Contents

Preface — XIII

1. Theoretical Foundations — 1

Intellectual background: integrationism, linguistics and semiotics — **1**
The metalanguage of linguistics and expertise — **15**
'Integration' — **22**
Parameters and principles — **24**
'First-order' and 'second-order' — **28**
Surrogationalism — **29**
The language myth — **33**
Segregationalism and structuralism — **34**
The semiotics of writing — **35**
Is there such a thing as 'data'? — **37**
The status of the anecdote — **39**
Aims of integrationism — **41**
Integrationism beyond language — **43**
Integrationism: a summary — **44**

2. Topics and Issues — 47

2.1 Language and expertise — **47**
Case studies — **50**
On 'folk' and 'scientific' linguistic beliefs — **50**
Lay and professional metalinguistic knowledge — **51**
Questions for reflection — **52**

2.2 What 'a language' is (not) — **55**
Case studies — **59**
Language games — **59**
The 'foul language fiasco' — **61**
Questions for reflection — **62**

2.3 A new epistemology — **66**
Case studies — **70**
Dialect perception — **70**
Autism and 'linguistic' knowledge — **71**
Questions for reflection — **73**

2.4 The myth of names — **76**
Case Studies — **78**
The castles of Bellinzona — **78**
Names in intercultural communication — **80**
Questions for reflection — **81**
2.5 Responsibility and the sign-maker — **84**
Case studies — **89**
The truth about truth-conditional semantics — **89**
Language, responsibility, and online forums — **90**
Questions for reflection — **91**
2.6 Integrating reality — **93**
Case studies — **97**
The subjectivity of the 'real' — **97**
The Great Wall of China — **99**
Questions for reflection — **100**
2.7 Cognitive mythology — **102**
Case studies — **106**
'Logical thinking' — **106**
Autoglottic space — **108**
Questions for reflection — **109**
2.8 Signs, communication and integration — **112**
Case studies — **116**
Integrating language and practical action — **116**
The railroad sign code and (un)successful integration — **118**
Questions for reflection — **120**
2.9 The 'language gap' — **122**
Case studies — **128**
Monkeys and communication — **128**
The origin of language — **130**
Questions for reflection — **132**
2.10 Language and freedom (of speech) — **135**
Case studies — **141**
Freedom of expression and trademark law — **141**
Language and liberty — **142**
Questions for reflection — **143**

3. Discussion Materials — 146
Research questions & methodology — **146**
The origin of language — **148**

Alternative frameworks — 150
Saussure: code and communication — 154

4. Conclusion — 161

Further Readings — 163

References — 164

Index — 174