

STRUCTURALISM

As a concept it refers to all those methods applied to *investigate, describe and explain* the *underlying structure* of *society* (e.g. language).

E.g. It assumes that the way language is used is determined by unspoken rules of society. These unspoken rules are known as the '*deep structure*'. The deep structure of one culture will be different from that of other cultures.

Reality lies in that deep structure...

E.g. Restaurant Menu:

- ✓ Obey unspoken rules, therefore no chocolate on pigs ears for a starter.
- ✓ Rules vary between cultures.
- ✓ What is normal? Societal Norms?

Language reveals the reality that lies in the deep structures.

e.g. Neologisms

Historical Background of Structuralism:

- **Karl Marx:** when he developed his economic, political and social theories, he was exposing the *Capitalist deep structure* (Capitalism dominating society).
- **Claude Levi-Strauss:** A collective practice of laws and values directs the individuals thinking and behaviour. The *collective consciousness* (deep structure) of a society forms the *core of human nature* on which the individual is *dependent for his/her identity*.
- Media Professionals would find this useful as it indicates that it is possible to appeal to certain characteristics in a social group with a reasonably high chance that most individuals from that group will respond in the same way (targeting messages)
- **Roland Barthes** had another perspective on human society that is important for media communicators. — *Myth* — socially constructed beliefs about how things are.
- These myths are believed without questioning by the society that produces them. People organise their lives to fit in with the myth (e.g. Virgin Cure)

E.g. Western societies: existence of the stable family unit. This is increasingly not true as the number of single parents are increasing all the time. Still the myth remains.

Concept Of Structuralism

SJ Ball



Concept Of Structuralism:

Reviewing **Concept Of Structuralism**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Concept Of Structuralism**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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