

Review of Achievement Standards

Detailed Activity for AS 1.1: Code Switch

1.1 Demonstrate understanding of how language patterns are used for a specific audience and purpose.

This Assessment Activity requires you to demonstrate your understanding of how verbal language patterns can be used to identify with specific groups.

You will choose two different individuals and select one piece of writing from each on a social media account or similar.

For both pieces you will:

- Identify verbal language patterns used by the different individuals
- Explain how the verbal language patterns are used to position a group or person
- Explain how groups are formed in different ways by comparing the verbal language patterns used in the two texts.
- Demonstrate your understanding by presenting your findings in either a written, verbal/visual, or oral form.



Kōrero Mātauranga

Me kōrero tātou

Have your say about the future of education.

Review of Achievement Standards

Instafamous!

In this task you will be looking at two well-known Instagram personalities and **comparing their use of language patterns**. You will identify their uses of verbal language patterns and explain the effects.

You will need to choose two different personalities - with teacher guidance (e.g an athlete and a vegan blogger) and point out the differences in language patterns used.

You can present this in a choice between:

- a 3-5 minute oral presentation OR
- a visual presentation (e.g. flow chart, diagram, poster, animation) OR
- a written report (students should aim to write approximately 350 words.)

Prior Learning:

How do people make themselves into a brand? What language patterns do people use to identify with others in their group? You will need to look at the effects of the following language patterns:

<ul style="list-style-type: none"> ● Inclusive nouns ● Jargon ● Colloquial language ● “Insta” speak ● Slang 	<ul style="list-style-type: none"> ● Figurative language ● Emotive language ● Gendered language ● Adjectives ● Portmanteau 	<ul style="list-style-type: none"> ● Neologisms ● Acronyms ● Syntax ● Incomplete sentences 	<ul style="list-style-type: none"> ● Punctuation ● Hyperbole ● Hysterical punctuation ● Dialects
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Activity One:

Choose two Instagram personalities. Gather a series of posts and annotate to identify their uses of language.

Identify any patterns across the series of posts. What are the verbal language patterns used across their posts and what is the effect of using them?

Activity Two:

- Read the post by Ariana Grande to Mac Miller. Identify all the different language use and **then patterns you can see**.
- How are language patterns used to create an emotional connection to her followers?

Review of Achievement Standards

arianagrande

i adored you from the day i met you when i was nineteen and i always will. i can't believe you aren't here anymore. i really can't wrap my head around it. we talked about this. so many times. i'm so mad, i'm so sad i don't know what to do. you were my dearest friend. for so long. above anything else. i'm so sorry i couldn't fix or take your pain away. i really wanted to. the kindest, sweetest soul with demons he never deserved. i hope you're okay now. rest.

- Use of personal pronouns
- Use of lower case to seem "friendlier"
- Direct appeal to her ex
- Insight into their relationship
- Written like we are over hearing her conversation with him
- Conversational tone
- Repetition

- Read the post by Lebron James written to Kobe Bryant. Identify all the different language use and then patterns you can see.
- How are language patterns used to create an emotional connection to his followers?

Kingjames

I'm Not Ready but here I go. Man I sitting here trying to write something for this post but every time I try I begin crying again just thinking about you, niece Gigi and the friendship/bond/brotherhood we had! I literally just heard your voice Sunday morning before I left Philly to head back to LA. Didn't think for one bit in a million years that would be the last conversation we'd have. WTF!! I'm heartbroken and devastated my brother!! 😭😭😭😭💔. Man I love you big bro. My heart goes to Vanessa and the kids. I promise you I'll continue your legacy man! You mean so much to us all here especially #LakerNation之心之心 and it's my responsibility to put this shit on my back and keep it going!! Please give me the strength from the heavens above and watch over me! I got US here! There's so much more I want to say but just can't right now because I can't get through it! Until we meet again my brother!!

