



Exploring Pragmatic Implications of Telegraphic Grammar with Reference to Selected Medical Products

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Abstract

Language can be studied from different angles, and it has an infinite features and data that could be studied in combination. The use of the language and the number of the languages in the world are still one of the amazing wonders of this life. Linguists have always tried to study language from an objective and scientific perspective. There are still so many combinations of language and it's use that is worth studying and analysing. Those combinations are very significant to people specialised in linguistics as well as people specialised and other fields. Those studies could be very important and providing data and explanations to various kind of questions. One of the most important combinations is the use of telegraphic grammar which is the short simple informative form of language in the scientific language. More specifically, this paper is tackling the use of telegraphic grammar and medical products. The researcher has noticed the lack of studies in this area and has attempted to fill the gap In this research paper, the researcher has talked about the concept of telegraphic grammar and its definition as well as it's features. Then, the researcher explained scientific language and its features as well. After that, the pragmatic implications of telegraphic grammar used in medical product has been presented and defined At the end, the researcher has chosen three samples for analysis and analyse them based on the pragmatic implications mentioned in the second chapter. The researcher has concluded her study with stating that telegraphic grammar is widely used in medical products since it convey the simplicity, informativeness , and pragmatic inference of the message.

Keywords: Pragmatic, Implications, Telegraphic Grammar, Medical Products

استكشاف المضامين الدلالية لقواعد التلغراف مع الإشارة إلى مختارات من المنتجات الطبية

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الخلاصة

يمكن دراسة اللغة من زوايا مختلفة، ولها خصائص وبيانات لا حصر لها يمكن دراستها مجتمعة. ولا يزال استخدام اللغة وعدد اللغات الموجودة في العالم من عجائب هذه الحياة المذهلة. لقد حاول اللغويون دائماً دراسة اللغة من منظور موضوعي وعلمي. لا يزال هناك الكثير من مجموعات اللغة واستخداماتها تستحق الدراسة والتحليل. هذه المجموعات مهمة جداً للأشخاص المتخصصين في اللغويات وكذلك الأشخاص المتخصصين والمجالات الأخرى. يمكن أن تكون هذه الدراسات مهمة جداً وتوفر بيانات وتفسيرات لمختلف أنواع الأسئلة. ومن أهم المجموعات استخدام القواعد التلغرافية وهي الشكل الإعلامي البسيط والقصير للغة في اللغة العلمية. وبشكل أكثر تحديداً، تتناول الورقة استخدام القواعد التلغرافية والمنتجات الطبية. وقد لاحظ الباحث قلة الدراسات في هذا المجال، وحاول سد الثغرة في هذا البحث، وقد



تحدثت الباحثة عن مفهوم النحو التلغرافي وتعريفه ومميزاته. ثم قام الباحث بشرح اللغة العلمية وخصائصها. بعد ذلك تم عرض وتحديد الدلالات التداولية للنحو التلغرافي المستخدم في المنتج الطبي، وفي النهاية اختار الباحث ثلاث عينات لتحليلها وتحليلها بناء على الدلالات التداولية المذكورة في الفصل الثاني. واختتمت الباحثة دراستها بالإشارة إلى أن القواعد التلغرافية تستخدم على نطاق واسع في المنتجات الطبية لأنها تنقل البساطة والمعلوماتية والاستدلال العملي للرسالة..

الكلمات المفتاحية: التداولية، المضامين، القواعد التلغرافية، المنتجات الطبية

Chapter One

1.1 Introduction

Everything in the modern world is going faster like cars, phones, laptops, and language. The fast pace of the world is making people want to go faster and faster in order to convey their information language is a venue of communication that's widely used among people, and it's effective to convey information, knowledge and feelings. Since everything is going slower and shorter and more effective language as well is being used in a different way it's becoming shorter, less redundant and more. One of the most important uses of language is in the medical field, patience, as well as doctors need language to communicate their needs, and and their information also workers in the medical field need to express their knowledge information. Instructions through language in this paper will be tackling the telegraphic grammar, that's to say the use of shorter more effective sentences and medical products. Those products are widely used and very needed in the world. Their language has some pragmatic features that are worth tackling and studying.

