This groundbreaking book marks a milestone in the history of the newly developed field of Cultural Linguistics, a multidisciplinary area of research that explores the relationship between language and cultural conceptualisations. The most authoritative book in the field to date, it outlines the theoretical and analytical framework of Cultural Linguistics elaborating on its key theoretical/analytical notions of cultural cognition, cultural schema, cultural category and cultural metaphor. In addition, Linguistics: study of culture and language use - after a brief reference to Johann Gottfried Herder. Then I discuss some of the ideas of scholars like Malinowski, Boas, Sapir, Whorf and others who have been shaping the field and briefly outline some of its most important traditions, methods and topics. I finish with presenting some examples of interdisciplinary research which dealt, or still deals, with the interrelationship between language use, culture and cognition (see also Senft: 2006a). Before I start, however, I would like to point out the importance of language. With this book linguistics in the USA raised from a subdiscipline of ethnography, from a tool for anthropological field research to an independent discipline. In its own right, Discuss cultural bias in relation to specific cultural identities. Society and culture influence the words that we speak, and the words that we speak influence society and culture. Such a cyclical relationship can be difficult to understand, but many of the examples throughout this chapter and examples from our own lives help illustrate this point. This cultural value would be transmitted through daily actions and through language use. Just as babies acquire knowledge of language practices at an astonishing rate in their first two years of life, so do they acquire cultural knowledge and values that are embedded in those language practices. At nine months old, it is possible to distinguish babies based on their language. Language and Culture book. Read 19 reviews from the world's largest community for readers. Recent social and political changes have focused attention on culture and language. This book offers an accessible survey of key concepts such as social context and cultural authenticity, using insights from fields which include linguistics, sociology and anthropology. Get A Copy, Amazon. The scientific journal Culture and Language Use is included in the Scopus database. For authors who wish to make final improvements to their work before submitting it to the target journal. The experienced editors of ORES, who have published papers in cited journals, with the part...