AESTHETICS: the formal study of art and language, especially in relation to the idea of beauty

ALLEGY: a story or a narrative, often told at some length, which has a deeper meaning below the surface (e.g. George Orwell’s Animal Farm)

ALLEGONY: a reference to another event, person, place, or work of literature. The allusion is usually implied rather than explicit, and often provides another layer of meaning to what is being said.

AMBIGUITY: use of language where the meaning is unclear or has two or more possible interpretations. It could be created through the weakness of the writer’s expression, but often it is deliberately used by writers to create layers of meaning in the mind of the reader.

AMBIENCE: the situation where more than one possible attitude is being displayed by the writer or poet towards a character, theme, idea, event, etc.

ANACHRONISM: something that is historically inaccurate

ANAPHORIC REFERENCE: a type of referencing that points backwards in a text (e.g. The student worked hard, so she had little spare time.)

ANTITHESIS: contrasting ideas or words that are balanced against each other (e.g. “To be or not to be” - Shakespeare’s Hamlet)

ARCHAISM: use of language that is old-fashioned and no longer exist in common usage

AUDIENCE: the people addressed by a piece of writing, speech, etc. This is closely associated with the idea of purpose.

BALLAD: a narrative poem that tells a story (traditional ballads were songs) usually in a straightforward way. The theme is often tragic or contains a whimsical, supernatural, or fantastic element.

BIAS: often supporting or opposing a particular person or thing in an unfair way by allowing personal opinions to influence your judgment

CARICATURE: a character described through the exaggeration of the features that he or she possesses

CATAPHRIC REFERENCE: a type of referencing that points forward in the text (e.g. Those were the days my friend.)

CATHARSIS: a purging of emotions such as takes place at the end of a tragedy

CENSORSHIP: the practice of officially examining books, movies, etc., and suppressing unacceptable parts.
CLICHE: a phrase, idea, or image that has been over-used so that it has lost so much of its original meaning, impact, and freshness

COHESION: links and connections that unite the elements of discourse or text

COINAGE: the creation and addition of new words to the existing word stock

COLLOCATION: two or more words that frequently appear together as part of a set phrase. They are often well known and predictable, and many could be described as idioms or cliches (e.g. safe and sound).

COLLOQUIAL: an informal quality in speech or writing, often characterized by the use of slang or non-standard features

COMMAND: the type of sentence in which someone is told to do something

COMMUNICATIVE PURPOSE: the reason why a piece of writing has been written or a speech made (e.g. to entertain, to explain, to persuade, to argue)

COMPOUND: a word made up of at least two free morphemes (e.g. babysitter)

CONCEIT: an elaborate, extended, and sometimes surprising comparison between things that, at first sight, do not have much in common

CONNOTATION: the associations attached to a word in addition to its dictionary definition

CONTEXT: the social circumstances in which speech and writing takes place

CONTRACTION: a shortened word (e.g. isn`t)

CONTEXTUAL FRAMEWORK: the application of a particular socio/historical standpoint used to analyze a text

CONVERSATION ANALYSIS: a study of the key features in informal spoken interaction, with a view to determining the following: (1) turn-taking; (2) constructing sequences of utterances across turns; (3) identifying and repairing problems; (4) employing gaze and movement

CRITIQUE: a detailed analysis and assessment of something, esp. a literary, philosophical, or political theory

CULTURE: refers to the following ways of life, including but not limited to: (1) Language: the oldest human institution and the most sophisticated medium of expression. (2) Arts & Sciences: the most advanced and refined forms of human expression. (3) Thought: the ways in which people perceive, interpret, and understand the world around them. (4) Spirituality: the value system transmitted through generations for the inner well-being of human beings, expressed through language and actions. (5) Social activity: the shared pursuits within a cultural community, demonstrated in a variety of festivities and life-celebrating events. (6) Interaction: the social aspects of human contact, including the give-and-take of socialization, negotiation, protocol, and conventions.
DECLARATIVE: a grammatical mood that expresses a statement (e.g. I am a hardworking student.)

DEIXIS: words that can be interpreted only with reference to the speaker’s position in space or time. These are known as deictic forms and fall into three main types: (1) personal deixis, including the use of such pronouns as you or I that identify who is taking part in the discourse; (2) spatial deixis, showing the speaker’s position in relation to other people or objects, e.g. this, that, here; (3) temporal deixis, relating the speaker to time, using words such as tomorrow, now, yesterday.

