

Paper Pattern

32 MCQs; 8 Questions of 3 Marks & 4 Questions of 5 Marks

Time Duration: 120 minutes

Objectives

Compiled by Ahmad Mahboob

1. Twitter users have **140** characters to express
2. Being a native speaker gives a sense of community and with that sense of **IDENTITY**
3. Multilingualism is a **SOCIAL** norm
4. Urbanisation can be taken as a positive **SOCIOECONOMIC** factor
5. General practices of **CODEMIXING** in Pakistan are reflected in names and titles.
6. Women use more **TAG QUESTIONS** which show social positioning
7. Scope of research in social linguistics relate to most **up-to-date** and most rapidly advancing areas of research including language and **IDENTITY.**
8. Sociolinguistics provides possibilities of exploring **LOCAL AND INTERNATIONAL** contexts.
9. Gesture sticking out tongue stands for anger in **INDIA.**
10. the common greetings khush amdid, aslam o alaikum, Hi, hello

pakistan ✓ Japanese German Brazil

11. heer ranjha from jhung is very famous is the folklore of

panjabi ✓ sindhi balochi pakhtun

12. L2 acquisition is the process by which people learn a **SECOND** language

13. the media that use electronic and electromechanical audience to access the content is known as ----- media

electronic ✓ print

14. the race for individual prosperity and ----- development at the national level seems to have overtaken issues of colonial language

Economic ✓ social linguistics

15. modern sociolinguistics originated in the ----- 1960 as an interdisciplinary subfield interesting sociology, anthropology and linguistics

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1960 ✓ 1970 1980 1990

16. how many daily users of snap chat

173 ✓ 140 180 150

17. Which of the following is the study of voice and how words are said?

Paralinguistic communication. Nonverbal comm. Verbal comm.

Complex comm

18. The knowledge and ability to use language appropriately in any given social context is known as.....

Linguistic competence Sociolinguistic performance Sociolinguistic competence

None of these

19. A newspaper reporter she always wanted to get information "as first hand" express the idiom.

Direct Easily Slowly Quickly

20. low variety is learnt as a

Third lang Foreign Second lang Mother tongue

21. The role of media in processes of linguistic change is one of the most contested issues in sociolinguistics.

Contemporary Traditional Old Archaic

22. Types of relation that comes from mothers blood line.

Matrilineal Patrilineal Matrilineal patrilineal

23. Types of relation that comes from father's blood line.

Matrilineal Patrilineal Matrilineal patrilineal

24. following network is defined by the activities like, "who your friends are, who you live near, who you have dinner, or have drinks with,"

Social Dense Loose Movable

25. the scope of research in sociolinguistics is

Restricted Narrow Limited Immense

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26. Sociolinguistics provides the possibilities of exploring Context and making comparisons and contrasts.

Local and international American and British Local and regional

Local and national

27. Acquisition is a Process

Subconscious Unconscious Conscious Hypothetical

28. in which the following the policies was laid on ideological aspects

1992 **1970** 1979 1972 policy

29. According to Crystal, there are more speakers of eng as second or other language than as a Lang.

Fifth Forth Third **First**

30. Internet chat room and social networking likes are encouraging children to write.....
Incorrect sentences

Syntactically Phonologically Orthographically None of these

31. which of the following language was always been favoured in all the language policies and constitutions of Pakistan.

French Arabic Eng **Urdu**

32. Which of the following is major determining factor while addressing someone?

Gender Age Class **Culture**

33. lang change can be defined as variation over time in lang and is studied by

Historical ling Computational ling Applied ling Psycholinguistics

34. To understand the lang shift process in Pakistan , we need to understand the Factors attached to it

Identity **Prestige** Economic Political

35. Media has The lang choice in pak

Broadened Narrowed **Influenced** Motivated

36. eng lang in pak has proved to be more of a weapon of ling

Change Diversity **Imperialism** Variety

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37. In Pakistan, as far as the education system is concerned, Variety of lang is used as an accepted variety everywhere.

British American Pakistani Korean

38. English is compulsory lang from class VI to B.A in all schools, the exception being sindh and

Punjab Peshawar Balochistan All of these

39. in Pakistan the hierarchy of languages English comes on the top, second position goes to

Urdu Punjabi Sindhi Pashto

40. There are various regional languages but Has a unique status in pakistan.

Urdu English Punjabi Sindhi

41. The creation of standard variety of language is very much a One

Social **Sociopolitical** Sociocultural Cultural

42. We regret to inform u relate to which politeness

Bald on record **Negative politeness** Positive politeness Off record

43. instagram stories accured more than millions daily users

270 **250** 300 400

44. Every literature text is considered with.....

Language Culture Society Identity

45. language is determiner of.....

Power Age Sex Gender

46. In which policies the focus was Islamisation

1972 policy **1979 policy** 1992 policy 1970 policy

47. A word phrase or topic that is popular on twitter at a given moment

trending

48. " watch out " is the example of....

positive politeness **bald on record** negative politeness off_ record

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49. English has the status

lingua Franca ✓ Creole pidgin

50. Being a native speaker gives a sense of community and with that a sense of.....

identity ✓

51. Urdu is written in a modified version of the..... script , from left to right.

punjabi English Persian ✓

52. To understand language contact in Pakistan we need to first of all understand certain

Context language question ✓

53. Pakistan has multiple language andas well as multiple identities.

dialect ✓

54. The first and foremost problem is of the availability of

natural setting ✓

55. "His arrogant behavior left him high and dry " sentence main sy idiom high and dry ka mean btana tha .

plentiness isolate ✓

56. Secondary education in Pakistan begins from grade 9 and lasts for four years □ decent type kinship two.

57. Matrilineal are the relations that come from the mother's blood line. □ against regional languages urdu.

58. The term communication comes from the Latin 'comunicare' meaning "to transmit."

59. The sentence, 'We regret to inform you.' Is an example of negative politeness.

60. Which of the following American linguists was an American Anthropologist? Edward Sapir

61. Low variety is learnt as mother tongue.

62. The print media is composed of newspapers.

63. Social network theory was introduced to sociolinguistics from sociology.

64. Internet chat-rooms and social networking sites are encouraging children to write syntactically incorrect sentences.

65. Being a native speaker gives a sense of community, and with that, a sense of identity.

66. The creation of a standard variety of any language is very much a sociopolitical one. (Milroy & Milroy, 1998).

67. Urdu is the official language.

68. In N.W.F.P. Pashto is the language of majority.

69. In 1996, the Universal Declaration of Linguistic Rights was approved by 220 people from almost 90 states worldwide.

70. The race for individual prosperity and economic development at the national level seems to have overtaken issues of **class, identity and fear of cultural invasion** from an erstwhile colonial language.
71. Every literary text is constructed with **language**.
72. sticking out tongue stands for teasing by Europeans, a threat among the Chinese, anger in **India** and wisdom in Ancient Maya.
73. a word or phrase that is popular in twitter on given moment is called **trending**
74. According to Instagram, at least **80%** of its users already follow a brand on the network.
75. Spontaneous gestures are divided into **four** groups.
76. the knowledge and ability to use language appropriately in any given social context is known as **Sociolinguistic competence**.
77. **English** is playing a fundamental role in the promotion of global inequalities and structures of dependency.
78. Media in all its forms and shapes has a very strong control over **ideology**.
79. Instagram stories accrued more than **250** million daily users.
80. Twitter users only have **140** characters to express themselves per tweet.
81. Standard language is disseminated via the media and the **school**.
82. I dreamed of that last night vs. I dreamt of that last night is an example of **English Grammatical** variation.
83. During the recent years children of Punjabis do not have Punjabi as their first language. And, **Urdu** has taken its place.
84. **English** is the language of power in comparison with Urdu.
85. the scope of research in sociolinguistics is concerned is **immense**.
86. Sociolinguistics provides the possibilities of exploring **local and international** contexts, and to make comparisons and contrasts.
87. In Pakistani context include **aslām-o-alikūm, khūsh-āmdid, Hello and Hi** are **Common Greetings**.
88. In Pakistani context include **khūda-hāfiz, Allah hāfiz, Bye, Goodbye, Take care** are **de-greetings**.

