

BORDER CROSSINGS: USE OF LINGUISTIC STUDIES ACROSS SUBJECT DISCIPLINES

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Abstract: Cross-disciplinary research, involving scholars of multiple disciplines, has attracted much attention from universities recently. This type of study extends beyond simple collaboration in integrating data, methodologies, perspectives and concepts and engages with real world problems, especially as global complexities have undermined the underlying ideology of countability and singularity of various disciplines founded on antiquated notions of territorialization. Since most disciplines are transferred through language and linguistics sciences like socio-linguistics, applied-linguistics and psycho-linguistics, an interrogation of received discourses on language study has direct and indirect impact on almost all the other disciplines and can be used to enhance language related studies in different ways. This paper shall define cross-disciplinary research and provide an overview of how applied linguistics and professional studies interrelate, focusing on the fact that research across disciplines must yield output that advances and benefits society, while allowing for complex and nuanced assessments allowed by the porous borders of different disciplines. This paper shares the kind of cross-disciplinary research which marries linguistics, languages and communication with other disciplines (for example, studies based on socio-linguistics and health, law, business or industry) to show how knowledge achieved from such research can result in trans-disciplinary recombination and expertise in other professional domains.

Keywords: *applied linguistics; cross-disciplinary research; language; linguistics.*

INTRODUCTION

Cross-disciplinary research that involves scholars of multiple disciplines attracted much attention of scholars from academia. This paper aims to show the cross-disciplinary expansion and growth of linguistics to a number of other disciplines in a wide range of contexts. This will be done by showing the critical role linguists play across health sciences, law, business and numerous social sciences. The main thrust of the paper revolves around argument that linguistics has the potential to cross-over, and can extend its circumference from the

traditionally known role of language-teaching to more applied domains. It may involve critical sites, such as the clinic, the courtroom, the corporate business sector, the public spheres and professional spaces more generally, where we have something to offer, where we can apply our knowledge, and hopefully bring about a difference (Sarangi, 2012). Thus, the scholarship that marries linguistics with other disciplines can produce new knowledge that can result in trans-disciplinary recombination and expertise in other professional domains. This approach deploys inter-relational research that “seeks

to describe, interpret and explain the institutional and interactional orders of 'what it is that is going on' in crucial communicative sites and at critical moments in those sites, makes necessary the inter-relational harnessing of a range of perspectives beyond those traditionally associated with linguistic or semiotic analysis" (Sarangi & Candlin, 2010, p. 2-3).

What is linguistics crossing-over?

While charting the expansion of applied linguistics, Sarangi (2012, p. 2) proposes that:

I would like to suggest that Applied Linguistics is much more than language education in the classroom setting or language acquisition in natural settings. We can extend the circumference of Applied Linguistics to the clinic, the courtroom, the corporate business sector, the public spheres and professional spaces more generally, where we have something to offer, where we can apply our knowledge and hopefully bring about a difference.

Sarangi and Candlin (2010, p. 2) further suggest that scholars engaged in cross-disciplinary ventures would promote "active engagement in sites from a variety of other professional domains, such as Law, Healthcare, Counseling, Journalism and Media, Business and Management, and alliances with cognate disciplines." The central commitment to the principles and practices of research within the paradigms of applied linguistics and professional studies is 'inter-relatedness' which aims at developing "inter-disciplinary and inter-professional collaboration, integrating methodological diversity, and a commitment to exploring connectivities among the values, procedures and knowledge bases of those with whom we seek to collaborate in achieving purposeful action."

Linguistics and health sciences

This part reviews literature on previous work of cross-disciplinary nature with the merger of linguistics and healthcare issues in hospitals to highlight the potential for such work in Malaysia. Collins, Peters and Watt

(2011) delineate on the nature of work that intersects linguistics and health and medical communication. It primarily hinges on doctor-patient relationship. This relationship is crucial in several ways: "the relationship between the patient and the doctor provides the foundations for establishing trust, rapport and understanding, explaining diagnoses, discussing prognoses, and negotiating treatment. The ways the doctor and patient use language to convey their perspectives determine how the patient's problem is understood, as well as shaping the relationship which can have a therapeutic value in its own right" (p. 96). Apart from this, linguists can engage in such research using semiotic, paralinguistic, sociolinguistic and psycholinguistic analysis of patients, doctors, social behaviors or cultural norms that are interrelate linguistics and health sciences.