DEMONSTRATIVE: a term used to describe determiners or pronouns that distinguish one item from other similar ones (e.g. this, that, these, those)

DENOTATION: the dictionary definition of a word

DIALECT: a language variety marked by a distinctive grammar and vocabulary, used by people with a common regional or social background

DIALOGUE: language interaction between two or more people

DICTION: the choice of words that a writer makes

DIDACTIC: a term describing a work that is intended to preach or teach, often containing a particular moral or political point

DIRECT SPEECH: the actual words spoken by a person, recorded in written form using speech marks or quotation marks

DISCOURSE: any spoken or written language that is longer than a sentence

ELEGY: a meditative poem, usually sad and reflective in nature

EUPHEMISM: a word or phrase used to avoid saying an unpleasant or offensive word (e.g. to pass away replaces to die)

ELISION: the omission of an unstressed syllable so that the line conforms to a particular metrical pattern (e.g. o`er, e`en)

ELLIPSIS: the omission of a part of a sentence, which can be understood from the context (e.g. I’d like to go to the concert but I cant (go to the concert). )

ETYMOLOGY: the study of the history or origins of words

EXOPHORIC REFERENCE: a type of referencing that points beyond the text, where the reader or listener has to make a connection with something outside the text (e.g. The fish was this big.)

FORMULAIC: a term to denote language that is patterned and always appears in the same form (e.g. Yours faithfully)
FRAMEWORK: a critical skeleton that could be applied to analyze texts in various ways to suit the purpose of the analysis (e.g. literary framework, linguistic framework, contextual framework, etc)

GENDER ROLES: the general characteristics and behaviors between different sexes in a society

GENRE: a category of texts characterized by a particular style, form, or content (e.g. prose, poetry, drama)

HYPERBOLE: a deliberate and extravagant exaggeration

IDEOLOGY: a theory, or set of beliefs or principles, especially one on which a political system, party or organization is based

IDIOM: a sequence of words that is a unit of meaning (e.g. kick the bucket)

IMAGERY: the use of words to create a picture or image in the mind of the reader (e.g. nature imagery, death imagery). Images can also relate to any of the senses: visual, sound, tactile, gustatory, olfactory.

IMPERATIVE: a grammatical mood expressing a directive: command, warning, request, etc.

INDIRECT SPEECH: the words of a speaker that are reported rather than being quoted directly (e.g. David said that he was going out.)

INSERTION SEQUENCE: a feature occurring in spoken discourse where the original conversation is suspended because of an interruption caused by a speech sequence from another source. When the interruption has been dealt with, the original speech sequence resumes.

INTENSIFIER: a word or phrase that adds emphasis (e.g. very, unbelievably)

INTERROGATIVE: a grammatical mood expressing a question

INTER-TEXTUAL: having clear links with other texts through the themes, ideas, or issues explored

INTONATION: the tone of voice in speech

INVERSION: reversing the order of clause elements, so that subject and verb appear in the reverse of their normal order (e.g. Here is the milkman, instead of The milkman is here.)

IRONY: at its simplest level, irony means saying one thing while meaning another. It occurs where a word or phrase has one surface meaning but another, contradictory and possibly other meaning is implied. Irony is often confused with sarcasm. Sarcasm is spoken, often relying on tone of voice, and is much more blunt than irony.

LAMENT: a poem expressing intense grief
LANGUAGE: a system of conventional spoken or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release.

LANGUAGE REGISTER, OR STYLE: the style of language, grammar and words used for particular situations. There are five language registers or styles: (1) static register, which rarely or never changes (e.g. the US Constitution, a bibliographic reference, laws, etc.); (2) formal register, used in formal settings; (3) consultative register used in a mutually accepted structure of communications; it is professional discourse (e.g. communications between a superior and a subordinate, doctor & patient, lawyer & client, teacher & student, etc); (4) casual register, used in casual situations; (5) intimate register, used in private communications with close family members or intimate people.

LEXICON: (a list of) all the words used in a particular language or subject, or a dictionary

LEXICAL/SEMANTIC FIELD: a set of words grouped in a specific way for a specific communicative purpose (e.g. emotive language)

LOAN WORD: a word borrowed from another language

MALAPROPISM: a mixing up of words that sound similar (e.g. She is as headstrong as an allegory (for alligator) on the Nile.)

