Computer-Mediated Communication: Conversational Elements and Their Implications on Online Marketing and Language Education

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Abstract

Although it is often said that texts generated from computer-mediated communication (CMC) contain features of both spoken and written speech, under certain circumstances, the former is more prevalent and obvious than the latter. In order to assess the validity of this viewpoint, a corpus with online texts has been compiled (OC). According to Firth (1957), we learn more about a word by the company it keeps, which is why this paper examines the words that are in the vicinity of the key terms selected. With Brown Corpus as the reference corpus, these key terms were studied and compared in terms of meaning, parts of speech, usage and collocations to illustrate the conversational elements and characteristics of computer-mediated language. After proving that online texts contain such conversational features, a number of pedagogical implications can be drawn, and advice for designing online marketing texts can be offered.

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