Linguistics at Work
A Reader of Applications

Dallin D. Oaks
Brigham Young University
Contents

Chapter 1 Linguistics and Law 1
Elizabeth F. Loftus Language and Memories in the Judicial System 3
Roger W. Shuy Language Evidence in Distinguishing Pilot Error from Product Liability 15
Robert Eagleson Forensic Analysis of Personal Written Texts: A Case Study 30
William Labov The Judicial Testing of Linguistic Theory 41
Genine Lentine & Roger W. Shuy Mc-: Meaning in the Marketplace 65

Chapter 2 Linguistics, Medicine, and Therapy 86
Ozzie F. Diaz-Duque Communication Barriers in Medical Settings: Hispanics in the United States 88
Sue Fisher Doctor Talk/Patient Talk: How Treatment Decisions Are Negotiated in Doctor–Patient Communication 99
Janet Amundson Romich Understanding Basic Medical Terminology 122
Laurence B. Leonard & Marc E. Fey Facilitating Grammatical Development: The Contribution of Pragmatics 129
Breyne Arlene Moskowitz The Acquisition of Language 152

Chapter 3 Linguistics, Business, and the Workplace 181
Suzanne Romaine Pidgin English Advertising 183
Bob Cohen There’s More to a Name 192
Marc Okrand Nouns (A Chapter Excerpt from The Klingon Dictionary) 196
Melvin J. Luthy A Place for Phonetics in High Technology 209
William Card, Raven I. McDavid, Jr., & Virginia McDavid Dimensions of Usage and Dictionary Labeling 216
Steven Cushing Fatal Words: Communication Clashes and Aircraft Crashes 232

Chapter 4 Linguistics and Issues of Gender, Race, and Culture 240
Deborah Tannen The Power of Talk: Who Gets Heard and Why 242
Fatemeh Khosroshahi Penguins Don’t Care, but Women Do: A Social Identity Analysis of a Whorfian Problem 260
Edith H. Raidt The Role of Women in Linguistic Change 284
Laura Martin “Eskimo Words for Snow”: A Case Study in the Genesis and Decay of an Anthropological Example 303
Richard Wolkomir American Sign Language: “It’s Not Mouth Stuff—It’s Brain Stuff” 311
Paul Thieme The Indo-European Language 322

Chapter 5 Linguistics, Education, and Social Policy 333
Shirley Brice Heath Teacher Talk: Language in the Classroom 335
William Labov Recognizing Black English in the Classroom 360
Janet E. Spector Phonemic Awareness Training: Application of Principles of Direct Instruction 387
Walt Wolfram Beyond Black English: Implications of the Ann Arbor Decision for Other Non-Mainstream Varieties 405
Robert B. Kaplan Applied Linguistics and Language Policy and Planning 420
Geoffrey Nunberg Testimony before the State Legislature on California Proposition 63 444

Chapter 6 Linguistics and Composition 450
Kathryn Riley & Frank Parker Tone as a Function of Presupposition in Technical and Business Writing 453
Rei R. Noguchi Transformational-Generative Syntax and the Teaching of Sentence Mechanics 473
William G. Eggington Written Academic Discourse in Korean: Implications for Effective Communication 485
Norman C. Stageberg Ambiguity in College Writing (To a College Freshman) 501
Ricardo L. Garcia A Linguistic Frame of Reference for Critiquing Chicano Compositions 517

Chapter 7 Linguistics and Literary Analysis 524
Michael Hancher Understanding Poetic Speech Acts 526
Cynthia L. Hallen Student Lexicographers and the Emily Dickinson Lexicon 536
Roger Fowler Studying Literature as Language 553
Bruce Southard & Al Muller Blame It on Twain: Reading American Dialects in The Adventures of Huckleberry Finn 565
Walter J. Ong Some Psychodynamics of Orality 574

Chapter 8 Linguistics and Translation 595
Susan Berk-Seligson The Role of Register in the Bilingual Courtroom: Evaluative Reactions to Interpreted Testimony 597
Philip A. Noss Communicating the Scriptures across Cultures 610
Contents

M. Gyi  The Unbreakable Language Code in the Pacific Theatre of World War II  626
Victor Raskin  Linguistics and Machine Translation  634

Chapter 9  Linguistics and Language Instruction  662
Nessa Wolfson  Compliments in Cross-Cultural Perspective  664
Zoltán Dörnyei & Sarah Thurrell  Teaching Conversational Skills Intensively: Course Content and Rationale  674
Marianne Celce-Murcia  Discourse Analysis and Grammar Instruction  687
Christina Bratt Paulston  Applied Linguistics: The Use of Linguistics in ESL  705

Glossary  727
Index  749
Alternate Contents
(Listed by Linguistic Disciplines)*

Phonetics and Phonology

William Labov  The Judicial Testing of Linguistic Theory (Syntax, Semantics, Pragmatics, & Sociolinguistics)  41
Bob Cohen  There's More to a Name  192
Melvin J. Luthy  A Place for Phonetics in High Technology  209
Janet E. Spector  Phonemic Awareness Training: Application of Principles of Direct Instruction  387

