</td>
</tr>
<tr>
<td>Tenor</td>
<td>The institutional roles are business to potential customer. The writer attempts to construct a close interpersonal distance with the reader by constructing a sort of pseudo-dialogue. The writer also tries to persuade the reader to buy the product by raising self-doubt through modalised negative evaluation.</td>
</tr>
<tr>
<td>Mode</td>
<td>The text is constitutive of its context of situation; it is written, memlogic and multi-modal.</td>
</tr>
</tbody>
</table>
Another perspective ... the rank scale

Clause constituents
- **nominal group**: usually has a noun as nucleus or Head (= pre- and post-modification)
  - e.g., boys, those boys, the third boy on the right, the country boy whose both wings were clipped

- **verbal group**: has a main verb as nucleus or Head (= auxiliary verbs, optionally pre-modification)
  - e.g., walked, was walking, would have been walking, ought to have been walking

- **adverbial group**: has an adverb as nucleus or Head (= possibility of pre- and post-modification)
  - e.g., quickly, very quickly, as quickly as possible, as quickly as he liked

- **conjunction group**: has a conjunction as nucleus or Head (= possibility of pre-modification)
  - e.g., when, just when, not until, simply because, if only

- **preposition group**: has a preposition as nucleus or Head (= possibility of pre-modification)
  - e.g., behind, just behind, under, almost under

- **preposition phrase**: preposition group + nominal group
  - e.g., behind those boys, just behind the third boy on the right, almost underneath the bed

Word classes
- **Parts of Speech (POS)**
- **Basis of Theme analysis**
- **8 classes**

Are you easy to look at?
Are you easy to look at? You may use make-up most tastefully and you

<table>
<thead>
<tr>
<th>v1</th>
<th>v2</th>
<th>v3</th>
<th>v4</th>
<th>v5</th>
<th>v6</th>
<th>v7</th>
<th>v8</th>
</tr>
</thead>
<tbody>
<tr>
<td>may wear the most marvellous dresses, but you will attract unless you have</td>
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<td>v9</td>
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<td>v12</td>
<td>v13</td>
<td>v14</td>
<td>v15</td>
<td>v16</td>
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<tr>
<td>a proportionate figure? Get back than youthful contour by taking</td>
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</tbody>
</table>

Marmola tablets.

|Marmola Brand Anti-fat tablets are sold by chemists at $8 1/2 per box, |
| v17 | v18 | v19 | v20 | v21 | v22 |
| or sent post paid (on receipt of remittance) by the MARMOLA |
| v23 | v24 | v25 | v26 | v27 | v28 |
| DISTRIBUTING AGENCY (D.I.49) 86 Clerkenwell Road, London, E.C.1 |
Are you easy to look at? II

Are you easy to look at? II You may use make up most tastefully and you may wear the most marvellous dresses, but will you attract unless you have a proportionate figure? II

Get back that youthful contour by taking Marmola tablets. II 'Marmola' Brand Anti-fat tablets are sold by chemists at 3/8 1/2 per box, or sent post paid (on receipt of remittance) by the MARMOLA DISTRIBUTING AGENCY (D149) 86 Clerkenwell Road, London, E.C.1 II

We can now use what we know about the rank scale and take a metafunctional perspective on the wordings ...

experiential ...

Are you easy to look at? II

Are you easy to look at? II You may use make up most tastefully and you may wear the most marvellous dresses, but will you attract unless you have a proportionate figure? II

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type of action ...

Are you easy to look at? Are you easy to look at?™ You may use make-up most carefully and you may wear the most marvellous dresses, but will you attract if unless you have a proportionate figure?™ Get back that youthful contour by taking Marnola tablets.™ 'Marnola' Brand Anti-fat tablets are sold by chemists at 3s. 6d. per box, for cash post paid (on receipt of remittance) by the MARISOLA DISTRIBUTING AGENCY (D.49) 86 Clerkenwell Road, London, E.C.1™

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