

Editor's Note

Welcome to the third issue of *The Bangor Linguist*, the bi-monthly magazine for those with an interest in linguistics and the English language. Within each issue, we shall be discussing and exploring many aspects of linguistics and the English language, looking at pieces of research that occur around us and keeping you up to date with what is happening in the department. We will also be giving you reviews on "popular linguistics", such as media reviews, puzzles and crosswords.

In this issue, we will be discussing the debate on the use of apostrophes in certain brand names such as Waterstones (or Waterstone's as it was formerly known as) and there is an article on what happened on David Crystal Day. We hope that you enjoy this issue and have found what we have included useful. If you have any comments, requests, critiques or offers of help, then please email Kathryn Barlow (the editor) via linguistics@undeb.bangor.ac.uk.

Kathryn Barlow

David Crystal Day

It was that time of year again for the much awaited and extremely popular 'David Crystal Day'. This well celebrated day which is becoming increasingly popular at Bangor University took place on Wednesday 15th February 2012 where staff, students and members of the public were given the opportunity to hear Professor David Crystal give two very interesting lectures. The crowds and fans of DC gathered in the Main Arts lecture theatre, with a large number of people at both talks.

The first lecture, entitled 'By Hook or by Crook: A journey in search of English' was a captivating talk based on his book, published in 2007 (and the BLS Library has a copy if you are interested in reading this!). The talk gave a remarkable insight to the history of the English Language in Britain and overseas. The main topics of discussion were accents and dialects of which, many were impressively imitated by DC and had the audience in tears of laughter with his humorous stories about his travels and life experiences. An impressive insight was given on many place names alongside the etymology of various villages and towns.



3rd Year Linguistics Students mingling with David Crystal

The second lecture focused on Shakespeare's language and was particularly based on Crystal's book; 'Think on my Words' published in 2008. DC gave an extraordinary account about this particular literary figure's language and the popular myths regarding Shakespeare language were discussed, with a main focus on the way in which editors have added a modern perspective to the famous pieces of literature that many of us are familiar with today. David Crystal explained the work he had done with the Globe Theatre to help the actors and actresses grasp Original Pronunciation for the overall effect of the Shakespeare plays that have been performed in recent years. DC successfully helped to reproduce Shakespearean pronunciation for the stage production of Romeo and Juliet in 2004.

After the lectures DC spent time signing many books for keen linguistic students. Staff and students joined David and his wife, Hilary in the new Terrace Bar in Main Arts; this was an ideal opportunity to socialise over a glass of wine (or two!). The intellectual and informative

conversations flowed as everyone mingled. This was a great end to a very interesting day and we are looking forward to welcoming David Crystal back next year.

Stuart Smith

Lost in Translation

In the last edition of the BLS newsletter we took a stroll through the world of words to the selcouth corners of the English language, led by the world renowned lexicographer, Ammon Shea. In this edition we will be skimming stones across the French, Russian and Inuit lexicons (to name but a few) in an attempt to tease out some words that haven't yet had the pleasure of revealing themselves to the English language.

Personally, I adore the idea that the cultural effect on language influences the native speaker to perceive the world in different a light in comparison to speakers of other languages. I find this quite apparent when studying how other languages express emotions, feelings or thoughts through single words or phrases.

For instance, the English culture has a very different character to that of the Japanese. The literal translation of their word *yoko meshi* means “a meal eaten sideways”. What this portrays is the peculiar stress induced by speaking a foreign language. I can't imagine English native speakers feel this emotional strain to such an extent that it requires being given a word. Or should I say, I can't imagine English native speakers to feel this emotional strain.

There is a French expression that I truly feel English is lacking, *esprit d'escalier*. Do you remember that time when that bald-headed ogre insulted your long flowing curly

locks and it wasn't until half an hour later, wiping your tears from your face, you thought of that perfect come back? This is that feeling. You've now found the perfect response but there is no one around to hear it. C'est parfait, no?

I'm sure it can get really annoying waiting in the cold for your friend to turn up. I wouldn't know. For Innuits this has clearly caused some upset. The word *iktsuarpok* is used specifically for this. That feeling of anticipation that develops when you constantly have to stick your head out your igloo to see if your chum has pulled up on his ski-doo yet.

