

Language Variation and Change assignment

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This assignment is a combination of four tasks from:

Lecture4: Language and Gender,

lecture5: Language Birth, Death and Language Planning,

Lecture7: Syntax and Style in Present Day English

Lecture8: Vocabulary and Invention in Early Modern English

Language and Gender

Task1

Julia T. In his book "Gendered Life -- Communication, Gender and Culture", Wood has discussed in detail that verbal communication and non-verbal communication embody cultural concepts about gender. In her opinion, communication is the process of using symbols. "We use symbols to define or name people, things, emotions, experiences and other phenomena. It is impossible to give a comprehensive picture of this complex world. Therefore, we can only label or name a part of the phenomenon. The language used in western society demands women and even makes them disappear. It's really about benchmarking men and their experiences." For example, when defining men and women, women are often defined in terms of appearance or relationship with others, but men in terms of activity, achievement or status.

In Extract (1A), male tennis player Hewitt and female tennis player Kournikova are reported to play tennis on the same day. However, the content and focus of the two articles are completely different. It is hard to tell that they are reports of the same event, not to mention written by the same person. First of all, the title of the article shows the difference in the image and the tone of the article. Hewitt is "keeps Home Fire Burning". Kournikova, on the other hand, was "play it cute," a slightly playful phrase and phrase that clearly focused more on her image than on her performance and grades. Kournikova in this article is still a typical, vases, concerned with peach lace female image. In this biased female perspective, women's intrinsic values and efforts are screened out, leaving only the focus on appearance. And they were beautiful, too. It seems that women are worth reporting only because of their looks. This kind of behavior seems to be praising women, but in fact, it has been discriminating against women. In this report, Kournikova was a marginal, male vassal.

In the beginning, the author calls Hewitt "Wonder boy" and emphasizes his achievements in tennis. In the beginning of Kournikova's report, she says that romantic gossip and fashion are more impressive than championship. Showers are unwashed by heavy showers and record-breaking crowd. Everything has its place. "How far the Adelaide Express can run before he hits the buffers." He then goes on to

mention that he struggled with his legs in many matches, but so did his opponent, setting up a tragic, fatalistic tone for the upcoming showdown. According to the report, socially accepted good male traits such as strength, success, ambition, strength, and moving forward with pain are reflected. You can also see the competitive and sympathetic relationship between men and men, which is promoted in the context of male discourse in society. In Kournikova's article, however, the focus is on their clothes (in powder blue, a low-cut black top and her red shoes), She as "the little blond from Moscow" and handsome boy on the gossip, she as a suitor numerous beauty finally choose who on the discussion. The report also reflects the current social definition of femininity: good looks, good body and constant scandals. Women's previous relationships are in the appearance of the body, the competition to dress up, and men's relationships are ambiguous, gossip.

By comparing the two articles, we can find that the construction of speech is centered on the male perspective, and the intrinsic value, achievement and quality of men are emphasized, while there is almost no description of appearance, dress up and behavior. Women, on the contrary, as objects of visual and sensory satisfaction, ornamental value is still the most important social value for women. Ornamental value "In commercial coverage, the mass media emphasizes the ornamental value of women. When a woman is not regarded as a complete individual, including intelligence, courage and other qualities, but only becomes the object to be looked at, the beauty of the woman determines her value. Such reports also please male readers under the traditional social discourse system. It not only meets their imagination and substitution of successful men, but also meets their needs of taking women as vassals, ornamental objects and visual objects, highlighting their male-centered and female-vassal subject status.

In the sports/war metaphor constructed by the media, the arena is the field that shows the distinct difference between masculinity and femininity. Under normal circumstances, masculinity is often combined with national will, conquest, coronation and other metaphors, while the construction of femininity is reflected in the media's obsession with the figure and appearance of female athletes. For example, in the coverage of the 2008 Beijing Olympic Games, the media showed obvious polarization in the coverage of the opening ceremony, competition process, awards and those "meritorious" athletes. Heaped praise on the whimsy of Zhang Yimou, director of the opening ceremony; For "flying fish" Phelps superb swimming skills and won eight gold "myth", the media did not hesitate to praise; Jamaica's Usain Bolt has been nicknamed "Black Lightning" by the media for his incredible speed. For female athletes who also performed well, such as Guo Jingjing and He Wenna, the media paid more attention to the "feminine" aspects of their looks, figures and affairs. This obviously "male and female" reporting strategy objectively reproduces the social gender order based on male hegemony. Feminist scholars regard it as a ritualized language of violence, combine it with real violence against women in real life, and put forward the concept of "gender politics". Cornell uses the term "gender order" to describe "the historically constructed pattern of power relations between men and women and the definitions of femininity and masculinity that arise and transform in different institutional contexts." The humanistic definitions of masculinity and dominant masculinity are basically ideological structures that serve the dominant material interests of society. Hegemonic masculinity reflects, supports and actively cultivates gender inequality. In the discourse production strategy of mass media, from text to context, different forms of masculinity interact and penetrate each other, becoming an important mechanism for the operation of patriarchal social order. Male hegemony

is further enhanced in social contexts where men combine power and violence, while women are excluded, portrayed as weak, spectators or victims (and, of course, victims of this "gender politics"), and increasingly marginalized politically

Task2

"Women Empowerment Advertisements" or "femvertising" has become a popular marketing phenomenon among international enterprises in recent years. Under the influence of post-feminism, international enterprises and advertising companies try to cater to and participate in the marketing tide of Women Empowerment and bring the concept of Women Empowerment into their Advertisements, hoping to enhance emotional communication with female consumers, enhance brand popularity and finally promote consumption through Women Empowerment Advertisements

Take the ads for Corby Trouser Press as an example. In the ads, the male images are middle-aged men who look tired, while the female images are beautiful and capable working women. The ads for women depict men as tired, complaining and recommending products to make them younger, while for men, they depict wives as strong women who balance family and work, and husbands should buy their products to share their wives' pains. The ads are aimed at men and women under the influence of post-feminism.

