

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910455873103321 |
| Titolo | The power of words [[electronic resource]] : unveiling the speaker and writer's hidden craft // David Kaufer ... [et al.] ; foreword by Todd Oakley |
| Pubbl/distr/stampa | Mahwah, N.J., : Lawrence Erlbaum, 2004 |
| ISBN | 1-4106-0974-X |
| Descrizione fisica | 1 online resource (273 p.) |
| Altri autori (Persone) | KauferDavid S |
| Disciplina | 401/.43 |
| Soggetti | English language - Semantics English language - Spoken English English language - Written English Written communication Oral communication Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 235-242) and index. |
| Nota di contenuto | Book Cover; Title; Copyright; Dedication; Table of Contents; Foreword; Preface; Acknowledgements; Introduction: Words and their Potency for Priming Audiences; I: Preliminaries; 1 Priming Audience and Practices of Literacy; 2 Cataloging English Strings for Their Priming Potencies: A Report of a Research Study; 3 Methods for Selecting and Cataloging Strings; 4 The Catalog Hierarchy; 5 The Hierarchy in Relation to Previous Scholarship; II: Results; 6 Cluster 1: Internal Perspectives; 7 Cluster 2: Relational Perspectives, Part I; 8 Cluster 2: Relational Perspectives, Part II 9 Cluster 3: External PerspectivesIII: Implications and Applications of Rhetorical Priming Theory; 10 Using Priming Strings to Analyze Corpora of Texts; References; Author Index; Subject Index |
| Sommario/riassunto | In 1888, Mark Twain reflected on the writer's special feel for words to his correspondent, George Bainton, noting that ""the difference between the almost-right word and the right word is really a large matter."" We recognize differences between a politician who is ""willful"" and one who is ""willing"" even though the difference does not cross |

word-stems or parts of speech. We recognize that being "held up" evokes different experiences depending upon whether its direct object is a meeting, a bank, or an example. Although we can notice hundreds of examples in the language where small differe
