CONTENTS

ABBREVIATIONS	хi
PROLOGUE	1
PART ONE	
THE EIGHTEENTH CENTURY LOOKS AT ITS LANGUAGE	
I. EXPOSITION AND DEFINITION	11
Foreigners, 12; Dialect, 19; Names of Diseases, 20; Technicalities, 20; Ambiguities, 23; Vogue Words, 25; Abstracts, 27	
II. CENSURE AND PROTEST	33
New, Strange and Mainly French, 33; Latinate Diction, 39; Americanisms, 46; Scotticisms, 46; Bombast, 48; Linguistic Snobbery, 49; Literary Affectation, 51; Euphemism, 54; Inelegant and Inappropriate Language, 56; Language and Literature, 57; Low and Familiar, 61; Problems of Modernization, 62; Archaism, 67; Misuse, 69; Technical Terms, 72; Commercialese, 75; The Professions, 76; Women's Usage, 78; Cant, 80; Political Language, 82; Advertisements, 83; Sailors' Language, 84; Levels of Language, 85; Short-cuts, 89	
III. APOLOGY	91
IV. RECOMMENDATION	96
New Words, Wanted Words, 96; English for French, 104; Foreigners, 106; Technicalities, Distinctions and Abstractions, 113; Confusions and Distinctions, 117; Taste and Colour, 122; Art Terms, 124	
PART TWO	
THE TWENTIETH CENTURY LOOKS BACK	
V. THE UNKNOWN	129
VI. THE ENLIGHTENING	137
Eighteenth-Century Attitudes, (1) Life, 137; (2) Letters, 162	

	89
VII. THE UNDEVELOPED	04
VIII. THE MISLEADING 20	
False Friends, 204; Mental Attitudes, 207; Changed Tone, 210; Approval and Disapproval, 212; Extension and Restriction, 217; Compliments?, 221; Weakening, 226; From Factual to Evaluative, 227; From Praise to Doubt, 228; New Words of Praise, 230; Loss of Etymological Sense, 238; Degeneracy, 240; Good Sense, Bad Sense, 245; Ambiguity, 249; Hesitation, 251; Words in Changed Contexts, 254; Specialisation, 257; Mistaken Identity, 263; Adjectives in Changed Contexts, 265; Misleading Verbs, 271; Changed Adverbial Usage, 275	
EPILOGUE 27	79
APPENDIX: A Note on Eighteenth-Century Periodicals	85
BIBLIOGRAPHY 28	87
INDEX OF WORDS AND TOPICS 30	02

317

INDEX OF PERSONS