"Women Empowerment Advertisements" cannot completely break away from the influence of traditional Women's rights movement, so the issues of encouraging Women to pursue freedom and independence inevitably overlap with the advertising issues dominated by traditional feminism. Feminism still focuses on the realization of women's freedom and liberation, and opposes all kinds of injustice and inequality in the patriarchal society. On the other hand, the goal of "post-feminism" is to obtain or enjoy the existing rights and freedoms belonging to women through the pursuit of "self-realization" and "self-acceptance", to be the person you want to be, to become the power to dominate yourself, that is, to become the empowerment of "self-meaning" and "self-value". "Women Empowerment Advertisements" builds and delivers this concept of self-realization and self-empowerment. Therefore, how to communicate with Women in the post-feminist era has become a new marketing issue for international advertisers, and Women Empowerment Advertisements appear in this context. Based on the above interpretation of "Women Empowerment Advertisements" and "post-feminism", In this study, we comprehensively interpret "Women Empowerment Advertisements" as an advertisement challenging traditional female stereotypes under the influence of "post-feminism". The Advertisements focus on the core issues of self-acceptance, self-realization and self-empowerment, and advocate respecting and empowering Women. Create a real, independent, multidimensional female image. Advertising is designed to appeal to women and ultimately lead to consumption by conveying the message of female empowerment." It should be explained that "Women Empowerment Advertisements", though similar to traditional Women's Advertisements in terms of fighting for Women's rights and equality, pay more attention to Women's own feelings and emphasize personal achievement rather than contrast or competition with men. It not only shows the positive and brave side of women, but also does not hide the side of women's struggle and fear. In Women Empowerment Advertisements, perfect female body and beautiful appearance are no longer the only aesthetic standards, and ordinary models are popular. In addition, Women Empowerment Advertisements accept and appreciate Women's natural gender, appreciating rather than rejecting Women's qualities, and

diversified rather than traditional female images are gaining popularity. The core appeal of Women Empowerment Advertisements is not products or services, but praises and affirms Women through advertising narration, encouraging Women to "self-realization", "self-acceptance" and "self-empowerment" from three dimensions of Empowerment: body and appearance, identity and value, goal and dream. Women Empowerment Advertisements tries to bridge the gap between consumption and Women Empowerment. At present, Women Empowerment is still not mainstream, but the concept of Women Empowerment has gained attention. At the same time, in the process of promoting Women Empowerment in the global market, Women Empowerment shows cross-cultural differences due to the different survival and development status of Women in different societies and cultures.

The female image of a strong woman

"Strong", in the past advertising shaping, often more associated with the male image. However, with the development of The Times, the image of strong women also emerges in an endless stream. They wear professional clothes, have rich professional theoretical knowledge, do things neatly, wisdom and confidence. With the deepening of cultural transformation and democratic reform, the identity of women in the new era is also gaining popularity. Their image is no longer submissive and dependent, but "strong" to a certain extent. Magazine ads often show this type of woman in a professional setting, such as a high-end office building or office with the model holding a file or folder in a confident pose. Or some of the health products advertising, will be recommended by the veteran industry Angle, to the audience with trustworthy communication concept. In addition, most of these female images are mental workers, which strengthens the social value of women themselves.

Image of Women in the workplace

This kind of advertising image is not limited to the expression of women's family attributes, but through clothing, atmosphere, occupation to highlight the independent, independent, intelligent and elegant modern female image. They get rid of the stereotypical image of good wife, good mother and dependent woman in traditional advertisements and are widely used in some mainstream brand advertisements. Especially in some brand promotion advertisements, the purpose is not to sell a specific product but to convey the connotation of the brand. They tend to appear as independent, professional women who don't necessarily wear overwork or work in an office environment, but have a personal aura and a briefcase to carry. Whether they are at a high-end dinner party or enjoying a cup of afternoon tea, they reflect the rising social place and attributes of women. Moreover, the focus is not only on the appearance of the model, but also on the diversified personality traits of other props and backgrounds. This kind of female image is no longer the subordinate of the patriarchal society, but the new female image with personality charm. With the development of economic globalization, there are changes in cultural hierarchy, especially in metropolitan areas. "Therefore, style and grade have become the 'wind vane' of quality life". In fashion magazines, especially in the advertisements of international luxury brands, independent, professional and capable of personal appreciation of female images are the most widely used. Because women with higher education and better life taste are the target group of such brands, it is more convincing and identifiable to spread with diversified images.