(03 Marks) Questions

Q. Greeting in Pakistan (3)

Greetings, blessings and interjections play a very significant socio-linguistic role. Common Greetings in Pakistani context include **aslām-o-alikūm, khūsh-āmdid, Hello and Hi**.

Q. Example of diaglossia

The high variety may be an older stage of the same language as in medieval Europe, where Latin remained in formal use even as colloquial speech diverged. The high variety may be an unrelated language, or a distinct yet closely related present day dialect.

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Example: Standard German alongside Low German. Another example is of Chinese where with Mandarin as the official, literary standard and local varieties of Chinese used in everyday communication. Other examples may include Literary Katharevousa versus spoken Demotic Greek; Literary Tamil versus spoken Tamil; Indonesian, with its Baku and Gaul forms; Literary versus spoken Welsh

Q. Short note on code-mixing of other languages in Pakistan

Code mixing is a global phenomenon. It is found in many countries of the world where more than one language is used. In Pakistan we have: English, Urdu and various regional languages.

Apart from mixing of English and Urdu:

- Regional languages and English are mixed.
- Sometimes three languages are mixed.
- Local and regional identities and code mixing
- National Identity
- Identity as educated
- Identity as well-off
- Identity as fashionable

Q. Define “Ethnography of speaking.”

Hymes is a major figure in ethnography of speaking. He expanded concerns about language study beyond description. According to him it is the analysis of communication within the wider context of the social and cultural practices and beliefs of the members of a particular culture or speech community. A church sermon is an example of a complete social event which involves the following:

- Speaker • Listener • Message • Channel

It provides insights into various aspects such as which communication acts and/or codes are important to different groups; what types of meanings groups apply to different communication events; how group members learn these codes, in order to provide insight into particular communities. This additional insight may be used to enhance communication with group members, make sense of group members' decisions, and distinguish groups from one another.

Q. Shorthand English is becoming a social norm. Discuss with reference to social media.

Twitter users only have 140 characters to express themselves per tweet. As such, they have created their own shorthand language, full of abbreviations and hashtags. Grammar and spellings are losing their value because technology and social media are making things too convenient for us. For twitter, what matters the most, is that you say what you want in as few words as possible. People bring these habits into their everyday lives; and shorthand English is becoming a social norm. Adults are using shorthand in their emails and students are using it in their writing assignments. As far as the future of spellings is concerned there is a huge question mark. What can be positively stated is that social media and technology are here to stay.

Q. What is ethno education?

Ethno-education is described in the Colombian Constitution as education for ethnic groups which must be in accordance with their aspirations. The problem with the notion of language rights is that global human rights policies rarely cover economic and social rights, and hardly mentioned language rights except when used as a political tool. In fact, it is not the case that all language rights are acknowledged as linguistic human- rights which are protected by international law. According to Rannut (1999, p.110): ‘International law does not deal with languages directly but as ‘markers of identity and dignity of persons belonging to a specific group expressed in various language functional domains’. Although international law recognizes collective rights, all the linguistic rights are attached to individuals. Explicit reference to the collective aspect would give minority language speakers more protection.

Q. Two main types of human rights:

1. To learn the standard form of an official language in the country of residence
2. And to learn and use your mother tongue (Skutnabb-kangas and Phillipson 1994, p.71).

Q. Define idiom

Any expression that means something other than its words seem to suggest can be called an idiom. The study of language constantly requires in interpretation of socially determined meaning. Proverbs and idioms are also determined by a socio-geographical experience.

Q. types of sociolinguistics which are related to its other discipline.

Significance and scope of teaching sociolinguistics in relation to other disciplines can be understood by relating it to the following disciplines:

- Discourse Analysis
- Pragmatics
- Ethnography

Q. Define language change.

Language change is the phenomenon by which permanent alterations are made in the features and the use of a language over time. All natural languages change, and language change affects all areas of language use

Q. Differences between horizontal and vertical channel.

It is very important for sociolinguists to have a sense of what the patterns of associations are between people who are friends or roughly social equals within a community. This is because the diffusion of linguistic change happens relatively fast and very efficiently along what we might call horizontal channels e.g., within one age group and a social cohort. What we might call vertical channels e.g., channels between generations or across big social divides are a comparatively slow and inefficient means of transmitting innovation.

Q. Diglossic speech community.

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1. A diglossic speech community is not characterized by the use of two language varieties only. There may be more than two language varieties used within a diglossic community.
2. Diglossia refers to all kinds of language varieties which show functional distribution in a speech community. Diglossia, as a consequence, describes a number of sociolinguistic situations, from stylistic differences within one language or the use of separate dialects to separate languages.

Q. What is address term?

Address terms is an important feature of social interaction which can provide valuable information about the interlocutors, their relationship and their circumstances. Address terms play a crucial role in communication and maintaining social relationships between members of a society. They need to be studied in every language and culture. According to Yule (2006), address term is a word or phrase for the person in the context. According to Leech (1999), an important formulaic verbal behavior is well recognized in the sociolinguistic literature as they signal transactional, interpersonal and deictic ramifications in human relationships.

Q. The group of spontaneous gestures:

Spontaneous gestures are divided into four groups:

1. pointing gestures,
2. gestures that convey or reveal emotions
3. emphatic gestures,
4. rhythmical gestures

Q. 3types of code switching

Code Switching is the switch or shift from one language to the other which involves longer stretches or units of language at the clause or sentence boundary. Mainly it has three types:

- tag switching
- intra sentential
- inter-sentential

Q. language and power

When we think of language and power we need to think how they both inter-relate. Language use does not take place in vacuum. In the same way power exertion also does not happen in vacuum. Regarding the Pakistani social context we also need to keep in mind the changing social scenario and political aspect of this social context. In fact language is as a determiner of power. It is a dividing and a unifying force. Ideological power, linguistic power, economic power and power of media all interrelate.

Q. dominating feature of English # research in sociolinguistics

The question of concern is why to do research in sociolinguistics and what the scope of this research is. The scope of research in sociolinguistics relates to most upto-date and the most rapidly advancing areas of research including language and identity and language and gender. This has resulted in macro-

sociolinguistic work in the consequences for language of globalization and the multinational economy: politics, ideology and education policy have become key areas for sociolinguists.

