

### **1. The black gender gap in educational attainment: historical trends and racial comparisons**

It is often asserted that the gender gap in educational attainment is larger for blacks than whites, but the historical trends that lead up to the current situation have received surprisingly little attention. Analysis of historical data from the U.S. Census IPUMS Samples shows that the gender gap in college completion has evolved differently for whites and blacks. Historically, the black female advantage in educational attainment is linked to more favorable labor market opportunities and stronger incentives for employment for educated black women. Males of both races have tended to delay completion of a college degree, but this pattern is disappearing as the striking educational gains of white women have caused the racial patterns of gender differences in college completion rates to grow more similar over time. Blacks in general and black males in particular continue to lag far behind whites in their rates of college completion. While some have linked the disadvantaged position of black males to their high risk of incarceration, our estimates suggest that incarceration has a relatively small impact on the black gender gap and the racial gap in college completion rates for males in the U.S.

### **2. Is Listening Comprehension Influenced by the Background Knowledge of the Learners? (A Case Study of Iranian EFL learners)**

Listening has long been the neglected skill in second language acquisition, research, teaching, and assessment. However, in recent years there has been an increased focus on L2 listening ability because of its perceived importance in language learning and acquisition. The present study explored the effect of background knowledge on listening comprehension. Two TOEFL preparation classes allocated to EFL students took part in the study. The experimental group received some treatment in the form of topic familiarity, and their background knowledge was activated. Then a 50-item TOEFL test of listening comprehension was administered to both experimental and control groups. A statistical analysis of the results provides some evidence in support of the effect of background knowledge on listening comprehension.

### **3. The Use of Collocations by Advanced Learners of English and Some Implications for Teaching**

Although it is widely acknowledged that collocations are both indispensable and problematic for language learners and that they therefore should play an important part in second language teaching, especially at an advanced level, learners' difficulties with collocations have not been investigated in much detail so far. This paper reports on an exploratory study that analyses the use of verb–noun collocations such as *take a break* or *shake one's head* by advanced German - speaking learners of English in free written production. First, an attempt is made to define 'collocations' as precisely as possible, and the methodology that has been developed for analysing learner collocations in free production is described. Then, the types of mistakes that the learners make when producing collocations are identified and the influence of the degree of restriction of a combination and of the learners' L1 on the production of collocations is

investigated. While the degree of restriction emerges to have some, but comparatively little, impact on the difficulty of combinations for the learners, the learners' L1 turns out to have a degree of influence that goes far beyond what earlier (small - scale) studies have predicted. Finally, the implications of these results for teaching are discussed, most importantly the role of L1 - L2 differences.

#### **4. Physical Contact and Financial Risk Taking**

We show that minimal physical contact can increase people's sense of security and consequently lead them to increased risk taking behavior. In three experiments, with both hypothetical and real payoffs, a female experimenter's light, comforting pat on the shoulder led participants to greater financial risk taking. Further, this effect was both mediated and moderated by feelings of security in both male and female participants. Finally, we established the boundary conditions for the impact of physical contact on risk-taking behaviors by demonstrating that the effect does not occur when the touching is performed by a male and is attenuated when the touch consists of a handshake. The results suggest that subtle physical contact can be strongly influential in decision making and the willingness to accept risk.

#### **5. Dialect and Style in the Speech of Upper Class Philadelphia**

This paper reports a study of the speech of a local prestige community, the upper class of metropolitan Philadelphia, carried out in 1977 and 1978 under an NIMH postdoctoral fellowship. The informants were primarily older speakers of the upper class community, who at that date retained a characteristic speech style distinct from that of other Philadelphians. The work was conducted to complement an extensive investigation of the Philadelphia speech community, the Project on Linguistic Change and Variation (LCV), that William Labov and his collaborators were then engaged in. The investigation was designed to answer two questions about the relationship between upper class speech in Philadelphia and that of the city at large: First, was there a social class boundary to the Philadelphia dialect, at least as defined by vowel pronunciation; and second, what made the Philadelphia upper class voice recognizable as such to the rest of the speech community? With regard to the first question, the study found that the vowel pronunciations of upper class speakers, while phonetically much less extreme in their local coloring than the pronunciations of working class speakers, preserved the same word class distinctions. Fundamentally, therefore, the upper and the working class speak a single dialect. With regard to the second, it found the prosody of upper class speech to be distinctive and to allow a listener easily to distinguish its speakers from even their most similar counterparts in the upper middle class. The present paper discusses these findings and their relation to the social matrix within which upper class speech was formed.

#### **6. UNDERSTANDING PROFESSIONAL ENGLISH TEXTS THROUGH SYSTEMIC FUNCTIONAL LINGUISTICS: AN ANALYSIS OF THE METAFUNCTIONS IN CORPORATE BUSINESS DISCOURSE**

English education in Thailand generally gives an importance to general English skills, and tends to overlook specific skills development in professional contexts. This study proposes an analysis

of metafunctions, which is part of Systemic Functional Linguistics (SFL) theory initiated by Halliday (1978, 1994). The study focuses on the language of annual reports in the Thai business context. An annual report is part of every established organization's documents. It has multiple audiences such as stockholders, local and foreign investors as well as interested individuals. In every annual report, "Message from the Chairman" always appears at the beginning. This type of message is generally written by the chairman who provides management's summary of the company's overall performance for the year. It is a way of reaching out to stockholders and investors to ensure them of the company's stability and credibility. This study looks at communication of 'corporate news' in time of crisis through the authority's language. It examines the corpus of 54 "Messages from the Chairman" in Thai annual reports written in English during Asia's economic crisis of 1997, and points out how metafunctions play an important role in underpinning the organization of this kind of corporate business text. Following the Hallidayan approach in Systemic Functional Linguistics (SFL), the three metafunctions (ideational, interpersonal, textual) are analysed. The findings reveal how these metafunctions are linguistically realised in this corporate public discourse in which the movement of thoughts needs to be presented logically and positively. The study has pedagogical implications for ESP teaching in Thai graduate classrooms in which the knowledge of metafunctions in structural and textual organizations is crucial for developing professional reading and writing skills among Thai students who need in-depth English education for academic and professional purposes.