Female empowerment ads are in line with the trend of the international women empowerment movement, which is conducive to changing the stereotyped images of women in advertisements for a long time and showing women images with a more respectful and appreciative attitude. Although the

message of empowering women conveyed by women empowerment advertising may touch women's hearts to some extent, its influence is still limited in countries with strong traditional values, relative to the long-term socio-cultural impact.

In the meantime, it's worth wondering how far the female empowerment trend will go. First, consumers have questioned whether the companies that promote women's empowerment really support women's empowerment as they say in their ads, and have demanded concrete actions rather than just selling values and ideas. Second, can women truly achieve the self-empowerment advertised? Or is female empowerment advertising, in the end, just a new way for advertisers to steer women toward self-fulfillment and self-actualization in a tide of consumerism and individualism? Finally, women's empowerment ads are more targeted at women with a certain amount of spending power. If consumption becomes an important way to realize self-worth, individualism and choice, how can those women without comparable spending power and economic status expect the realization of self-empowerment?

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Language Birth, Death and Language Planning

Challenges to the growth of The Welsh language

Wales was historically an independent principality with its own language and culture. After the union with England in the mid-16th century, Welsh lost its political independence and the Celtic language began to be marginalised, largely replaced by English, except in more remote areas where it continued to be used in everyday life. By the 1880s, the proportion of Welsh speakers in Wales had fallen from 80% to 50%; By 1911, it had fallen to 43.5%, leaving Welsh as a minority language at risk. Although there have been a series of efforts to restore the Welsh language since then, they have not reversed the steady decline in the number of Welsh speakers. The 1991 census showed that there were more than 500,000 Welsh speakers in Wales, accounting for 18.7% of the population. A Things have changed since the 21st century. The 2001 census showed that 20.5% of the population could carry on everyday conversations in Welsh, 23% could use some Welsh, and 28% had some understanding and mastery of the language. B The latest Survey of Welsh Language Use in Wales 2013-2015 shows that more than 560,000 (19%) of the nearly 3 million people in Wales regularly speak Welsh. Although there has been no significant increase in the number of Welsh speakers, two recent surveys have shown that the proportion of young people using Welsh has continued to increase, which is closely related to the importance and support given to the revival of the Welsh language by the Welsh government over the past 20 years.

Wales government increasingly comprehensive language planning policy coverage, not only covers the entire school education from preschool to college, but also extends to every aspect of people's life, and by strengthening the Welsh school education and improve social Welsh application the method of combining to maintenance and renewal of Welsh policy goals. In terms of school education, the strategy for the Use of Welsh as a Medium in 2010 has made Welsh language education truly part of mainstream school education. Meri Huws, commissioner for the Welsh Language, wrote in 2015: "The education system remains the primary means of producing Welsh-speakers and there is still much work to be done at all levels of government.

Through years of efforts, Wales has formed a system of Welsh education system, and the proportion of young people use the Welsh, The Welsh language has been integrated into all areas of Welsh life, such as the Welsh arts Festival, news broadcasting, publishing and, in recent years, the growing Welsh-language teaching media. Especially in the original Welsh language committee and now Welsh affairs commissioner's office, under the unremitting efforts of the Welsh language prescribed by the government departments and public institutions has a par with the English, and in a variety of incentive mechanism also makes the Welsh in more and more private enterprises and organizations obtained with the use of the English the same status and rights. But there are still problems to be solved in Welsh education

Lack of bilingual schools

As stated before, there has been a steady increase in numbers of pupils in recent years. Yet the number of schools has not increased enough to keep pace with the greater needs. By January 2008, there were 464 Welsh speaking primary schools with 54,900 pupils, "two less schools but 800 more pupils than in 2007 (Welsh Assembly Government, 2009, p. 13). Similar problems are seen with available bilingual teachers.

Lack of qualified teachers

The shortage of qualified staff in bilingual schools has become a long-term problem. In 2001, the number of secondary pupils who learned Welsh as a first language was 26,135, and 157,300 pupils learned Welsh as a second language. But only 1,802 secondary teachers taught through the medium of Welsh, while 772 teachers taught Welsh as a second language (Koch, 2005). If the data was credible, then on average there was only one secondary teacher for about every 200 students that learned Welsh as a secondary language. The General Teaching Council for Wales conducted a Teacher Recruitment Survey in 2002, which sought responses from all

primary and secondary school head teachers in Wales. The survey revealed that at secondary level the average number of applicants for teaching posts is 5.3. The average for Welsh-medium teaching posts was 2, with 1 in some subject areas such as Chemistry and Mathematics. At primary level, the number of Welsh-medium applications is only half the number of English-medium applicants (Welsh Language Board, 55).