Q. ethnography of communication

Hymes is one of the founding sociolinguists like Erving Goffman, John Gumperz and Susan Ervin-Tripp, who grounded their work in the Sapirian tradition, but expanded their concerns with language beyond description. The generational shift from descriptive linguistics into sociolinguistics was contemporaneous with the Chomskyan shift to Transformational-generative Grammar. The sociolinguistics movement expressed continuity with prior generations of scholars, in contrast to the acrimony surrounding transformational grammarians' split with structural linguistics. Hymes was particularly critical of Chomsky's idea of linguistic competence and his failure to account for linguistic variation. According to Hymes (1972), we do more than construct grammatically possible linguistic utterances, and, ungrammatical utterances may be socially appropriate, just as grammatical utterances can be socially inappropriate.

Q. Input Hypothesis

The input hypothesis developed by linguist Stephen Krashen makes a distinction between language acquisition and language learning (acquisition–learning distinction), claiming that acquisition is a subconscious process, whereas learning is a conscious one. According to this hypothesis, the acquisition process in L2 (Language 2) is the same as L1 (Language 1) acquisition. The learning process is consciously learning and inputting the language being learned. However, this goes as far as to state that input is all that is required for acquisition. Sociocultural approaches reject the notion that SLA is a purely psychological phenomenon, and attempt to explain it in a social context. Some key social factors that influence SLA are the level of immersion, connection to the L2 community, and gender.

Q. name kinship terms

Kinship terminology is the system used in languages to refer to the persons to whom an individual is related through kinship. Kinship terms are the terms used to name relationships in a particular society. Each society has its own kinship terms, which reflect the culture of that society. The meanings of kinship terms reflect the relationships among kith and kin in each particular society. They invoke social meanings associated with them. Various kinship terms are used in the various social environments.

Kinship terms may be differentiated by various features like: sex (father, mother or son, daughter) generation (mother and daughter) collateral kinship distance (uncle and aunt)

Q. define functions of proverbs (imp)

Online Oxford Dictionaries define a proverb as “A short, well-known pithy saying, stating a general truth or piece of advice”. Another definition is “A short, memorable, and often highly condensed saying embodying, esp. with bold imagery, some commonplace fact or experience”. Proverbs are very closely associated with cultures. The New Dictionary of Cultural Literacy (2002) defines it as “short, pithy sayings that reflect the accumulated wisdom, prejudices, and superstitions of the human race”.

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Proverbs play very important roles in different types of literary works. The most important function of proverbs is to teach and educate the audience. They often contain expert advice, with a role for educating the readers on what they may face if they do something.

Q. issue of data collection.

Data collection in sociolinguistics is of crucial significance and due to its significance the issues attached to it also become significant. Various data collection techniques are employed in analyzing social variation and language use. There are various options available such as:

1. Working with the existing data
2. Generating new data
3. The sociolinguistic interview
4. Free conversation
5. Issues

Q. Repetition Note

Societies where speakers have more than one language available, speakers use different conversational strategies to serve specific linguistic functions. Repetitions in the process of code mixing are one of the strategies used by speakers to achieve certain linguistic goals. Functions of repetition include to reemphasize their idea, to ensure that they have conveyed to the listener exactly what they wanted to convey, to facilitate understanding on listener's part, to convey certain socio-cultural connotations attached to the linguistic choice of the repeated item etc. A variety of ways are used by Pakistani speakers to create repetitions in the process of code mixing of Urdu/ English. For example, a word used in one language is immediately repeated for instance: nisbatan comparatively, or north shūmāl.

Q. English and Education in Pakistan Note

To understand the status of English in relation to education in Pakistan, we need to think of the historical background of English in the sub-continent. The Report of the Education Sector Reforms (2001) and the Task Force on Higher Education (2002) set up by General Musharraf have also not addressed the issue of language policy in higher education. Learners' language difficulties in the English medium and provision of quality materials in Urdu for higher education have not been given adequate attention so far. As far as English Language Teaching (ELT) is concerned, Abbas (1998) asserts that despite the massive inputs into the teaching of English, the national results are abysmally poor. English is a compulsory language from class VI to BA in all schools, the exception being Sindh and Punjab, where English is compulsory from class 1.

Q. Electronic Media

The media that use electronics or electromechanical audience to access the content is known as electronic media. This is in contrast to static media mainly print media. There are various electronic media types:

1. Television
2. Radio

3. Internet
4. Smart phones
5. Electronic display advertising

Q. What are linguistic rights?

Linguistic rights are the human and civil rights concerning the individual and collective right to choose the language or languages for communication in a private or public atmosphere. Linguistic rights were first included as an international human right in the Universal Declaration of Human Rights in 1948. Across the globe, there is a perceptible shift in the analysis of the form and use of the English language. Against the notion of the 'linguistic imperialism' of British and American English (Phillipson, 1992) the development of bilingualism and English as an International Language (EIL), which allows the inclusion of varieties of English and recognizes the contribution of non-native speaker teachers, is beginning to form a counter-offensive.

Q. What is social media?

Websites and applications that enable users to create and share content or to participate in social networking.

Q. Define English speech community.

Let us take the example of a 'farming community' that is a group of people who have farming in common. To define them we are not interested in other features such as interest in rock music or the colour of their eyes. Now to understand a speech community we may draw an analogy of English speech community. So, they all share some sort of common linguistic knowledge. However, the problem is that it is hard to agree on what such 'knowledge of English' might actually be. In fact trying to define what 'English' is on purely linguistic grounds can be problematic

Q. Write three factors that cause code mixing.

- Motivation
- Discourse functions
- Social standing of the group
- Speaker
- Setting

Q. Write two forms of Sindhi folklore.

1. Manifestations of traditional Watayo Faqir tales
2. Legend of Moriro
3. Epic tale of Dodo Chanesar
4. The love story of Sassui and Punhu, is known and sung in every Sindhi settlement.
5. Stories of Umar Marui and Suhuni Mehar

Q. Major drawbacks in Pakistani education system.

1. Little understanding of curricular objectives
2. Inexperienced teachers
3. Defective methods

Q. Impacts of language contact.

In the context of multilingualism issues of linguistic identity and relevant social issues emerge; and language contact in the social network of multilingual society makes it a very complicated situation. In other words there are various social and cultural push and pull forces that operate on various contact languages. As far as the impact of language contact is concerned, it becomes evident in various forms such as code switching, code mixing, language-shift and language desertion.

Q. Three major steps included in second language teaching.

The process of any second or foreign language teaching includes

1. 'selection,'
2. 'grading,' and
3. 'presentation'

as the major steps.

Q. language competence.

Linguistic competence is the system of linguistic knowledge possessed by native speakers of a language. It is distinguished from linguistic performance, which is the way a language system is used in communication. Noam Chomsky introduced this concept in his elaboration of generative grammar,[1] where it has been widely adopted and competence is the only level of language that is studied. According to Chomsky, competence is the ideal language system that enables speakers to produce and understand an infinite number [nb 1] of sentences in their language, and to distinguish grammatical sentences from ungrammatical sentences. This is unaffected by "grammatically irrelevant conditions" such as speech errors. In Chomsky's view, competence can be studied independently of language use, which falls under "performance", for example through introspection and grammaticality judgments by native speakers.