Morphology

Robert Eagleson  Forensic Analysis of Personal Written Texts: A Case Study (Syntax)  30
Genine Lentine & Roger W. Shuy  Mc-: Meaning in the Marketplace  65
Janet Amundson Romich  Understanding Basic Medical Terminology  122
Marc Okrand  Nouns (A Chapter Excerpt from The Klingon Dictionary) (Syntax)  196
Laura Martin  "Eskimo Words for Snow": A Case Study in the Genesis and Decay of an Anthropological Example  303
Ricardo L. Garcia  A Linguistic Frame of Reference for Critiquing Chicano Compositions (Phonology)  517
M. Gyi  The Unbreakable Language Code in the Pacific Theatre of World War II  626

Syntax

Rei R. Noguchi  Transformational-Generative Syntax and the Teaching of Sentence Mechanics  473
Norman C. Stageberg  Ambiguity in College Writing (To a College Freshman)  501
Victor Raskin  Linguistics and Machine Translation (Morphology, Semantics, & Pragmatics)  634
Marianne Celce-Murcia  Discourse Analysis and Grammar Instruction (Pragmatics & Discourse Analysis)  687

*Some articles represent more than one linguistic discipline. Such additional disciplines are noted in parentheses.
Semantics and Pragmatics (Includes Discourse Analysis)

Roger W. Shuy  
Language Evidence in Distinguishing Pilot Error from Product Liability (Phonology & Syntax)  15

Sue Fisher  
Doctor Talk/Patient Talk: How Treatment Decisions Are Negotiated in Doctor–Patient Communication  99

Laurence B. Leonard & Marc E. Fey  
Facilitating Grammatical Development: The Contribution of Pragmatics (Syntax)  129

Steven Cushing  
Fatal Words: Communication Clashes and Aircraft Crashes  232

Shirley Brice Heath  
Teacher Talk: Language in the Classroom  335

Kathryn Riley & Frank Parker  
Tone as a Function of Presupposition in Technical and Business Writing (Syntax)  453

Michael Hancher  
Understanding Poetic Speech Acts  526

Roger Fowler  
Studying Literature as Language  553

Nessa Wolfson  
Compliments in Cross-Cultural Perspective (Syntax)  664

Zoltán Dörnyei & Sarah Thurrell  
Teaching Conversational Skills Intensively: Course Content and Rationale  674

Language Varieties (Issues of Style, Register, Contrastive Rhetoric etc.)

Ozzie F. Díaz-Duque  
Communication Barriers in Medical Settings: Hispanics in the United States  88

William Card, Raven I. McDavid, Jr., & Virginia McDavid  
Dimensions of Usage and Dictionary Labeling  216

William G. Eggington  
Written Academic Discourse in Korean: Implications for Effective Communication  485

Walter J. Ong  
Some Psychodynamics of Orality  574

Susan Berk-Seligson  
The Role of Register in the Bilingual Courtroom: Evaluative Reactions to Interpreted Testimony  597

Language Varieties (Regional and Social Dialects)

Suzanne Romaine  
Pidgin English Advertising  183

Deborah Tannen  
The Power of Talk: Who Gets Heard and Why  242

Richard Wolkomir  
American Sign Language: “It's Not Mouth Stuff—It's Brain Stuff” (Language Acquisition)  311

William Labov  
Recognizing Black English in the Classroom (Phonology, Morphology, & Syntax)  360

Walt Wolfram  
Beyond Black English: Implications of the Ann Arbor Decision for Other Non-Mainstream Varieties (Phonology, Morphology, & Syntax)  405

Robert B. Kaplan  
Applied Linguistics and Language Policy and Planning  420
Bruce Southard & Al Muller  Blame It on Twain: Reading American Dialects in The Adventures of Huckleberry Finn (Morphology)  565

Historical Linguistics (Includes Philology)

Edith H. Raidt  The Role of Women in Linguistic Change (Regional & Social Dialects, Phonology, Morphology, & Syntax)  284
Paul Thieme  The Indo-European Language  322
Geoffrey Nunberg  Testimony before the State Legislature on California Proposition 63  444
Cynthia L. Hallen  Student Lexicographers and the Emily Dickinson Lexicon  536

Psycholinguistics and Language Acquisition

Elizabeth F. Loftus  Language and Memories in the Judicial System (Morphology, Semantics, & Pragmatics)  3
Breyne Arlene Moskowitz  The Acquisition of Language (Phonology, Morphology, Syntax, & Semantics)  152
Fatemeh Khosroshahi  Penguins Don't Care, but Women Do: A Social Identity Analysis of a Whorfian Problem  260
Christina Bratt Paulston  Applied Linguistics: The Use of Linguistics in ESL  705