This section in particular discusses three major studies exemplifying the marriage and cross-over between linguistics and health sciences that include "*Language and HIV/AIDS*" (Higgins & Norton, 2010), "*Alzheimer Talk, Text and Context: Enhancing Communication*" (Davis, 2008), and "*Bodies and Language: Health, Ailments, Disabilities*" (Ramanathan, 2009).

Bodies and language: Health, ailments, disabilities

In her publication titled "Bodies and Language: Health, Ailments, Disabilities", Ramanathan (2010) deploys an applied sociolinguistic approach towards the linguistic dimensions of the body with focus on health, ailments, and disabilities. She specifically touches upon metaprescriptive utterances of cancer, breasts, and gazes. In addition, she also analyzes autobiographical writings of Alzheimer patients and caregivers. She further proceeds to study from poststructuralist viewpoints the discourses about the chronic diseases, such Diabetes, Epilepsy, and Body Breakdowns. The author also addresses the communication challenges faced by patients of autism and partial hearing. She further critically dwells on text and meaning-making in ailment and

disability related research. Finally, she sums up critical ailment research in applied sociolinguistics from power, perception, and social change perspective. Following is a detailed description of her take on each of the above subjects.

The themes related to cancer diseases takes up key *metaprescriptive utterances* around breast cancer. It addresses chemotherapy, amputation and prosthesis to argue that these terms ignore the lived, material, corporeal realities around bodies and the spillage that cancer involves. Drawing on feminist and other philosophical perspectives, the research offers alternate critical interpretations of these terms that permit us to begin rethinking our collective ideas about ‘*disability*’ and ‘*normalcy*’ while also raising concerns relating to medical gazes, (male) fetishism about breasts and societal notions about ‘*abject*’ bodies. It also addresses ways in which breast cancer patients and their partners struggle with issues around ‘altered’ bodies (e.g. whether to go in for reconstructive surgery or not, what a body with only one or no breast might be like, the extent to which their choices are governed by societal discourses about ‘normal’ attractive bodies).

For instance, Ramanathan analyses the linguistic and etymological aspects of the word ‘*chemotherapy*’. She observes that there are a number of issues that the metaprescriptive term of ‘*chemotherapy*’ draws a veil over and the radiating ripples around this term/event stay hidden. However, beyond this grim, difficult spillage are the linguistic and etymological aspects of the term itself. The word ‘*chemotherapy*’ is a combination of ‘*chemo*’ and ‘*therapy*’, with the former being derived from ‘*chemo*’ meaning ‘*chemicals*’ but specifically in this instance chemicals that have ‘*a toxic effect*’ and the latter from *therape* meaning ‘*treatment*’ or ‘*cure*’. The juxtaposition of seeming opposites—a toxic compound that kills (chemo) with a treatment that cures (therapy)—is reminiscent of Derrida’s *pharmakon* wherein the remedy and the poison are part of each other; the term means

both poison and cure. In the case of ‘*chemotherapy*’—a real drug administered to cancer patients—this opposition, or, as it turns out, non-opposition, is lived out: the ‘*therapy*’ patients actually received makes them ill (as Susan points out in her narrative), and when administered to non-cancer patients (as in the case of curing hepatitis C), chemotherapy actually causes cancer. I stress these issues around etymology and morphology here to highlight the rift or gap between these terms that otherwise goes unnoticed. *Chemotherapy* has become a metaprescriptive utterance with particular associations and specific conceptual apparatus that begs to be texted and infused with new associations and meanings.

Moving towards the supposedly ‘*cognitive*’ realm of memories and Alzheimer’s disease, next part of her research presents an examination of diaries kept by Alzheimer patients and their partners. It discovers ways in which diary writing becomes instantaneously an agentive way by which a sense of ‘*self*’ gets scripted—a point underscored in the second language learning by Norton (2000) and by Shenk (2005), Davis (2005b) and Pope and Ripich (2005) in Alzheimer-related work in the applied linguistics. Since memory is fast slipping away, while also pointing to the fluid nature of identities as patients struggle with diminishing language and remembering skills. Specifically, the chapter explores how two themes – repetition and (sure) signs, and traces and intentions – crucially inform their need to text their elusive hold on language and memories into place, making us take note of how in contexts of disabilities and chronic ailments texting, and to some extent, fixing, a sense of self may be a critical way of surviving and coping and stalling last shadows. It directly addresses the experiences of Alzheimer patients and their partners as they struggle with memory loss.

