

EDHEC RESEARCH DAY 2017

French Presidential Campaign 2017: Insights from Semiotics, Lexicology, Discourse Analysis & Rhetoric (Peter DALY & Dennis DAVY)

Glossary of Some Key Technical Terms

Semiotics: the study of signs and symbols

Lexicology: the study of the formation, meaning and use of words, and of combinations of words

- Euphemisms: polite or indirect words/expressions used instead of words considered to be too harsh (when referring to something unpleasant or embarrassing)
- Neologisms: newly coined words
- Collocations: words that occur together, lexical combinations
- High-frequency and low-frequency words
- Register or level of language: erudite, formal, neutral, informal, slang, etc.

Modality: expressing concepts like necessity, obligation, duty, permissibility, ability, probability (and their opposites)

Discourse Analysis: the study of naturally occurring spoken or written language beyond the level of the sentence or utterance

- The structure of a text
- Story-telling
- The text-type (e.g. a poem, a manifesto, a political speech, a pitch, an email, an SMS, etc.)
- The purpose of the text (e.g. to persuade, to amuse, to inform, to analyze, etc.)

Rhetorical Devices

- Repetition
- Tricolon (the use of 3 parallel words, phrases or clauses)
- Rhetorical questions
- Alliteration
- Rhyme
- Ethos, logos and pathos (appeals to credibility, to reason/logic and to the emotions)
- Metaphors and similes
- Topicalization: emphasis given to the topic of a sentence by moving it to the beginning (e.g. *"Music, I can't live without it."*)
- Cleft structures (*"What I like is chocolate."* *"It was John who won the prize."*)

Lexicometrics: the measurement (by computers) of the frequency of particular words in a text or a in a corpus of texts