Professional Applications of Linguistics

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Linguist, Know Thyself!

- Skills and Abilities you possess
  - Scientific study of language cultivates the following skills and abilities:
  - Heightened Cultural Awareness
  - Insightful Observation skills (e.g. Identifying and unpacking assumptions & presuppositions)
  - Ability to structure and support a logical argument
  - Analytic reasoning skills
  - Ability to formulate and test hypotheses (Quant. & Qual. methodologies)
  - Powerful communication skills (designing a message for reception by specific audiences)

- Your Values and Interests

- Type of work you might like to do (work environment, job tasks, colleagues, schedule, routine, etc. etc. etc.)
So What are you Going to do With That?

- [http://www.amazon.com/s/ref=nb_ss_b_1_25?url=search-alias%3Dstripbooks&field-keywords=so+what+are+you+going+to+do+with+that+finding+careers+outside+a+academia&sprefix=so+what+are+you+going+to+](http://www.amazon.com/s/ref=nb_ss_b_1_25?url=search-alias%3Dstripbooks&field-keywords=so+what+are+you+going+to+)
Where is linguistics being applied?

- Panels
  - Law
  - Education (Higher Education)
  - Healthcare
  - Government

- Work that our students do:
  - human resources, technical communication, business strategic communications, diversity training, marketing, branding, public relations, media/public opinion research
How are others doing it?

- Charlotte Linde - Senior Research Scientist in the Computational Sciences Division, Work Systems Design and Analysis Group at NASA Ames Research Center
  - the ways in which institutions use narrative to remember their identity and history, and to induct new members into these ongoing stories

- Burt Alper – Principal & Founder: Catchword Naming
  - “We combine creative and linguistic expertise, high-touch client service, and business strategy to craft names that are exciting and memorable - and that best communicate the unique character of our clients' companies and products.”

- Joe Grady – Principal & Founder: Cultural Logic LLC
  - Uses expert knowledge of language and culture to help organizations spread their message. Whether the topic is teenagers, global warming or violence reduction, the goal is always the same - to help organizations understand how Americans think about their issue, and frame their messages for maximum effect.
How can you do it?

- Learn about your own values and interests
- Think about jobs in terms of constitutive elements
- Informational Interviewing
  - Be Able to Define Linguistics (e.g. “the Scientific Study of Language,” “unconscious knowledge that humans have about the language(s) that they know”)
  - Think of the people in your life as educational resources
    - What do they do? How did they get there? Who do they know that you could talk to?
    - What do they know about you and your abilities / likes & dislikes?
Informational Interviewing Questions

- How did you get started in this field?
- What excites you about this kind of work?
- What do you like least?
- What’s your average day like?
- What skills are important to have in this field?
- What is the entry-level position like?
- Would you do anything differently if you had it to do all over again?
- What makes a resume go to the top of the pile?
- How flexible are the criteria for jobs in this field?
….and the biggies!!!

- “Let me tell you about my skills, abilities, interests, and values – where do you think I would fit in here?”

- “Can you suggest any other people I should talk to?” (don’t leave w/o the names of two other people to talk to)
Some Resources:

- MLC Webpage

- **Linguist List** ([http://www.linguistlist.org/](http://www.linguistlist.org/))


- Indeed.com ([http://www.indeed.com/jobs?q=linguistics&l=](http://www.indeed.com/jobs?q=linguistics&l=)) A job search site that pulls from a variety of job search engines.