WAL Support against Good EAL Practice

Although the Welsh Government (WG) has established that Welsh students can access WAL (Welsh as an additional language) support through Welsh language education, the opportunities for WAL learners and users are still not comparable to mature EAL (English as an additional language). This implies that the structural background supporting the development of national habitus is not strong enough. First, there is a lack of consistency and clarity in the policies of both Welsh local authorities and central government on the need to support WAL education. Teachers at the foundation level tend to pay the least attention to the needs of WAL students, resulting in a lack of consistency across different educational levels. Unlike EAL students and EAL needs, which are clearly defined in government policies and documents, WAL has never been widely conceptualized and recognized in the education and public service sectors to avoid its marginalization (WAG, Additional Language 10). To make matters worse, as no standard Welsh-specific assessment framework exists, the EAL five-stage model used to refer to English proficiency is sometimes translated into Welsh, which is inadequate for assessing general proficiency and tracking development progress (1-12). Third, most local authorities fail to provide accurate or complete data on the quantity and quality of WAL demand. It is therefore impossible to conduct further academic research or develop language policies for the general public without the support of WAL specific data, which will prevent people in Wales from accessing the WAL services they prefer and the level of language support they need. Another disadvantage of THE WAL service compared to EAL is the lack of teachers who are not proficient in the native language of WAL students, which explains why WAL students tend to have lower Levels of Welsh than EAL students. Last but not least, it has been found that MEAG funds have not been used to support WAL as expected

by Welsh government policy (low awareness of its availability by the Welsh government). BME group acquired lower Welsh language skills than English due to poor WAL services.

Identification of the Welsh language by ethnic minority groups

It is a great mistake to think that dominant cultures or languages that are not bound by individuals and ethnic groups can determine and organize individuals' relationships with them. On the contrary, ethnic minority individuals play a vital role in generating their own cultural or ethnic identity, which makes the realization of homogeneous national identity more complicated and difficult. As is often thought of, customs are shaped by both the structure of independent institutions and the past experiences of individuals

The reluctance of minority groups to learn Welsh unconditionally is due to the fact that many students learn and use WAL with subtractive bilingualism rather than additive bilingualism. Minority children may not develop their mother tongue at an age-appropriate rate. As a result, they may not have sufficient language resources for additional cognitive language development. Thus, it is only in intra-ethnic communication that the implicit use of the mother tongue, combined with the difficult process of learning another language, eventually leads to monolingual phenomena in the new language (Brentnall, Cann and Williams). This replacement of diversity of cultural or linguistic characteristics by the dominant ethnic group in a larger country is increasingly challenged by ethnic minority groups. This was seen as a huge cost that BME Group was no longer willing to pay. At present, 12.1% and 14.6% of the population in Butetown and Grangetown still do not have English and Welsh as the main language of family life (2011 census). They insist on retaining their own minority language and unique culture are faced with the threat from Welsh national language. The huge imbalance between the two is due to the strong vitality of Welsh language and the low expression ability and communicative practicality of minority language.

On the other hand, the ethnic identity of the Welsh language has something to do with the economy. The role of the Welsh language in establishing a national language-cultural identity has been discussed by many scholars, most of whom consider it to be part of the creation or imagination of a nation (Anderson 42-45). However, this linguistic emphasis in nationalist discourse has come under attack from renowned linguistic anthropologist Michael Silverstein, who advises against "taking too much for granted the role of language in identity formation". In other words, in the process of constructing national identity, the stability of national language should not be viewed from an essentialist perspective. Silverstein points out that identity constructed in language is not really central to nation-building or nationalism. Instead, nation-building relies more on politics and economics. If the key to success in nation-building or identity formation is not the promotion of national languages, but political and economic, then low Welsh identity in many ethnic communities can be better understood.

Minorities have a higher proportion of poor people than the white majority. The poverty rate among Asians is estimated to be twice that of whites. Pakistanis and Bangladeshis tend to be the most disadvantaged ethnic groups in Wales in terms of education, employment, hourly earnings, weekly earnings and income. Worse, minorities are expected to remain disproportionately concentrated in low-income sectors. Take Cardiff, for example. Ethnic minority groups in Cardiff are characterised by "multiple deprivation in geographical areas of social exclusion, lower income levels, poorer health and

education services, and fewer inferior facilities". The Butetown area, for example, which has been an inner-city problem area since the 1960s, is still characterised as a deprived residential area and it is the eighth most deprived borough in child poverty and the 14th poorest borough in Wales in terms of income. For the working age adult population of Butetown, they are deprived of paid work (Hooper and Punter 63). As a result, it is tempting to associate Cardiff's ethnic diversity with poverty and backwardness. If the basic political rights of ethnic minority communities are not guaranteed and their socio-economic status is marginalised, the promotion of the Welsh language is unlikely to play the role expected at the structural level.

The Ambiguity of the Welsh language and Welsh identity

A problematic view of Welsh identity, blurred boundaries and blurred objects, calls into question the very nature of the Welsh language. However, the concept of linguistic identity itself presupposes a consensus on the form of linguistic identity. Therefore, if people's perceptions of Wales are less concerned with language issues, then they will not be able to create and share a Welsh language identity through the everyday practice of using Welsh. Rawkins made the first attempt to describe different views of the Welsh language. On the one hand, modernists living in south East Wales placed Welsh identity more on issues of social justice and economic development, as they were influenced by the region's working-class collectivism and socialist tradition. Radical cultural nationalists, on the other hand, give priority to the survival of culture and language. The divisions and uncertainties that make up Welsh national identity can be seen as a series of vague, opaque or fuzzy borders around a core identity.

Over the past few years, in the context of 20 years of devolution, the Welsh language has become increasingly politicised. As the political elite sought to mobilise Welsh people to a large extent, a sense of civic Welshness was presented to Welsh citizens, suggesting that identity was a key aspect of the devolution process. For politicians, the concept of civic Welshness is crucial to bridging different understandings of Welshness and broadening it in a way that asserts the existence of a Welsh political scene (McGrattan and Williams). However, the politicization process of Welshness also covers up the essence of Welshness and its linguistic significance, which may weaken the effect of Welsh language policy implemented by the Welsh government.

