STYLISTICS AND COMMUNICATION SKILLS IN ENGLISH

A. COMMUNICATION SKILLS

What is communication?

Communication is a process of transferring information between parts, from a source or sender to a receiver through media.

It is a process in which message is conceived, organized, transmitted, received and responded to.

Characteristics of communication

- It is the process and not an event. It’s something that takes the form of continuity.
- It is a two way process. It involves an exchange of position or role between a sender and receiver.
- It becomes complete where there is feedback (information from a sender to a receiver).
- It involves an exchange of information (intangible things) and not goods.
- It requires medium (language) and channels.

COMPONENTS OF COMMUNICATION

The basic elements of communication include: source/sender/encoder, message, channel, receiver/decoder and feedback.

- **Source/sender/encoder**: is the person who possesses certain message or information and sends it to the target people. He/she is the source of the message and the communication process.
- **Message**: it is a piece of information which the sender wants to share with the receiver. It is the idea, feeling, attitude or emotion which is communicated by a sender.
- **Channel**: it is a means through which message (skills, news, information, attitude or experience) is transferred from the sender to the receiver. Channels of communication include: visual channel, audio channel, touch/skin channel, taste channel and smell channel.
- **Receiver/decoder**: he/she is a person/people who receive the message from the sender and respond to that message. The receiver receives information and interprets (decodes) before responding to it.
- **Feedback**: it is the information sent back by the receiver to the sender.

COMMUNICATION MODEL

The term Model is used to refer to a diagram or pictorial representation of certain idea, fact or process. Therefore communication model is a diagramed or pictorial representation of a communication process more specifically communication is a representation of a verbal linguistic process.

Communication model:

From the model above, the communication process begins with the sender who formulates, encodes and transmits the message to the receiver through a certain medium. The receiver responds by giving feedback to the sender through a certain medium. The process is completed when the feedback is given.

QUESTION: With the aid of communication model explain how communication takes place in human language.
COMMUNICATION BARRIERS

Communication barriers are obstacles that hinder effective communication. Barriers of communication may occur before, during or after the communication has taken place. These barriers are divided into four major groups/types.

- The environmental or physical barriers include: noise, physical features (mountains, buildings and terrain), interruptions, weather, etc.
- Psychological (mental) barriers of communication, include: close mindedness, inattention, anger, over joyfulness, fear/anxiety, cognitive dissonance, individual psychological uniqueness.
- Language (linguistic) barriers of communication. They result due to the failure of using language. They include: incorrect pronunciation, ambiguity, the use of unfamiliar words, the use of specialized words, figurative language.
- Physiological barriers (abnormality). They result from improper function of the physiological parts concerns with communication. They include having impairment in auditory sensing, tiredness, pain, illness, etc.
- Cultural differences: Culture can also be a barrier of communication. It happens when an individual uses words, expressions, signs and gestures which are not acceptable in a particular society.
- Content barriers of communication such as uninteresting or boring subject matter.

How to overcome communication barrier

There are several measures which can be taken to overcome barriers of communication.

- Use simple language and symbols, use less verbalism, use effective audio visual aids and frequent feedback
- Use of proper pronunciation
- Understanding the individual’s cultural background
- Sustain the attention
- show sympathy
- To provide motivation and assistance and create interesting situation

EFFECTS OF COMMUNICATION BARRIERS

There are several negative effects of communication barriers:

- Conflict /fight/war/misunderstanding
- Hatred/hostility and anger against one to another
- Lack of trust and existence of suspicion
- Destabilizing social-economic activities
- Failure to understand each other

EFFECTIVE COMMUNICATIONS

It is a careful transferring of right information and total understanding between parts. It is the process of sending right information through right media and channels to the right receiver at the right time.

FACTORS INFLUENCING EFFECTIVE COMMUNICATION

- **Linguistic factors:** these are language related factors as follows:
  - Proper pronunciations
  - The use of language according to the level of the audience
  - The use of the right/appropriate register or style depending on the field of study or area of specialization like laws, science, etc.
  - The use of appropriate dialect common to the audience
  - Being clear and use of common language. Avoid the use of bombastic words and unnecessary vocabularies.

