1. Explain the following Linguistic terms.

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| 19. Examinations:   1. Explain the following Linguistic terms.   ﻿A. Modernity  B. Modernism  C. Enlightenment  D. Aestheticism.  ﻿A. Modernity: modern way of thinking, working, etc. Modernity is that which is ephemeral, fugitive, contingent upon the occasion; it is half of art, whose other half is eternal and unchangeable. Modernity rooted in the philosophy and ideals of Enlightenment from 18th century (1700s) to the midpoint of 20th century  B. Modernism is the aesthetic movement dated from 1914 to 1945 that questioned that questioned the ideals of British Victorianism and reflected the material and the psychological devastation of WWI and WWII.  C. Enlightenment: the age of reason, 18th century.: Benjamin Franklin (1706-1790(sad) believed in the power and strength of the individual mind and science. Like Descartes he held to the tenets of deism. Rejected the miracles, myths and religious superstitious.  D. ﻿Aestheticism: a way of thinking about art and life rooted on the conviction that beauty and art should be treasured for their own sake, not for social or moral reasons. |

Exam Date 2nd May 2023

1. Describe the subsequent linguistic terms.

**a).Diachronic b). Mimetic Theory c). Synchronic d). Semiology**

1. the way in which something especially language has developed and evolved through time.
2. The philologist of 19th century believed that language mirrored the structure of the world it imitated and, therefore had no structure of its own, this theory is Known as the **mimetic theory** of language.
3. The way in which the language is considered at a moment in time without taking its history into account. a method that focuses on any given language at one particular time.
4. Saussure proposed a new science called **semiology** to study how we create meaning through the signs.