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Syntax and Style in Present Day English

In this article, I mainly analyze the similarities and differences between Chinese news reports and English news reports, and then explore the use of passive voice and trunk structure in reports.

English news not only reports current events but also provides opportunities for English lovers to get in touch with idiomatic English and learn how to use English words and sentences, exerting a powerful influence on people's life and language. News language has the characteristics of diversity and changeability of The Times, reflecting the commonness of The Times, interest and frugality. This article discusses the linguistic features of English news from the syntactic level, focusing on the similarities and differences between Chinese news and English news, as well as the passive voice and the trunk structure.

English-Chinese similar syntactic structure

Chomsky proposed the existence of a "universal grammar" for all the world's languages. Our observations and analysis of English-language news reports support his view. Through observation, we find that although English and Chinese belong to different language families, the order of words in their sentences often appears the same phenomenon. This arrangement of English words, which matches the corresponding Chinese arrangement, is identified here and named "English-Chinese similar syntactic structure" or "identical twin structure" -- twins with the same DNA and the same facial features. Here are some examples:

- a. When he came- 当 他 来
- b. When the city reached the average level 当 城市 到达 平均 水平
- c. If the pandemic broke out 如果 流行病 暴发

Each word or phrase in the Chinese and English sentences above corresponds to the Chinese word and has the same syntax.

The following conclusions can be drawn from the above examples.

1. There is no difference between English and Chinese in expressing ideas.
2. However, in terms of quantity, the proportion of similar structures in English news is very small, This suggests that while there is a general grammar at the deep structural level, the differences are more pronounced at the surface structural level.
- C. In terms of qualitative aspect, only syntactically simple clauses can fall into this category. Universal grammar covers the most basic syntactic structures, so the simpler the meanings expressed, the more likely they are to be expressed in the same way; Otherwise, the more complex the meaning, the more complex the surface structure, and therefore the less similarity can be found.

English-Chinese different syntactic structure

In addition to similar structures, we also observed that in the example sentences, there are some lexical arrangements that are different from Chinese, but these differences have no difficulty for Chinese

English learners to understand the whole sentence. Prepositional phrases are good examples to illustrate this point. Quirk argues that prepositional phrases are quite flexible in sentences, they can appear at the beginning, middle, or End of a sentence, and Quirk named them Initial, Medial, final or End (Quirk,1984). Therefore, all of the following sentences are acceptable in English:

The Chinese manufacturer, the Hangzhou Zhongce Rubber Company, disputed the assertions on Tuesday.

or

On Tuesday, the Chinese manufacturer, the Hangzhou Zhongce Rubber Company, disputed the assertions.

The Chinese manufacturer, the Hangzhou Zhongce Rubber Company, on Tuesday,disputed the assertions.

While in Chinese, especially in formal occasions, prepositional phrases should be placed in a relatively fixed position in news texts like this one. Jin Lixin (Jin Lixin, 2000) believes that all adverbials (including prepositional phrases) in Chinese should be placed before headings. To illustrate this, he came up with the following formula : $S \rightarrow \text{adverb} \rightarrow M1 \rightarrow M2 \rightarrow V$ (both M1 and M2 are adverb phrases). So "on Tuesday, a Chinese manufacturer, Hangzhou Zhongce Rubber Company, disputed that claim." The Chinese manufacturer, Hangzhou Zhongce Rubber Co., denied the allegations on Tuesday. The Chinese manufacturer, Hangzhou Zhongce Rubber Co., denied the allegations on Tuesday. As "On Tuesday" is an adverbial of time that modifies the verb "disputed" in the sentence.

As can be seen from the above example, compared with the similar structure model, the frequency of use of the differential structure model in English news discourse is much higher. In terms of nature, the difference between the two models is not fundamental. If the parts representing place, object, manner, quantity, ownership, time, illustration, object, etc., are added together, the similar structure can be extended to the differential structure.

To sum up, although there are some differences in lexical arrangement between English and Chinese, these differences do not cause obstacles to accurate understanding. In other words, the differences are superficial. In this paper, the lexical arrangement is called semi-quasi-similar structure (differential structure for short), which refers to the lexical arrangement that is identical in deep structure but has some differences in surface structure. Unlike identical twins (also known as similar structures), in this case, differential structures are called fraternal twins -- twins may have different facial features, but they share similar DNA.

Passive voice

Another syntactic feature of English news discourse is passive structure, which linguists have long paid attention to and studied. Although passive voice is still a controversial topic, it is generally believed that passive voice can be divided into conceptual passive voice and syntactic passive. The passive voice shows up surprisingly often in news reports.

Two Britons working for a building contractor were among 17 people killed by a Taliban suicide bombing in Kabul this weekend.

Any optimistic assessment of a swift return has certainly evaporated over the last 24 hours, however, and yesterday Gerrard was photographed leaving hospital on crutches.

Tens of thousands of new jobs will be announced (by Nick Clegg, the Deputy Prime Minister) today as David Cameron "strains every sinew" to get the sluggish economy moving.

Li Qingxiang, an official in the Guangdong Province Entry-Exit Inspection and Quarantine Bureau, told a conference here Wednesday that some 20 small manufacturers had been prohibited from exporting because of "substandard products."

