Weasels & Chameleons: the new normal

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‘WEASELS & CHAMELEONS: THE NEW NORMAL’

PALA 2016
Toby Lyons
WEASELS & CHAMELEONS:
THE NEW NORMAL

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WHAT?
WHO?
EVERY FRIDAY

CATFORD:
CAFE OWNER
FURIOUS AT
CHARITY’S TEA
SHOP PLAN

South London

Your local Newspaper

Jilted lover kills ex’s fish

WEDNESDAY
www.thisisbufforshire.co.uk

LOCAL BANK’S SUCCESS

Tiny-Side
www.microsoft.com
WHY?

GROPING
DOCTOR
CONTINUES
TO PRACTISE
Caveats

The corpus is:

1. Not strictly chronological;
2. Not a comprehensive collection;
3. Filtered.
OBSESE
BENEFIT
FIDDLER’S
SHAME
ANALYSIS:
Word-count, word-length & syllable count
ANALYSIS:
Collocates:
2 words / 3 words

MISSING PUPPY FOUND DEAD

WIN A SHARE OF £1,000 CASH

RAPIST JAILED FOR BRUTAL ATTACK

GIRL, 16 FOUND DEAD IN PARK

CHANCE TO WIN A FAMILY HOLIDAY
ANALYSIS:
Collocates:
2 words / 3 words

MISSING PUPPY FOUND DEAD

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CHANCE TO WIN A FAMILY HOLIDAY
ANALYSIS:
Collocates:
2 words / 3 words
The most commonly-occurring words in this corpus, when cross referenced with the COCA index, appear much lower down in the common usage statistics there. For example –

POLICE – 306/COCA
DEATH – 454/COCA
DAD – 1406/COCA
HORROR – 4105/COCA
ANALYSIS:

People

Neutral / Positive / Negative / Affected

OAP
BABY
BOY, 9
VAN DRIVER
DOCTOR
ACCOUNTANT
TEACHER
BOXER, 17
WOMAN
HUSBAND
FAMILY
DAD

MIRACLE BABY
LOTTERY WINNER
HERO GRANDAD

KNIFE THUGS
BUNGLING ROBBER
INTRUDER
LIBRARY PERVERT

ARSONISTS
BURGLARY SUSPECT
HOSPITAL POISON NURSE
KILLERS

INNOCENT WOMAN
STAB DAD
TRAGIC TEEN
DEAD SON
**ANALYSIS:**

**Actions**

Negative

- Stabbed to death
- Wrecked
- Raped
- Cut off
- Attacked
- Arrested
- Murdered
- Crushed

/J A I L E D
/H I T - R U N
/F O R C E S
/’Ripped off’

Affected

- Died
- Begs
- Found dead
- Sacked
- Threatened
ANALYSIS:
Event/scenario

Negative

HORROR
RAPE
SEXIST
STORM
CRUELTY
TO PET
DRUG DEAL
MASS BAR
Brawl
RACIST
STREET
ATTACK
NEW POISON
SCARE
CARE
HOME
NEGLECT
ARSON
ATTACK
TERRIFYING
RAID
REIGN OF
TERROR
CHILD
PORN
SHAME

/Affected

WAR ON
GUNS
SEX
INQUIRY
RAPE
ORDEAL
KIDNAP
BID
DOG ATTACK
HORROR

DRUG
DEATH
MURDER
NIGHTMARE
FIREBALL
HORROR
HEART
DEATH
TRAGEDY
ANALYSIS:
Combinations

(Co)-incidences and combinations of People + Actions + Event/Scenarios in the bills

A

RAPIST JAILED FOR BRUTAL ATTACK (143)

HOMELESS FORCED TO LIVE IN CAVES (34)
ANALYSIS:

Combinations

(Co)-incidences and combinations of People + Actions + Event/Scenarios in the bills

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RAPIST JAILED FOR BRUTAL ATTACK (143)

HOMELESS FORCED TO LIVE IN CAVES (34)
ANALYSIS: Combinations

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1. RAPIST JAILED FOR BRUTAL ATTACK (143)
2. HOMELESS FORCED TO LIVE IN CAVES (34)
ANALYSIS: Combinations

(Co)-incidences and combinations of People + Actions + Event/Scenarios in the bills