1.2 Problem

The emission of necessary and redundant words and sentences is one of the features of medical language. This kind of language may raise the question if that omission of words is affecting the communication value of the message that's been communicated. In this paper, the researcher will try to investigate that problem if it's happening.

1.3 Aim

The aim of this paper is trying to understand the use of telegraphic, grammar and search the forms of telegraphic grammar in medical products.

1.4 Scope

The main focus of this paper is generally pragmatics. Understanding the pragmatic realisation of the telegraphic grammar. That's used in medical products and try to shed the lights on their features and their effectiveness. Therefore, this scope of this paper is a pragmatic exploration of those missions and the medical field.

1.5 Hypothesis

This paper hypothesise that



1. telegraphic grammar is used, widely in language specially in modern language.
2. The use of telegram grammar is very wide and medical fields, specially prescriptions and medical products.
3. There are pragmatic implications of telegraphic grammar used in medical products.

1.6 Value of the Study

This paper is very valuable to specialist and pragmatics syntax and linguistics in general. This paper is trying to show the pragmatic features of telegraphic grammar used in the medical field. This paper is also important for people that are specialising in medicine because it's trying to make clear the language that are being used and their effect on the people that are receiving those messages. It could help them understand the features of the language they are using, and it could also help the manufacturers of the medical products form a better more communicative language to be written on the medical products in the future.

1.7 Limits of Study

This subject could be studied from different angles and different points of views. Telegraphic grammar has been studied, syntactically and morphologically for a while now. However it hasn't been studied pragmatically in the medical field. It's worth mentioning that telegraphic grammar can also be found in medical prescriptions and test results. This research paper is targeting the implications of telegraphic grammar. Therefore it is limited to investigating those implications and medical products.

Chapter Two

2.1 What is Telegraphic grammar?

The idea of having the syntactic structure and punctuation has appeared in the early 60s. At that time, it's called telegraphic speech, a term that is used by Roger Brown and Colin Fraser in "The Acquisition of Syntax" which is edited by C. Cofer and B. Musgrave in (1963). Other linguist have started to propose that the syntactic and morphological form can be changed for certain purposes. The idea was very futuristic at the time. Kruchenykh (1988,73) states that "We loosened up grammar and syntax; in order to depict our dizzy contemporary life and the even more impetuous future, we must combine words in a new way, and the more disorder we introduce into the sentence structure the better".

The word telegraphic is use to resemble the kind of language used in telegram. That kind of language is characterised by the admission of the unnecessary words and the use of the most crucial and significant words. The word grammar on the other hand, represents the grammatical formation of the sentences being under studied. Since the main deletion is happening on a syntactic level, the



word grammar is being used to indicate that those sentences have been grammatically changed. However, the term telegraphic language has been used to characterize the style of speaking or writing that is communicating only crucial information (Demuth, 1994,12). Other terms have also been used like telegraphic talk, telegraphic style, and telegrammatic speech.

Later on telegraphic grammar has been defined as the deletion of unnecessary words from language in order to convey the necessary information. Those necessary words can be conjunctions, articles, punctuation marks and redundant elements. However, this style of writing or forming language has widely used and listing and writing process paragraph such as in manuals and educational books. It's also been used in news headlines and propaganda (Crystal,2008, 203).

This kind of grammar represents a dilemma to linguists and general and specially pragmatists since the deletion of words could affect the communication value of the message. Those sentences should be studied and analysed to determine if the change in the structure is influencing the communicative value (Hughes, 1980, 36).