She said that "it was yet to be determined" if the Chinese plant was the source of the problem that led to the spike in reports of problems with the drug's use.

Passive voice is widely used in English news discourse, but active voice is far less than passive voice.

These two voices are used to achieve certain goals in English news discourse. Strunk Jr. And White (Strunk Jr. : and White, 19) argue that active voice is "generally more direct and powerful than passive voice." News English tends to use active voice to make readers feel straightforward and straightforward, so as to attract readers. However, the passive voice is more popular when it comes to the emphasis of news facts, or when the recipient of an action is more important than the person who performs it. Like "The Japanese government said Friday that at least 175 people had been sickened by insecticide-tainted dumplings from China." Use the passive voice to draw the reader's attention to the large number of victims, who will be shocked and have doubts about the quality of products made in China. The sentence can also be analyzed in another way. The passive voice is intended to highlight the receiver of the action, so it is not necessary to point out the doer in order to avoid unnecessary trouble or political conflict. But when the actor is pointed out, it is emphasized. Jespersen noticed this phenomenon and believed that "an important reason for using passive sentences is that people care more about the actor of passive sentences than the actor of active sentences". (Jespersen, 1954) In this clause, the executor of the act of "by insecticide-tainted dumplings from China" is introduced by "by", which emphasizes the executor more strongly than the active voice clause. The use of the passive voice serves to steer the reader in one direction -- beware of Chinese goods

Trunk structure

As the world is plagued by major challenges, not least a pandemic unseen in a century, Chinese President Xi Jinping has on multiple occasions called on the international community to take concerted actions against the virus.

The main structure of the above example is quite simple -- President Xi Jinping has called on community to take actions. But instead of such a short expression, the journalist chose a 36-word

sentence. 3. On multiple occasions, appeals have been made, not least, against the virus. Perhaps it will be clearer to see the structure of this complex sentence if you rearrange the sentences as follows:

Chinese President Xi Jinping has	called on community to take actions	
↓	↓	↓
As the world is plagued by major challenges	on multiple occasions	against the virus
↓		
not least a pandemic unseen in a century		

The main structure of a sentence is like a tree trunk; Past participles and present participles and attributive clauses are like branches that develop from the main stem. While these branches are not indispensable, their presence can provide the reader with relevant background information to better understand the sentence.

We call this lexical structure "trunk structure." Although the trunk structure varies, they share some common characteristics: first, they tend to be very long, much longer than the average sentence length for all varieties, 17.8 words per sentence (Leech and Short, 1981); Secondly, at the syntactic level, more than two modifiers are used in most cases, including parenthesis, participle and clause.

These interminable sentences appear in the news at a surprisingly high rate. Here are two other examples:

China and Africa should fight COVID-19 (with solidarity, deepen practical cooperation, promote green development) , and uphold equity and justice, Xi said (at the opening ceremony of the Eighth Ministerial Conference of the Forum) (on China-Africa Cooperation via video link.)

The development achievements (made by the international community over the years) have been (seriously) eroded and developing countries are facing (unprecedented) challenges and tests, Xi pointed out.

As the trunk grows, more and more branches stretch out with each step, making it a tree. In other words, in this process, relevant background information and details are constantly added. The consistency of the movement of words makes the whole sentence flow forward like a river without any break or interruption. This overwhelming consistency leads the reader to follow the author's logical trajectory, with no time for independent analysis, so ideas or orientations are more effectively implanted in the reader's mind unknowingly

The combination of each cluster of simple sentences can tell the whole event as well. Besides they are less complicated both syntactically and semantically compared to the original trunk structure. Then, why are journalists inclined to use trunk structures over the simple sentences group? Or the question can be put in another way: Why does the trunk structure enjoy the preference here and now? Answers to this question lie in the relation between the short sentence and the trunk sentence. Short sentences are easy to organize and present, but they leave the reader with an expression of "casual and colloquial(Wang Zuoliang and Ding Wangdao,1987); compared with short sentences, trunk sentences

can express more complicated ideas and facts, appearing grave and formal and they slow the reader down and create a solemn, portentous impression. The short sentences are more preferred in daily communication and on unofficial occasions rather than in formal situation and written language. But business news in journalistic writings (Here, it refers to journalistic English concerning safety issue of Chinese products) is a kind of formal writings. The languages of business news must be accurate, concise and formal while the lexical structures must be precise and compact, very logical and undistorted. In order to achieve this goal, journalistic writers have to resort to several modifiers to limit and define relevant information, the consequence of which is the more frequently adopted trunk sentences and less frequently adopted short ones to make the business news factual and credible.

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Task part1

Vocabulary and Invention in Early Modern English

Derivation conversion and compound In the vocabulary of Shakespeare's drama

Task part1

Look at the words in the leftmost column of the table below, and then the same words in the context in which they can be found in plays by Shakespeare. Try to specify what each means, and identify firstly what parts of speech have been changed into what other parts of speech, and secondly, by what means (e.g. by adding an affix (a prefix or a suffix) to them).