Next, Ramanathan addresses experiences around body breakdowns, especially in relation to two chronic, invisible ailments, namely type-1 diabetes and epilepsy. It contends that biomedical discourses, from

which societal discourses draw their strength, have emphasized malfunctioning body parts, and have made little room for humanistic articulations of bodily breakdown. Similarly, some strains of poststructuralist discourses on bodies in their propensity to emphasize the performative aspects of bodies and to see experience as constantly under erasure make little room for bodily breakdowns. It calls for the need for applied linguistics in general and aging-related work in particular to create interstitial spaces that avoid both the dehumanizing rhetoric of bio-medical discourses and the erasure of experiences as per some strains of poststructuralist thought. It also addresses some tensions relating to the fixing of experiences—how the recording of them runs risks of sedimentizing them—and of exploring ways of rendering them fluid.

Another part of research addresses issues relating to intentions—how and whether we are ever able to fully communicate what we ‘intend’ through language—and ways in which autism and deafness/partial hearing obscure our understandings of this term and its usage. Premised on Lacanian, Bakhtinian and Vygotskian thought, the analysis partially addresses parents’ accounts of initiating autistic and partially hearing children into ‘normal’ worlds. Particularly, it addresses ways in which so much of everyday communication depends on our individual readings of other people’s intentions and how this space of ‘what we intend’ is far gloomier and immature than we realize.

Next piece of her research reports one of authors’ previous long-term, ethnographic endeavors involving extended work with the memories and life histories of patients suffering from Alzheimer’s disease. Collected over the span of three and a half years, this body of research is devoted to speech. Alzheimer’s discourse from a Derridean perspective raises critical issues relating to our developing perceptions and knowledge-making practices. It also raises quasi-philosophical questions about the nature of ‘texts’, ‘originals’ and ‘presences’, ‘truths’ and the importance of seeking ways

to render our texting about disability issues more fluid, since neither ‘disabled’ person or researcher or our interpretations of data stay stable and in place.

Language and HIV/AIDS

Higgins and Norton (2010) in their edited volume “Language and HIV/AIDS” focus on intersection between language and HIV/AIDS. The volume is devoted to exploring a host of issues around HIV/AIDS in various geographic and virtual domains (Uganda, Tanzania, India, Australia, Andaman Islands, online contexts and visual arts) and through different analytic modes (discourse analysis, first-person accounts and ethnographic data). This volume probes questions around sex, sexuality and their anxious speeches. It does so principally to draw our attention to how experiences of HIV affect subjectivities, including the formation of and resistance to cultural norms. A significant point here is not just how death and grief loom large around this condition, but how issues of discrimination and suffering are coded in local cultural norms around patriarchy, and how AIDS patients and their caregivers move both themselves and discourses about their condition to more uplifting domains. It is this bunch of issues that this volume invokes. It is divided into thematic sections which comprise of the following major topics: 1) Constructions of Knowledge about HIV/AIDS, 2) Gendered Practices in the Spread of HIV/AIDS, 3) The Place of Local Knowledge in HIV/AIDS Educational Practices, and 4) Institutional Responses to HIV/AIDS.

This volume focuses on the role of language, discourse and semiotics in the construction of knowledge in HIV/AIDS education in different regions of the world, within the broader framework of applied linguistics and public health. The contributions examine the production, location and utilization of local knowledge in educational settings vis-à-vis discourses that are transmitted through official channels, such as medical and health professionals, non-governmental organizations (NGOs), and international agencies. Defining

HIV/AIDS education broadly, the volume examines the construction of HIV/AIDS education as a discourse within educational contexts that shapes knowledge about the disease, and the emergence of competing and cross-cultural ideologies that are co-constructed in educational settings. The central goal of the volume is to provide a collection of studies that yields helpful insights into the discursive construction of knowledge about HIV/AIDS, while demonstrating how the tools of applied linguistics can be exercised to reveal a deeper understanding of the production and dissemination of this knowledge.

