A COURSE MODULE IN LINGUISTIC RESEARCH METHODOLOGY AND PRACTICE

(A brief introduction)

methodology

/ˌmeθəˈdɔlədʒɪ/

Андрей Анатольевич Богатырёв

https://wansbaa.jimdo.com

доктор филологических наук,
профессор кафедры иностранных языков
Института Международного Образования МПГУ,
член-корреспондент РАЕ,
эксперт РНФ
etc.

Research is "creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications."

WHAT IS METHODOLOGY ?

Methodology [ˌmɛθəˈdɒlədʒɪ] , -gies is
1) the system of methods and principles used in a particular discipline, in some particular area of study or activity.
2) the branch of philosophy concerned with the science of method and procedure.

WHAT IS METHOD?

Method /ˈmeθəd/
is a particular procedure for accomplishing or approaching something,
especially a systematic or established one.

via Latin from Greek methodos ‘pursuit of knowledge’, from meta- (expressing development) + hodos ‘way’

WHAT IS METHOD LIKE?

Distributive Analysis is a method of linguistic research in which the classification of linguistic units and the study of their features are carried out on the basis of the distribution of the units in question in the spoken chain—that is, on the basis of their *combinability* with other units, which are called the *environment*, or context, of the units in question. Distributive analysis was devised by representatives of so-called descriptive linguistics.

What is method description like?

The **distribution** of a unit is the sum total of all its environments.

The environment of a unit may be either “right” or “left”.

There are **three main types of distribution** :

1) contrastive;

2) non-contrastive;

3) complementary.

What is method description like?

The **distributional analysis** is used to fix and study the units of language in relation to their contextual environments, i. e. adjoining elements in the text.
The study is conducted in **two stages.**
At the first stage, the analyzed text is divided into *recurrent segments* consisting of phonemes. These segments are called "**morphs**".
At the second stage, the environmental features of the morphs are established and the corresponding **identifications** are effected.

What is method description like?

Contrastive and non-contrastive distribution concern identical environments of different morphs.
The morphs are said to be **in contrastive distribution** if *their meanings are different*.

Such morphs constitute *different morphemes* (eg. play-ed, play-ing).

What is method description like?

Contrastive and non-contrastive distribution concern identical environments of different morphs.
The morphs are said to be in **noncontrastive distribution** *if their meaning is the same.*

Such morphs constitute "free alternants", or "free variants" of the same morpheme (eg. burn-ed, burn-t).

/ ˈvɛəɹi.ənt /; /ɔːlˈtɜːnənt/;/ ˌɔːltəˈneɪʃ(ə)n/

What is method description like?

Complementary distribution concerns *different environments of formally different morphs which are united by the same meaning*.
If two or more morphs have *the same meaning* and the difference in their form is *explained by different environments*, these morphs are said to be in complementary distribution and considered the *allomorphs* of the same morpheme (eg. Desks /-s/, girls /-z/, glasses /-iz/).

What is method description like?

Method application restrictions

The Distributional Analysis is a good example of finding relevant interrelation between linguistic *syntagmatic* and *paradigmatic structures*, such as meaning and word structure. The transfer of distribution analysis to other levels or areas of linguistic text processing may be a bit problematic, since real life texts admit (or incur) **amphibolic** [ˌæm(p)fɪˈbɔlɪk] **expressions** like *'fat major's wife'* which may mean both that major is fat or his wife is.

WHAT IS RESEARCH ?

Research [rɪ'sɜ:tʃ] is a systematic investigation to establish facts or principles (or to collect information on a subject).

Syn: investigation , experimentation , testing , analysis , fact-finding , fieldwork , examination , scrutiny etc.

To research – исследовать.
to carry out investigations into (a subject, problem, etc.)
Syn: investigate , study , enquire into , look into , probe , explore , analyse , examine , scrutinize etc.

WHAT IS RESEARCH ?