Word	Reference	Example in Context	Meaning?
bemonster	<i>King Lear</i> IV.ii.63	Thou changed and self-covered thing, for shame, Be-monster not thy feature	Becoming a monster
enwheel	<i>Othello</i> II.i.85	And the grace of heaven, Before, behind thee, and on every hand, Enwheel thee round.	Surround
Fishify	<i>Romeo and Juliet</i> II.iv.38	O flesh, flesh, how art thou fishified?	turn into fish
lieutenantry	<i>Othello</i> II.i.168	If such tricks as these strip you out of your lieutenantry,	lieutenancy
Oathable	<i>Timon of Athens</i> IV.iii.136	You are not oathable, Although I know you'll swear,	having the ability to take an oath or to be believed while on oath
Outstorm	<i>King Lear</i> III.i.10	Strives in his little world of man to outstorm The to-and-fro conflicting wind and rain.	To exceed in storming.
razorable	<i>The Tempest</i> II.i.253	till new-born chins Be rough and razorable	able to be shaved
rumourer	<i>Coriolanus</i> IV.vi.48	Go see this rumourer whipped.	a person who is given to spreading rumours
under-honest	<i>Troilus and Cressida</i> II.iii.122	If you do say we think him over-proud And under-honest,	not fully honest
unscissord	<i>Pericles</i> III.iii.29	Unscissord shall this hair of mine remain	Uncut
Unfool	<i>The Merry Wives</i>	Master Page, have you any way	to undeceive

	<i>of Windsor</i> IV.ii.108	then to unfool me again?	
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Derivation means using an existing word or root to form a new word. There are more than 500 affixes commonly used in English (about 200 prefixes; About 320 suffixes), among which there are about 4,000 words composed of UN - (Wang Rongpei, 2011). Derivation is a very powerful form of word formation, and it was through this form that Shakespeare coined many new words in the English language, such as:

Last scene of all, That ends this strange e-ventful history. (As You Like It)

Lechery, sir, it provokes, and unprovokes. (Macbeth)

Put not yourself into amazement how these things should be. (Measure for Measure)

Ill unhair thy head. (Antony and Cleopatra)

This apish and unmannerly approach, This harness'd masque and unadvised revel. (King John)

"Eventful", "unprovoked" and "amazement" in the examples are all derived words formed by Shakespeare. Among them, "unprovoked" was created temporarily to achieve dual rhetorical effect and did not exist in the modern English vocabulary at that time. It is called "temporary word" in rhetoric. In addition, auspicious, laughable, count-less, auspicious these derivatives are also originated by Shakespeare (Fang Ping, 1990). The noun "unhair" is transformed into a verb, with the prefix UN - indicating negative, meaning "pulling out hair". Similar words include unsex and unsky. In example 15) there is also the word unhair, and the word unmannerly is also a derivative -- the noun manner is first followed by the suffix -ly to turn it into an adjective, and the prefix UN - is added to give it a negative meaning, thus getting the meaning of "uncultured or impolite". By adding affixes from existing words, either native to the English language or from other languages such as Latin, Shakespeare was able to invent as many words as he liked, greatly improving the plasticity of early modern English.

Task part2

Conversion

1.O! Tis the spite of hell, the fiends arch mock, | To lip a wanton in a secure couch | And to suppose her chaste

Lip:kiss

2.Lord Angelo dukes it well in his absence

Duke: rule as a duke

3.He will not suffer us to burn their bones, | To urn their ashes,

Urn:use urn to contain

4.Kingdomed Achilles in commotion rages

Kingdomed: royal

5.Tut, tut! Grace me no grace, nor uncle me no uncle

Uncle: call/treat someboby uncle

6.It out-herods Herod; pray you, avoid it

out-herods: to surpass in evil, violence

7.My poor chin too, for tis not *scissored* just | To such a favourites glass?

Scissored: cut

8.There is a Frenchman [...] that, it seems, much loves | A Gallian girl at home. He furnaces |

The thick sighs from him

Furnaces: like being burnt in furnace

9.I tell you true: best you safed the bringer | Out of the host

True: truth

Safed: keep safe

10.Eros, | Wouldst thou be windowed in great Rome and see [...] Thy master thus [...]

submissive, docile, subjugated

Windowed: appear, go into

Another remarkable feature of Shakespeare's innovation of The English language is that he is good at transforming parts of speech, making flexible use of the part of speech of a certain word. Abbott was an English teacher living in the Victorian era. He wrote A Shakespearian Grammar, which mainly analyzes the grammar used by Shakespeare and the differences between English development in this period and Elizabethan period, mainly to help learners understand that The reason for the difficulty in reading Shakespeare's works is the grammatical expression, not the obscurity of individual words, because if you do not understand the meaning of a word, you can use the vocabulary. In Elizabethan times, all literary writers had the flexibility to arrange the order of words, and also to change the parts of speech of words, thus making it difficult for readers to understand. In addition, the change of part of speech is quite random, and no specific rules have been formed. Therefore, the easiest way to successfully understand the meaning expressed by the author is to connect with the context

