

Cambridge University Press

978-0-521-36960-2 - Contexts of Accommodation: Developments in Applied Sociolinguistics
Edited by Howard Giles, Justine Coupland and Nikolas Coupland

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The theory of accommodation is concerned with motivations underlying and consequences arising from ways in which we adapt our language and communication patterns toward others. Since accommodation theory's emergence in the early 1970s, it has attracted empirical attention across many disciplines and had been elaborated and expanded many times.

In *Contexts of Accommodation*, accommodation theory is presented as a basis for sociolinguistic explanation, and it is the applied perspective that predominates this edited collection. The book seeks to demonstrate how the core concepts and relationships invoked by accommodation theory are available for addressing altogether pragmatic concerns. Accommodative processes can, for example, facilitate or impede language learners' proficiency in a second language as well as immigrants' acceptance into certain host communities, affect audience ratings and thereby the life of a television program, affect reaction to defendants in court and hence the nature of the judicial outcome, and be an enabling or detrimental force in allowing handicapped people to fulfill their communicative potential.

Contexts of Accommodation will appeal to researchers and advanced students in language and communication sciences, as well as to sociolinguists, anthropologists, and sociologists.

Howard Giles was Chair of Social Psychology at the University of Bristol before taking up a Professorship in Communication at the University of California, Santa Barbara. He has to his credit fifteen books and over two hundred articles and book chapters in the areas of social psychology of language, intercultural communication, and language attitudes, among other topics. His research has earned him a number of Paper Awards at Communication Association Meetings in the United States, as well as the British Psychological Society's Spearman Medal (1978) and the 1989 President's Award. He is the founding editor of the *Journal of Language and Social Psychology* and the *Journal of Asian Pacific Communication*, and he edits four book series in the social psychology of language, social psychology and society, and interdisciplinary communication studies.

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Studies in Emotion and Social Interaction

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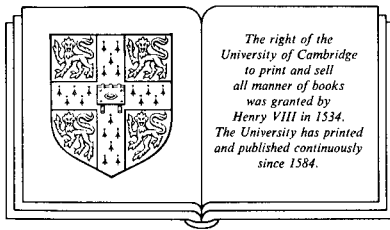
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