The contributors believe that they seek to democratize the construction of knowledge about HIV/AIDS through sensitive, emic analyses that give priority to the voices of people, including youth, who are not typically sanctioned as producers of such knowledge. The chapters use a range of qualitative methodologies to critically explore the role of language and discourse in educational contexts in which various and sometimes competing forms of knowledge about HIV/AIDS are constructed. The authors draw on discourse analysis, ethnography and social semiotics to interpret meaning-making practices in HIV/AIDS education around the world, analyzing formal and informal educational practices in Australia, Burkina Faso, Cambodia, Hong Kong, India, South Africa, Tanzania, Thailand and Uganda. The contributors examine both the forms of knowledge that are present among communities affected by HIV/AIDS and the forms of knowledge conveyed by health experts that are meant to help prevent the spread of HIV. By exploring both sets of knowledge, the chapters explore how 'professional' discourses of sexual health and prevention interact with 'lay' discourses, and they highlight important practical concerns that result from the gaps between these two sets of knowledge. Many of the chapters demonstrate that target audiences do have an awareness of official knowledge about HIV/AIDS, but they also

reveal the salience of local knowledge for these populations.

The analyses offered seek to make sense of the challenges that educators, health practitioners and target populations face because of these co-present forms of knowledge, and to make recommendations for change. In this Introduction, we begin by locating the volume within a broad literature on language and public health, and then turn to a consideration of research on HIV/AIDS and applied linguistics, more specifically. Next, given researchers' interest in the intersection between local and global discourses on HIV/AIDS, they turn to a consideration of the ways in which applied linguists have addressed local knowledge across diverse research sites, and the implications this research has for investigations of HIV/AIDS. We conclude the chapter with a discussion on the organizing principle of the volume and its overall structure, with chapter summaries.

The chapters broadly conclude that local knowledge is always present, sometimes even in the form of authorized discourses about HIV/AIDS. However, most of the chapters demonstrate that local knowledge remains in competition with official discourses about HIV/AIDS in formal and informal domains of education, and most of the chapters reveal that local knowledge is largely obscured in favor of official discourses about HIV/AIDS. While a volume of this nature does not strive to make grand generalizations about the place of local knowledge in the prevention of HIV/AIDS, the contributors propose that understanding how knowledge is constructed among various populations can helpfully inform any effort to prevent the spread of HIV. The findings presented here do seem to have in common is that greater inclusion of unauthorized voices can lead to deeper understandings about why some educational practices have greater success than others do. The contributors hope that this bunch of articles will inspire those working in the field of HIV/AIDS prevention to listen carefully to these voices.

Alzheimer talk, text and context: Enhancing communication

Davis's (2008) collection of articles entitled "Alzheimer Talk, Text and Context Enhancing Communication" argued that the AD speaker retains a number of communicative competencies which may or may not be identifiable in clinical studies, and that these competencies can be built upon in ways that benefit the persons with AD and their caregivers by supporting interventions to enhance communication. This collection augments clinical inventories of Alzheimer's discourse with an emphasis on how caregivers and researchers can focus on communication enhancement and person-centered care. Specialists from linguistics, speech and communications disorders, gerontology, nursing, and artificial intelligence analyze retained competencies for social and linguistic interaction by speakers with Alzheimer's Disease, keyed to a corpus of naturally-occurring conversation, collected over several years. The contributors examine discourse boundaries and social relationships, gender-cued interaction and life-course analysis, online text by and about Alzheimer's speech, ways Alzheimer's speakers co-construct stories, in more than one language, with caregivers and conversation partners. They explore ways that might help Alzheimer's speakers - and ourselves - communicate better by knowing more about some of the ways they can continue to display their communicative skills, and by designing innovative enhancements and interventions. The collection includes contributions from scholars in several fields, such as Applied linguistics, gerontology, geriatric nursing, computer science, communication studies and communications disorders. All share a common concern, if not always the same terminology: a concern with how people with Alzheimer's Disease and their unimpaired conversation partners produce, interpret and understand language used in specific contexts and situations. Accordingly, the articles incorporate findings from multiple

disciplines and draw on interrelated research areas, such as aphasia or dementia.

Boyd Davis and *Cynthia Bernstein* focus on one specific speaker in the corpus to examine how the impaired speaker sustains relational goals in discourse when the ability to produce information is reduced. Their analysis of specific features in the conversational interaction is linked to two threads of research: that which shows the Alzheimer's speaker increasing their use of pragmatic constructs as their language declines, and that which suggests rapport, relationships and positioning as crucial components of conversation with impaired speakers. Later, Davis uses a review of functions of some discourse markers retained in the talk of AD speakers in the corpus, to look at the use of *so* to preface statements and declarative questions. Given that caregivers, at least in agency or institutional settings, spend a good bit of effort asking questions of AD speakers, she suggests that corpora could expand our understanding of the kinds of usage that may be easier for AD speakers to handle and the variation they present.

