



Text Velocity Theory

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, intellectual, 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.”

A close-up, artistic photograph of an hourglass. The hourglass is made of clear glass and is filled with bright orange sand. The sand is captured in the middle of falling from the upper bulb to the lower bulb, creating a dynamic, blurred trail. The lighting is dramatic, with strong highlights on the glass and the sand, and deep shadows in the background. The overall composition is centered and visually striking.

Chronometry

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



EMOTIONS

VS.

INTELLECT

Text velocity (three parameters)

An axis from 0 to ∞

A code vs. a prayer

| Bigger than 1 | 1 | Less than 1 |
|-----------------------------|----------------------------|------------------------|
| Journalistic Imaginative | Neutral (communicative) | Scientific 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

Imperative verb forms
Rhetorical questions
Words carrying
emotional-expressive and
evaluative connotations
Ellipsis
Inversion
Cleft sentences
Addressing the reader
Compound sentences

Slower text velocity

Consonant clusters
Impersonal verb forms
Foreign insertions
Terms
Clichés
Complex sentences
Parenthetical insertions

Practical implications

Editing texts

Translating texts

**Selecting teaching material
(e.g. IELTS exams)**



Thank you for your attention!

safonovamarya@yandex.ru

**НЕСОГЛАСО
ВАЖНЫЙ
ВОПРОС**

