**Characteristics of Textualty**

**1.Cohesion**

**2.Coherence**

**3. Intentionality and acceptability** are generally regarded as a ‘pair’ of principles. In any text there is a producer who has the intention to produce a sound piece of information to a receptor. The receptor, on his or her part needs to be willing to accept the proffered text as a communicative text. In order to do this both producer and addressee have to adhere to the pragmatic cooperative principle which states that one has to make the maximum effort to enable a piece of intended communication to be a success. Knowledge of pragmatic principles therefore makes this aspect of textuality ‘work’ or not.

**4. Informativity** broadly has to do with the way in which parts of the text have communicative value. For example: a definite expression like the man with the golden gun has more communicative value than a pronoun like him/his.

**5. Contextuality** focuses on the very important role the context plays in any form of communication. Trask (1995) is quite emphatic in this regard when he states that *“Every text - that is everything that is said and written - unfolds in some context of use*” (p. 68). This in effect means that in every situation in which language is used, the quality and effect of the communication is determined by the contextual knowledge shared by the participants.

**6. Intertextuality** is the last linguistic principle of all the principles of textuality. This principle usually has to do with the study of literature and it literally means that the formation and understanding of one text will be influenced by the structure of another text similar to it. If for example you read a poem it will be reasonable to expect of you to understand that poem if you have read others poems in the past. This is why a newspaper is accepted as a newspaper because of past experience with the genre of newspapers, etc.

**Regulative Principles of Textual Communication**

**1. Efficiency**

A text is efficient if it is able to achieve in an economical manner the goals for which it was realized, that is to say in a manner that requires the recipient to make the least interpretative effort possible. An efficient text will consist of a well-known code, will have features of linguistic explicitness, will be full of elements that contribute to its linguistic and thematic unity, and will not introduce too much new information.

(Beaugrande & Dressler, 2017, p.55)

**2. Effectiveness**

An effective text is one that completes its task forcefully and energetically. For example, an informative text may ensure its effectiveness through graphical devices and structural or expressive elements and content (e.g. the use of special characters or the use of a transgressive style) that make it especially easy to remember the information it conveys.

(ibid)

**3. Appropriateness**

The principle of appropriateness attempts to balance off the two above principles by seeking an accord between the text setting and standards of textuality i.e. appropriateness is the characteristic of texts whose general approach is appropriate to the content that they aim to convey.

(Beaugrande & Dressler, 2017, p.56)