

Roger Brown

## Contents

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

CONTENTS xiii

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

		PAGE
V	THE COMPARATIVE PSYCHOLOGY OF	
	LINGUISTIC REFERENCE	155
	Animal Languages	156
	THE BEE	157
	THE JACKDAW	160
	THE CHIMPANZEE	162
	LINGHISTIC REFERENCE AND ANIMAL "LANGUAGES"	164
	Animals Given an Opportunity to Learn	
	Human Language	172
	CLEVER HANS	172
	TALKING BIRDS	175
	GUA, VIKI, AND MISCELLANEOUS MONKEYS	176
	ARE ANIMALS CAPABLE OF ACQUIRING LANGUAGE?	181
	Feral and Isolated Man	186
	THE WILD BOY OF AVEYRON	189
	KAMALA AND AMALA	189
	CASES OF EXTREME SOCIAL ISOLATION	191
	Summary	192
VI	THE ORIGINAL WORD GAME	194
	The Motor Skill	196
	The Perception of Speech	202
	Speech as an Attribute of a Category to be Acquired	205
	SPEECH CATEGORIES OPERATING AS A GUIDE TO	212
	REFERENT CATEGORIES	213
	THE EFFECT OF KNOWING THE SUPERORDINATE	210
	OF A CATEGORY	216
	Speech as Evidence that the Speaker has a	227
	Referent Category	221
	The Uses of the Named Category	224
	Summary	227
VII	하는 그리면 얼마리아 한 아니라면 하는데 얼마에 가는 그리면 하다 얼마나 아이라면 하게 되어 하셨다. 그는데 아이는데 그리는데 이번 때문에 되었다. 그리는데 아이는데 그리는데 그리는데 그리는데 그리는데 그리는데 그리는데 그리는데 그리	229
	The Literal Translation	231
	Cases of a Name and the Lack of a Name	233
	Cases of Unlike Etymology	241
	Differences of Form Class	243

CONTENTS

		PAGE
	Cases of Forced Observation in Grammar	253
	Relativity and a Complex Society	255
	Culture Area and Language Area	258
	Relativity and Determinism in General	260
	Summary	262
VIII	PROGRESSIONS AND PATHOLOGIES	264
	The Three Progressions	267
	THE PHYLETIC PROGRESSION	268
	THE HISTORICAL PROGRESSION	270
	THE INDIVIDUAL PROGRESSION	277
	THE RESOLUTION	280
	The Pathologies	287
	APHASIA	287
	SCHIZOPHRENIA	292
	A PSYCHO-GENETIC LAW	296
	Summary	297
IX	PERSUASION, EXPRESSION, AND PROPAGANDA	299
	The Contingent Effectiveness of Persuasion Techniques	303
	CARD STACKING	303
	BAND WAGON	304
	PRESTIGE SUGGESTION	305
	Language as Expression	307
	EXPRESSIONS OF INFANTS, ANIMALS, AND ADULTS	308
	EXPRESSION IN SCIENTIFIC LANGUAGE	311
	EXPRESSION AND THE FREUDIAN INTERPRETATION	312
	The Dependence of Persuasive Effects on	
	Expressive Meanings	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
	Three Kinds of Persuasion Situation	323
	THE PERSUASION MONOPOLY	323
	THE PERSUASION COMPETITION WITH A MOST	
	FAVORED SOURCE	326

				٠	
٦	۳	٦	7	٤	

	THE PERSUASION COMPETITION WITH NO	
	FAVORED SOURCE	331
	PERSUASION SITUATIONS IN GENERAL	337
	Summary	340
X	LINGUISTIC REFERENCE IN PSYCHOLOGY	342
	Reliability in Technical Linguistic Reference	344
	Validity in Technical Linguistic Reference	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
	The Persuasive Power of the Human Nature Concept	359
	The Definition of Stereotype	363
	Summary	371
XI	CONCLUSIONS	378
RE	FERENCES	379
IN	DEX	396