The TASK

Write down ten synonyms of the English verb ‘to research’

WHAT KIND OF RESEARCH ?

research work	**— научно-исследовательская работа (НИР)**
independent / original research	— независимое, оригинальное исследование
detailed / thorough research	— детальное, обстоятельное исследование
laborious / painstaking research	— трудоёмкое, напряжённое исследование
solid research	— серьёзное, глубокое исследование
applied research	— прикладное исследование

Check yourself!

WHAT KIND OF RESEARCH ?

1)	**— научно-исследовательская работа (НИР)**
	— независимое, оригинальное исследование
	— детальное, обстоятельное исследование
	— трудоёмкое, напряжённое исследование
	— серьёзное, глубокое исследование
	— прикладное исследование

WHAT KIND OF RESEARCH ?

to be engaged in research	**— заниматься научно-исследовательской работой**
to conduct / do / pursue research	— проводить исследования
to carry out a research into the causes of cancer	— исследовать причины заболевания раком
His researches have been fruitful.	— Его исследования принесли плоды.

Check yourself!

WHAT KIND OF RESEARCH ?

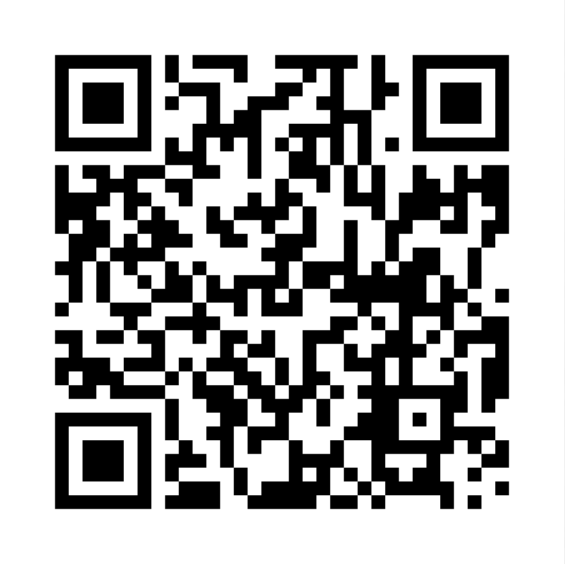
	— заниматься научно-исследовательской работой
	— проводить исследования
	— исследовать причины ...
	— Его исследования принесли плоды.

ENGLISH RESEARCH COLLOCATIONS

English academic research collocations.
Check yourself!

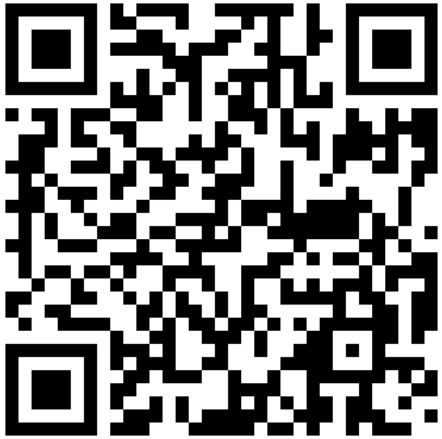
ENGLISH RESEARCH COLLOCATIONS

English academic research collocations.
Check yourself!



ENGLISH RESEARCH COLLOCATIONS

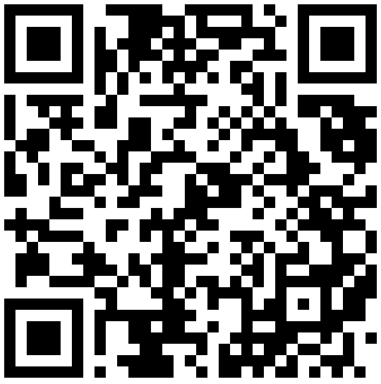
English academic research collocations.
Check yourself!



https://learningapps.org/display?v=ps26asabt17

ENGLISH RESEARCH COLLOCATIONS

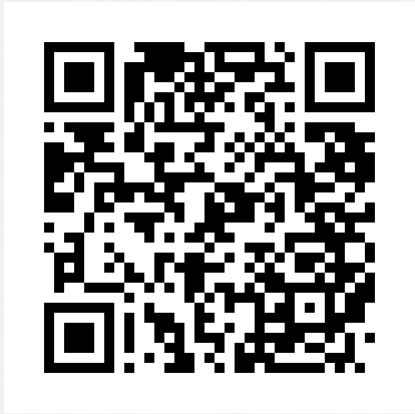
English academic research collocations.
Check yourself!



https://learningapps.org/display?v=pytqve0sa17

ENGLISH RESEARCH COLLOCATIONS

English academic research collocations.
Check yourself!



https://learningapps.org/display?v=ps6as3oo517

WHAT IS METHODOLOGY ?

