

Text Velocity Theory

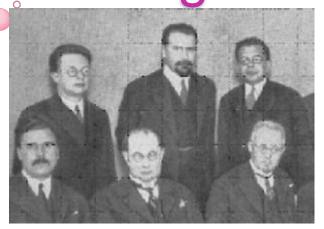
A chronometric approach to assessing the functional and stylistic characteristics of a text

A.A. Safonov M.A. Safonova





The Prague School



The semantic potential of a word / word combination

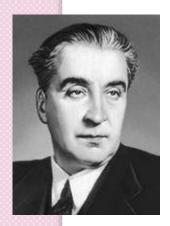
3 functions of speech units: communicative, intellective, aesthetic

V.V. Vinogradov's classification of functional styles

communicative

scientific

official



journalistic

imaginative

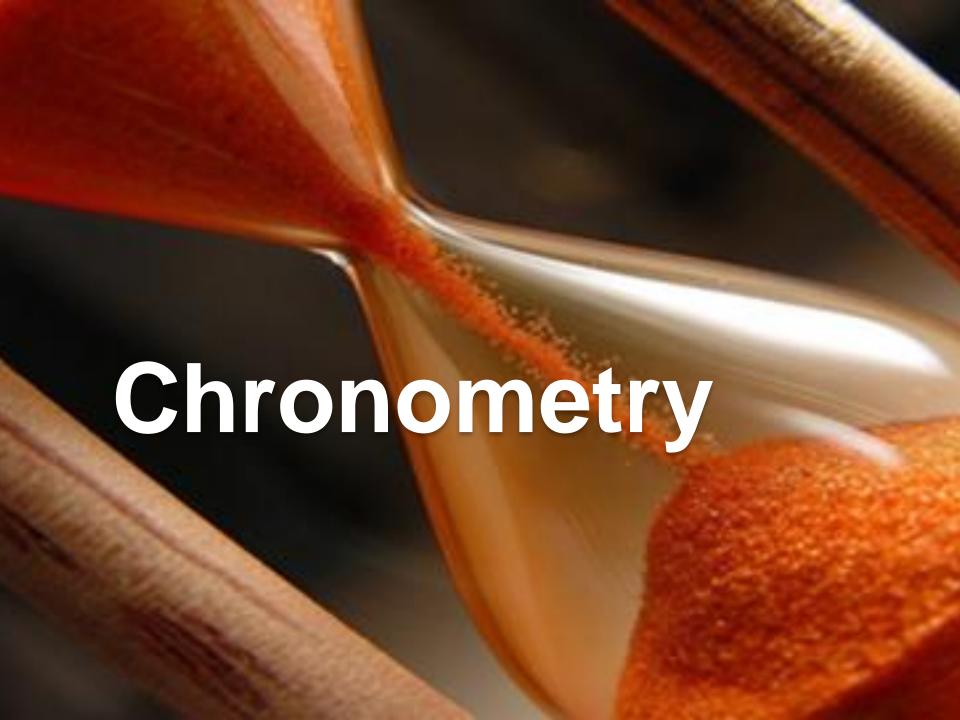


- How fast do we read texts where this or that function prevails?
- •How much time does it take us to comprehend the content?
- •And how much time does it take to write a text of this or that functional style?

Chronometry



Peter Roach: "Speakers of some languages seem to rattle away at high speed like machine-guns, while other languages sound rather slow and plodding."



Chronometry

- Cognitive science and neurolinguistics
- Eye-tracking school at HSE
- Speech and language pathology
- Cross cultural communication

Text velocity (three parameters)

the speed of writing or composing a text

the speed of reading it aloud

the speed of comprehending it



Text velocity (three parameters)

An axis from 0 to ∞ A code vs. a prayer

Bigger than 1	1	Less than 1
Journalistic	Neutral	Scientific
Imaginative	(communicative)	Official

Procedure

- •A number of respondents are asked to read a group of texts united by the same content, yet different in stylistic characteristics
- The number of sounds should be the same in all these texts

Personal speech impediments and emotional state?

Higher text velocity Slower text velocity Imperative verb forms Consonant clusters Rhetorical questions Impersonal verb forms Foreign insertions Words carrying emotional-expressive and **Terms** evaluative connotations Clichés **Ellipsis** Complex sentences Inversion Parenthetical insertions Cleft sentences Addressing the reader Compound sentences

Practical implications

Editing texts

Translating texts

Selecting teaching material (e.g. IELTS exams)

Thank you for your attention!

safonovamarya@yandex.ru

