3.0 Introduction Having established the notable lack of analysis of visual communication and its potential interrelationship with the verbal mode in economics discourse by economists and applied linguists, this chapter will now examine and review relevant work by semioticians and linguists working with other forms of communication to analyse the visual mode. The rest of this chapter section will form a brief overview of the work of those following. This relates to the way that ideology operates through the linguistic message that may or may not accompany the image, and he raises questions about the nature of the functions of the linguistic message with regard to the denotative and connotative aspects of the iconic message. The aspects of linguistics are divisions of the subject matter on the basis of time or point of view. Here the fundamental distinction is between synchronic and diachronic linguistics. Synchronic, a term also used in other fields such as anthropology, means "dealing with the state of affairs at a given point of time". It takes no account of history, in other words. On the other hand, diachronic, also used in other sciences, means "dealing with changes that occur in time". History is its material. This distinction between synchronic and diachronic linguistics is very important - I-1: Introduction. The linguistics aspects of communicative competence are those that have to do with achieving an internalized functional knowledge of the elements and structures of the language. I-2: What is phonological competence? I-2.1 Definition. Phonological
competence is the ability to recognize and produce the distinctive meaningful sounds of a language, including: consonants, vowels, tone patterns, intonation patterns, rhythm patterns, stress patterns, any other suprasegmental features that carry meaning. Related to phonological competence is orthographic competence, or the ability to decipher...