- **Psychological factors:** these are the factors that associated with attitude, perceptions, feelings of the sender or receiver of the message Such as:
  - Avoid being biased.
➢ **Social factors**: they are related to the beliefs, traditions, ideology, customs and norms. During communication one has to be sensitive or aware of these issues so as to avoid offending others. So we need to be carefully and respect others beliefs, ideologies, traditions, customs and norms.

➢ **Environmental factors**: these are the factors related to climate conditions, such as:
- Noise
- Rainfall
- Wind
- Temperature (heat or cold)
- Smell
- Dust and other climatic extremes

**Advantages of effective communication:**

- It promotes unity, cooperation and solidarity in the society
- It promotes peace, security and order of disputes or conflict are discussed amicably and compromise is reached peacefully
- It promotes social and economic development
- It facilitates understanding like in education or learning process
- It serves time
- It also serves resources (financial capital)

**B. STYLISTICS**

Stylistics comes from the word style. The term style can be defined as the choice of linguistic form that proceeds from our attitude to the hearer (reader) to the subject matter, or to the purpose of communication.

Stylistics is the study of differences or variations or language style which depends on the situation in which the language is used and the effect the user wishes to create on the person she/he is addressing (addressee).

Stylistic is the study of Language variations distinguished according to the use or users of different social situations. It deals with how one can identify different texts given depending on the markable features present which are unique to a particular kind of writing.

**VARIE TYES OF LANGUAGE**

➢ **Dialect**:  
Dialect is a variety of Language according to user. It is usually brought about by distance, on the sense that, a speaker in one geographical location may differ from a speaker elsewhere in terms of phonology, vocabulary and in some few cases structure. So Dialect shows the origin of the speaker. It is a variation of language which contains typical idiosyncratic features which is particular to any individual, place and social class.

- **Factors for dialect formation**
  - **Geographical extent (Regional dialect)**: It is a variety of language used by people from a certain geographical setting.
  - **Social stratification/social division (Social dialect)**: It is a variety of language used by a particular social group i.e. Upper class, middle class or lower class, educated or uneducated group
  - **Individuality (Idiolect)**: it is a variety of language as used by an individual. The use of language usually differ from one person to another. It refers to the choice of the type of Language in relation to different social situations (to whom you are talking to).

➢ **Accent**: an accent is the way a speaker pronounces a language in a way that speakers from a certain geographical area do. Such as British accent or American accent. So it is the way of pronouncing the words of a language that shows which country or area a person comes from.
Register

Register is a variety of language according to use. The variety according to occupation, situation or function in which the language is put into use. The variations can be in terms of vocabulary, pronunciation, grammar or meaning.

Classification/situation/dimension of register

- **Field of discourse (Province):** it refers to an area of specialization in which language is put into use. It is the subject matter of the speech activity such as sports, legal, religion, advertisement, science, literature and so on. The words or expressions chosen and used depend on the nature of the subject matter through which the language is used.

  Usually the subject matter determines whether to use technical or no technical language. Technical or specialized language is marked by the use of specialized terms (jargons).

  **Jargon** is a specialized language concerned with a particular subject, culture or profession.

- **Mode of discourse (Medium):** it refers to the selection of medium (written or spoken) that make a language vary. Spoken language is characterized by short sentences, simple words, contractions, gap fillers, hesitations, gestures, facial expression, colloquial words, and the likes. Written language is characterized by long and complex sentences, formal vocabulary, strict grammar and others.

- **Tenor of discourse (status):** it refers to the relationship among the participants (nature of the participants, their status and roles). It is the level of formality of a particular language use. The choice of words or language can be formal, informal or neutral depending on the relationship of the participants like a teacher and a student, employer and employee, etc.

  **Informal language:** it is the causal kind of communication. It involves loose of structure and very common vocabulary.