Methodology [ˌmɛθəˈdɒlədʒɪ] (derived from *method* and *logic*)
is the study of structure, logical organization, methods and means of activity;
The methodology of science is the doctrine of the principles of construction, forms and methods of scientific knowledge.

METHODOLOGY and ACTIVITY

Methodology [ˌmɛθə'dɒlədʒɪ] is the doctrine of the structure, logical organization, methods and means of **activity**. So Methodology at large forms a necessary component of any activity as the latter becomes the subject of awareness, learning and rationalization.

METHODOLOGY and ACTIVITY

Methodological knowledge acts in the form of both **prescriptions and norms**, which fix the content and sequence of certain activities (normative M.), and **descriptions** of actually performed activities (descriptive M.).

In both cases, the main function of this knowledge is the internal organization and **regulation** of the process of cognition or practical transformation of an object.

METHODOLOGY and ACTIVITY

In modern scientific and methodological discourse, M. is interpreted primarily as M. of scientific knowledge (or research), that is, the doctrine concerning the principles of construction, as well as forms and methods of scientific and cognitive activity.

Methodology of science gives a description of the components of a research study — its **object**, **subject** of analysis, **research task** (or problem), **research tools** required to solve a given type of problem, and also forms an idea of the sequence of the researcher's progress in the **task-solving process**.

METHODOLOGY and ACTIVITY

The most important points of application of M. are the problem statement (this is where the most frequent methodological errors occur, leading to the advancement of pseudo-problems or significantly complicating the receipt of the result),

METHODOLOGY and ACTIVITY

… the construction of the subject of research and the construction of a scientific theory, as well as verification of the results obtained in terms of its truth, i. e. conformity to the object of study.

METHODOLOGY and ACTIVITY

Modern philosophical and methodological studies revealed some important mechanisms for the functioning and development of scientific research and knowledge:

METHODOLOGY and ACTIVITY

- laws of succession of the change of scientific theories (the correspondence principle);
- the presence of a "**paradigm**" of thinking specific to each era of the development of science (i.e., a set of implicitly defined regulative principles);
- methodological features of artificial languages used in science;

METHODOLOGY and ACTIVITY

- **specifics** of various types of scientific explanation;
- **methods** of building scientific **theories** (deductive, hypothetical-deductive, genetic, etc.),
- characteristics of a number of methodological areas of modern cognition (systems approach, structuralism, cybernetic methods, principles of probabilistic thinking etc.).

METHODOLOGY and ACTIVITY

Since the 1950s. in M. science, problems of generating and **changing knowledge systems** begin to occupy a prominent place.
The Austrian-born British logician [lɔ'ʤɪʃ(ə)n] and philosopher K. Sir Karl Popper, (1902-94) tries to explain this process on the basis of the principle of falsification put forward by him, that is, the systematic refutation of existing theories.

METHODOLOGY and ACTIVITY

American investigator of history of science Thomas Samuel Kuhn /ku:n/(1922 –1996) formulates the concept of the development of science through **scientific revolutions**, leading to a radical **change of paradigms** of scientific thinking.

See: Structure of Scientific Revolutions.pdf

(Beware! Circa ['s3:kə] 210 pp.!)

METHODOLOGY and ACTIVITY

English (I say '**Hungarian**') mathematician and philosopher Imre Lakatos [UK: /ˈlækətɒs/, US: /-toʊs/; [ˈlɒkɒtoʃ ˈimrɛ] (1922 –1974) proposed the idea of the development of science based on the foregrounding, advancement [əd'vɑːn(t)smənt] and implementation of a certain sequence of research programs.

