

# Language Levels

# Lexis and Semantics

- Word classes
- Denotation and connotation
- Register
- Semantic / lexical field
- Metaphor
- Personification
- Symbolism
- Simile
- Colloquial language
- Slang
- Unusual lexical choice
- Dialectical features
- Post / pre-modification
- Emphatics and intensifiers
- Hypernyms / hyponyms / antonyms / synonyms
- Oxymoron
- Collocation
- Cohesion

# Grammar

- Linguistic rank scale
- Morphology and morphemes
- Sentence types / functions
- Phrases
- Clauses
- Active and passive
- Inflections
- Tense
- Syntax order

# Phonetics, phonology and prosodics

- IPA and phonemes
- Consonance
- Assonance
- Sibilance
- Fricatives
- Plosives
- Alliteration
- Onomatopoeia
- Diphthong
- Syllables
- Sound iconicity
- Pun
- Homophones
- Pitch, tone and stress in talk (prosodics)

# Graphology

- Layout, space and shape
- Symbols, iconography and symbolism
- Lexigrams
- Typographic features
- Writing and images – multi-mode
- Handwriting style
- Graphemes

# Pragmatics

- Context, Frame and schema
- Intertextuality
- Grice and conversational implicature
- Speech act theory
- Face and politeness
- Deixis
- Humour
- Slang
- Expletives
- Power and gender context etc...

# Discourse

- Narrative structure and theory
- Goodwin and Labov
- Structure and analysis of transcripts
- Single speaker discourse
- Multi-speaker discourse
- Floor mastery
- Non-verbal aspects of conversation
- Exchange structure theory
- Turn-taking and adjacency pairs
- Text structure
- Cohesion, links and echoes
- MODE