For example, in Shakespeare's "King Lear," the sentence "He childed an I fathered." In troilus and Cressida, the line "Kingdomed Achilles in commotion rages." In his work "Macbeth," he says "Scarf up the tender." In the above sentences, there is confusion in the use of grammar. While people generally think of Shakespeare's works to promote the innovation and development of the English language, can be summed up through analysing, Shakespeare in the process of transformation, usually follow the

following principles: one for flexibility and automaticity, second language for the simplicity and compactness, its implications for the literal meaning transformation. The lines in King Lear mainly want to express that "Lear's children are unfilial, and Edgar's father is heartless." In the first example, child and father were originally nouns, but they were used as verbs in the example. The author changed The English vocabulary in an easy-going way in the creation process, showing the flexibility of creation. In the second example, Kingdom itself is a noun part of speech, and "Ed" is added at the end of the word to transform it into an adjective and translate it into "as if he were a king". If this writing method is not used and the meaning of the original text is also expressed, a complete sentence is needed to express it clearly. It can be found that the transformation of the part of speech of a word can play the role of sentence expression, thus showing the conciseness of its language expression. In the last example "scarf" is originally a noun meaning "scarf", but in this sentence it combines with "up" to form the phrase "wrap around like a scarf", which neatly converts the literal meaning of English into an extended meaning and is also very simple in terms of language expression.

Task part3

Compound

- a) Let us rather
 Hold fast the mortal sword; and like good men
 Bestride our down-fallen birthdom (*Macbeth* IV.iii.2)
 [*birthdom* = native land]
 down-fallen: falling down, decrepit
- b) [...] Lord Angelo, a man whose blood
 Is very snow-broth, one who never feels
 The wanton stings and motions of the sense, (*Measure for Measure* I.iv.57)
 snow-broth: describe the appearance of blood, like snow and soup
- c) And that which should accompany old age,
 As honour, love, obedience, troops of friends,
 I must not look to have, but in their stead
 Curses, not loud but deep, mouth-honour, breath
 Which the poor heart would fain deny and dare not (*Macbeth* V.iii.24)
 mouth-honour: honour come out of mouth, a compliment
- d) A care-crazed mother to a many sons
 A beauty-waning and distressed widow (*Richard III* III.vii.183)
 care-crazed: care and crazy, excessive care and care
 beauty-waning: beauty like moon wanes, growing old and lose beauty
- e) Strives in his little world of man to out-storm
 The to-and-fro conflicting wind and rain.
 This night, wherein the cub-drawn bear would couch,

The lion and the belly-pinched wolf

Keep their fur dry, [...] (*King Lear* III.i.10)

out-storm: keep storm out, fight against storm

to-and-fro conflicting: Repeated blows to the raging storms

cub-drawn: those who have given birth to their cubs

belly-pinched: starveling

Shakespeare was the first writer to use a hyphen in his works. He connected more than two different morphemes or words to form a compound word, which enriched the lexical functions of English and gave more freedom in expression. This move deeply influenced the development of the English language, and at the same time made his works have a concise linguistic structure, but without losing depth. After the gradual spread and development of English, more and more hyphenated words are formed. For example, he used the word "green-eyed monster" in *Othello*, the word "green-eyed" is hyphenated between the adjective "green" and the noun "eye" to make people jealous. In English culture, it is believed that cats' eyes turn green in dark environments, and that cats love to torture their prey, like a person tortured by jealousy. This expression is so vivid that it is still widely used in everyday expressions today. In the work *The Merchant of Venice*, the word "new-come" appeared. New was originally an adjective, but it was used as an adverb to modify the verb "come". It used a hyphen to transform the part of speech of the word, which was bold and innovative, showing the popularity of his work and bringing people a sense of novelty.

As mentioned above, one can easily find innovative words belonging to compound, transmutation and derivation in Shakespeare's plays, and many of them were invented by Him or introduced into English for the first time. The most important reason is Shakespeare's profound literary attainments and language skills, on the other hand, he was greatly influenced by the social environment at that time (Zhong De, 1987). Shakespeare was born in 1564 and died in 1616. He lived in a period when middle English was evolving into modern English, and the fields of science, technology, philosophy and art were flourishing. But when it comes to languages, Europeans still mainly speak Latin, French, Greek and Italian, and Shakespeare wrote all his works in English. According to an accurate count by Professor Marvin Spevak, Shakespeare's words numbered 29,066, containing more new words than all the other English poets put together and greatly expanding the vocabulary of the modern English language.

Shakespeare's contribution to modern English goes far beyond this. Gu Jiazuo (1987) believed that "plasticity is one of the most important linguistic features of early modern English", and Shakespeare is the most prominent representative. His plays are written in prose and written in white, with new and old language phenomena appearing alternately, with alternative forms of grammar running side by side, and a wide variety of phonetic and spelling forms. These works not only broaden the expression of English, but also improve the influence of English in the world; Classic phrases such as "To be or not

To be, that is a question" and "a rose by any other name would smell as sweet" are not only beautiful in rhyme, but also contain profound philosophy. Modern English culture has also been enriched by the vivid characters of Shakespeare's plays, such as Shylock in *The Merchant of Venice*, which now means "greedy and vicious loan shark", or Cleopatra, which means "enchanted beauty". Shakespeare's plays have been translated into more than 100 languages, and have been adapted for opera, film, dance and other art forms on the stage all over the world. Another important point is that middle English is very difficult to understand for modern English speakers. It is very different from modern English in terms of grammar, vocabulary and so on. Although early modern English is close to modern English, it has its own characteristics in grammar, vocabulary and other aspects. Shakespeare's works are precious historical materials for studying the development of English in this transitional period, and can help people understand the historical evolution of modern English, so as to better learn the connotation of the language and the culture behind it.

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