  **Formal language:** it is an official language with accepted vocabulary, correct grammar and structures/patterns. It includes language used in academics, businesses, politics and administrations.

  How tenor of discourse can determine the choice of words in communication:

  Example:
  
  - *Excuse me, madam may I ask a question?*
  - *Hey, can I ask a question?*
  - *Excuse me sir/madam, would you allow me to ask a question?*

  The right use of the three sentences will really depend on the relationship of both parties. For instance: the speaker in the first sentence can be younger than the receiver. In the second sentence, the speaker and the receiver can be friends or age mates. But in the last sentence, the speaker can be of the low status compared to the receiver such as a teacher and a student.

- **Modality (mode of presentation):** it refers to the organization of materials or information like paragraphing, capitalization, punctuation and the likes for a particular purpose. For example: newspapers, post card, letters, memo, telegram or advertisement.

- **Setting:** refers to the areas where the events are taking place. The places where communication takes place can be in the church, court, school, market, street, harbor, etc.

**LEVELS OF FORMALITY.**

It is determined by the subject matter, relationship, medium, setting and the purpose. The main levels of formality are formal and informal styles. These two can be categorized into five types namely; formal, casual, intimate, frozen and consultative.

**Casual style:**

It is a style common in conversation among familiar friends in a social setting. It is characterized by the following features:

- No back ground information is provided
- The use of ellipsis. It drops redundant words because not everything is communicated. Example: Kifimbo: What are you writing?
Kabito: ‘English’ note instead of “I am writing English notes.”
- It makes frequent use of contractions. Such as I’ve, he’ll, can’t, don’t, didn’t, etc.
- It allows Interruptions.
- It makes use of first names of people. Example: “Hali Ngumu will visit us tomorrow” – will be “Hali will visit us tomorrow”
- It includes profane and colloquial words. Example: What is eating him? Jobless has been eating him.

**Intimate style:**

It is used by people who have a very close relationship. Each one predicts the others feelings and what the other has to say. This style is so personalized. In intimate style the degree of closeness is higher than in casual style and the freedom to use any kind of words is greater.

Features of intimate style:
- Slangs are common
- Intonation is more important than wording or grammar
- It also includes non-verbal usage
- Vocabulary is very much reduced and has very specific meaning derived from shared experience.

**Frozen style:**

It is very formal printed and unchanging language used in a particular field of discourse such as religion and law. It is called frozen because it is usually never affected by changes as it tends to retain features conservatively.

Features of frozen style:
- It exists in the written form, that is people only read or use them for reference
- It makes use of long and complex sentences to avoid ambiguity.
- There is the use of old English words to retain its meaning.
- Numbering of sections (parts) is also common. This is to simplify the task when making reference.
- There is the use of legal jargons
- It can involve borrowed words. Example, in law, a Latin word ‘de facto’ is sometimes used.

**Consultative style:**

It is a style used in conversation between people who are not familiar to each other as they communicate for the discussion of serious matters or enquires certain information to unfamiliar person. For example: the conversation between an expert and apprentice or a doctor and a patient.

Features of consultative style:
- It is always polite and it uses words like would, should, could, etc.
- It uses the common core vocabulary, so it is unmarked
- It has very much exposure of the speaker’s attitude
- It has two way participation
- It provides background information (prior knowledge is not assumed.
- Back-channel behavior such as ‘uh’, ‘huh’, ‘I see’ is common
- It allows interruption.

**Formal style:**

It is a variety of language which is acceptable in serious speech or writing.

Features:
- It is usually written because its intention is just to inform
- It uses long and complex sentences with subordinate and coordinate clauses which are mostly found in passive constructions.
It carefully observes intonation
- It does not use slang words
- It includes most of the characteristics of the common core English, formal vocabulary, as well as dominated grammatical constructions.
- It is used for restricted purpose, such as academic affairs, legal matters, typical public writing, official business communication, reports, etc.