Ellen Bouchard Ryan, *Hendrika Spykerman* and *Ann Anas* review how people with dementia use reading and writing for a variety of personal satisfactions to argue that these activities are both possible and desirable. Their review expands empirical findings with reports of lived experience to demonstrate the creativity and courage displayed by persons with dementia, as they use writing to maintain their sense of self.

Lisa Russell-Pinson and *Linda Moore* are concerned with the way Internet websites establish a context for discussing AD. Although patient education is a priority, the amount of web-based information, even good information, can be overwhelming to persons and family members who think they are going to have to deal with a particular disease or condition. Russell-Pinson and Moore's review of how the flagship Alzheimer's Association site uses interrogatives to guide readers through

complex information also offers implicit suggestions for writing to the lay reader.

Formal linguistics and law

Linguistics and law are deeply intertwined. The cross-disciplinary nature of linguistics and law make it a prolific site for researchers of both the fields to collaborate and share knowledge. Law is all about language—legal coding and encoding, explanation, interpretation, analysis, argument, and so on. Courtroom and the discourse of the trial provide one particularly important site to observe the way violence and pain enters language (Scarry, 1985). It is language in the end which remembers, it is language that bears tradition and it is through language...that we remember not simply the appearance of the past, but also its discourse. In discourse, we read language to recollect not simply what was said, but the context of what was said, a copious linguistic context (Goodrich, 'Language of Law'). The implications of legal verdicts and their wording are profound in emotional and psychological terms. Robert (1986) in an essay '*Violence and the Word*' writes that,

Legal interpretations take place in a field of pain and death. This is true in several senses. Legal interpretive acts signal and occasion the imposition of violence upon others: a judge articulates her understanding of a text, and as a result, somebody loses his freedom, his property, his children and even his life. When interpreters have finished their work, they frequently leave behind victims whose lives have been torn apart by these organized, social practices of violence.

Language and law—new applications of formal linguistics by Grewendorf and Rathert (2009)

The aim of this book is to show how different formal linguistic disciplines can fruitfully contribute to legal issues. The book wants to show the many interfaces between linguistics and jurisprudence (Grewendorf, 2009). Law and linguistics are intertwined. According to Grewendorf and Rathert (2009), law always has a linguistic form; there would be no law without language. There would be no way to

establish legal validity without language, as justice needs communication. In this respect, the laws of society and the laws of nature differ. The laws of nature are valid although their correct formulations are not known entirely; they would also be valid if nobody had ever tried to put them in formulas. The laws of society are different, they only come about via human communication; they depend on communication and do not exist as such. The laws of nature are truly universal and eternal whereas the laws of society are state-bound and prone to be changed. Imagine a society without any law or rules; sooner or later someone will feel disturbed by what someone else does and he will communicate this. Rules of living together will be negotiated and law comes into a previously lawless society. Law is mediated through language, partially through spoken language (e.g. at court) and partially through written language (e.g. written statutory regulations, ordinances). Litigation is a process that is oriented towards the text of the written law and that results in new texts, judgments. Language and law are intimately linked, and so are linguistics and jurisprudence.

One of the major sections of the book focuses on the understanding of the law—the contribution of semantics and psycholinguistics. According to Grewendorf and Rathert (2009), the interpretation of law is as old as law itself. Jurists and laypersons always ask for the precise meaning of a certain piece of the law, they are engaged in a steady process of *understanding the law*. In linguistics, the discipline investigating 'meaning' (of words or sentences or texts) is *semantics*; thus, it is to be expected that semantics can contribute to a correct understanding of the law. This part also investigates the alleged incomprehensibility of legal language. Many features are claimed to be responsible for this: embeddings, complex noun phrases, nominalizations, etc. It is the task of *psycholinguistics* to investigate these features.