RAPIST JAILED FOR BRUTAL ATTACK

HOMELESS FORCED TO LIVE IN CAVES
ANALYSIS: Combinations

(Co)-incidences and combinations of People + Actions + Event/Scenarios in the bills

A

RAPIST JAILED FOR BRUTAL ATTACK (143)

HOMELESS FORCED TO LIVE IN CAVES (34)

B

FOOTBALLERS DIE IN DOUBLE PITCH TRAGEDY (71)

LATE COPS RAID INNOCENT WOMAN'S HOME (153)
ANALYSIS: Combinations

(Co)-incidences and combinations of People + Actions + Event/Scenarios in the bills

A  RAPIST JAILED FOR BRUTAL ATTACK (143)
    HOMELESS FORCED TO LIVE IN CAVES (34)

B  FOOTBALLERS DIE IN DOUBLE PITCH TRAGEDY (71)
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   LATE COPS RAID INNOCENT WOMAN'S HOME (153)

C. MUMS IN SCHOOL GATE BRAWL (09)
   TRAGIC BOY, 5, SAVES BABY'S LIFE (116)
ANALYSIS:

Combinations

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"Typefaces are the clothes that words wear."

Tobias Frere-Jones:

“We see type as the clothes that words wear. You have more than one outfit in your closet, because you don’t wear the same thing to the office that you wear to the beach.”
FRESH FARM EGGS
FRESH FARM EGGS

FREE FLYING LESSONS
DON'T BELIEVE A WORD
The amount of information contained in a message depends on where it originates and on its probability.

From David Crow’s ‘Visible Signs’, in reference to Umberto Eco’s ‘The Open Work’.
ANGER
ATTACK
ATTEMPT
GRANDAD
A FURTHER CONTEXT:
(Strand 2)

commercial and informational texts, including:

- billboard and display advertising,
- shop frontages,
- street signage,
- other official/unofficial texts.
CHUNKY CHICKEN

STOCKPORT'S FAVOURITE TAKEAWAY

AS SEEN IN THE Sun

FREE CAKE ON ORDERS ONLINE OVER £12

OPENING HOURS
MON to SAT: 11.45am to MIDNIGHT
SUNDAY: 13.45 to MIDNIGHT

22 CASTLE STREET, EDGELEY, STOCKPORT, SK3 9AD

0161 477 2837 www.chunkyfriedchicken.com
CONFORMITY SUCKS. BE A REBEL.

It's time to escape with...

Go faster.