Do you have one of those people in your class that is always asking pointless questions? Are you one of those people? Are you sure about that? If you are then you are what the Russians call a *pochemuchka*. In actual fact, I think the English have a variety of names for people like this.

When listening to reminiscent echoes of the English language, the word *psithurism* danced through the leaves and nestled itself within the caverns of my idiolect. Two words have had the equal affect on me since. In both cases their simplicity and beauty captivates the imagination, the first and most powerful being a Turkish word. When the moon shimmers across the rippling waters at night it is the *gumuservi* which your eyes soak up. When you run your finger tip across the circular foot print of moisture left by a cold glass it is the Italian named *culacino* which you are patterning.

Maybe other cultures don't perceive life differently. Maybe they are no more poetic or observational than English native speakers are. What is obvious is that words ex-

ist because their speakers feel the need to create them. Some speakers may have a greater need for a specific word for than others. I like to think that everyone is unique likewise is their language and the way they chose to use it. That to me is obvious. That to me is the most inspiring characteristic of linguistics.

Ian Butcher

An Ode to the Slips of the Tongue

By Lizzie Blowey

A larynx window
creaking

/ə/.

Inhales breeze-breath of shards
when speaking

/z/.

Glottalic crack in bottle
Stop, R. P. drone

/ʔ/.

Nun o' tha'
glass velar grit
on sills of bone

/k/.

A verbal gush
unlocks lallation
in the gum

/ð/.

Geoffrey Rush,
be kinder

to a frailer /t/-/t/-/tʌŋ/

The Debate: Waterstones v Waterstone's

As many of you will have heard January saw book seller Waterstone's decide that in the modern era they would rebrand as "Waterstones". This switch was said to be more appropriate with their target audience who would often be confused when searching for "waterstone's.co.uk". This raised the initial debate about the naming of the store; Waterstones would imply that the name is about plural

were against it saying that it made little sense grammatically. Others were in the middle and believe that in the modern day the need for the apostrophe in this case was pointless. Saying that whilst the company did once belong to Tim Waterstone it is these days merely a brand name much like that of Coca Cola. The company itself is also said to attribute the change to a more collective and communal



Waterstones Northallerton, still with the Apostrophe

Waterstones, which would beg the question of what is a waterstone? Is it a stone in the water or something familiar to the 90s youth for evolving your beloved Eevee into a Vaporeon. The name "Waterstone's" itself would once imply that the company belong to a person named "Waterstone" – something a quick search on google can confirm, now owned by Russian billionaire Alexander Mamut the chain echoes very little of its heritage.

The idea of dropping this apostrophe caused debate amongst our lecture as well as the weekly meeting. Some were in favour of dropping the apostrophe and some

feel, suggesting that the possessive –s implies that the chain belongs to one whereas a plural –s implies togetherness.

John Richards head of the Apostrophe protection society said to the Telegraph "It's just plain wrong. It's grammatically incorrect. If Sainsbury's and McDonald's can get it right, then why can't Waterstones? You would really hope that a bookshop is the last place to be so slapdash with English."

In the modern day age the apostrophe is slipping away because computer systems often fail to comprehend it, like spaces search engines replace the apostrophe with a percentage sign. Other large compa-

nies such as McDonald's who still have their apostrophe have to cave into the digital age and have no apostrophe in their URL. Ironically though it is the influx of the digital media that allows such news to spread and seemingly become so controversial, I think, had it not been for twitter I wouldn't have found out about the "apostrophe problem" until my Grammar and the Mind lecture.

The debate of the possessive "-s" or the plural "-s" in business, so as all good writers would, I decided it would be a good idea to check how the state of the apostrophe is looking in Bangor. I started off my journey by taking a trip past "Patrick's Irish Bar" and noticed my first apostrophe. I then realised that my pint read "Foster's" and was once again delighted to realise that my Foster's lager belongs to Foster's brewery implying that there was once a Foster. I later, in my search found that Oscars bar, did not have an apostrophe, an interesting point of my journey however I was unable to find out the reasoning behind the name.

I then thought it would be appropriate to conduct a small survey on whether or not people still used the possessive '-s' in URLs, I asked 10 people to write down how they think a URL would look like for Waterstones and Foster's. From the survey, and to my surprise, all 10 wrote both URLs without the apostrophe.