#Mamba4Life之心之心 #Gigi4Life之心之心

- Use of 'man' as opposed to 'boy' to show strength.
- Use of punctuation
- Hyperbole
- Use of slang
- Use of hashtag
- Acronym (WTF!!)
- Use of punctuation
- Direct appeal to the subject (Kobe)
- Swearing
- Collective nouns

Review of Achievement Standards

Effects of Language Patterns:

- What are the differences and similarities in language use?
- Who are their different audiences?
- How can we tell the different audiences through their choice of language patterns?
- Why are their language choices significant?

Try to be convincing in your answers. Think insightfully about what you know about the world you live in and how people connect to others through language.

Achieved	Merit	Excellence
<ul style="list-style-type: none"> • You have correctly identified significant language pattern(s) in your chosen text • Demonstrate an understanding of the effect of the language patterns and how they appeal to different audiences. 	<ul style="list-style-type: none"> • You have correctly identified significant language pattern(s) in your chosen text • Demonstrate considered understanding of the effect of the language patterns and how they appeal to different audiences. 	<ul style="list-style-type: none"> • You have correctly identified significant language pattern(s) in your chosen text • Demonstrate insightful understanding of the effect of the language patterns and how they appeal to different audiences.

Alternatively:

Collect a **series of posts** by two social media personalities. Comment on the patterns formed across the series of posts and the effect of these uses of language.

Compare these two uses of language patterns and explain how they have an effect on the audience.

Review of Achievement Standards

Alternative (Non-digital): Two sides of the same story

You will choose an issue in New Zealand/Aotearoa society. This could be Ihumātao, an environmental issue, social inequity, child poverty, extremist views, and hate speech or any other issue you run past your teacher.

You will need to look at two sides of the issue and choose two pieces of writing that summarise these opposing views. You need to pay particular attention to how the issue is being presented to you and what the effect of the word choice is. Think about:

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| <ul style="list-style-type: none"> ● Inclusive nouns ● Colloquial language ● Slang ● Figurative language ● Emotive language ● Māori Language | <ul style="list-style-type: none"> ● Neologisms ● Acronyms ● Syntax ● Punctuation ● Hyperbole ● Dialects ● Personification |
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Read the passage below from the Ihumātao website:

The Ihumātao landscape (of which the land in question, **Special Housing Area 62**, is a part) is recorded on the United Nations International Council on Monuments and Sites (ICOMOS) at risk register. This **rare cultural heritage** landscape (including SHA 62) matters because its stories, relationships, built heritage, ecological values, and archaeological sites are critical to our understanding of the histories and futures of our city and country.

For **mana whenua** (local Māori), this place embodies sources of identity and wellbeing as well as family, community and tribal relationships.

This area is one of the last remnants of the archaeologically rich stonefields landscapes across Auckland. As part of the adjacent, but legally separate, Ōtuataua Stonefields Historic Reserve, **the land in question holds the stories of the earliest inhabitants of our country**. It is one of the last surviving places where the land and stone walls used by Māori for growing new crops, such as wheat and European vegetables for the Auckland markets prior to 1863, still exists. **Here, the ancient and more recent gardens stand next to each other.**

Review of Achievement Standards

Listen to the audio clip below from Newstalk ZB, pay close attention to the language used by Mike Hosking to describe the protesters.

<https://www.newstalkzb.co.nz/on-air/mike-hosking-breakfast/video/mikes-minute-green-mp-joins-ranks-of-pointless-attention-seeking-agitators/>

Effects of Language Patterns

- What are the differences and similarities in language use?
- How do they form patterns of usage?
- What are their differing opinions?
- How can we tell the different audiences/ opinions through their choice of language patterns?
- Why are their language choices significant?

Try to be convincing in your answers. Think insightfully about what you know about the world you live in and how people connect to others through language.

Achieved	Merit	Excellence
<ul style="list-style-type: none"> ● You have correctly identified significant language pattern(s) in your chosen text ● Demonstrate an understanding of the effect of the language patterns and how they appeal to different audiences. 	<ul style="list-style-type: none"> ● You have correctly identified significant language pattern(s) in your chosen text ● Demonstrate considered understanding of the effect of the language patterns and how they appeal to different audiences. 	<ul style="list-style-type: none"> ● You have correctly identified significant language pattern(s) in your chosen text ● Demonstrate insightful understanding of the effect of the language patterns and how they appeal to different audiences.