

Contents

	PAGE
PREFACE TO THE PAPERBOUND EDITION	iii
PREFACE	x
INTRODUCTION	3
<i>Reference and Categories</i>	7
<i>Metalanguage for Talking about Categories</i>	10
<i>Plan of the Book</i>	16
I THE ANALYSIS OF SPEECH	22
<i>Phonetics</i>	24
<i>Phonemics</i>	27
THE PHONEME AS A FUNCTIONAL CATEGORY	27
ACOUSTIC ATTRIBUTES OF THE PHONEMES OF ENGLISH	36
FUNCTIONAL ATTRIBUTES OF THE PHONEMES OF ENGLISH	42
<i>Reference-Making Utterances</i>	50
ACOUSTIC ATTRIBUTES OF REFERENCE-MAKING UTTERANCES	51
FUNCTIONAL ATTRIBUTES OF REFERENCE-MAKING UTTERANCES	52

	PAGE
<i>Higher Order Categories: Parts of Speech</i>	53
<i>Summary</i>	55
II THE HISTORY OF WRITING AND A DISPUTE	
ABOUT READING	57
<i>A Psychological History of Writing</i>	58
THE ECONOMY OF REPRESENTATION	59
THE PHONETIC PRINCIPLE	61
<i>Methods of Learning to Read</i>	65
LOOK-AND-SAY	66
FOR AND AGAINST PHONETIC TRAINING	68
EMPIRICAL EVIDENCE	75
WHAT TO DO NOW?	78
<i>Summary</i>	80
III REFERENCE AND MEANING	82
<i>Naming and the Mental Image</i>	83
HOW CAN AN IMAGE BE GENERIC?	84
THE EMPIRICAL STUDY OF MENTAL IMAGES	89
<i>Meaning as a Particular Response</i>	93
MEANING AS AN IMPLICIT RESPONSE	96
MEANING AS A MEDIATING RESPONSE	98
<i>Meaning as a Behavior Disposition</i>	102
THE RESPONSE CENTRAL TO THE DISPOSITION	103
<i>Summary</i>	108
IV PHONETIC SYMBOLISM AND METAPHOR	110
<i>Phonetic Symbolism</i>	111
CHOOSING MEANINGS FOR ARTIFICIAL WORDS	112
PHONETIC SYMBOLISM IN NATURAL LANGUAGES	118
THE ORIGIN OF SPEECH	131
THE PLACE OF PHONETIC SYMBOLISM IN	
LANGUAGE FUNCTION	136
<i>Metaphor</i>	139
METAPHOR IN THE VOCABULARY OF SENSATION	145
MEDIATED ASSOCIATIONS	150
<i>Summary</i>	154

V THE COMPARATIVE PSYCHOLOGY OF LINGUISTIC REFERENCE	155
<i>Animal Languages</i>	156
THE BEE	157
THE JACKDAW	160
THE CHIMPANZEE	162
LINGUISTIC REFERENCE AND ANIMAL "LANGUAGES"	164
<i>Animals Given an Opportunity to Learn Human Language</i>	172
CLEVER HANS	172
TALKING BIRDS	175
GUA, VIKI, AND MISCELLANEOUS MONKEYS	176
ARE ANIMALS CAPABLE OF ACQUIRING LANGUAGE?	181
<i>Feral and Isolated Man</i>	186
THE WILD BOY OF AVEYRON	189
KAMALA AND AMALA	189
CASES OF EXTREME SOCIAL ISOLATION	191
<i>Summary</i>	192
VI THE ORIGINAL WORD GAME	194
<i>The Motor Skill</i>	196
<i>The Perception of Speech</i>	202
<i>Speech as an Attribute of a Category to be Acquired</i>	205
SPEECH CATEGORIES OPERATING AS A GUIDE TO REFERENT CATEGORIES	213
THE EFFECT OF KNOWING THE SUPERORDINATE OF A CATEGORY	216
<i>Speech as Evidence that the Speaker has a Referent Category</i>	221
<i>The Uses of the Named Category</i>	224
<i>Summary</i>	227
VII LINGUISTIC RELATIVITY AND DETERMINISM	229
<i>The Literal Translation</i>	231
<i>Cases of a Name and the Lack of a Name</i>	233
<i>Cases of Unlike Etymology</i>	241
<i>Differences of Form Class</i>	243

CONTENTS

	PAGE
<i>Cases of Forced Observation in Grammar</i>	253
<i>Relativity and a Complex Society</i>	255
<i>Culture Area and Language Area</i>	258
<i>Relativity and Determinism in General</i>	260
<i>Summary</i>	262
VIII PROGRESSIONS AND PATHOLOGIES	264
<i>The Three Progressions</i>	267
THE PHYLETIC PROGRESSION	268
THE HISTORICAL PROGRESSION	270
THE INDIVIDUAL PROGRESSION	277
THE RESOLUTION	280
<i>The Pathologies</i>	287
APHASIA	287
SCHIZOPHRENIA	292
A PSYCHO-GENETIC LAW	296
<i>Summary</i>	297
IX PERSUASION, EXPRESSION, AND PROPAGANDA	299
<i>The Contingent Effectiveness of Persuasion Techniques</i>	308
CARD STACKING	308
BAND WAGON	304
PRESTIGE SUGGESTION	305
<i>Language as Expression</i>	307
EXPRESSIONS OF INFANTS, ANIMALS, AND ADULTS	308
EXPRESSION IN SCIENTIFIC LANGUAGE	311
EXPRESSION AND THE FREUDIAN INTERPRETATION	312
<i>The Dependence of Persuasive Effects on Expressive Meanings</i>	315
CARD STACKING AND THE CHARACTER OF THE SOURCE	318
BAND WAGON AND THE CHARACTER OF THE SOURCE	319
PRESTIGE SUGGESTION AND THE CHARACTER OF THE SOURCE	320
<i>Three Kinds of Persuasion Situation</i>	323
THE PERSUASION MONOPOLY	323
THE PERSUASION COMPETITION WITH A MOST FAVORED SOURCE	326

THE PERSUASION COMPETITION WITH NO FAVORED SOURCE	331
PERSUASION SITUATIONS IN GENERAL	337
<i>Summary</i>	340
X LINGUISTIC REFERENCE IN PSYCHOLOGY	342
<i>Reliability in Technical Linguistic Reference</i>	344
<i>Validity in Technical Linguistic Reference</i>	348
RESEARCH FOR AN EMPLOYER	348
RESEARCH TESTING EXISTENT THEORY	349
RESEARCH INVOLVING TERMS FROM COMMON PARLANCE	352
RESEARCH INVOLVING NEWLY CREATED TECHNICAL TERMS	357
<i>The Persuasive Power of the Human Nature Concept</i>	359
<i>The Definition of Stereotype</i>	363
<i>Summary</i>	371
XI CONCLUSIONS	373
REFERENCES	379
INDEX	396