Matt Jackson

Man's Best Friend: How our relationship with animals has developed our language

During my morning ritual of stumbling through top news stories, it came to my attention that the animal right activists PETA were attempting to sue SeaWorld on behalf of the Killer Whale performers on the grounds of enslavement, claiming that the Orcas have the same basic rights as human beings.

This got me thinking, do animals have the same semantic rights and beliefs that their human counterparts?

This discussion of the Orcas led to me distinctly recalling an interesting snippet from a local news article concerning the recent riots and looting in more specifically Birmingham. One of these looters had been reportedly accused of attacking one of the Police dogs with a traffic cone. This act of violence led to this rioter to be arrested on the grounds that he had 'attacked a police officer'. So theoretically, through law, the Police dog would have the same basic right against violence in comparison to their human 'owners'.

So where does this lie then for the Orcas? Based on their training and expertise then surely these creatures would be suitably deemed 'performers' in which they are rightly so referred to. So where does one draw the line on animals performing roles of a human? Are racing Greyhounds athletes? Guide dogs carers?

In my opinion it is subject to those who find them closest to these special animals. Those who keep racing horses are very protective and caring towards their 'pets'. The same affection can be seen across the board where animals and humans collide. It can even be seen

outside the professional world where family pets will often be seen as 'part of the family' to an extent where it is undeniable that the language we use to describe our furry (and not so furry friends) proves that our respect for our noble steeds has been reflected in our chosen language.

Harry Jansen

RAG Fashion Show

On Thursday 15th March in PJ Hall, Bangor RAG will be holding another Fashion Show to raise money for their two national and two local charities. This year their chosen charities are: Fare Share North Wales, Shine Cymru, NRAS and Papyrus UK.



This year's Fashion show aims to be even bigger and better than last year with all the latest fashions kindly supplied by many of the high street shops, the models hair will be styled by Claytons hair design and makeup will be done by non-other than the Universities own English Drama Society (BEDS). Miss Wales will also be making a guest appearance and there will be entertainment provided by the Improvisation Society and Dance Society. A buffet is included in the price and there will be a bar on site. Doors open at 7:30pm and English Language / Linguistic students will not want

to miss the grand finale.

Tickets are £5 in advance or £6 at the door (limited tickets available) and can be purchased from the SU reception, Ffridd shop or ask a committee member at rag.comm@undeb.bangor.ac.uk, or text/phone 07901811636 to get in touch with Emma Wilson (2nd Year Linguistics Student)

Emma Wilson

BLS Update

The Bangor Linguistics Society is in the process of updating the bookshelves in our library. We are currently researching the required text books for across the years and your input would be greatly appreciated. So, if you have any suggestions for books which you think would be good to have in the BLS Library please email us – linguistics@undeb.bangor.ac.uk

What do you think?

We would like to know how many people would be interested in a trip to Cork, Ireland during the next academic year (possibly at the beginning of the November Reading Week)

The trip would include a 3 night stay in a youth hostel, coach and ferry crossing to Cork and the rest of the itinerary would be for us to choose how we want to spend our days across the water! The cost would be an estimated £160 but this is only a quotation that we have received at present. This would be a great trip and we would like to know who would be interested.

Socials

As the Easter break is fast approaching, the BLS has decided to hold a 'Linguistic Pub Quiz' before we break up. We have decided that all proceeds will go to a charity called; 'Afasic England' which

is a charity that seeks to raise awareness and create better services and provision for children and young people with speech and language impairments. Finalised details for the Pub Quiz will be out soon.

Trip to Snowdon, this is planned for the weekend of the 28th/29th April 2012 after the Easter break (weather permitting!) and will be a great opportunity to enjoy the beautiful surroundings on our doorstep and an ideal break from revision and assignments. Dependant on numbers we're thinking of splitting into two groups: Train or Walking. If you'd like to get the train, it will cost £17 return. (We need at least 15 people in the group to have it at this price!) If you would like to come, please tell us on Facebook or email us to confirm your attendance.

The BLS Summer Meal will be a final farewell to our third year linguists who will be greatly missed. This is planned to be at The Management Centre, at some point during the week commencing 21st May. Details will follow shortly.

Keep up to date with the latest news and events on our Facebook page [facebook.com/bangorlinguists](https://www.facebook.com/bangorlinguists)

We look forward to seeing you soon.