Q. Term trending

A word, phrase or topic that is popular on Twitter at a given moment.

Q. Define gesture

A gesture is a form of non-verbal communication or non-vocal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech. Gestures include movement of the hands, face, or other parts of the body.

Gestures are not universal and are unique to a given language group. For example, sticking out tongue stands for teasing by Europeans, a threat among the Chinese, anger in India and wisdom in Ancient Maya. Nonlinguistic means of communication may accompany ordinary speech.

Q. Linguistic unity issue

Pakistan is multi-cultural and multilingual. To understand these dimensions we need to think of “unity in diversity” and “diversity in unity”. Language is a dividing power and simultaneously language is a unifying force. There are various issues and aspects of identity such as:

- Cultural
- Political
- Linguistic
- Ethnic/ Racial

Q. Proverb

Online Oxford Dictionaries define a proverb as “A short, well-known pithy saying, stating a general truth or piece of advice”. Another definition is “A short, memorable, and often highly condensed saying embodying, esp. with bold imagery, some commonplace fact or experience”. Proverbs are very closely associated with cultures. The New Dictionary of Cultural Literacy (2002) defines it as “short, pithy sayings that reflect the accumulated wisdom, prejudices, and superstitions of the human race”.

Q. Standard language and vernacular difference

Vernacular describes everyday language, including slang, that’s used by the people, the vernacular is different from literary or official language; it’s way people really talk with each other, like how families talk at home. Meanwhile, Standard language; the variety of a language that is considered as a better one for its phonological, lexical, and grammatical correctness.

Q. code mixing global phenomenon.

Code mixing is a global phenomenon. It is found in many countries of the world where more than one language is used. In Pakistan we have: English, Urdu and various regional languages. Apart from mixing of English and Urdu:

- Regional languages and English are mixed.
- Sometimes three languages are mixed.
- Local and regional identities and code mixing
- National Identity
- Identity as educated
- Identity as well-off
- Identity as fashionable

Q. summarized politeness types three OR Politeness strategies are used to formulate messages in order to save the hearer's positive face when face-threatening acts are inevitable or desired. (imp)

Types of politeness strategies: bald on-record, negative politeness, positive politeness, and off-record (indirect) as well as simply not using the face-threatening act. Politeness strategies help in effective social interaction.

1. Bald on-record

Does nothing to reduce the threat to the hearer's face and is therefore used in close relationships or when information needs to be shared quickly.

Situation of use:

- Urgency or desperation • When efficiency is necessary

Use examples

- Watch out! • Don't forget to clean the blinds!

2. Positive politeness

To make the hearer feel a sense of closeness and belonging

Situation of use

- Offer or promise • Avoid Disagreement • Joke

Use examples

- You look sad. Can I do anything? • Heh, mate, can you lend me a dollar?

3. Off-record (indirect)

Is used to completely remove the speaker from any potential to impose on the hearer and only alludes to the speaker's idea or specific request.

Situation of use • Relies on implication

Use examples • Wow, it's getting cold in here

Q. Name three types of nonlinguistic communication.

Nonlinguistic communication may be conventional or spontaneous. Conventional nonlinguistic means = Gestures incomprehensible to the unlimited, usually stipulated beforehand and sometimes codified into rules of usage. Spontaneous gestures are divided into four groups:

1. Pointing gestures
2. Gestures that convey or reveal emotions
3. Emphatic gestures
4. Rhythmical gestures

Q. Define the linguistic right.

Linguistic rights are the human and civil rights concerning the individual and collective right to choose the language or languages for communication in a private or public atmosphere. Linguistic rights were

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first included as an international human right in the Universal Declaration of Human Rights in 1948. Across the globe, there is a perceptible shift in the analysis of the form and use of the English language.

Q. Explain high variety of language.

The high variety may be an older stage of the same language as in medieval Europe, where Latin remained in formal use even as colloquial speech diverged. The high variety may be an unrelated language, or a distinct yet closely related present day dialect.

• **Example:** Standard German alongside Low German.

Another example is of Chinese where with Mandarin as the official, literary standard and local varieties of Chinese used in everyday communication. Other examples may include Literary Katharevousa versus spoken Demotic Greek; Literary Tamil versus spoken Tamil; Indonesian, with its Baku and Gaul forms; Literary versus spoken Welsh.

Q. Define reduplication and examples.

Reduplication in linguistics is a morphological process in which the root or stem of a word (or part of it) or even the whole word is repeated exactly or with a slight change.

Reduplication is quite common in Urdu and the local languages of Pakistan.

Here are some examples in Urdu:

- pāni- shāni
- chāy- shay
- kām- shām

Q. Pakistani education system.

The two streams of educations, namely, Urdu- and Englishmedium, in the Pakistan's education system have been highlighted by Blundell.

Pakistani educators' general concern is that the English language is taught under conditions which are far from being satisfactory. English has the status of a lingua franca and is a common means of communication - besides Urdu. It is an easy medium for science and technology. However, despite studying English in schools and colleges for about 6- 8 years, students, especially those from rural backgrounds, are not able to communicate in English with relative ease and success. Even in some areas where students use a regional language as a first language (L1) besides Urdu - and in such areas English becomes a third language (L3) - they lack all the four major linguistic skills - reading, writing, listening, and speaking.

Q. Three major drawbacks in Pakistan.

1. Little understanding of curricular objectives
2. Inexperienced teachers
3. Defective methods

Q. Three types of social network.

- FACEBOOK
- WHATSAPP
- INSTAGRAM

Q. TWO inter-sentential example.

- Khana bohat acha hai but I don't feel like eating;
- woh bohat zaheen hai and I like intelligent people.

Q. explain emotic with examples.

In web forums, instant messengers and online games, text emoticons are often automatically replaced with small corresponding images, which came to be called "emoticons" as well. An emoticon is a written symbol, often two or three punctuation, numbers and letters. It shows writer's mood or facial expressions; and is also a time-saving shorthand.

Common Western examples are as follows:

:(equals sad

:((equals very sad

Weeping can be written as :'(

A blush can be expressed as :">

Q. Domain religions language in Pakistan.

As far as the domain of religion is concerned, in Pakistan Arabic is the main language. However, for everyday less formal usage, Urdu is used. English, as it has emerged as a more common medium of code mixing, it has also found its way into modern religious discourse. In this regard, we need to think about the 'religion and media' relationship, and the contribution of media. Language choices on media have a strong influence on the society

Q. according English speech community

Let us take the example of a 'farming community' that is a group of people who have farming in common. To define them we are not interested in other features such as interest in rock music or the colour of their eyes. Now to understand a speech community we may draw an analogy of English speech community. So, they all share some sort of common linguistic knowledge. However, the problem is that it is hard to agree on what such 'knowledge of English' might actually be. In fact trying to define what 'English' is on purely linguistic grounds can be problematic.

Q. what is language desertion

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Language desertion is the act of deserting, or willful abandonment. Language desertion or code desertion is a term that refers to the phenomenon of abandoning the use of one language in favour of another which may ultimately result in the death of the deserted language. This process of language desertion is very much evident in South Asian countries.