METHODOLOGY and ACTIVITY

An important aspect of these and other studies is the broad criticism of the **neopositivist** ideas about M. science and its subject matter for the narrowness of their initial premises ['premısız]. In this regard, in the works of some Soviet as well as modern Russian and foreign researchers, M.'s concept is developed, based on the **Principle of Activity**. The latter one presents M. as a systematic theory of research activity.

METHODOLOGY and ACTIVITY

The development of this concept is accompanied by a criticism of Popper's falsificationism (for one-sided presentation of the process of knowledge development) and Kuhn's concept of SR (for his denial of continuity in the development of knowledge).

METHODOLOGY and ACTIVITY

The special-scientific M., in turn, is divided into several levels:
(1) general scientific methodological concept and direction and (2) M. of individual sciences, methods and techniques of research.
Starting from the 2nd half of the 20th century, the first of these levels (which is far from homogeneous in content) has undergone especially rapid development.

METHODOLOGY and ACTIVITY

The reasons for its emergence and growth are the **universalization of means of knowledge**, facilitated by this generalized formulation of scientific problems, as well as the **desire for synthesis**, which becomes dominant in the thinking style of modern science.

vowel ['vauəl] / consonant ['kɔn(t)s(ə)nənt]

Kinds of Language Universals

AN ABSOLUTE UNIVERSAL	A STATISTICAL UNIVERSAL
ABSOLUTE UNIVERSALS refer to properties found in all languages	STATISTICAL UNIVERSALS reflect important trends that are found in a predominant part of the languages of the world, but not necessarily in all.
All languages have vowels and consonants.	Subjects tend strongly to precede objects.

Kinds of Language Universals

A Language Universal Type	An example
AN IMPLICATIONAL UNIVERSAL	If a language has voiced fricatives, it also has unvoiced fricatives, but not necessarily the other way round.
AN NON-IMPLICATIONAL UNIVERSAL	Present or absent in natural languages without reference to any other properties of the given language.

There are such universalist theories that directly describe the broad scope of reality from a certain angle, that is, from the standpoint of a certain methodological principle (such as the concept of the **noosphere**, for example) or **theoretical cybernetics**); universal conceptual systems (such as the **general system theory** of Ludwig von Bertalanffy), aimed at identifying **universal concepts** and categories of scientific thinking through the analysis of the material of science itself. See: General_System_Theory_1968.pdf 289 p.

The **Activity** is a specifically human form of an active relation to the surrounding world, the contents of which constitute its goal-related expedient change and transformation.
The Activity of human implies a certain opposition of the **subject** and the **object** of Activity. So a person opposes to himself an object of Activity as a material that resists the influence of a person and then must get a new form and properties, turning it into product of human Activity.

289 p.

Each **Activity** includes:
(a) the goal,
(b) the means,
(c) the result
(d) and the process of Activity itself,
and, therefore, an integral characteristic of Activity is its (e) awareness on part of its subject.

Activity is the real driving force of social progress and the condition of the very existence of society.

289 p.

As a philosophical principle, the concept of Activity was established within German classical philosophy, when a new concept of personality triumphed in European culture, characterized by rationality, diverse areas of activity and initiative, and the prerequisites were created for considering Activity as the basis and principle of all culture.

English Activity

Activity	activities
Activity	occupation
Activity	job
Activity	action, actions
Activity	agency
Activity	business
Activity	career
Activity	energies
Activity	function
Activity	movement
Activity	play

HYPOTHESIS [haɪˈpɒθɪsɪs] , -ses [-ˌsiːz]

1) a suggested explanation for a group of facts or phenomena, either accepted as a basis for further verification (*working hypothesis*) or *accepted* as likely to be true /in theory/.
2) an assumption used in an argument without its being endorsed; a supposition.
3) an unproved theory; a conjecture.

- Etymology: from Greek, from hupotithenai to propose , suppose , literally: put under.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is a proposition made as a basis for reasoning, without any assumption of its truth.

.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is an unproved theory; a conjecture [kənˈʤekʧə].

