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Linguistics: Why it Matters

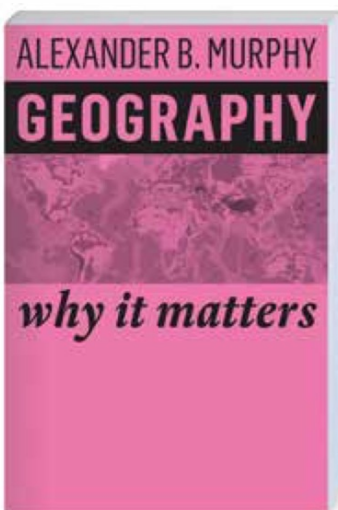
GEOFFREY K. PULLUM

Linguistics applies the analytical methods of the sciences to a subject formerly thought to belong mainly to the humanities: language.

Language is the medium in which we humans compose our thoughts, explain our thinking, construct our arguments, and create works of literature. Without language, societies as complex as ours could not exist.

Geoff Pullum offers a stimulating introduction to the many ways in which the study of linguistics matters. With its close relationships to psychology, education, philosophy, and computer science, the subject has a compelling human story to tell about the ways in which different societies see and describe the world, and its far-reaching applications range from law to medicine and from developmental psychology to artificial intelligence.

GEOFF PULLUM has been interested in linguistics ever since he discovered that there was such a subject. He writes regularly for the popular press and is a Fellow of the British Academy and the American Academy of Arts.



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Geography: Why It Matters

ALEXANDER B. MURPHY

Ever since humans sketched primitive maps in the dirt, the quest to understand our surroundings has been fundamental to our survival. Today, the physical and social composition of the world is changing at an unprecedented pace, as a result of rising sea levels, deforestation, species extinction, rapid urbanization and mass migration. Modern technologies have brought people from across the globe into contact with each other, with enormous political and cultural consequences. As a subject concerned with how people, environments, and places are organized and interconnected, geography provides a critical window into where things happen, why they happen where they do, and how geographic context influences environmental processes and human affairs. These perspectives make the study of geography more relevant than ever, yet it remains little understood.

In this engrossing book, Alec Murphy explains why geography is so important to the current moment. He invites readers to "think geographically," casting a new light on familiar problems.

ALEXANDER B. MURPHY is a leading advocate for the study of geography at school and university level, and the recipient of numerous awards for both teaching and research, including a Lifetime Achievement Award from the Association of American Geographers.