LEVELS OF ANALYSIS OR MARKERS OF STYLE

They are features of a discourse which enable us to recognize its style. Markers of style are categorized into five linguistic levels as follows:

Phonetic/phonological level

Phonology is the study of the speech sounds used in a language. Phonological level deals with individual sounds, intonation, rhythm, pitch, stress and segmental units i.e. vowel and consonant sounds. It includes:

- Pattern of rhythm, rhyme, pitch movement and others
- It also considers intonation (by capitalizing or italics in written form)
- The use of onomatopoeic features such as bang, crush and drip
- The aspects connected with speech such as assimilation, ellipsis and linking
- Punctuation of words

Graphological level

It refers to the arrangement of words based on their meaning. A word can be organized or structured in a way that brings a certain effect to the readers. Its major feature is foregrounding. Foregrounding is the process of giving some words prominence through the use of italics, capitalization, etc. It studies the features of the words. It includes:

- Punctuation, capitalization, underlining and paragraphing
- The use of diagrams
- The use of italics
- The choice of font size, bolding, colour of words, etc. to attract the attention of the readers
- The use of brackets for additional information
- The use of references (e.g. Figure 12.2, pg. 68)
- The use of numbers, listing, letters of alphabet, etc.
- The use of abbreviations

Lexical level

It deals with deployment of words and their meaning in a text. It involves the aspects of word class and word formation used in a text such as the use of adjectives in an advertisement like; the best..., the most effective..., durable... It also consider the use of complex words or simple words. It includes:

- It makes use of reduplication like ‘tip-top’
- The use of clipping like telephone-phone
- The use of blending (e.g. brunch – breakfast = lunch)
- The use of acronyms (e.g. UWT, NATO, AU, UK, US)
- The use of euphemisms
- The use of specialized words (jargon)

Syntactic (grammatical)/ structure level

It concerns with the arrangement of phrases, clauses and sentences. Language have different syntactic patterns which follow the rules of a language. When the language users decides to violate these rules, then it is a syntactic feature. It includes:

- Sentence analysis (type of sentence, length of sentence, incomplete sentences)
- The choice of tenses
Choice of words or classification of words
The choice of clause or phrases

**Semantic level:**

Semantics is the study of the meanings of the words and phrases in a language in a particular context. Semantic level considers the meaning that is obtained from a particular field. It concerns with:

- The meaning of proverbs, idioms, euphemism,
- The meaning of phrases and sentences
- Ambiguity words
- The meaning of figures of speech like metaphors, similes, irony

**LANGUAGE DOMAIN**

**Language of Advertisement:**

An advertisement is a piece of information used to promote or sell goods and services. Advertisements are found in newspapers, magazines, radio, film shows, televisions, walls, handbags, buses, etc.

**Reasons for advertisement**

- To create the awareness for goods or services. It helps to get educational content such as books, seminars and blog posts
- To target the ideal customers.
- It adds credibility to the advertised goods, service or product. Credibility makes people know that the business is going well and hence helps to sell and resell the products or goods
- To warn the customers about the danger of some products such as “smoking is dangerous to your health”
- To encourage people to make use of a certain product or commodity.

**Types of advertisement**

i. Print advertisement

They are found in print media like newspapers, magazines, brochures and fliers. The newspapers and magazines normally sell the advertising space according to the area occupied by the advertisement and the position of the advertisement.

ii. Outdoor advertisement

They are very popular form of advertising which make use of several tools and techniques to attract the customers outdoor such as billboards, kiosks, several events and tradeshows organized by the company.

iii. Broadcast advertisement

They are found in television, radio and the internet. Television and radio advertisements are very popular ever since they had been introduced.

iv. Covert advertisement

It is a unique kind of advertising in which the product is incorporated in some entertainment and media channels like movie, television shows and even sports.

v. Surrogate advertisement

It is an advertisement that takes/put in the place of another. It is seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarette or alcohol which are injurious to health are prohibited by law in several countries and hence the companies have to come up with several products to remind people of cigarettes or beer bottle of the same brand.
vi. Public service advertisement

It is an advertisement for social causes. It is a technique that make use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, poverty, etc.

vii. Display advertisement

It includes photographs, text logos, location maps, etc. display advertisement can appear on the same page or the page adjacent to general editorial content. It has the following parts: heading, illustration picture, and the body, signature and standing details.

viii. Classified advertisements.

