

Language, Technology, and Society

Richard Sproat, Oregon Health and Science University

'Richard Sproat's canvas is exceptionally broad, as befits the subject, ranging from the clay tokens of ancient Mesopotamia and the later Egyptian hieroglyphs, through decipherment, pseudo-decipherment and literacy, to the computerization of the Chinese script and the development of machine translation. His expertise, especially in computing, is evident; his examples are varied, apposite and accessible; and his style is lucid, measured and often amusing. *Language, Technology, and Society* is clearly the fruit of long reflection by the author, and this shows on every page.'

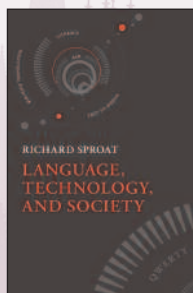
Andrew Robinson, author of *Writing and Script: A Very Short Introduction*

This book traces the history of language technology from writing — the first technology designed for language — to digital speech and contemporary language systems. Written in a clear, readable style, the book offers fascinating reading for everyone interested in how language and technology have shaped and continue to shape our day-to-day lives.

April 2010 | 300 pages

978-0-19-954938-2, HARDBACK

£25.00



Investigating Variation

The Effects of Social Organization and Social Setting

Nancy C Dorian, Bryn Mawr College

Nancy C. Dorian's examination of the fisherfolk Gaelic spoken in a Highland Scottish village offers a number of explanations for delayed recognition of linguistic variation unrelated to social class or other social sub-groups.

Oxford Studies in Sociolinguistics

August 2010 | 384 pages | OUP USA

978-0-19-538592-2, PAPERBACK

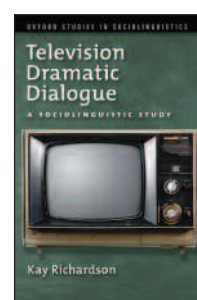
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Television Dramatic Dialogue

A Sociolinguistic Study



Kay Richardson, University of Liverpool

Television Dramatic Dialogue investigates dramatized dialogue and how it affects unscripted performances in the way people argue, confide, threaten, and otherwise engage each other.

Oxford Studies in Sociolinguistics

April 2010 | 266 pages | OUP USA

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Joint Winner of the Duke of Edinburgh English-Speaking Union English Language Book Award 2008

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Always On

Language in an Online and Mobile World

Naomi Baron, American University, Washington D.C.

Online and mobile technologies are profoundly influencing how we read and write, speak and listen, but not in the ways you might suppose. *Always On* draws upon a decade of research to reveal how instant messaging, cell phones, multitasking, Facebook, blogs, and internet search functions are reshaping social interaction and written culture.

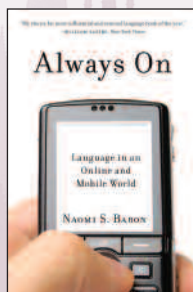
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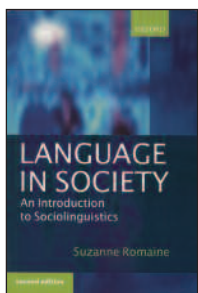


BESTSELLER

Language in Society

An Introduction to Sociolinguistics

SECOND EDITION



Suzanne Romaine, University of Oxford

Language in Society provides a clear, lively, and accessible introduction to the field of sociolinguistics, emphasizing the constant interaction between society and language. The text discusses both traditional and recent issues such as language and social class, language and

gender, language and education, pidgins and creoles, and language change, and it shows how our linguistic choices are motivated by social factors and how certain ways of speaking come to be vested with symbolic value. Examples draw on studies of cultures and languages all over the world, including Romaine's own extensive fieldwork in Papua New Guinea, Hawai'i, and the UK.

2000 | 288 pages | halftone and line illustrations

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£19.99



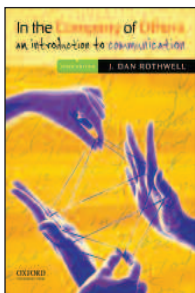
suitable as a student text

NEW EDITION

In the Company of Others

An Introduction to Communication

THIRD EDITION



J. Dan Rothwell, Cabrillo College

A unique blend of research, scholarly insight, and humor, *In the Company of Others* uses an organizing 'communication competence model' to provide students with direction and guidance as they explore and improve their own communication processes. Marked by J. Dan

Rothwell's signature wit, this new edition engages students more than ever with its lively mixture of examples, anecdotes, and illustrations.