Law matters, syntax matters and semantics matters by Carl Vogel

In this chapter, the author argues that the formal semanticist can usefully interact with legal experts during the process of formulating legal texts, and that the semanticist can provide relevant advice for interpretive purposes. Vogel addresses a huge set of examples from Irish constitutional and statutory issues. Judges often explicitly appeal to linguistic principles of interpretation in justifying legal opinions and decisions, yet they do so inconsistently. The linguistic topics Vogel highlighted as relevant for the interpretation of legal texts include the meaning relation between conjunction (*and*) and disjunction (*or*), readings of the plural (collective versus distributive readings), the interpretation of relative clauses, under specification and vagueness, aspectual ambiguity, and lexical semantics. Obviously, the lawyers responsible for the interpretation statute did not see the role of negation in De Morgan, they only saw that conjunction and disjunction enter an equivalence relation. Vogel also elucidates the merits and limitations of recent attempts in Ireland's legislation to provide semantic interpretation 6 Günther Grewendorf and Monika Rathert principles, among them the guidelines of the *Law Reform Committee* (2000) and the rules supplied by the *Interpretation Act* (2005).

The paper Phonetic cues to speaker age: A longitudinal study by Angelika Braun and Sefan Friebis

The study presented by Braun and Friebis focuses on the development of famous voices over time, the recordings of whom are readily available over a considerable time span. The voices of eight male German politicians were selected for the study. Recordings extending over a period of 20–30 years were obtained from the archives of various German radio stations. The variables studied were speech rate, mean fundamental frequency, its standard deviation, voice onset time (VOT), and jitter and shimmer. The main results indicate that the speech rate clearly decreases with advancing age. The

VOT measurements demonstrate a decrease with increasing age. Shimmer shows a statistically significant increase with age. With respect to the forensic setting, the results of the present study demonstrate that certain changes within the vocal apparatus as well as changes in speech timing can reliably be linked to the age of a given speaker.

Interactional norms in the Australian police interrogation room by David Yoong

In this study, Yoong (2010) examines the interaction that takes place in a police interrogation room that follows certain conventions which are not evident in other settings, like school or home domains. This study which uses data derived from the questioning the Australian police conducted with Dr. Mohamed Haneef — a terrorist accomplice suspect aimed to show how the norms of interaction in the Australian police interrogation room are established through protocols and codes of conduct. Another aspect of norms of interaction analyzed in this article was the way power relations are created and maintained by looking at recurring discourse markers like the use of address and referent terms, interruptions, topic switching and latching. By identifying these linguistic devices, the author is able to see the patterns of interaction conducted by the Australian police with persons of interest.

Courtroom discourse: Expert witness testimony in a criminal case in Malaysia by Nooraini Ibrahim (2007)

In another research conducted within the court, Noraini (2007) surveyed the Kuala Lumpur criminal courts to study the usage of language in the proceedings, especially the use of languages other than Bahasa Malaysia against the backdrop of the Language Act, which deemed that Bahasa Malaysia is the national language and the language of the court.

Professional world Englishes: A case of legal report genre analysis by Maya Khemlani David & Neda Saeipoor (2014)

This study by David and Saeipoor (2014) aimed to investigate the Malaysian English judgment reports on rape cases from a linguistic perspective. It also sought to

identify court of appeal Judgment reports of rape cases as a Genre and to identifying the Genre moves conducted within this genre. Reports of Malaysian courts of appeal on rape cases were identified as a specific genre. The movements within the genres were identified by studying two controversial reports. A comparison with contexts in which English is used as a first language showed that the judgments might suffer from relying on pathos argumentation in one critical move.

The study concluded that the moves and sub-moves were similar in the two cases, allowing to call the judgment reports of court of appeal for rape cases in Malaysia “a Genre” which law professionals and their audience use and understand. The rhetorical arguments were used only in the move named “Arguing the Case”. The analysis of the reports showed the tendency of the judges towards “pathos” backed up with “Ethos” emphasizing on the emotional aspects to raise the audience’s sympathy to approve the judgment. The judges also emphasized their authority to justify the sentence. “Logos” on the other hand is used only in 2 or 3 sections in each report. The Rhetorical argument pattern in the “Arguing the Case” move may help professionals to avoid the risk of the effect of personal and emotional view of the judges on the justice system which can cost the system the trust of its audience.