.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is an assumption used in an argument without its being endorsed; a supposition.

.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is a *suggested explanation* for a group of facts or phenomena, either accepted as a basis for further verification (working hypothesis) or accepted as likely to be true /i.e. a theory/.

.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is an idea which is suggested as a possible explanation for a particular situation or condition, but which has not yet been proved to be correct.

.

WHAT IS HYPOTHESIS [haɪˈpɒθɪsɪs] ?

- **A hypothesis** is a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.

.

WHAT IS **NULL** HYPOTHESIS?

- **The null hypothesis is** assumed to be true unless the test suggests otherwise, in which case it is rejected in favour of the alternative [ɔːlˈtɜːnətɪv] hypothesis.

.

WHAT IS **NULL** HYPOTHESIS?

- **The null hypothesis is** the residual [rɪˈzɪdjuəl] hypothesis if the alternative [ɔːlˈtɜːnətɪv] hypothesis tested against it fails to achieve a predetermined significance level.

.

HYPOTHESIS [haɪ'pɒθɪsɪs] MEANINGS

under the hypothesis of a theorem …

= по условию теоремы …

[haɪ'pɒθɪsɪs] late 16th cent.: via late Latin from Greek hypothesis ‘foundation,' from hypo ‘under' + thesis ‘placing.'

HYPOTHESIS [haɪ'pɒθɪsɪs] MEANINGS

testable hypothesis

= проверяемая гипотеза … (maths)

[haɪ'pɒθɪsɪs] late 16th cent.: via late Latin from Greek hypothesis ‘foundation,' from hypo ‘under' + thesis ‘placing.'

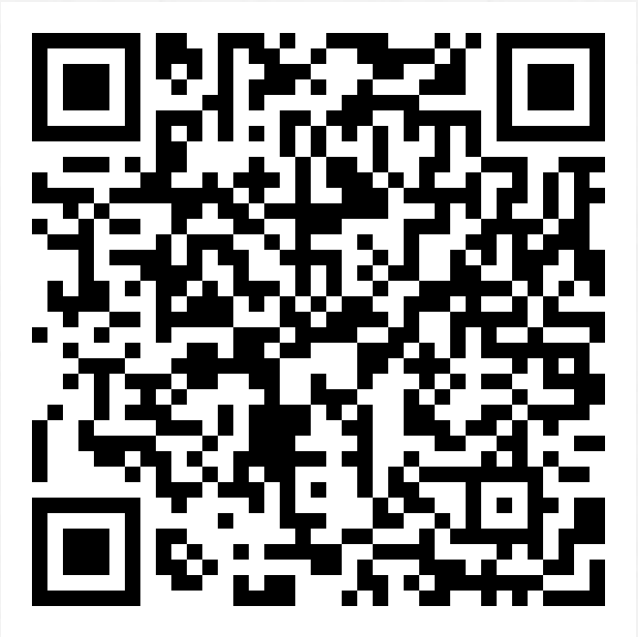
HYPOTHESIS [haɪ'pɒθɪsɪs] MEANINGS

tested hypothesis

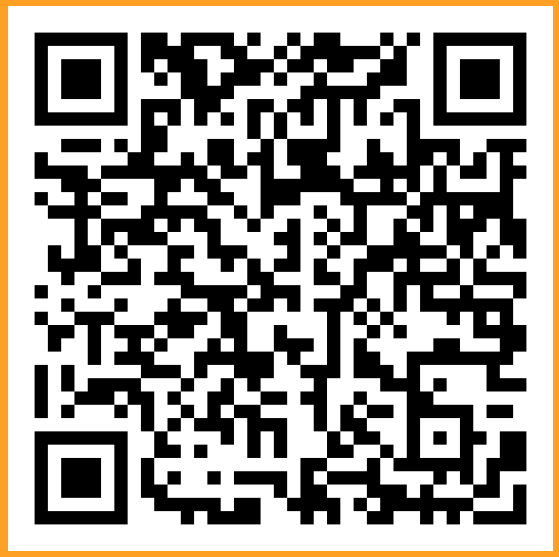
= проверяемая гипотеза … (стат.)