They are short advertisements that appear in the newspapers and magazines. They comprise of only text and no graphics. These are the types of advertisements which do not create market but they aim at informing only, e.g. JOB VACANCIES.

PARTS OF AN ADVERTISEMENT

- **Bold headline:** The name of an item advertised e.g. NIVEA LOTION
- **Standing details:** The advantages and precautions of an item.
- **Brand name:** e.g. Contact Metl
- **Contact address:** P.O BOX 3657 Dar es salaam no. 112867.

Features of advertisement language

a) Lexical features of advertisement:
   - The use of first and second person pronouns
   - Use of emotive or evaluative adjectives or adjectival phrase
   - Use of negative words
   - Use of inclusive words such as, all, every, always, etc.
   - Use of compound words
   - Personification of products, e.g. cotton keeps its promise.
   - Repetition of sounds or words with different meaning
   - The use of superlatives

b) Graphological features of advertisement
   - Use of bolding
   - Use of capitalization
   - The use of abbreviation for economic purpose, such as NBC. CCM, DSM,
   - The use of numbers for economic reason. E.g. a brand new 4Wd Toyota
   - Use of punctuation marks such as: exclamation mark (!)
   - The use of colors and pictures

c) Semantic feature of advertisement
   - Use of ambiguous expressions
   - Use of fixed phrases, idioms and collocation
   - Uses figurative expressions like simile, metaphor, etc.

d) Syntactic/grammatical features of the language of advertisement
   - Use of short loosely unfinished sentences
   - Use of intended grammatical mistakes. E.g. coNti cArs for sale!!
   - Use of present tense. E.g.
   - Use of imperative sentences. E.g. don’t say school, say Hoperollers
   - Use of simple and compound sentences.

Language of Newspapers Reporting

A newspaper is a set of large sheet of paper that have news stories, information about what happened and what is going to happen, articles, advertisements, etc. and that are folded together and sold every day or every week. Newspapers’
reporters have to present facts interestingly, to compress information into united space and to be very clear and avoid ambiguity.

Newspapers has the following parts:

- **The headline:**
  The heading of the newspaper report is put in present tense to show that the news is up to date. It is set in large and it is usually bolded. It is designed to draw the attention of the readers.

- **The lead:**
  It is the first paragraph (one or two sentences long). It summarize the main facts of the article telling who, what, when, where and why. It should attracts the attention of the readers.

- **The nut graph:**
  These are the paragraphs that contain the core information about the news

- **The less important information:**
  This information should appear later since the article may be cropped by the editor to make the article fit the newspaper page.

Features of newspaper reporting

a. **Graphological feature of newspaper reporting:**
   - Use of pictures to attract the attention of readers
   - Use of colors for decoration
   - Use of attractive headlines
   - The use of quotation to make the news genuine
   - Column to simplify reading
   - Clear paragraphs for easy reading

b. **Syntactic features of newspaper reporting:**
   - The use of pre- and post-modifiers
   - The use of complex sentences
   - Use of declarative sentences
   - The use of indirect speech, e.g. an official spokesman said that...
   - Frequent use of conjunctions
   - Omission of some words like articles and auxiliaries in the headlines, e.g. New water rates announced.

c. **Lexical features of newspaper reporting:**
   - The use of common core vocabulary to avoid boredom

d. **Semantic features of newspaper reporting:**
   - The use of ambiguity especially the headlines aiming to create curiosity on the part of the reader

**The language of legal document (legal register)**

It is a kind of language used in legal writing.