Q. Two types of code switching with examples.

1. tag switching
2. intra sentential
3. inter-sentential

Examples for tag switching: woh bohat achi hai. Isn't she?; She is very nice. Hai na?

Examples for Intra sentential switching: woh bohat intelligent hai; Khana bohat tasty hai.

Examples of Inter-sentential switching: Khana bohat acha hai but I don't feel like eating; woh bohat zaheen hai and I like intelligent people.

Q. Language Ideology:

Language Ideology: According to BBC radio and television presenter John Humphry (2004): I don't like glottal stops (especially when they are adopted by public school-educated politicians because they think it makes them sound cool) and I don't like people saying 'fink' unless they have a speech impediment. The justification for the writer's dislike of the glottal stop has less to do with the sound itself than with a particular set of speakers who use it for a particular function. I dislike London accent because they are stuck up snobs. Asserts Cheshire and Edwards (1993, p. 42). Whereas Edwards (1982) writes: "people's reactions to language varieties reveal much of their perception of the speakers of these varieties".

Q. Native Speaker of a language.

The 'arbitration' role of the native speaker is problematized when one considers communities. For example: In India non- native speakers use English for such a wide variety of purposes that the views of the native speaker become less and less relevant; and more local norms of usage emerge. Being a native speaker gives a sense of community, and with that, a sense of identity. Being a native speaker of English gives you a different identity from the group of individuals who are native speakers of French. An interesting issue in this regard is of bilinguals: For example, individuals from Montreal in Canada who are bilingual speakers of French and English. The question arises whether they are members of both groups simultaneously, or form instead a group of their own? Some speakers align themselves with what they perceive as a particular local variety. Within England, for example, this might be as a 'northerner', or more locally as a 'north- westerner. So, there are issues of identity.

Q. Write any three basic pattern of Kinship

Morgan identified six basic patterns of kinship terminologies:

1. **Hawaiian kinship:** Only distinguishes between sex and generation. Thus, siblings and cousins are not distinguished the same terms are used for both types of relatives.

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2. **Sudanese kinship:** No two types of relatives share the same term. Siblings are distinguished from cousins, and different terms are used for each type of cousin i.e. father's brother's children, father's sister's children, etc.
3. **Eskimo kinship** In addition to sex and generation, it also distinguishes between lineal relatives those related directly by a line of descent and collateral relatives those related by blood, but not directly in the line of descent.

Q. human communication

We need to understand means of human communication. These means involve movement of the hands, body, and facial muscles. Ways of communicating include but are not limited to: talking, signing, writing, gesturing, using facial expressions, drawing pictures, proximity, wearing perfume, assuming certain postures, and many other ways.

Nonlinguistic communication may be conventional or spontaneous. Conventional nonlinguistic means = Gestures incomprehensible to the unlimited, usually stipulated beforehand and sometimes codified into rules of usage.

Q. Name three gesture

1. pointing gestures,
2. gestures that convey or reveal emotions
3. emphatic gestures,
4. rhythmical gestures

Q. difference low and high variety language

High variety **Low variety** **High variety is learnt at school** **Low variety is learnt as mother tongue** **H variety uses:**

• Higher Education • Business • Newspapers • Media Broadcasts • Sermons • Formal Lectures • Writing
L variety uses: • Everyday life • Home • Family • Street • Marketplace • Friends

Q. Status of English in Pakistan.

There are various factors and multiple reasons that contribute towards the role and status of English in Pakistan. The multi-cultural and multi-lingual context of Pakistan is not very simple to understand. To understand the role and status of English in Pakistan following aspects need to be considered:

- Place of English in linguistic hierarchy
- Language power and social context
- Social status ladder
- Historical background of English
- Colonial experience
- Language of the rulers

Q. Define the names of two programs of bachelor in Pakistan.

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There are two types of Bachelor courses in Pakistan: Pass or Honors. Pass degree requires two years of study. Language choices and related language issues are involved in this regard. There are various cultural aspects of language issues and linguistic consequences as well as social consequences.

Q. Social class issues related to English in Pakistan.

In order to understand the relationship of English and social class issues in Pakistan first we need to understand in the social setup who is who? How do you know this positioning of who is who? What are the determiners of this social class positioning? As an answer we may say that generally speaking economics is the determiner. The question is: Apart from economics how is social status reflected in life style, dressing, social behavior and linguistic behavior? Consequently, it is used to exert power, demonstrate knowledge, and assert position. Use of English in the domains of power includes its use in government, business, higher education and media.

Q. Social media.

There are various definitions available. For example, simply it can be defined as “Websites and applications that enable users to create and share content or to participate in social networking”. Gitelman and Pingree (2003) have presented a temporal approach that is based on using the term "media in transition". It is a period of time during which a medium is emergent and thus a sort of contrast to and competitor for the old media. Manovich (2002) has defined new media as cultural objects "which use digital computer technology for distribution and exhibition". Social media are computer mediated technologies that facilitate the creation and built-in social media services currently available.

(05 Marks) Questions

Q. Modes of address.

Address terms is an important feature of social interaction which can provide valuable information about the interlocutors, their relationship and their circumstances. Address terms play a crucial role in communication and maintaining social relationships between members of a society. They need to be studied in every language and culture. According to Yule (2006), address term is a word or phrase for the person in the context. According to Leech (1999), an important formulaic verbal behavior is well recognized in the sociolinguistic literature as they signal transactional, interpersonal and deictic ramifications in human relationships. Modes and terms of address are important in any society for the purposes of identification and expression of ideas. The use of these terms depends upon the social rank, age, and the gender of the persons involved in any communicative situation” (Girish, 2005). In the past few decades, sociolinguists have shown great interest in studying address terms as they reflect the social relationships between members of a specific speech community. They are not static; and they vary according to the social contexts. Social factors such as class, education, occupation, age, gender, power, solidarity, politeness, race and ethnicity, religion influence the use of address terms. Culture is a major determining factor in the use of terms of address. Members of a speech community utilize various address terms according to their socio-cultural relationship. They can include proper names, nicknames, titles, pronouns, prefixes and other referent terms with semantic significance.

Q. Why are people giving up their mother language?

1. Two Parents, Two Languages
2. Exposure to Language
3. Lack of Need for the Language
4. Weak Language Skills
5. Lack of Pride

Q. Define the term media (imp)

Media is the plural form of medium, which (broadly speaking) describes any channel of communication. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information. Digital media, which makes up an increasingly vast portion of modern communications, is comprised of intricately encoded signals that are transmitted over various forms of physical and virtual media, such as fiber optic cable and computer networks. Q. What language issues are faced in primary education in Pakistan?

The standard national system of education is mainly inspired from the British system. In order to understand the issues of national identity, language policy and education at primary level we need to think about language policy at primary level, and status of regional and national languages in education system. As of 2009, Pakistan faces a net primary school attendance rate for both sexes of 66 percent: a figure below estimated world average of 90 percent (According to UNESCO Institute for Statistics - Adjusted net enrolment ratio in primary education).

Issues related to primary education in Pakistan include low level of public investment as public expenditure on education has been 2.2 percent of GNP in recent years. There has been more focus of funds on higher education. Another issue is of lower income class and particularly it is related to the issues of private education where there is always a compromise on quality.

