

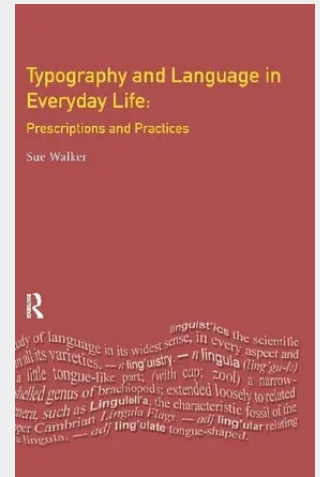
Walker

Typography & Language in Everyday Life

Prescriptions and Practices

Typography and Language in Everyday Life provides a detailed look at graphic as well as linguistic aspects of language and suggests there is much to be gained from collaboration between typographers and applied linguists. The first part of the book provides an introduction to aspects of typographic theory and history and suggests some areas of applied linguistics that offer approaches to studying graphic language. The second part comprises case studies which look at the relationship between prescription and practice for visual organisation by considering everyday display typography, house style and typing manuals, and letter-writing. Each of these subjects is looked at from historical and theoretical perspectives. Aimed at those who may be unfamiliar with theoretical and historical perspectives on the graphic aspects of language, and with broad concepts in applied linguistics, the book also directs readers to areas of further reading in each of these fields. Extensively illustrated with examples of past and present graphic language, *Typography and Language in Everyday Life* is essential reading for students of typography, graphic design, applied linguistics and education, as well as the general reader.

Typography & Language in Everyday Life is an illustrated discussion of the relationship between the graphic and linguistic elements of language, using familiar typographic examples from letter-writing conventions to the house style of printers and publishers. Language has graphic as well as linguistic aspects to it, and it is argued here that there are many opportunities for collaboration between typographers and applied linguistics. Organised in two parts, the first introduces aspects of typographic theory and history, and suggests areas of applied linguistics that offer approaches to the study of graphic language. The case studies in the second part examine everyday examples of display typography, house style and typing manuals, and letter-writing, from both theoretical and historical perspectives. Intended for a wide audience, including those unfamiliar with either these issues or the broad concepts in applied linguistics.



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