**Features of legal language:**

a. **Graphological features of legal language:**
   - It uses numbering and listing system
   - Employs the use of headlines and headings
   - There is clear paragraphing
   - It uses simple punctuations to avoid ambiguities
   - There is divisions into the sections of the initial words

b. **Grammatical features of legal language:**
   - It uses very long sentences with long subordinate clauses and adverbials
Repetition of similar items in order to avoid ambiguity, e.g. nouns could be repeated rather than pronouns

- It uses past tenses
- It uses very long and complex post modifiers
- There are no questions and very few commands
- Uses a lot of co-ordination of all types, e.g. or and but

c. Lexical features of legal language:
- Adjectives are very rare
- Use of prepositional phrases, e.g. in accordance with, in respect of, etc.
- The use of frozen language style so as to maintain originality and avoid distortion of meaning
- The use of technical terminologies, e.g. defendant, plaintiff, etc.
- Use of collocations
- Use of passive voice
- Use of archaic words/phrases, e.g. hereby, herein, hereto, etc.

Religious province (language of religion).

It is the language used in religious matters such as in the church, mosques, preaching, bible and Quran.

a. Graphological features of a Religious Language
- It is the arrangement of short lines like poetry.
- Readers must pause after reading aloud each line
- Paragraphs of the Language of Religion are not short, they are poetry like in stanza, rhythmical sounds also can be observed.

b. Grammatical features of a Religious Language
- Frequent use of vocative phrases and imperatives for addressing e.g. Oh! My God! Lord hear our cry etc.
- The use of songs and hymns that are sung or written in the praise of God
- The use of proper grammar (rules of grammar are strictly adhered)
- Relative clause is very common
- Restricted to the use of present tense
- It employs the use of suffixes e.g. –eth, -est, etc.
- There is the use of regular prepositions before the noun e.g. our father who art in the heaven.
- It uses long sentences
- It uses archaic expressions e.g. thou, thee, thy etc.
- The use of complex nominal phrases e.g. Oh, God! Almighty who has exalted thine only son?

LANGUAGE OF PUBLIC SPEAKING

It is the one that covers activities from seminars and lectures of discussion and formal speeches. The speech can vary from one specific area/activity to another. It can be formal or informal.

The speech can vary from one specific area/activity to another. Also speech uses lexical features in order to capture the audience in some ways (to convince them, entertain, to clarify certain issues etc.)

Specific features/characteristics of a Language of public speaking

a. Grammatical features of public speech
- The use of very long and complex sentences with coordinates.
- Structural parallelism (incorporating “us” inductive pronoun). Example: we are not a peaceful nation. We are not reasonably people in nature.
- The use of comparatives
- Prepositional phrases are common features
- Use of hyphen (for uncertain of an after-thought).

b. Lexical features of a public speech
- Borrowed words are commonly used.
- The speaker may choose to use archaic words
- Special lexical items may be used.

c. Semantic features of a public speech
Proverbs are likely to be used; especially the elders use it much. Figurative Language is used e.g. metaphor, smiles, personification etc. these are important because they add color and humour.

d. **Phonological features of public speech**

There is the difference between a speech which is spoken without the use of notes and speech in a written form (read speech). For example, hesitations i.e. well.....knows and contractions i.e. don't etc. as well as sentence meaning together.

**LANGUAGE OF CONVERSATION**

Features of language of conversation

a. **Syntactical features of conversational style;**
   - It uses interjections to express emotions, e.g. My God! Oh! Come on! Etc.
   - Contractions e.g. what’s the matter? He’s ill, aren’t they? Don’t etc.
   - Attention getting devices for example; you see, listen now, well, see here, look here etc.
   - Hesitation (silence) or hesitation fillers like er.......um.......erm.......oh.......... etc.
   - Question tags e.g. he is ill, isn’t he?
   - Shortened/minor sentences e.g. see you here, sorry to be late, coming just now etc.
   - Questions with short answers. For example: Do you like fish?
     Answer; No! or not!
   - Incomplete sentences are common. E.g. Teacher; why did you fail in your exams?
     Student; you know, I usually.......I try to ........but........
   - Sentences begin with coordinating conjunctions e.g. and he did or but I do.
   - Repetitions are common e.g. now this girl, she is my best friend.
   - Randomness of the subject matter etc.