UNIQUE DRECK COKE TASTE
NO SUGAR, NO CALORIES

TASTE THE FEELING
THE BUY SELL & LOAN STORE INSTANT CASH FOR YOUR GOODS WE WILL OFFER GREAT DEALS ON YOUR UNWANTED ITEMS BAG A BARGAIN WE SELL QUALITY PRODUCTS AT AFFORDABLE PRICES NEED MONEY BORROW £50-£1,000 WITH OUR SHORT TERM LOANS BEST DEAL ON GO SPREAD THE COST OF CHRISTMAS THE BONUS KING A MILLION REASONS TO JOIN NOTHING CAN PREPARE YOU FOR THE END IN CINEMAS NOV 19 CASH LOANS ON LOG BOOKS WHEN YOU NEED CASH WE’RE RIGHT HERE FISH & CHIPS FRIED CHICKEN BUY ANY 12” PIZZA & GET ONE FREE DON’T COOK JUST EAT CLAMPING £75 PENALTY QUALITY FURNITURE AT LOW LOW PRICES OPEN 7 DAYS FREE LOCAL DELIVERY 1 HOUR EXPRESS SERVICE CONTACT LENS CENTRE SHAKES HALAL OPEN EXCLUSIVE PIZZA DEALS TO LET 2 UNITS AVAILABLE EXCLUSIVE OPPORTUNITY NO GOODWILL PREMIUM FOR INFO CALL LOVE FOOD ACCIDENT? CASH ADVANCE £2000 EXCELLENCE IN STYLE THE FROZEN FOOD SPECIALISTS GREAT FOOD AT AMAZING PRICES FREEZING IN THE GOODNESS PIZZAS BURGERS FRIED CHICKEN MOBILE ACCESSORIES MOBILE & LAPTOP REPAIRS UNLOCKING, BUYING & SELLING INTERNET CAFÉ & ALSO WE SEND MONEY WORLDWIDE AUTHENTIC PIRI PIRI GRILL & CURRY HOUSE CHICKEN CORN SOUP KASHMIRI TEA ALL DAY BUFFET BURGERS, FALAFEL & PASTA HAIR & BEAUTY SALON FRESH SANDWICHES PASTIES BAKED POTATOES WRAPS HOT DRINKS CAKES MORTGAGES HOMES PEOPLES CLAIMS NOBODY BEATS OUR PRICES ACCOUNTANTS & TAX ADVISERS HAD AN ACCIDENT JUST SHOUT HELP ROAD TRAFFIC ACCIDENT AT WORK SLIP, TRIP OR FALL FINANCE GUARANTEED CALL NOW FOR THE ULTIMATE ELEGANCE SPECIALISTS IN DESIGN & MANUFACTURE WORLDWIDE AIRLINE TICKETS & MONEY TRANSFER PARCEL & CARGO BUREAU DE CHANGE RELIABLE MONEY TRANSFER UNIQUE TASTE IN FASHION WORLD THE FINEST QUALITY FROM ACROSS MIDDLE EAST CRIMINAL SOLICITORS EXCLUSIVE DESIGNER WEAR THE COMBINED POWER OF 4G & WIFI WITH BT MOBILE CAR VAN & HELICOPTER HIRE LAPTOP REPAIR SPECIALIST SALES REPAIRS UPGRADE PARTS LAPTOP & PC REPAIR DATA RECOVERY VIRUS REMOVAL NETWORKING SERVICES YOU KNOW THAT CAR YOU WANT THIS ONE’S BETTER. FREE DELIVERY PIZZA YOU CAN’T BUY BETTER TROPICAL FISH AND ACCESSORIES OFF LICENCE CONVENIENCE STORES MOBILE & COMPUTER REPAIR CENTRE SEND MONEY WORLDWIDE HEREFAX & PHOTOCOPY HOL HORROR DAD IN CHRISTMAS DREAM PLAY HERE! STATIONARY FANCY GOODS BEDDING HOUSEHOLD TOILETRIES DIY ELECTRICALS PICTURE FRAMES MIRRORS & TOYS MANY £1 & £1+ LINES AVAILABLE DISCOUNT SHOP OPEN 7 DAYS BLUETOOTH HANDBASE IR AIRBAG REPAIRS FITTING SERVICE VEHICLE DIAGNOSTICS IN CAR ENTERTAINMENT VIDEO IN-MOTION KEY FOB REPAIRS CAR ALARMS CAR DVD’S & CD’S CAR AUDIO REPAIRS CAR ACCESSORIES WINDOW TINTING ROOF MOUNT DVD PARKING SENSORS PANINI FALAFEL IN-CAR ENTERTAINMENT & SECURITY SPECIALISTS CAR KITS / SAT NAVS CAR TINTS & TRACKERS NAVIGATION SYSTEMS TRACKING DEVICES ALARMS & IMMOBILISERS PASSPORT & ID PHOTOS INSTANT DIGITAL PRINTING PORTRAITS AND ENLARGEMENTS WEDDING PHOTOGRAPHY INTERNET CAFÉ PHOTOCOPY/FAX/SCANNING FRIED CHICKEN MONEY SHOP WE BUY GOLD ACCOUNTANTS & TAX ADVISORS TAX ACCOUNTS FINAL ACCOUNTS BOOK-KEEPING VAT ADVICE HAIR CUTTING SALON EXPERT LADIES & GENTS DESIGN EXPERT HAIR STYLIST COMMUNITY PARENTING CHARITY SHOP BIBLES CHRISTIAN BOOKS CHRISTIAN ACCESSORIES & CLOTHES ACCIDENT MANAGEMENT ROAD TRAFFIC ACCIDENTS SLIP & TRIP ACCIDENTS WORK RELATED ACCIDENTS CRIMINAL INJURY MEDICAL NEGLIGENCE FAULT OR NON FAULT FREE CONSULTATION REPLACEMENT VEHICLE 100% COMPENSATION ANY OTHER COSTS SAME DAY REPAIRS & ALTERATIONS SPECIALIST CLEANING IN BRIDAL WEAR LEATHER SUEDE SPECIAL OFFER SHIRTS WASH & PRESS POUND & POUND PLUS ITEMS LADIES MENS KIDS SHOES HOME TOYS GIFTS PESHAWARI CHAPLI KABAB REPRODUCTION PAINTED FURNITURE ACCESSORIES ALL ENQUIRIES DELIVERY INSTALLATION & SERVICE SUPPLY REPAIR SERVICE INSTALLATION & SPARE PARTS LCD-TV HI-FI DVD LETTING, MANAGEMENT, SALES ROMANIAN DELIGHTS FRIED CHICKEN PIZZA & DONNER KEBAB TAKE AWAY WE BUY PROPERTY IN ANY CONDITION CALL NOW OFF LICENCE OPEN 7 DAYS HAIR SALON ICE CREAM PARLOUR MOT TYRES BATTERIES EXHAUSTS SERVICING REPAIRS BATHS HEATING KITCHEN PLUMBING ELECTRICAL SUPPLIERS & INSTALLATION BUSINESS CARDS LEAFLETS LETTERHEADS COLOUR PHOTOCOPYING 5000 A5 LEAFLETS £60.00 GIFT WRAPPING SERVICE HELIUM BALLOONS FOR ALL OCCASIONS PERSONALISED BANNERS & CARDS CAR PARK AT REAR WE TURN CLOTHES, SHOES & BAGS INTO CASH CASH 4 CLOTHES WE PAY £5 PER 10KG LARGE RANGE OF BRANDS BEDS, DIVAN BEDS, BUNK BEDS, MATTRESSES, STANDARD SIZES OR MADE TO MEASURE HOLLYWOOD TEETH WHITENING SUNBEDS RETUBED FINEST INDIAN TAKEAWAY FREE DELIVERY FINEST INDIAN CUISINE LOVE AND PEACE SPIRITUAL CENTRE PASSION FOR LIFE 1 HOUR PHOTO SERVICE PHOTO RESTORATION PHOTOGRAPHY STUDIO PICTURE FRAMING STOCKPORT’S LEADER IN PHOTO RESTORATION SINCE 1969 TRADITIONAL SWEETS ICE CREAM SLUSHEES FREE DELIVERY FRIED CHICKEN WANTED BRACELETS CHAINS GOLD WATCHES JEWELLERY SCRAP GOLD WARNING THESE PREMISES ARE ALARMED INDIAN RESTAURANT & TAKE-AWAY ENGLISH & CHINESE TAKEAWAY TOP BRANDS BOTTOM PRICES PROFESSIONAL NAIL CARE FOR LADIES & GIRLS MANICURE & PEDICURE ELECTRONIC CIGARETTES WE SPECIALISE IN £1 LINES AND £1 PLUS LINES
BOOKS WHEN YOU NEED CASH WE’RE RIGHT HERE FOR YOU