Q. Name various data connection techniques.

Data collection in sociolinguistics is of crucial significance and due to its significance the issues attached to it also become significant. Various data collection techniques are employed in analyzing social variation and language use. There are various options available such as:

1. Working with the existing data
2. Generating new data
3. The sociolinguistic interview
4. Free conversation
5. Issues

Q. linguistic imperialism 5

According to Phillipson (1992, p. 52), imperialism is a type of relationship whereby “one society or collective in more general terms can dominate another” and which manifests itself in a variety of ways:

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economically, politically, militarily, culturally and socially. For Galtung, the world can be divided into two domains:

1. the Center (the powerful Western countries)
2. the Periphery (the developing ones)

Language is the medium through which the elite of the Center regulate the Periphery; and plays a crucial function by providing the link between the dominant and the dominated groups; and is representative of the basis upon which the notion of linguistic imperialism is built. Phillipson (1992, p. 47) asserts that the legitimization of English linguistic expansion has been based on two notions:

1. Ethnocentricity
2. Educational policy

Q. technological variations and situational variations of Susan work 5

Susan Herring (2004) characterizes her own work as computer-mediated discourse analysis, which she organizes around a series of analytic priorities that continue to direct a lot of research in the field. These include:

1. Technological variables such as synchronicity, size of message buffer, anonymous messaging, persistence of transcript, channels of communication e.g., text, audio, video, automatic filtering.
2. Situational variables such as participation structure e.g., public/private, number of participants, demographics, setting, purpose, topic, tone, norms of participation, linguistic code.

Q. national language of Pakistan

The linguistic situation of Pakistan is a highly complex arena with several regional languages, a national language (Urdu) and English as an international language/ as a foreign/as second language. There is immense regional and linguistic diversity in Pakistan. We have Pakhtuns, Balochis, Punjabis, and Sindhis. Diverse cultural traditions exist and people speak different languages. There are also more than 7 million Muhajirs. From a linguistic standpoint this is an amalgam of heterogeneous groups with widely different linguistic characteristics.

Urdu is the official language. But it is not the first language of the majority. Urdu is written in a modified version of the Persian script, from right to left. It is not indigenous to Pakistan and in its literary form it emphasizes words of Persian and Arabic origin. It enjoys great prestige as a symbol of the Pakistan movement and as the national language of Pakistan. The greatest concentration of speakers of Urdu is in Punjab and Karachi. If within the hierarchy of languages English comes on the top, second position goes to Urdu. Urdu is preferred against all the regional and local languages for use in all the formal situations, though with the passage of time English is taking its place in the formal sphere of life. In spite of its status as the national language, however, only a few percent of Pakistanis speak Urdu as their first language.

Since independence it has the status as a national language, but there has always been a demand for cultural autonomy in other provinces, and resentment against discriminating govt. policies. There is a

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tension between Urdu and local languages on one level, and Urdu and English on the other level. But, Urdu has always been favoured in all the language policies.

Q. Precisely describe native speaker of a language

Common- sense view is that one who is born in a community of other speakers of English, and acquires his language from parents. Others may turn to them for guidance.

The question is what is acceptable or not; and whether a particular grammatical construction is better or worse than another. The 'arbitration' role of the native speaker is problematized when one considers communities. For example: In India non- native speakers use English for such a wide variety of purposes that the views of the native speaker become less and less relevant; and more local norms of usage emerge. Being a native speaker gives a sense of community, and with that, a sense of identity. Being a native speaker of English gives you a different identity from the group of individuals who are native speakers of French. An interesting issue in this regard is of bilinguals: For example, individuals from Montreal in Canada who are bilingual speakers of French and English. The question arises whether they are members of both groups simultaneously, or form instead a group of their own? Some speakers align themselves with what they perceive as a particular local variety. Within England, for example, this might be as a 'northerner', or more locally as a 'north- westerner. So, there are issues of identity.

Q. language contact in Pakistan

To understand language contact in Pakistan and its related issues we need to first of all understand certain questions: What is language contact? Why language contact occurs? What does it imply? Pakistan has multiple languages and dialects as well as multiple identities. We have an official language, a national language and a huge variety of regional languages. Language/s of an average Pakistani need to be considered from various aspects which include language/s in the school, market and for business, on street, at home and with friends. Also certain other factors such as multilingualism that is a social norm play a vital role. In the context of multilingualism issues of linguistic identity and relevant social issues emerge; and language contact in the social network of multilingual society makes it a very complicated situation. In other words there are various social and cultural push and pull forces that operate on various contact languages. As far as the impact of language contact is concerned, it becomes evident in various forms such as code switching, code mixing, language-shift and language desertion.

Q. Linguistic relativity

Defining linguistic relativism we can say that the structure of a language affects its speakers' world view or cognition. To them the human languages hide a common universal structure of thought or universal grammar. According to Pinker, to speak a natural language is a question of translating universal "mentalese" into whatever particular language one is brought up speaking. On the other hand, Pinker thinks grammar conservatism, the urge to differentiate between correct and incorrect usage of a language, is mere snobbery. And this would be the case even if one accepted, that in the long run one's own language is doomed to the same inexorable fate that all languages succumb to: evolution, transformation, or even eventual extinction. Yet the same linguistic communities have institutions dedicated to the

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impossible task of freezing language long enough to establish standards and defend them, futilely, against their inevitable demise.

Q. Status of oral literature in Pakistan. (imp)

There are various famous forms of oral literature in Pakistan which include folklore, tappa, lori, qisa, geet etc. As far as folklore in Pakistan is concerned, there is a lot of oral literature available in the regional languages of Pakistan. Here are some details:

Pakhtun folklore: Songs sung with Khattak dance

Sindh folklore: Manifestations of traditional Watayo Faqir tales

Punjabi folklore: Heer and Ranjha from Jhang is very famous

In the same way, we have Saraiki and Kashmiri folklore. It is of significance to talk about “tappay” as they are very popular. They are an oral tradition, sung by women on weddings for celebration. Tappay represent folk wisdom, cultural values, traditional rivalries, gender roles, customs and traditions. Another important oral tradition is of “lori”. It is a celebration of motherhood, female gender sensibilities and culture.

Q. para-linguistic Communication

Paralinguistic communication is the study of voice and how words are said. Paralinguistic signals and cues refer to every element and nuance of your speech. It is the study of vocal and sometimes non-vocal signals beyond the basic verbal message or speech. It also known as vocalics. Paralinguistics sets great store on how something is said, not on what is said. It includes speech characteristics falling outside of the spoken word. It can modify the meaning behind words. It includes:

- accent
- pitch
- volume
- speech rate,
- modulation
- fluency

Q. Explain expanded diglossia with reference to Fishman.(5)

Diglossia has often been noted as a factor in language shift, especially in speech communities where a minority language is in a diglossic relationship with a majority language. Fishman (1967, p. 36) noted that “Bilingualism without diglossia tends to be transitional both in terms of the linguistic repertoires of speech communities as well as in terms of the speech varieties involved per se”. In this regard Fishman (1967, p.36) noted that without separate though complementary norms and values to establish and maintain functional separatism of the speech varieties, that language or variety which is fortunate enough to be associated with the predominant drift of social forces tends to displace the other(s).” In some regions or societies in the world people need and/or use more than one language to communicate for various purposes (Sankoff, 2002).

