

**Discourse: Age, Class, Gender,
Ethnography, etc....**

Class

A social class index operates on the basis of six separate indicators: occupation, father's occupation, income, education, locality, and housing. other researchers name family background, education,

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- If the words used are part of a language which contains a high proportion of short commands, simple statements and questions where the symbolism is descriptive, tangible, concrete, visual and of a low order of generality, where the emphasis is on the emotive rather than the logical implications it will be called a *public* language.
- The language use of the middle class is rich in personal, individual qualifications, and its form implies sets of advanced logical operations; volume and tone and other non

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▮ Racism

The complex phenomenon of racism is to realise that racism, as a social practice, and as an ideology, manifests itself discursively. On the one hand, racist opinions and beliefs are produced and reproduced by means of discourse; on the other hand, through discourse, discriminatory exclusionary practices are prepared, promulgated, and legitimised.

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- The term 'racism' exclusively to denote the form of discriminatory judgement that encompasses the evaluation of both real or fictitious biological differences. In contrast to this, his neologism 'heterophobia' – coined in analogy to 'xenophobia' – is designated to denote all 'phobic' and aggressive constellations that are directed against others, and that are legitimised by different psychological, cultural, social, or metaphysical arguments (Memmi 1992: 121).

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Gender

The year 1975 was key in launching the field of language and gender. That year saw the publication of three books that proved pivotal: Robin Lakoff's *Language and Woman's Place* (the first part appeared in *Language and Society* in 1973), Mary Ritchie Key's *Male/Female Language*, and Barrie Thorne and Nancy Henley's edited volume *Language and Sex: Difference and Dominance*.

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▮ Ethnography

Hymes feels it would still be too narrow and in his dissatisfaction feels the need to propose 'a second descriptive science of language', the *ethnography of speaking*, concerned not simply with language structure, but with language use, with 'rules of speaking... the ways in which speakers associate particular modes of speaking, topics, or message forms, with particular settings and activities' (1972).

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▮ Age

Researchers who work with elderly individuals come to the nearly immediate realization that age is much more complex than a simple biological category. Chronological age tells only a small part of anyone's story – and, in fact, can be quite misleading at times.

Sometimes this difference between perception and calendar years can be traced to what Counts and Counts (1985) call “functional

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