

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+cademia&prefix=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/>)
- Linguistic Society of America:
<http://www.lsadc.org/>
- Indeed.com
(<http://www.indeed.com/jobs?q=linguistics&l=>)
A job search site that pulls from a variety of job search engines.