2.2 The Features of Telegraphic Grammar

The telegraphic grammar is characterised by the use of necessary and most needed words. The sentences is marked by the use of the essential words that cannot be omitted. Deleting those words could affect the that value of the information being transformed. Therefore, those words have stayed while others are deleted. Brinda Dervin, and Kathleen Devin (1995, 7)

Brennan(1991, 26) proposes the features of Telegraphic Grammar which are:

1. Omitting articles and conjunctions since articles usually communicate less needed information. Therefore, they are being deleted in forming telegraphic sentences. Conjunctions on the other hands are eliminated, for example (like) and (but) are deleted since they have less communication value compared to the other elements. This feature is used widely and the scientific language in general. In the Scientific books you could notice that language choice is very specific and informative.

2. In order to be clear and concise, the sentence has to be short and to the point. Therefore, graphics sentences are way shorter than normal sentences since those sentences focuses on the main ideas being communicated. Scientific language in general is very clear and accurate since it's trying to communicate a very specific knowledge to the addressee.

3. The listeners or the readers are meant to use their inference in order to connect with the message. Eliminating many details put the readers in a position that enhance them to infer the meaning of the sentence by connecting the



information with their background knowledge. The pragmatic inference is one of the main features that can be seen in medical product descriptions as the addresser(the company) is trying to make the addressee the (consumer) connect the information they are reading with real life experiences (Biber, etal ,1999, 116).

2.3 The Scientific Language and it's Features

Language can be divided into two styles, literary style and scientific style. Those two styles are very important since each one of them specialized in different domain and communicate different functions. Both those domains and functions are important and should be studied equally (Evagorou M, Osborne J, 2010, 135- 157).

The first style is the literary style, which is very popular and writing like literary works novels, essays and so on. The second style is the scientific style, which is limited to textbooks and books that tackles scientific subjects and matters.

The language used in medical products can be characterized as scientific language since it shows the features of scientific style. Scientific language can be characterized by the following (Lemke J. ,1990, 76) and (Jiménez-Aleixandre M, Erduran S. 2008, 3-27) :

1. Scientific language is logical. That means everything is arranged in logical order because they are showing facts that cannot be changed.
2. Every word in scientific language has specific meaning. Redundancy is not acceptable. The repetition of the information is not welcomed either.
3. Scientific language does not contain as many emotional expressions as literary language.
4. Scientific language or style does not have space for imagination. It's simply states what's true and accepted.
5. Clarity is one of the most important features of scientific styles. The message has to be accurate and clear for the addresses because ambiguity could cause misunderstanding and not precise interpretation.
6. The use of numbers and data is very popular in the scientific style of language. The information that's presented has to be beneficial and observed, and collected accurately with the appropriate data collection procedures
7. Jargond and abbreviations is another feature of the scientific style. This kind of language is communicating very complex set of concepts, ideas, tools, materials, and and elements. Therefore, the use of Jargons and abbreviations is very necessary.



2.4 The Pragmatic Implications of Telegraphic Grammar

1. The use of simple and informative language are one of pragmatic implications of telegraphic grammar that is used in medical products . This is seen clearly in medical products' description. The message on those products often very clear and simple to the addressee (consumers) but also very informative as those addressee are trying to decide whether that medical product is suitable for their need or not.

Many linguists have mentioned that simplicity and informativeness cannot be combined as they are opposites. One of them is Kemp, Xu, and Regier (2018, 111) who mentioned that:

"These two desiderata [simplicity and informativeness] necessarily compete against each other. A highly informative communicative system would be very fine grained, detailed, and explicated and would as a result be complex, not simple. A very simple system, in contrast, would necessarily leave implicit or unspecified many aspects of the speaker's intended meaning and would therefore, not be very informative. A system supports efficient communication to the extent that it achieves an optimal trade off between these two competing considerations".

Levinson (2012, 989), on the other side, has a different opinion as he said that natural languages can be both simple and informative. Languages is not meant to be complicated and absurd. That manifestation can be seen in many forms of language. This research claims that languages can be simple and informative.