[haɪ'pɒθɪsɪs] late 16th cent.: via late Latin from Greek hypothesis ‘foundation,' from hypo ‘under' + thesis ‘placing.'

HYPOTHESIS [haɪˈpɒθɪsɪs] , -ses [-ˌsiːz]

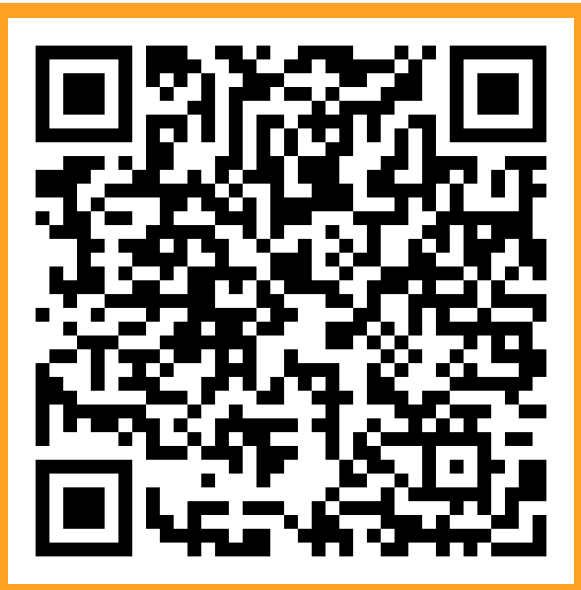


HYPOTHESIS [haɪˈpɒθɪsɪs] , -ses [-ˌsiːz]



— Они исходили из предположения, что припасы прибудут вовремя.

HYPOTHESIS [haɪˈpɒθɪsɪs] , -ses [-ˌsiːz]



— У неё была теория, что если будешь пить молоко, то не простудишься.

WHAT CAN YOU DO WITH HYPOTHESIS?

1) to accept hypothesis	— принять гипотезу
2) to advance a hypothesis (that)	— выдвигать гипотезу (, согласно которой)
3) to confirm a hypothesis	— подтверждать гипотезу
4) to formulate a hypothesis	— выдвигать / формулировать гипотезу
5) to propose a hypothesis	— выдвигать / предлагать гипотезу
6) to put forward a scientific hypothesis	— выдвигать научную гипотезу
7) to make a hypothesis	— строить / выдвигать гипотезу
8) to form a hypothesis	— строить / выдвигать гипотезу
9) to frame a hypothesis	— строить / представлять гипотезу

Check yourself!

WHAT CAN YOU DO WITH HYPOTHESIS?

	— принять гипотезу
	— выдвигать гипотезу (, согласно которой)
	— подтверждать гипотезу
	— выдвигать / формулировать гипотезу
	— выдвигать / предлагать **гипотезу**
	— выдвигать научную гипотезу
	— строить / выдвигать гипотезу
	— строить / выдвигать гипотезу
	— строить / представлять гипотезу

WHAT CAN YOU DO WITH HYPOTHESIS?

to test a hypothesis with experiment	**— проверять гипотезу на опыте**
to test a statistical hypothesis	— проверять статистическую гипотезу
to reject a hypothesis	— отвергать гипотезу
to refine a hypothesis	— уточнить гипотезу
to refute a contention / statement or assumption	— опровергать заявление / утверждение / допущение (т.е. гипотезу)
The working hypothesis is tested and refined through discussion.	

Check yourself!

WHAT CAN YOU DO WITH HYPOTHESIS?

	— проверять гипотезу на опыте
	— проверять статистическую гипотезу
	— отвергать гипотезу
	— уточнить гипотезу
	— опровергать заявление / утверждение / допущение (т.е. гипотезу)
Рабочая гипотеза проверяется и уточняется на основе обсуждения.	

auxiliary [ɔːgˈzɪlɪ(ə)rɪ]

WHAT KIND OF HYPOTHESIS ?

