University of Larbi Ben Mhidi, Oum El Bouaghi
Department of English
Standard correction of the 2nd Term Exam in Sociolinguistics
Third Year License

Examiner: Dr. Bouri Hadj

Write True or False in the space provided

1. Ethnographers of communication strive to maintain objectivity by avoiding any interaction with the communities they study. (**False**)

2. The ethnography of communication is a static field of study, with its key principles remaining unchanged since its inception. (**False**)

3. The fact that some cultures have very elaborate greeting rituals while others are brief and informal illustrates how language use reflects cultural values and norms. (**True**)

4. The decline of certain religious expressions in a society that has undergone a secular revolution demonstrates how language can be shaped by changing ideologies. (**True**)

5. Linguistic routines are highly context-dependent and their meaning cannot be derived from analyzing their individual words in isolation. (**True**)

Choose the appropriate answer

1. **A company wants to design a cross-cultural training program for employees who will be working in a foreign country. Which insight from the ethnography of communication would be MOST helpful?**
   a) All cultures have identical norms for polite behavior.
   b) **Language use is often embedded in specific cultural contexts and understanding these contexts is crucial for effective communication.**
   c) Employees should rely on translation apps to handle all communication.
   d) Learning the grammar of the foreign language is sufficient for successful intercultural interaction.

2. **What is the main difference between the particularistic and generalizing foci of the ethnography of communication?**
   a) One focuses on written language, the other on spoken language.
   b) **One aims to understand specific cultural settings, the other seeks broader theories of communication.**
   c) One studies ancient cultures, the other focuses on contemporary societies.
   d) One emphasizes quantitative data, the other prioritizes qualitative data

3. **A researcher wants to study the communication patterns of a remote indigenous community. What would be the most appropriate research method based on the principles of ethnography of communication?**
   a) Conducting a phone survey
   b) **Engaging in participant observation within the community**
   c) Analyzing written texts from the community
   d) Conducting laboratory experiments on language processing

4. **How did the British functionalist tradition in anthropology influence the development of the ethnography of communication?**
   a) It emphasized the importance of studying isolated linguistic elements.
   b) **It highlighted the need to understand the social and cultural meaning of language use.**
   c) It prioritized the study of written language over spoken language.
   d) It rejected the idea of cultural relativism.
5. **How effective are traditional linguistic models in explaining communicative competence in diverse sociocultural contexts?**
   a) **Often insufficient, as they tend to overlook the crucial role of cultural norms and social dynamics.**
   b) Highly effective, as they provide a universal framework for understanding language.
   c) Irrelevant, as they focus on completely different aspects of language.
   d) Partially effective, as long as they are combined with psychological studies.
6. **Explain how the ethnography of communication bridges the gap between theoretical linguistics and applied linguistics.**
   a) **By providing practical applications of linguistic theories to real-world communication scenarios and demonstrating the cultural embeddedness of language use**.
   b) By dismissing the relevance of theoretical linguistics for understanding real-life communication.
   c) By focusing solely on the development of language teaching methodologies.
   d) By emphasizing the universality of communication patterns across cultures

Fill in the gap with the appropriate ethnographic keyword.

1. A **speech community** is a group of people who share a set of norms and conventions for communication, which may include but is not limited to a shared language.

2. The concept of __ **communicative competence**_ goes beyond just knowing grammar rules; it involves knowing how to use language appropriately in different social situations.

3. **Routines** are relatively fixed utterances or sequences of utterances that carry specific social meanings, such as greetings or apologies.

4. The idea that speaking a non-standard variety of a language is a cause of low economic status is a __**prejudice**_ that the ethnography of communication often challenges.

4. Hymes introduced the concept of **competence of incompetence**__ to emphasize that even sounding "incompetent" in a language can be a deliberate and socially appropriate strategy in certain situations.

5. The **structure** of a language, which includes its grammar rules, can offer clues about a culture's perceptions of time, agency, and social relationships.

6. The observation that the use of religious exclamations has declined in Cuba after the revolution can be interpreted as an example of how _**ideology**_ influences _**language**__.

7.While traditional linguistics often focuses on _**Linguistic**_ forms, the ethnography of communication emphasizes the importance of _**use**_ and how language is actually used in real-life situations.