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Guy Cook is Professor of Language and
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was formerly Professor of Applied Linguistics at the University of Reading (1998-2004) and head of TESOL at the London University Institute of Education (1991-1998). He was co-editor of the journal Applied Linguistics 2004-2009.

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Guy W. D. Cook (born 10 October 1951) is an applied linguist. He is currently Professor of Language in Education at King's College London in the UK and is also Chair of The British Association for Applied Linguistics for the period 2009-2012.

Guy Cook - Wikipedia

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Guy Cook is Professor of Applied Linguistics at the University of Reading. He has worked as an EFL teacher in Egypt, Italy, the UK, and Russia, as a lecturer at the University of Leeds, and as head...

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Linguistics at the University of Reading (1998-2004) and head of TESOL at the London University Institute of Education (1991-1998). He was co-editor of the journal Applied Linguistics 2004-2009. He is current Chair of the British Association for Applied Linguistics, and an academician of the UK Academy of the Social Sciences.

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(Executive Summary)

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GUY COOK SECTION I Survey □The
need for applied linguistics Language is at
the heart of human life. Without it, many

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of our most important activities are inconceivable. Try to imagine relating to your family, making friends, learning, falling in love, forming a relationship, being a parent, holding or rejecting a religious faith, having political ideals, or taking political action, without using words.

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All of these views exist among applied linguists and are reflected in the MA courses available at British universities under the label of applied linguistics. The language teaching view of applied linguistics parallels TESOL or TEFL, by looking at ways of improving language teaching, backed by a more rigorous study of language.

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What is Applied Linguistics? by Vivian Cook

"Teacher Professionalism and Research" in "Principles and Practice in Applied Linguistics: Studies in Honour of H.G. Widdowson." Oxford University Press, 1995; Cook, Guy. "Applied Linguistics." Oxford University Press, 2003 Davies, Alan. "An Introduction to Applied Linguistics: From Practice to Theory," Second Edition. author Alan Davies.

Applied Linguistics: Language-related Problem Solving

Cook, Guy (2001). "The philosopher pulled the lower jaw of the hen": ludicrous invented sentences in language teaching. Applied Linguistics, 22 (3) pp. 366-387. Cook, Guy (2001).

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Applied Linguistics in Action: A Reader presents students with an applied linguistics framework for the analysis of real-world problems in which language is a central issue. The reader allows students to develop both the theoretical and empirical skills crucial to the practicalities of language teaching and other language-related professional practices. Part One brings together seven key ...

This work investigates real-world problems involving language. As such it has the difficult task of mediating between academic expertise and lived experience, attempting to reconcile opposed interests and perspectives. It provides a comprehensive overview of pressing issues in the field.

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Assuming no prior knowledge of linguistics, *AN INTRODUCTION TO LANGUAGE*, Tenth Edition, is appropriate for a variety of fields--including education, languages, psychology, cognitive science, anthropology, English, and teaching English as a Second Language (TESL)--at both the undergraduate and graduate levels. This completely updated edition retains the clear descriptions, humor, and seamless pedagogy that have made the book a perennial best-seller, while adding new information and exercises that render each topic fresh, engaging, and current. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book has two related purposes. The first is to demonstrate the extent and

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importance of language play in human life; the second is to draw out the implications for applied linguistics and language teaching. Language play should not be thought of as a trivial or peripheral activity, but as central to human thought and culture, to learning, creativity, and intellectual enquiry. It fulfils a major function of language, underpinning the human capacity to adapt: as individuals, as societies, and as a species.

Oxford Applied Linguistics features books providing thorough yet accessible coverage of controversial topics related to language use, including learning, teaching, research, and policy. All titles are based on extensive research and include comprehensive bibliographies. The authors are noted authorities in their fields.

