



hancockmcdonald



## 1. Priming

- Exposure to one stimulus influences a response to another stimulus.
- If a person reads a list of words including the word *table*, and is later asked to complete a word starting with *tab*, the probability that he/she will answer *table* is greater than if they are not primed.
- The effects of priming can be very salient and long lasting.

## 2. Viking mice audio script

Apparently, eh **mice**, eh according to a **report**, eh, let me just get this **absolutely** right, it's from a Scientific **American** story, eh, **mice**, **Viking** mice sailed as far as **Greenland** according to Elena **Jones** of Uppsala University in **Sweden** and her **colleagues**, they looked at the eh, what's called the **mitochondrial** DNA from **mice** skeletons or **mouse** skeletons on Iceland and **Greenland**, dating right back to the **Viking** heyday which was about a thousand to ehm, twelve hundred **years** ago, and ehm, they compared **that** DNA with that of **known** Viking mice from the UK and Norway, and what they **realised** was that eh these Viking **mice** travelled **all** over the world everywhere **Vikings** went, mice went **with** them.

## 3. Schema theory

- ... trying to make sense out of what you read or hear by seeing how it fits in with *what you already know*
- Theory about background knowledge
- Various types
- Networked
- Can interact
- Acquired through experience
- Can be restructured

Content schemata: about the physical world of discernible objects and actions – world/topic knowledge

Formal schemata: is abstract, an encoded, internalized, coherent patterns of meta-linguistic, discourse, and textual organization (e.g., rhetorical patterns, story grammar, narrative scripts). They guide expectations in our attempts to understand a meaningful piece of language – written or spoken.

## 4. Formal schemata – listening vs reading

- Genre: Expectations / moves
- Language: Grammar, vocabulary, pronunciation
- Speaker: Accents, style, speed, pitch, etc

## 5. Some activities – Content schemata



## 6. Some activities – Formal schemata

### Genre

Peter is introducing a piece of research. In what order do you expect to hear the information?

- a Research methods
- b The research topic/general finding
- c Resumé
- d Results
- e Authority of researchers

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### Language -The same word?

according to **a** report  
from **a** Scientific American  
Which was about **a** thousand

they compared **that** DNA  
with **that** of known  
was **that** eh these

all over **the** world  
mice from **the** UK and Norway  
to **the** Viking

its **from** a Scientific American  
**from** mice DNA  
mice **from** the UK and Norway

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### Language - pronunciation Mis-transcription game

- <sup>1</sup> sail does far
- <sup>2</sup> lep me juss get this
- <sup>3</sup> they look tut thee ya
- <sup>4</sup> which wa zabada thousand
- <sup>5</sup> all over the wood
- <sup>6</sup> mice fum new kay an Norway

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### Speaker knowledge

Apparently, eh mice, eh  
according to a report, eh, let  
me just get this absolutely  
right, it's from a Scientific  
American story, eh, mice,  
Viking mice sailed as far as  
Greenland

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## 7. Priming for Listening

### Priming for listening: some activities

Content knowledge	Formal knowledge
	Genre: Expectations / moves
	Lang: Grammar, vocab, pron
	Speaker: Accents, style, speed, pitch ...
Pictures	What do you expect ...?
Mind maps	Acoustic drilling
Wordles	Folk fonetics
Teasers	Guessing vocabulary
Quizzes	Tuning in ...

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## 8. Your turn



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91.8 Hayes FM local news summary!

A man was found dead in the early hours of Tuesday morning at Hanwell Flight. The man who has not yet been named was discovered at around two am by a stretch of the Grand Union Canal. Police were called to the Grand Union Canal following the discovery of the body. The 41 year old man was taken to hospital, where he was pronounced dead. Enquiries are underway to establish the circumstances of the incident.

