



# Typography & Language in Everyday Life: Prescriptions and Practices (Language In Social Life)

By Sue Walker

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## Typography & Language in Everyday Life: Prescriptions and Practices (Language In Social Life) By Sue Walker

*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.

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### Editorial Review

#### From the Back Cover

##### General Editor

Christopher N. Candlin, Chair Professor of Applied Linguistics,  
Department of English, Centre for English Language Education and Communication Research, City  
University of Hong Kong

Language in Social Life is a major series which highlights the importance of language to an understanding of issues of social and professional concern. It will be of practical relevance to all those wanting to understand how the ways we communicate both influence and are influenced by the structures and forces of contemporary social institutions.

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Sue Walker is Head of the Department of Typography and Graphic Communication at The University of Reading, where she has taught since 1980. Alongside her academic work, she practices as a typographer and information designer and was a founding partner of Text Matters, an information design consultancy, in 1990.

#### About the Author

**Sue Walker** is head of the Department of Typography and Graphic Communication at the University of Reading, and has published widely in this area, most notably on typography for children.

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**Wilma Hines:**

The feeling that you get from Typography & Language in Everyday Life: Prescriptions and Practices (Language In Social Life) is a more deep you digging the information that hide inside the words the more you get thinking about reading it. It does not mean that this book is hard to be aware of but Typography & Language in Everyday Life: Prescriptions and Practices (Language In Social Life) giving you buzz feeling of reading. The copy writer conveys their point in certain way that can be understood by anyone who read this because the author of this book is well-known enough. This particular book also makes your personal vocabulary increase well. Making it easy to understand then can go with you, both in printed or e-book style are available. We suggest you for having this particular Typography & Language in Everyday Life: Prescriptions and Practices (Language In Social Life) instantly.

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