The GM debate is as much a war of words

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as of facts. Food and farming are being changed forever - yet whether for good or bad is the subject of an increasingly bitter argument. Those promoting GM have mounted an intense campaign, characterising their opponents as terrorists and Luddites, governed by ignorance, irrationality and hysteria. Yet public opinion remains unconvinced and antagonistic. As the argument intensifies and the voices on all sides get louder, *Genetically Modified Language* cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement. Guy Cook subjects the language of the case for GM to a careful and detailed examination. He looks in turn at the persuasive strategies used by politicians, scientists, the media, biotechnology corporations, and supermarkets, showing how their arguments mix together scientific,

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commercial, ethical and political criteria, and are seldom as factual and straightforward as they claim. Through analyses of recurrent words and phrases, and of the constant comparisons made with other international issues, he shows how the GM debate has become inseparable from the wider political conflicts of our time. In a final chapter he turns to public reactions to all of the arguments. Throughout this analysis, the campaign for GM is seen as exemplifying disturbing trends in the contemporary use of language for public information. Language which purports to seek clarity and neutrality, and to be a vehicle for informed democratic debate, is in fact achieving the opposite effects: obscuring the issues and manipulating opinion. Written in a clear, accessible style and drawing on illustrative examples, *Genetically Modified Language* is an

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insightful look at how language shapes our opinions.

Applied Linguistics in Action: A Reader presents students with an applied linguistics framework for the analysis of real-world problems in which language is a central issue. The reader allows students to develop both the theoretical and empirical skills crucial to the practicalities of language teaching and other language-related professional practices. Part One brings together seven key discussions of the nature and direction of contemporary applied linguistics, relating theory and description of language in use to educational and other professional contexts. Issues include the politics of applied linguistics, its responses to globalisation, and its relation to social theory. While the discussions in Part One are largely theoretical, Part Two, through

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abridged versions of thirteen case studies, demonstrates at a much more practical level how general principles formulated in Part One, can be applied to a range of specific real-world problems. While the majority of studies are from educational settings, the breadth of current applied linguistic enquiry is illustrated by others relating to legal forensics, literary analysis, translation, language therapy, lexicography, and workplace communication. The editors' (tm) introductions, both to the volume as a whole and to each individual part, guide the student through the difficult transition from general discussion to specific application, highlighting the most significant issues, and helping the student to see the relevance of both general theory and specific applications to the needs of their own studies, and their professional practice beyond. Applied Linguistics in

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Action: A Reader is essential reading for advanced level undergraduates and postgraduates on Applied Linguistics, English Language, and TESOL/TEFL courses.

The Routledge Handbook of Applied Linguistics serves as an introduction and reference point to key areas in the field of applied linguistics. The five sections of the volume encompass a wide range of topics from a variety of perspectives: applied linguistics in action language learning, language education language, culture and identity perspectives on language in use descriptions of language for applied linguistics. The forty-seven chapters connect knowledge about language to decision-making in the real world. The volume as a whole highlights the role of applied linguistics, which is to make insights drawn from language study

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relevant to such decision-making. The chapters are written by specialists from around the world. Each one provides an overview of the history of the topic, the main current issues and possible future trajectory. Where appropriate, authors discuss the impact and use of new technology in the area. Suggestions for further reading are provided with every chapter. The Routledge Handbook of Applied Linguistics is an essential purchase for postgraduate students of applied linguistics. Editorial board: Ronald Carter, Guy Cook, Diane Larsen-Freeman and Amy Tsui.

Discourse analysis is the study of spoken and written language in its social and psychological context. This book explains the relevant theory, and applies it to classroom activities designed to improve students' discourse skills. The teacher is

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then shown how these activities may be further developed in specific teaching situations.

Studies in honour of H G Widdowson. Principle and Practice in Applied Linguistics provides a comprehensive overview of the many and diverse areas in applied linguistics today. The papers range from second language acquisition to discourse analysis, corpus linguistics, and classroom practice; together they emphasize the reciprocal relationship of principle and practice, and the interdisciplinary nature of applied linguistics.

This second edition considers advertising in the context of current changes in communication. All chapters have been fully revised and updated, and substantial new material has been added. The social

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functions and aesthetic effects of advertisements are comprehensively analysed across a wide range of media, from billboards to email and the Internet. Controversially, advertisements are contrasted and compared with literary texts throughout. The book clearly explains relevant concepts from semiotics, poetics, and linguistics, and can serve as an introduction to all of these disciplines. Practical exercises to stimulate further discussion are included at the end of each chapter.

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