b. **Phonological features of conversational style**
   - Dialect pronunciation of words e.g. this=Is or dis and that=zat or zet.
   - The great use of onomatopoeic words and sound e.g. “whoosh” or “burr”
   - The use of paralinguistic devices e.g. moving the arms, head and racial muscles as a part of communication
   - The use of intimate noise and changes of voice type or accent in order to humour.

c. **Lexical features of conversation style**
   - It avoids specialized terms such that words tend to be very simple in structure as it makes use of popular Language.
   - There are some ambiguities in sentences e.g. “that is the biggest one” which is unintelligible without further explanations.
   - Hyperbole are used as well as slangs, colloquial expressions and idioms

d. **Graphological features**
   - Italics, bold, capital letters, underlined words to show unusually stress or emphasis
   - Exclamation markers to show emotion E.g. God!
   - Dots or dashes to show hesitation. E.g. John ......, I mean ......

**SCIENTIFIC LANGUAGE (TECHNICAL STYLE)**

Scientific Language is the one that implies a type of scientific English written by scientists for the consumptions of other scientists. Generally, the Language of science concentrates on facts and objectivity.

It is normally found in the text books and notes concerning various Academics such as Biology, Physics, Geography, Mathematics etc. it is also found in professional Journals, Magazines, Articles, etc.

a. **Graphological features of the scientific Language**
   - Much use of diagrams, figures, tables, frequent use of numbers, formulas, graphs, charts, maps etc.
   - Uses a lot of chemical symbols and other symbols like KH2, H2O, Zn, H, H2SO4, etc.
   - Clear headings
   - If it is a report, there is a frequent numbering and arranged in a well format.
b. **Grammatical features of a scientific Language**
   - It uses complex sentences with a lot of post-modifiers for clarity. It may also use pre-modifiers. **Note**, modifiers tend to be specific and give a good description for the item concerned.
   - Noun phrases tend to be very difficult because the types of nouns used are very abstract like “signal”-that is abstract noun in nature.
   - It employs the passive finite form of a verb and this is used for the need of being impersonal.
   - Simple past tense is very common e.g. it was discovered that........
   - Auxiliary verbs are found though not in their normal uses
   - Frequent repetition of lexical words so as to avoid the use of pronoun
   - Frequent use of the word “it” as an indefinite subject e.g. it was discovered that........

b. **Lexical feature of a scientific Language**
   - It employs a lot of borrowed terms like Botany, Biology, Zoology, etc.
   - Most of the terms in scientific Language tend to be Esoteric. Esoteric means less known to people at all unless those of the same field/knowledge.
   - Emotive loss of extra meaning in scientific Language.

**POSTERS**

A Poster is usually a symbolic design or picture meant to tell a story or convey information attractively to people or learners. Posters incorporate visual combinations of images, lines, color, and words. They are intended to hold the viewer’s attention at least long enough to communicate a brief message, usually persuasive one. Posters can be used to highlight subject matters or to stimulate interest

**Features of effective posters**
- Must be colored and dynamic in nature.
- Must be placed at a strategic point.
- Must be dramatic and simple
- It carries few words as possible
- Visually attractive in terms of color, design and letters used.
- Must be clear and simple for message.
- Must aim at one main purpose.
- Must be large enough.

**NB.** One drawback in using posters is that their message is quickly blunted by familiarity. Consequently they should not be left on display for too long

**HOW DO THE FOLLOWING WORDS DIFFER FROM EACH OTHER?**

- **Canteen** - is a place in a factory, military camp or any institution where people may buy and eat food
- **Cafeteria** - a restaurant where people collect their own food and drinks often in a factory, college etc.
- **Motel** - a hotel, special built for travelling motorist with rooms, parking areas, service station etc.
- **Hotel** - is a building where meals and rooms are provided for travelers.
- **Restaurant** - places where meals can be bought and eaten but no boarding
- **Snack-bar** - is a place where usually light hurriedly meals can be eaten
- **Inn** – is a public house where logins drinks and meals may be provided