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Abstract

The origin of the Homo Sapiens (wise man in Latin) to which the modern human beings belong, goes back to 120,000 or even 400,000 years ago. The field that is concerned with studying biology and evolutionary history of Homo Sapiens and aims to distinguish human beings from other animal species is referred to as anthropology. The field has several branches. Cultural anthropology and linguistic anthropology are some of the examples. Cultural anthropology is referred to as ethnology.

The connection between culture and language has been an area of research for scholars and researchers in more recent years. These studies have, eventually, led to the emergence of linguistic anthropology. It should be noted that anthropology or the science of humanity gained a self-conscious status towards the latter part of the 19th century. Franz Boas is amongst the main pioneers responsible in establishing this field as an academic discipline. He authored, co-authored and edited more than seven hundred publications (see Boas, 1938). His ideas and teachings have inspired scholars such as Edward Sapir who is largely credited as the founder of ethno-linguistics which studies the linkage between culture and language (For further information, see Sapir, 1949).
Preface 1 Introducing Linguistic Anthropology

Why Should We Study Language?


The contrast between Unlike the Latin based languages, it does not linguistics and linguistic anthropology is have the complexities associated with presented right from the start. grammatical gender of the nouns and complex conjugation of verbs. In English, there is only It would be appropriate to state that language one type of the second person pronoun which has allowed human beings to draw on images covers both formal and informal cases.

James Stanlaw, Nobuko Adachi, Zdenek Salzmann. Why should we study language? How do the ways in which we communicate define our identities? And how is this all changing in the digital world? Since 1993, many have turned to Language, Culture, and Society for answers to questions like those above because of its comprehensive coverage of all critical aspects of linguistic anthropology. First published 2018 by Westview Press Seventh Edition: July 2017 Published 2018 by Routledge 711 Third Avenue, New York, NY 10017, USA 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN Routledge is an imprint of the Taylor & Francis Group, an informa business. Copyright © 2018 Taylor & Francis All rights reserved.