

Quick year-end summary

Chris Potts, Ling 390a: Controlling the Discourse, Fall 2007

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1 Linguistic concepts

- Gricean pragmatics
- Presuppositions
- The dynamics of referring
- Intonational meaning
- Framing
- Essential psycholinguistic methods

2 Things you learned to *do*

- Identify subtly evasive answers
- Watch for speakers who sneak extra premises in via presuppositions
- Stay attuned to how intonation can affect and effect meaning
- Use all the above to identify and construct (effective, devious) linguistic frames
- Conduct questionnaire-based psycholinguistic studies, interpret the results, and report on them

For your resume What would you put on your resume to convey that you have the above skills?

3 Where all this can be useful

- All kinds of media firms
- The courtroom
- Advertising firms
- Polling firms
- Intelligence gathering institutions
- Blogging
- Psychology, cognitive science, and artificial intelligence labs
- Film, TV, and literary criticism

Any others?