

## lecture 1

**Applied linguistics:**

Is the academic discipline concerned with the relation of knowledge about language to decision-making in the real world

**the need for applied linguistics:**

Language is at the heart of human life. without it, many of our most important activities are inconceivable.

Language use is in many ways a natural phenomenon beyond conscious control.

**The scope of applied linguistics:**

Since language is implicated in so much of our daily lives, there's clearly a large an open ended number of quite disparate activities to which applied linguistics is relevant

**1) Language and education:**

**A – first language education**, when a child studies their home language or languages

**B – additional language education**, often divided into **second language education**, when someone studies their society's majority or official language their home language, and **foreign language education** when someone studies the language of another country.

**C – clinical linguistics** Is the study and treatment of speech and communication impairments , Whether hereditary, developmental, or acquired (through injury, stroke, illness, or age)

**D-language testing** is the assessment and evaluation of language achievements and proficiency, Both in first and additional languages, and for both General and specific purposes

**2) language, work, and law**

**A – workplace communication** is the study of how language is used in the workplace, and how it contributes to the nature and power relations of different types of work.

**B – language planning** is the making of decisions, often supported by legislation, about the official status of languages and their institutional use, including their use in education

**C – forensic linguistics** is the deployment of linguistic evidence in criminal and other legal investigations, for example to establish the authorship of the document, or profile of a speaker from a tape-recording.

**3) language, information, and effect**

**A – literary stylistics** is the study of the relationship between linguistic choices and effects on literature

**B – critical discourse analysis (CDA)** is the study of the relationship between linguistic choices and effects in persuasive use of language

**C – translation and interpretation** is the formulation of principles underlying the perceived equivalence between a stretch of language and its translation, and the practice of translating written texts and interpreting spoken language

**D information design** is the arrangements and presentation of written language, including issue relating to typography and to layout, choices of medium, and effective combination of language with other means of communication such as pictures and diagrams

**E- lexicography** is the planning and compiling of both monolingual and bilingual dictionary and other language reference works such as thesauri