Q. What is the status of Provincial and Local languages in Pakistan ? (5)

The linguistic situation of Pakistan is very complex. There are various regional languages. We have Pakhtuns, Balochis, Punjabis, and Sindhis plus more than 7 million Muhajirs living in Pakistan. We need to understand the status of Urdu and English as well in the midst of no less than 24 languages and a considerably great number of dialects, that is not less than 70, are spoken (Mansoor, 1993). According to Rafique (1993-94, p. 6): “A number of languages are spoken in Pakistan, all belonging to Aryan age except Brahui which is spoken by a small number of people in the Kalat region. These languages heavily lean upon Persian and Arabic. Balochi, due to the area’s geographical affinity to Iran, is more akin to the Persian than any other language”. Speakers of Punjabi make up 56.1 % of the population and about 48% of Pakistan’s population speaks Punjabi as a first language (Mansoor, 1993).

Q. What is the relationship b/w blessings, curses and sociolinguistics? (5) (imp)

Blessings and curses are common in all languages. They are social and culture specific expressions which play an important role in communication. Blessing and cursing are very diverse in nature and serve several functions in social interactions. They reflect the speaker’s emotional attitude to the topic of conversation. Blessings are expressions of gratitude or wishes for others. Generally elders use blessing expressions. On the contrary, cursing is considered as verbal act of threatening through which the speaker wishes evil or misfortune to befall on others. They are used to blame others.

Q. Define the term ethnography of communication. (imp)

Hymes is best known for his founding role in the ethnography of communication. He proposed the term „ethnography of speaking“. But later he amended it to „ethnography of communication“. It was a new approach to understanding language in use. Ethnographies of communication must „discover and explicate the competence that enables members of a community to conduct and interpret speech“. The exploration and documentation of communicative competence within a speech community is the essence of the ethnography of communication. As a means to this end, Hymes defines the social units and units of analysis for ethnographies of communication.

Q. what is ethnocentricity and educational policy.

‘Ethnocentricity’ is the “practice of judging other cultures by standards of its own.” These two practices are used to impose a distinction between languages+ to promote the notion of the assumed inferiority of secondary languages with respect to the norms determined by the dominant culture. Burns and Coffin et al. 2001, p.78-87) claim that the extent to which English is involved in the political, educational, social and economic life of a country is clearly a result of both the historical legacy of colonialism and of the varying success of countries since independence in warding off the threats of neocolonialism. In the same way Theo van Leeuwen (in Coulthard et al 1996, p. 55) are of the view, “The English language allows us to make a choice between functionalism and identification, and that the use of this choice in discourse is of critical importance”. Graddol (in Burns and Coffin et al. 2001, p.27-8) adds that English has two main functions in the world: it provides a vehicular language for international communication and it forms the basis for constructing cultural identities. The issue of linguistic imperialism as being need based is

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controversial. The question arises regarding differentiating between ‘need’ and ‘creating a need’. It is claimed that the imposition is based on colonialism

Q. what is meant by the term media linguistics.

Significance of media in today’s world is unprecedented. One of the consequences of this spread of media is the emergence of ‘Media Linguistics’. There is a lot of cutting-edge research from variationist and interactional sociolinguistics; Media linguistics, and language ideology research as well as minority language studies. Media linguistics has evolved in various ways with the emergence of digital media. “Media linguistics” studies how language is used in the media” (Schmitz, 2015). Its focal point is similar to sociolinguistics that the use of language in actual communicative situations. Specific focus of media linguistics is medium-specific processing of signs and their semiotic materialities.

Q. Elucidate the future of sociolinguistics as a discipline.

Modern sociolinguistics originated in the 1960s as an interdisciplinary subfield intersecting sociology, anthropology, and linguistics. The scope for future developments is very vast because the interdisciplinary research partnerships suit the nature of the discipline. Sociolinguists can build interdisciplinarity both pedagogically as well as professionally. Sociolinguistics has the potential to bridge gaps in theory and methods. The possibilities of future interdisciplinary scholarship between sociolinguists and sociologists depend on how the gap can be bridged. Half a century after the Social Science Research Council set up a committee on sociolinguistics, the amount of interaction between linguists and sociologists remains minimal. Despite important work on discourse and conversational analysis, very few sociologists have acquired the basic tools of linguistic analysis, and very few linguists have contributed to the thinking of sociologists. As far as future hopes are concerned, in the face of increasingly complex and diverse global realities, sociolinguists can gain greater insight into micro- and macro-level processes of social interaction, social stratification, and social change by jointly investigating. Some key avenues to explore in future include literacy acquisition and educational achievement; the relevance of conversation in bringing about social cohesion and social exclusion; and the significance of conversation styles in processes of prejudice and discrimination.

Q. What is slang?

Slang may be characterized as a very informal language variety that includes new and sometimes not polite words and meanings. It is often used among particular groups of people, for example, groups of teen-agers or professional groups, and is usually not used in serious speech or writing.

The dictionary presents under the letter K:

- Kisser Noun. Mouth. Origins in boxing
- Knocking shop Noun. A brothel
- Kooky Adj. Crazy, eccentric

Some of the expressions contain ordinary words in the language, only with a special meaning attached to it, like kisser and knocking. These words have acquired new meanings in their polysemy networks. In other cases the expressions contain special words that do not have any non-slang meanings, like kooky.

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We define a variety as a set of linguistic items with similar social distribution. For dialects and sociolects. This set of linguistic items includes features of vocabulary, grammar, as well as phonology; but slangs is the set that includes only a relatively small set of vocabulary items.

Q. Proverb and saying note (imp)

A saying is a short, pithy, commonly known expression which generally offers advice or wisdom. Synonyms of the term 'saying' include proverb, maxim, aphorism, axiom, epigram, and epigraph. A proverb is a short, well-known pithy saying, stating a general truth or piece of advice. Here are a few examples of proverbs:

- If you want to go fast go alone, if you want to go far go together. (African)
 - Fall seven times, stand eight. (Japanese)
 - Do good and throw it in the sea. (Arab)
 - Measure a thousand times and cut once. (Turkish)
 - It takes a whole village to raise a child. (African)
 - A fault confessed is half redressed. (Zulu)
- The sociolinguistic study of the sayings and proverbs terms is required to understand the social meanings associated to them.

Q. Social media impact on English

We need to think about the status of English especially in the global context and its role as a lingua franca. We also need to take into consideration the role and usage of English language as language of technology, the status of English language as language of (Social) Media; and also the question why and how English language is to be influenced by social media?

Dimensions of impact of English language are multiple such as:

Time, Space, Speed & Placement

Levels of impact of English language are also multiple such as:

Grammar, Syntax, Vocabulary, Morphology & Phonology

There is also a considerable significance of appropriating existing vocabulary. One of the most notable ways that social media has influenced the English language, is through the appropriation of existing vocabulary. Words that had existing meanings, have now been given other meanings in an online context.

Q. Significance and scope of teaching of sociolinguistic. (imp)

Significance and scope is evident from the fact that it helps to understand the following the patterns of multilingualism in the global context. It also helps to identify the shape of new language varieties, helping to define ethnicity and identity in various contexts. And, finer gradations can be made between core sociolinguistics and social linguistics and the sociology of language from the point of view of teaching.