1. null hypothesis	— начальная гипотеза
2. ad hoc hypothesis	— гипотеза для данного случая
3. working hypothesis	— рабочая гипотеза
4. accepted hypothesis	— принятая гипотеза
5. acceptable hypothesis	— допустимая /приемлемая гипотеза
6. admissible hypothesis	— допустимая /приемлемая гипотеза
7. auxiliary hypothesis	— вспомогательная гипотеза
8. coarse [kɔːs] hypothesis	— приближённая гипотеза

Check yourself!

auxiliary [ɔːgˈzɪlɪ(ə)rɪ]

WHAT KIND OF HYPOTHESIS ?

	— начальная гипотеза
	— гипотеза для данного случая
	— рабочая гипотеза
	— принятая гипотеза
	— допустимая /приемлемая гипотеза
	— допустимая /приемлемая гипотеза
	— вспомогательная гипотеза
	— приближённая гипотеза

WHAT KIND OF HYPOTHESIS ?

9. complementary hypothesis	— дополнительная гипотеза
10. composite hypothesis	— сложная гипотеза, составная гипотеза
11. confirmable hypothesis	— подтверждаемая гипотеза
12. confirmed hypothesis	— подтвержданная гипотеза
13. false hypothesis	— ложная гипотеза / неверная гипотеза
14. implicit hypothesis	— неявная / подразумеваемая гипотеза
15. rejected hypothesis	— отвергнутая [отклонённая] гипотеза
16. research hypothesis	— альтернативная гипотеза

Check yourself!

WHAT KIND OF HYPOTHESIS ?

	— дополнительная гипотеза
	— сложная гипотеза, составная гипотеза
	— подтверждаемая гипотеза
	— подтвержданная гипотеза
	— ложная гипотеза / неверная гипотеза
	— неявная / подразумеваемая гипотеза
	— отвергнутая [отклонённая] гипотеза
	— альтернативная гипотеза

WHAT KIND OF HYPOTHESIS ?

17. alternative [ɔ:l'tɜ:nətɪv] H	— **альтернативная гипотеза**
18. one-sided alternative H	— односторонняя альтернативная гипотеза
19. the residual [rɪ'zɪdjuəl] hypothesis	— остаточная гипотеза
20. single / simple hypothesis	— простая гипотеза
21. statistical hypothesis	— статистическая гипотеза
22.two-sided alternative hypothesis	— двусторонняя альтернативная гипотеза
23. true hypothesis	— истинная / верная гипотеза
24.hypothesis under test	— проверяемая гипотеза

Check yourself!

WHAT KIND OF HYPOTHESIS ?

	— альтернативная гипотеза
	— односторонняя альтернативная гипотеза
	— остаточная гипотеза
	— простая гипотеза
	— статистическая гипотеза
	— двусторонняя альтернативная гипотеза
	— истинная / верная гипотеза
	— проверяемая гипотеза

WHAT IS THEORY ['θɪərɪ] ?

Theory ['θɪərɪ] is an idea used to account for a situation or justify a course of action.

Theory ['θɪərɪ] is an ideal or hypothetical situation (esp in the phrase in theory).

Theory ['θɪərɪ] is abstract knowledge or reasoning.

Theory ['θɪərɪ] is a speculative or conjectural view or idea.

WHAT IS THEORY ['θɪərɪ] ?

Theory ['**θɪərɪ**] is a set of principles on which the practice of an activity is based.

WHAT IS THEORY ['θɪərɪ] ?

Theory ['θɪərɪ] is a supposition or a system of ideas intended to explain something, especially one based on general principles independent of the thing to be explained.

WHAT IS THEORY ['θɪərɪ] ?

Theory ['**θɪərɪ**] is a system of rules, procedures, and assumptions used to produce a result.

WHAT IS THEORY ['θɪərɪ] ?

Theory ['θɪərɪ] is a **set of hypotheses** related by logical or mathematical arguments to explain and predict a wide variety of connected phenomena in general terms.