Linguistics and Anthropological Sciences
Ageing in Africa: Sociolinguistic and Anthropological Approaches by Makoni and Stroeken (2002)

This work covers the dramatic expansion of African Gerontology as a discipline focusing aging and its consequences for societies and for individual experiences all over the continent. Therefore, the edited volume brings together some of the most prolific and skillful researchers working on ageing in Africa. The book is grounded on sociolinguistic and anthropological research conducted in different regions of Southern Africa, West and East Africa, and in different types of communities, rural, urban and nomadic. Hence, the book is able to adopt a

pan-African slant to issues about ageing. The data and their interpretation are characterized by the richness, typicity and authenticity of both narratives and ethnographical fieldwork. Because the authors aim to present insider views and experiences of ageing in Africa from these diverse contexts, the book is able to distil common and variable aspects of ageing in Africa. These permit a formulation of critical models of ageing which are sensitive to the elderly person’s experience and to the dynamics of the historical contexts in which are sensitive to the elderly person’s experience and to the dynamics of the historical contexts in which elderly persons have lived. Critical models of ageing appear to shed a new light on the social change that affects all of the contemporary African society (e.g. post-apartheid, post-colonialism).

The contributions to this volume demonstrate the acutely ambivalent position of elderliness in postcolonial society. Lying at the very heart of globalizing, monetarizing and nation-building pressures in African south of the Sahara, social relations between elders and youth have undergone radical changes in the last decades. In its richly detailed, multidisciplinary approach, the volume not only demonstrates how diverse the outcomes have been in different societies on the continent, but also poignantly elicits the current agility of ‘elderhood’ in offering contemporary strategies to cope with societal crises. This adeptly compiled work is an important contribution to the emerging field of African gerontology and should be of major interest to both scholars and policy makers concerned with Africa and its prospects. The volume vividly portrays the shifting roles and experiences of the elderly, both male and female, in Africa south of the Sahara. Stimulating and accessible reading for anyone interested in the spectrum of specificities and continuities of the elderly in the increasingly divided or wounded local worlds of entangled modernities.

Linguistics and Business

Englishes in advertising by Azirah Hashim

Hashim (2010) summarizes international research into the topic and then illustrates her chapter with examples of print and radio advertisements used in Malaysia. She discusses how certain languages are used to advertise certain products and how a mix of languages is also often used to attract the attention of listeners and readers. Hashim illustrated and discussed the respective roles of standard and local Englishes as well as other languages in advertisements from different parts of the world and especially in Malaysia, and how they are used to appeal to a wide range of ethnic, national, and regional audiences. In bilingual and multilingual populations, the choice of language or variety can be a complex issue. Innovations in the form of code switching and choice of language for different functions indicate that the choice of language plays a crucial role in the advertising industry. The illustrations show that a mixture of two or more languages is commonly used in advertisements, as advertisers try to reach out to potential clients using both global and local strategies. In the illustrated Malaysian advertisements, the use of standard and local varieties of English, alongside one or more of the 'local' languages, such as Malay, Chinese or Tamil, can be found. The study of English in advertisements shows that English can be said to be embedded inside complex language habitats that determine its form, functions and status vis-à-vis other languages.

CONCLUSION

This paper demonstrates the cross-disciplinary character of linguistics and the potential role it plays in various disciplines, such as health sciences, law, business, and numerous other sciences. The data showed that language and law are inextricably linked in several ways—rules are framed, encoded and interpreted in language. Similarly, legislations are coded in words; so are judge' opinions expressed in words. How the judgments are framed, interpreted and

articulated offer rich data for linguistic analysis as illustrated in the rape cases in Malaysia courts.

In addition, the study is an attempt to situate the potential for a cross-disciplinary approach between linguistics and other disciplines in Malaysia where several studies across disciplines have already set the tone. Some observations can be made in the context on the kind of research that has so far surfaced. Research across linguistics or applied linguistics, as we observe, is mainly undertaken with a uni-dimensional purpose of contributing towards the body of knowledge within the same disciplines. Drawing on theoretical framework and the actual realities in Malaysian context within the academia, particularly linguistics, we emphasize that applied linguists can make more dynamic and vigorous contribution by crossing over to other disciplines and domains as highlighted. The crossing over makes potential promises for broadening both the applied and pure dimensions of the disciplines, and can constructively result in the services for society. As Sarangi and Candlin (2010, p. 2) propose applied linguists can embark upon "active engagement in sites from a variety of other professional domains, such as Law, Healthcare, Counseling, Journalism and Media, Business and Management, and alliances with cognate disciplines." Besides, by establishing platforms for 'inter-relatedness' between applied linguistics and professional studies, the Malaysian researchers can help develop what Sarangi and Candlin envision as "inter-disciplinary and inter-professional collaboration, integrating methodological diversity, and a commitment to exploring connectivities among the values, procedures and knowledge bases of those with whom we seek to collaborate in achieving purposeful action."

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