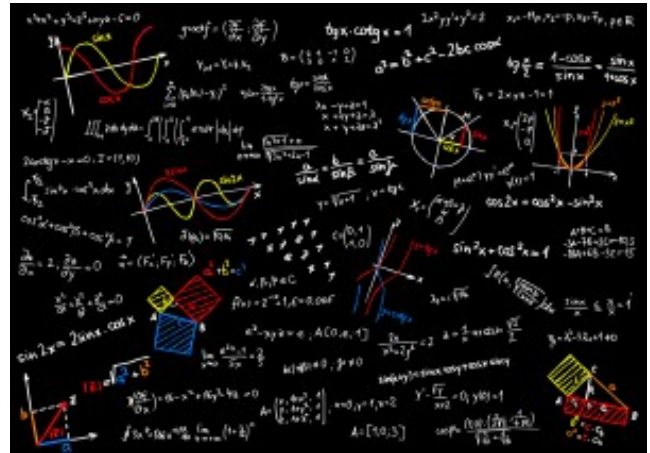


ECONOMICS AND LANGUAGE



Complicated Economics Problem

Economics, when most people here the word they think of numbers or money, but economics is much more than formulas and equations. It is a social science that studies the rational decisions we as human beings make, which makes Language a key factor in the study of human decisions.

Articles from Language A Reader for Writers, Gita DasBender: Body Language (p 18)

- Understanding gesture and other nonverbal language

Language and Thought (p 12)

- Understanding how humans create symbols and communicate with them

Writing for an Audience (p 74)

- Analyzes the writer-reader relationships
- Writers must share knowledge, not just tell it

Is Your Language Making You Broke and Fat? How Language Can Shape Thinking and Behavior (and How It Can't) (p 32)

- Analyzes the intersection of language, culture, and society

Which is the Best Language to Learn? (p 40)

- Is French the most useful language to learn?
- Discusses the advantages of learning several languages

Politics and the English Language (p 203)

- A lack of imagery and precision are now “ugly” uses in the English Language
- Language should be used as an instrument of expression

Are you a Mac or a Mac User? How the Language of Identity Persuades (p 230)

- Analyzes how people identify with advertisements
- Verbal persuasion

Investigating Globish (p 297)

- Simple language is easier to spread globally

Example of how Language and Economics relate to one another:
(Keith Chen is a Behavioral Economist and Economics Professor from the Yale University School of Management)