12” PIZZA & GET ONE FREE DON’T COOK JUST EAT IT

FURNITURE AT LOW LOW PRICES OPEN 7 DAYS FROM MONDAY TO SATURDAY CONTACT LENS CENTRE SHAKES HALAL OPEN 7 DAYS AVAILABLE EXCELLENT OPPORTUNITY NO GOVERNMENT FOOD ACCIDENT? CASH ADVANCE £2000 EXCELLENT SPECIALISTS GREAT FOOD AT AMAZING PRICES FREEZE BURGERS FRIED CHICKEN MOBILE ACCESSORIES MOVING, BUYING & SELLING INTERNET CAFÉ & ALSO WE OFFER AUTHENTIC PIRI PIRI GRILL & CURRY HOUSE CHICKEN ON EVERY DAY BUFFET BURGERS, FALAFEL & PASTA HAIR & BEAUTY PASTIES BAKED POTATOES WRAPS HOT DRINKS CLAIMS NOBODY BEATS OUR PRICES ACCOUNTANTS
ANALYSIS: bringing it all together

Strand 1: news bills;

Strand 2: urban texts;
ANALYSIS:
bringing it all together

Strand 1:
news bills;

Strand 2:
urban texts;
Things to be worried about

Strand 1: news bills;

Strand 2: urban texts;
ANALYSIS: 

Things to be worried about

Things to make you feel better

Strand 1: news bills;

Strand 2: urban texts;
ANALYSIS:
bringing it all together

Strand 1:
news bills;

Strand 2:
urban texts;
ANALYSIS: bringing it all together

FEAR

COMFORT

Strand 1: news bills;

Strand 2: urban texts;
Thankyou.