2. Pragmatic inference is widely used in the description of medical products as the addresser is relying on the contextual information to communicate their message. The contextual information available is very significant in portraying the inference to the addressee which could be the images used, the colouring of the package and also the size of the package. Using those elements that are available in the context to convey information that allow the addressees to understand the benefit of the medical product and its side effects as well (Huddleston, R., & Pullum, G. K., 2002, 74).

Chapter Three

Analysis

In this chapter, the researcher is analysing the language of two medical products packages looking for the use of telegraphic grammar and their pragmatic implications.

Sample 1



From the first look at this product, the addressee can notice the simplicity of the words. For example, the word pain is being used instead of ache. Pain is more common word than ache.

The addresses can also infer that this kind of capsule is easier to be absorbed since they are “liquid” and not “solid”. Someone could that those kind of capsules are more effective as they are liquid. The word” soft-gel” also try to communicate that those capsules are light on stomach.

The contextual inference that could be noticed is the use of the red colour across the package. Also, the figure of the person standing with the red spots communicating the positions of the pain in the body that this product is targeting.

Sample 2



In this product, the addressee is trying to depict favourable words like “peppermint” and deleting the word “flavour” that could come after it. The word “chewable” has been chosen to appear on the package because it is informative. Heartburn is usually combined with stomach ache, which makes it harder to swallow tablets. Therefore, the word “chewable” is important and expressive

which makes the product more favourable to the addressees (consumers) . The word "soothing" indicates that the product is very gentle and effective in treating the heartburn and the pain that may accompany it.

There are many inferences that could be found in this sample. The word "Gaviscon" written in big letters across the package indicate that this name is well known and very trusted. The name indicate that it is a very famous product. The phrase "fast soothing relief" is used to attract the addressees attention to the feeling of comfort that this product provide. The words "long lasting" express the length of time that the product assures. " The term "long lasting" is similar to the term "everlasting" which infer that the relief of pain this product provide may feel like for ever.

The colour of the packaging is blue, which the colour of water to indicate the ease and the relief that water could provide. The picture of the "flame" in the middle of the human body indicate the heartburn pain, the colour of the packaging on the other hand indicate the ability of this product to soothe that heartburn.

Sample 3



The words " cold" and "flu" indicate that those are the main targets of the product. The word "flu" is short for influenza, it has been shortened for simplicity reasons. The "plus" sign in the middle of the two words shows that the product treats both symptoms. The "plus" sign is used since it is shorter, more simple, and informative than the word "plus" itself. The number "24" at the bottom of the package shows the length of the effectiveness of this product and using a number is also for its simplicity and informativeness.

In above sample, the word "Demazin" which is the product's name is written in the middle of the package to indicate that this simple word as can be very communicative because it expresses that the name only is very trusted and popular.



The picture of the sun at the bottom of the package as well as the orange colour in the middle and in the background of the phrase "cold+ flu relief" indicates that this product is to be used during daytime as it does not cause drowsiness.

Conclusion

Pragmatic implications can be seen in all different forms of language. Since pragmatics is the study of language and use, there are so many communicative functions that are worth studying and analysing in language. One of the main and significant features of languages is the use of telegraphic grammar. Telegraphic grammar is the use of simple, informative language that ensure the communicative value of the message through pragmatic inference.

This kind of grammar has been studied in politics specially, political propaganda. It has also been studied in headlines and news. However, it hasn't been studied in the medical products or medical field. In this paper, the researcher has tried to explore those pragmatic implications of telegraphic grammar in medical products packages. Three implications has been chosen to be analysed. The first one is the simplicity of language used in those product. The second one is the informativeness of the message being conveyed. The third implication is the use of pragmatic inference, depending on the contextual elements available on the package.

The researcher has chosen three samples for analysis and analysed them based on the implications mentioned above. In all three samples, simplicity, informativeness and pragmatic inference have been used to convey the message. Therefore, this paper concludes that all those three implications is used in the chosen samples.

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