September 2010 | 544 pages | 130 illustrations | OUP USA

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suitable as a student text

NEW EDITION

Language Matters

A Guide to Everyday Questions About Language

SECOND EDITION

Donna Jo Napoli and Vera Lee-Schoenfeld, both at Swarthmore College

Why and how does language matter in everyday life? *Language Matters* answers these questions in an informal, entertaining style. Encouraging readers to tap into their own knowledge of language, the book explores a variety of issues including language acquisition, sign languages, animal communication, and non-standard dialects.

July 2010 | 256 pages | OUP USA

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NEW EDITION

Handbook of Language and Ethnic Identity

Disciplinary and Regional Perspectives (Volume I)

SECOND EDITION

Edited by Joshua A. Fishman, Yeshiva University, and Ofelia Garcia, The Graduate Center at CUNY

This volume presents a comprehensive introduction to the connection between language and ethnicity. This edition is updated with new and revised essays.

June 2010 | 582 pages | numerous figures and tables
OUP USA

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Language Contact in Amazonia

Alexandra Aikhenvald, Cairns Institute, James Cook University

This book investigates the contact between Arawak and Tucanoan languages spoken in the Vaupés river basin in northwest Amazonia, which spans Colombia and Brazil. In this region language is seen as a badge of identity: language mixing is resisted for ideological reasons. The book considers which parts of the language categories are likely to be borrowed. This study also examines changes brought about by recent contact with European languages and culture, and the linguistic effects of language obsolescence.

June 2010 | 398 pages | Maps | Plate Section | black and white

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Shortlisted for the 2010 Runciman Award awarded by the Anglo-Hellenic League

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Language and National Identity in Greece, 1766–1976

Peter Mackridge, University of Oxford, (Emeritus)

Peter Mackridge explores the ideological, social, and linguistic causes and effects of the Greek language question in its many and passionate manifestations over two turbulent centuries. He shows the crucial way in which Greek linguistic identities have interacted in the creation of the modern nation since the War of Independence in 1821.

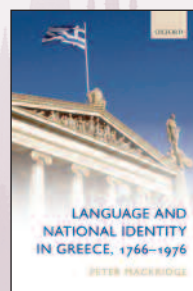
November 2010 | 432 pages | Maps

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**Why Do You Ask?***The Function of Questions in Institutional Discourse*

Edited by Alice Freed, Montclair State University, and Susan Ehrlich, York University, Canada

This collected volume, featuring an international roster of well-known scholars, is the first to focus solely on the question/answer process, drawing on a range of methodological approaches like Conversational Analysis, Discourse Analysis, Discursive Psychology, and Sociolinguistics—and using as data not just medical, legal, and educational environments, but also less-studied institutions like telephone call centres, broadcast journalism (i.e. talk show interviews), academia, and telemarketing.

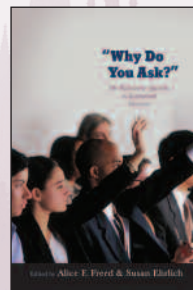
January 2011 | 370 pages | OUP USA

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**Paths to Post-Nationalism***A Critical Ethnography of Language and Identity*

Monica Heller, University of Toronto

In *Paths to Post-Nationalism*, Monica Heller shows how hegemonic discourses of language, identity, and the nation-State are destabilized under new political and economic conditions.

Oxford Studies in Sociolinguistics

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Language Myths and the History of English

Richard J. Watts, University of Bern, Switzerland

Language Myths and the History of English deconstructs common myths about the historical development of English and looks at the ideological reasons for their existence.

Oxford Studies in Sociolinguistics

March 2011 | 352 pages | 14 OUP USA

978-0-19-532760-1, HARDBACK

£60.00

Language without Rights

Lionel Wee, National University of Singapore

Language without Rights is a book-length critique of the concept of language rights.

Oxford Studies in Sociolinguistics

November 2010 | 256 pages | OUP USA

978-0-19-973742-0, PAPERBACK

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£60.00

Short Cuts*A Guide to Oaths, Ring Tones, Ransom Notes, Famous Last Words, and Other Forms of Minimalist Communication*Alexander Humez, co-author of *ON THE DOT*, Nicholas Humez, co-author of *ON THE DOT*, and Rob Flynn

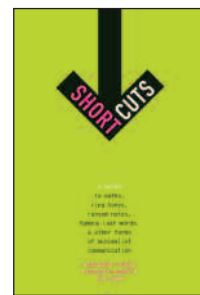
Short Cuts is the first book to explore the history and practice of miniature forms of communication, ranging from the bank robbery note to the advertising billboard, from ransom demands to wanted posters, from graffiti

to the comic-strip balloon, and, of course, texts to tweets. And it goes far beyond written communication to include other forms such as those annoying robocalls and the tattoo on your ankle. Uncovering the humour and unspoken implications in these fleeting communications, this unique book unravels how the oath became the swearword and the calling card morphed into the tweet.

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