Its scope includes the international and interdisciplinary diversity of the field in representing the broad view of sociolinguistics. Together with second language research and teaching (which itself owes much to

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sociolinguistic work), sociolinguistics is the central discipline of applied linguistics. It has practical outcomes for education policy, government spending, social affairs, constitutional arrangements, international relations, debates on ethnicity, nationalism, multiculturalism and cultural values. Significance and scope of teaching sociolinguistics in relation to other disciplines can be understood by relating it to the following disciplines:

- Discourse Analysis • Pragmatics • Ethnography

Q. Sapir Whorf hypothesis.

A hypothesis first advanced by Edward Sapir in 1929 and subsequently developed by Benjamin Whorf. Edward Sapir (1884-1939) was an American anthropologist-linguist. He was a leader in structural linguistics. He was the author of 'Language: An Introduction to the Study of Speech'. He was born in Lauenberg, Germany. Also it is important that he was a pupil of Franz Boas, and teacher of Benjamin Whorf. Benjamin Whorf's life span was from 1897 to 1941. He graduated from the MIT in Chemical Engineering and began work as a fire prevention engineer. Although he met, and later studied with Edward Sapir, he never took up linguistics as a profession. Whorf's primary area of interest in linguistics was the study of native American languages. He is well known for his work on the Hopi language. He was a captivating speaker; and popularized his linguistic ideas through popular lectures and articles. He presented the hypothesis that the structure of a language determines a native speaker's perception and categorization of experience. There are certain thoughts of an individual in one language that cannot be understood by those who live in another language. The hypothesis states that the way people think is strongly affected by their native languages. However, it was a controversial theory. The principle of linguistic relativity holds that the structure of a language affects its speakers' world view or cognition. It is popularly known as the Sapir-Whorf hypothesis, or Whorfianism.

Q. Emerging Social Media Trends (IMP)

Higher engagement of emerging social media rates between brands and customers. Brands are suddenly realizing the impact of social media engagement and creating lasting. According to Instagram, at least 80% of its users already follow a brand on the network.

Customizable Chatbots

- Incoming social messages to your brand need a response.
- An organization receives hundreds or thousands of similar customer service questions • Solution is chatbots. InPlatform messaging and Instagram stories
- Instagram stories
- 173 million daily active Snapchat users Today, it is through emerging media more augmented-reality and face filters. Face filters have grown in popularity over the years.

Q. reflect language through literature any five factors

Literature (via language) reflects:

1. Aspirations

2. Inspirations
3. Values
4. Beliefs
5. Social system

Q. Good and bad forms of English

Associated with this notion of good and bad forms of English is the doctrine of correctness; as some speakers will often report that a particular way of saying something is just plain wrong. Such ‘errors’ have included grammatical features like multiple negation (for example, I ain’t never been there), and the use of ‘redundant’ words for example, added in added bonus. In many cases, the features that are reported as wrong either used to be fairly common in the earlier history of the language but failed to make it into the ‘standard language’ when it was codified, or are currently undergoing change. This change may be incipient only in a very specific domain, and even in a restricted set of constructions such as:

- The thieves broke into our kitchen but they only took the toaster.
- The thieves broke into our kitchen but they took only the toaster.

Q. What factor that should be consider in the selection of target language

1. To develop the learner’s intellectual power through it
2. To enhance the learner’s cultural values, literature and philosophy
3. To be able to communicate orally in their second language
4. To help acquiring reading, writing, listening, and speaking skills
5. To deepen knowledge and appreciation of target language cultural experiences

Q. Explain the relationship among language media and society.

Language, media and society together form a trio in which each affects the other. The question is how far and in what ways. Language is a social activity and today we have blurred social boundaries as the world has turned into a global village. In relation to this trio we also need to take into consideration media and myth in language change. The ‘traditional’ sociolinguists’ response to the potential impact of the television on language is found clearly formulated in the work of Peter Trudgill. Trudgill (1986, 1988) argues that a key process of language change is diffusion, or the spreading of linguistic innovations across geographical regions. Diffusion takes place through linguistic accommodation; speakers may alter their speech in response to those with whom they are talking. Generally this happens face-to-face interaction, however still television fits awkwardly with the model. Trudgill admits that TV may act as a source for new lexis and idioms, or as a model for speaker of a dialect to acquire the core phonology and syntax of the standard variety of a language. According to the traditional view, then, television may be able to influence systemic language change, but indirectly through changes in attitudes towards linguistic varieties. Another view is that it may increase speakers’ awareness of innovations. It is less likely to promote their adoption.

Q. Chomsky notion of linguistic competence.

Chomsky presented the notion of 'linguistic competence', by which he means a person's specifically linguistic knowledge — roughly, knowledge about words and word combinations. He also presented generative grammar theory; and defined competence as the grammar one knows without being necessarily aware of it (linguistic knowledge); whereas performance as the way people use that linguistic knowledge when communicating (Coupland, et al 1997). In terms of sociolinguistics, competence and performance could be defined as follows: Competence is the knowledge of a language grammar as well as the factors behind it (connotation, levels of formality, style, and register, among others).

Q. diversity and Pakistani context:

The linguistic situation of Pakistan is very complex. There are various regional languages but Urdu has a unique status. It is the language of majority province and dominant ethnic group so it enjoys supremacy. But, at the same time Punjabis are dominated linguistically and culturally by Urdu and English speaking communities. We also need to take into consideration the accommodating and eclectic nature of Punjabi, the 'soft' boundaries of Punjabi and Urdu, and the element of mutual intelligibility is instrumental in the spread of Urdu. During the recent years children of Punjabis do not have Punjabi as their first language. And, Urdu has taken its place. As far as Sindhi, Baluchi, Pashto are concerned according to Saigol (1993):

- Sindhis makeup 26.6%,
- Baluchis 5.1%
- Pathans 13.1% of the population

Q. Role of English in Law Politics and Government in Pakistan.

English has dominated the political and official landscape in Pakistan as in other developing countries for a long time as the language for development. It is also the language of government, law, and politics. English as a language of government has an everyday usage at higher levels and for official documentation as well as for formal meetings. As far as English as a language of law is concerned, it has a colonial heritage; and the availability of legal documents is mostly in only English language. When it comes to English as language of politics the emblematic status of English due to its historical association with the elite has helped in making it a language associated with prestige. There are various political factors that also play a significant role.

Q. Idiom in Sociolinguistics.

Any expression that means something other than its words seem to suggest can be called an idiom. The study of language constantly requires in interpretation of socially determined meaning. Proverbs and idioms are also determined by a socio-geographical experience. Proverbs, like riddles, jokes or fairy tales, do not fall out of the sky and neither are they products of a mythical soul of the folk. Instead they are always coined by people in context. Here are some examples in this regard:

- „More beauty than a peacock, but the intelligence of a block of wood“ (Mangolian).
- „A doll“s head and an empty brain“ (Polish)“.
- “Women are wacky, women are vain; they“d rather be pretty than have a good brain (English, USA)“.

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- “Women have only half a brain” (Arabic).
- “aurat naqis- ul- aqal hoti hai” (Urdu).

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