MEDIA: newspapers, magazines, radio and television considered as a group

METALANGUAGE: the language used to talk about language

METONYMY: a feature where an attribute of the thing being described stands for the whole thing (e.g. crown can mean king or queen)

MODAL: and auxiliary verb which cannot be used as a main verb (e.g. can, may, will, shall, must, could, might, would, should)

MODE: a particular medium of communication (e.g. speech, writing, etc)

MODIFIER: a word that specifies the nature of another word or tells us more about it (e.g. adjectives or adverbs)

MONOLOGUE: speech or writing produced, and often performed, by one speaker

MONOSYLLABIC: having only one syllable

NARRATIVE: a story or a description of a series of events

NEOLOGISM: a new or invented word or expression (e.g. shopaholic, computerate, etc)

NON-STANDARD ENGLISH: any variety of language use that does not conform with the standard, prestige form of English accepted as the norm by society

ODE: a verse form similar to a lyric but more lengthy and containing more serious and elevated thoughts
PARADOX: a statement that appears contradictory, but when considered more closely is seen to contain a good deal of truth

PARODY: a text that imitates the characteristic style of an author or a work for comic effect

PASTORAL: generally, literature concerning rural life with idealized settings and rustic characters

PATTERNING: language used in such a way as to create discernible patterns, perhaps through imagery, a repeated symbol or motif, the use of parallelism, etc.

PERIPHRAISIS: a round-about or long-winded way of saying something

PHATIC: a term describing language used to make social contact, which is intended more to convey general sociability rather than to communicate meaning (e.g. Nice morning, isn’t it?)

PHONETICS: the study of spoken sounds and the way in which they are produced

PITCH: the auditory level of sound

PLEONASM: the unnecessary use of words (e.g. here and now, this present day and age)

POLEMIC: a piece of writing or a speech in which a person strongly attacks or defends a particular opinion, person, idea or set of beliefs

POLYSYLLABIC: having more than one syllable

PROPAGANDA: information, ideas, opinions or images, often only giving one part of an argument, which are broadcast, published or in some other way spread with the intention of influencing people's opinions.

PROSE: any kind of writing that is not verse - usually divided into fiction and non-fiction

PUN: a play on words that have similar sounds but quite different meanings

REPRESENTATIONAL FEATURES: language use where one thing is used to represent another, as in symbolic language or imagery

RHETORIC: originally, speech or writing which is intended to be effective and influence people; the art of persuasive discourse (see also rhetorical devices). Today the term is often used to imply grand words that have no substance in them.

RHETORICAL FEATURES: the purpose of a text and its author’s awareness of composing for an audience: (1) persuasive intent; (2) informational value; (3) entertainment value.

SATIRE: the highlighting or exposing of human failings or foolishness within a society, by ridiculing them. Satire can range from gentle and light to extremely biting and bitter in tone.
SEMANTICS: the meaning of a word, phrase, sentence, or text

SENSATIONALISM: when newspapers, television, etc. intentionally present information in a way that is intended to be shocking or exciting

SEQUENCING: the rules governing the succession of utterances in discourse

SIDE-SEQUENCES: in spoken discourse, an explanation of something that has already been uttered

SLANG: distinctive words and phrases associated with informal speech. Very often it is used within certain social groups or age groups.

STEREOTYPE: a fixed idea that people have about what someone or something is like, especially an idea that is wrong

STYLISTICS: the study of lexical and structural variations in language according to use, audience, and purpose

SUB-TEXT: ideas, themes, or issues that are not dealt with overtly by a text but exist below the surface meaning

SYNECDOCHE: a device in which a part is used to represent a whole (e.g. There were several new faces at the meeting.)

SYNTAX: the study of the structure of sentences

TAG QUESTION: an interrogative structure added to the end of a sentence which requires a reply (e.g. Terrible weather, isn’t it?)

TAUTOLOGY: saying the same thing twice over in different words (e.g. The visitors arrived one after the other in succession.)

TEXT: a piece of spoken or written language with a definable communicative function

TEXTUAL FEATURES: the strategies or tactics the author uses to convey the message, e.g. focus of the text, coherence, structural elements, transitions.

THEME: the central idea or ideas that a writer or speaker explores through his or her text

TOPICALITY: the topic of a spoken encounter is directly related to its manner and its participants. The topic can determine the level of formality, and topic shifts can occur when speakers move from one topic to another. These mark key points in the discourse.

TURN-TAKING: organization of speakers’ contributions in a conversation. Turns may be fairly equal, or one of the participants may dominate.

UTTERANCE: a piece of spoken language, also used to describe a spoken sentence

VERNACULAR: the native language a community uses for speech
**VISUAL RHETORIC**: a form of communication that uses images to create meaning or construct an argument