Stuart Smith

Linguistics Word Search

For this issue's quizzing linguists we've thought we'd provide something a little different to our usual crossword. So here is the first Linguistics Word Search!

There are 20 terms from within the subject hidden in the below box. Send us your list of words by the

15. April at linguistics@undeb.bangor.ac.uk to win a secret prize!

The person who finds most of the 20 words we are looking for will win!

(Solutions and winners will be announced in the next issue.)

W B L A U G N I L I B N D V K Z E K
W K L E R O H P A T E M X E E T Z K
E B X A T N Y S M S A N X Q A H H U
Z J W T G O G G Y C O P B I B H T P
E Y U O M R J L Q C R P C A T U H J
M Z X G A T L U I I L H I M D Z E N
E S P M D A I X M N O I T I N G O C
H A M D B S E I R M W E Z X P L R Y
P A M L I L N Y S Y W V Q R M C Y T
R V E T A G Y K M S N F A B I X R J
O T I R A I Y Y E N L G B N N X H Z
M O V P D O N G H A M P I G D Z W E
N U O E D O M L N A P H O N E M E L
R O Q R T E M G T X Z P W O B U W W
W Z V E N K U I E S Z P M F R B U D
H A M T W A C E M E X E L N A P H M
O U F I G S G B I T J P V J I C J S
Z J M E M U T R U D G I L L N E A G

Answers to last issue's crossword:

Across 1 Polysemy, 4 Trope, 6 Image Schemas, 9 Monosemy, 10 Mental Spaces, 11 Dictionary, 12 Passive Bilingual
Down 1 Plosives, 2 Conceptual Metaphor, 3 Aperiodic Waves, 5 Metonymy, 7 Encyclopaedic, 8 Code Switching

Upcoming Events for March & April

13. March BLS Lecture Series: Approaches To Language, Room 325, 4pm
Dr. Enlli Thomas (Bangor University): Acquiring complex structures under conditions of minimal exposure: Bilingual acquisition of plural morphology in Welsh.
19. March Bilingualism Research Seminar, Multi-Resource Room, 4pm
Dr. Ros Temple (Oxford University)
20. March BLS Lecture Series: Approaches To Language, Room 325, 4pm
Prof. Ineke Mennen (Bangor University): Intonational Foreign Accent.
21. March Linguistics Circle, Linguistics Seminar Room, 4pm
Dr. Marija Omazic (Osijek University): Phraseology and Cognitive Linguistics: Mechanisms and constraints on idiom creation and modification.
26. March Bilingualism Research Seminar, Multi-Resource Room, 4pm
Prof. Marilyn Martin-Jones (University of Birmingham)
2. April Bilingualism Research Seminar, Multi-Resource Room, 4pm
Dr. Kleanthes Grohmann (University of Cyprus)
16. April Bilingualism Research Seminar, Multi-Resource Room, 4pm
Vicky Chondrogianni (Bangor University)
18. April Linguistics Circle, Linguistics Seminar Room, 4pm
Dr. Patrick Rebuschat (Bangor University): Implicit and explicit learning of language.
21. April Linguistics Circle, Linguistics Seminar Room, 4pm
Dr. Cristina Dye (Newcastle University): Clausal complexity and the production of verb inflection in bilingual vs. monolingual toddlers.
23. April Bilingualism Research Seminar, Multi-Resource Room, 4pm
Taoli Zhang (University of Nottingham)
24. April BLS Lecture Series: Approaches To Language, Room 325, 4pm
Dr. John Olsson (The Forensic Linguistics Institute): An Overview of Forensic Linguistics.
30. April Bilingualism Research Seminar, Multi-Resource Room, 4pm
Prof. Viv Edwards (University of Reading)

Keep in touch with the BLS

We now have a new website which can be found at <http://bangorlinguists.org>.

We are now also on Facebook (new page!) and on Twitter:

<http://on.fb.me/BangorLinguists>.

<http://bit.ly/BLStweet> (English)

<http://bit.ly/CIBtweet> (Welsh)

There are also some year groups on Facebook, named “Linguistics & English Language ‘XX’”, where “XX” is the year of graduation (e.g. ‘12 for the current third years). Make sure to join!

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