IN THEORY

- ‘in theory’ – in colloquial English is used in describing what is supposed to happen or be possible, usually with the implication that it does not in fact happen.
- If you have a theory about something, you have your own opinion about it which you cannot prove but which you think is true.
- There was a theory that he wanted to marry her…

IN THEORY

- ‘in theory’ – in colloquial English is used in describing what is supposed to happen or be possible, usually with the implication that it does not in fact happen.
- In theory, things can only get better; ☺
- in practice, they may well become a lot worse.☹ ☺

WHAT IS THEORY ['θɪərɪ] ?

Theory ['θɪərɪ] is an idea used to account for a situation or justify a course of action.
It is a nontechnical name for *hypothesis*.
Syn: hypothesis , thesis , conjecture , supposition , speculation , postulation , postulate , proposition , premise , surmise [sə'maɪz], assumption , presupposition; opinion , view , belief , contention.
My theory would be that the place has been seriously mismanaged... I have a theory about that.

Check yourself!

WHAT IS THEORY ['θɪərɪ] ?

The TASK

Write down at least ten synonyms of the English word ‘theory’

ON A THEORY – СОГЛАСНО ТЕОРИИ

theory evolves	— теория возникает, появляется
to formulate a theory	— формулировать теорию
to develop a theory	— развивать теорию
to advance / present / propose / suggest a theory	— предлагать теорию
to advocate theory	— отстаивать теорию
to combine theory and practice	— объединять теорию и практику
to test a theory	— проверять теорию
to confirm a theory	— подтверждать теорию
theory holds up	— теория подтверждается
to disprove / explode / refute a theory	— опровергать, подрывать, разбивать теорию

Check yourself!

ON A THEORY – СОГЛАСНО ТЕОРИИ

theory evolves	— теория возникает, появляется
to formulate a theory	— формулировать теорию
to develop a theory	— развивать теорию
	— предлагать теорию (4)
	— отстаивать теорию
to combine theory and practice	— объединять теорию и практику
to test a theory	— проверять теорию
to confirm a theory	— подтверждать теорию
	— теория подтверждается
	— опровергать, подрывать, разбивать теорию

Check yourself!

ON A THEORY – СОГЛАСНО ТЕОРИИ

theory evolves	— теория возникает, появляется
	— формулировать теорию
	— развивать теорию
	— предлагать теорию
	— отстаивать теорию
	— объединять теорию и практику
	— проверять теорию
	— подтверждать теорию
	— теория подтверждается
	— опровергать, подрывать, разбивать теорию

IN THEORY …

in theory	
in theory	
in theory	
in theory	
in theory	
in theory	
in theory	
in theory	
In theory their plan makes sense.	— Теоретически их план не лишен смысла.

IN THEORY …

in theory	in principle
in theory	
in theory	
in theory	
in theory	
in theory	
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	
in theory	
in theory	
in theory	
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	
in theory	
in theory	
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	
in theory	
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	in an ideal world
in theory	
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	in an ideal world
in theory	hypothetically
in theory	
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	in an ideal world
in theory	hypothetically
in theory	theoretically [θɪə'retɪk(ə)lɪ]
in theory	

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	in an ideal world
in theory	hypothetically
in theory	theoretically
in theory	supposedly [sə'pəuzɪdlɪ]

IN THEORY …

in theory	in principle
in theory	on paper
in theory	in the abstract
in theory	all things being equal
in theory	in an ideal world
in theory	hypothetically
in theory	theoretically
in theory	supposedly
In theory, your idea sounds great, but can it be practically applied?	

Got tired? Check Yourself!

Ferdinand de Saussure admitted that a linguistic sign consists of		
	yes	no
a) Expression and content		
a) Form and substance		
a) Denotation and reference		
a) A Signifier and signified		
a) Denotation and connotation		
a) Expression and meaning		
a) Action and interpretation		
a) Production and reception		
a) Form and sound		
a) Content and form		

Got tired? Check Yourself!

Ferdinand de Saussure stated that …		
	YES	NO
a) Linguistics is part of semiotics.		
b) Linguistics is part of semiology.		
c) Semiology is part of linguistics.		
d) Linguistics and semiology overlap.		

Thanks for your attention!

Please, don’t forget to get ready with your home assignment!