### **7. The Dark Side of Creativity: Original Thinkers Can be More Dishonest**

Creativity is a common aspiration for individuals, organizations, and societies. Here, however, we test whether creativity increases dishonesty. We propose that a creative personality and creativity primes promote individuals' motivation to think outside the box and that this increased motivation leads to unethical behavior. In four studies, we show that participants with creative personalities who scored high on a test measuring divergent thinking tended to cheat more (Study 1); that dispositional creativity is a better predictor of unethical behavior than intelligence (Study 2); and that participants who were primed to think creatively were more likely to behave dishonestly because of their creativity motivation (Study 3) and greater ability to justify their dishonest behavior (Study 4). Finally, a field study constructively replicates these effects and demonstrates that individuals who work in more creative positions are also more morally flexible (Study 5). The results provide evidence for an association between creativity and dishonesty, thus highlighting a dark side of creativity.

### **8. Creating Local Brands in Multilingual International Markets**

Despite the importance of decisions regarding international brand names, research on brand naming has focused primarily on English name creation. The authors conceptualize the local brand-name creation process in a multilingual international market. The authors present a framework that incorporates (1) a linguistic analysis of three translation methods – phonetic (i.e., by sound), semantic (i.e., by meaning), and phonosemantic (i.e., by sound plus meaning) – and (2) a cognitive analysis focusing on the impact of primes and expectations on consumer name evaluations. Using dual English-and-Chinese brand names, the authors show that the effectiveness of the translation depends on the emphasis of the original English name (versus the Chinese name) and the method of translation used previously for brand names within the same category.

## **9. The Gender Linked Differences in the Use of Linguistic Strategies in Face-to-face Communication**

Research on language and gender interaction is well into its third decade and the related review of literature has shown that males and females tend to differ in face-to-face speech and in written language (e.g., Lackoff 1990, Mulac 1989, Tannen 1990). Yet there have been surprisingly few contributions from the Persian language to the exploration of cross-linguistic literature on the topic. This study is an attempt to provide a report on face-to face communications in Persian language. To carry out the study male-male, male-female, and female-female communications were examined in terms of linguistic strategies (e.g., interruption, intensifiers, amount of speech, topic raising) used by participants. The data of the study were collected through observations. The data were analyzed through descriptive and inferential statistics. The results of the study indicate that there is a significant difference between males and females in the use of linguistic strategies in male-male and female-female communications. The results also indicate that there is an interaction between gender and experience, education and power of the interlocutors in the use of linguistics strategies.

## **10. Sound and Meaning: The Role of Language Proficiency in Bilingual Consumer Environments**

How do bilingual consumers process bilingual information? Prior research indicates that stimulus-related concepts (type of name translation and language emphasis) play a critical role. We extend this research by including language proficiency as a key person-related concept. When asking Chinese-English bilinguals to evaluate dual brand names, we find that proficient consumers prefer sound translation when the English name is emphasized but meaning translation when the Chinese name is emphasized. In contrast, less proficient bilinguals engage in semantic processing of the dual names. These results suggest that proficiency must be added as a key concept to a framework that addresses bilingual consumer environments.

## **11. Payung Cedar: Thai and American Responses to Compliments in English**

Paying a compliment and responding to it can be a challenge for non-native speakers whose social values and norms are different from those in the target language culture. Using transcriptions from recorded interviews and participant observations, this study investigated similarities and differences between 74 compliment responses given by 12 American native speakers (6 males and 6 females) enrolled in graduate programs at a U.S. university, and 68 responses given by 12 Thai adult students (6 males and 6 females) enrolled in an intensive English program at the U.S. university. The results showed that the English learners responded differently from the native speakers. In particular, the learners used the patterns that were not commonly recognized by the Americans. The results also showed a significant effect of gender on compliment responses in both groups.

## **12. Assess, Don't Assume, Part II: Negotiating Implications of Cross-Border Differences in Decision Making, Governance, and Political Economy**

When facing a negotiation that crosses national borders and/or cultures, the standard preparatory assessments— of the parties, their interests, their no-deal options, opportunities for and barriers to creating and claiming value, the most promising sequence and process design, etc.— should be informed and modified by potentially relevant factors. Drawing on considerable literature in cross-border and cross-cultural negotiation, a two-paper series develops a four-level prescriptive

framework for effectively carrying out such assessments. The first paper in this series (“Etiquette and National Culture in Negotiation”) described 1) common expectations for surface behaviour, and 2) some implications of deeper cultural characteristics for the negotiation process itself, as well as cross-border caveats such as stereotyping and overemphasizing national culture to the exclusion of other factors. The current paper carries this analysis further by systematically analyzing a third and fourth class of factors that often prove critical in cross-border deal-making:

**3. The decision-making and governance processes that are the targets of influence efforts.**

While negotiations take place with individuals, those individuals are typically enmeshed in organizational processes and cultures. Thus, a key assessment focuses on the organization’s decision-making and governance processes. Several questions guide this analysis: Who has what decision rights? Is it a one-person authoritarian process? A simple consensus? A multi-stage consensus process? A key subgroup? How does the formal decision-making and governance process differ from the informal one?

**4. The broader economic and political context for negotiation as well as salient**

**“comparable” deals.** Several questions guide this analysis: is there a formal or informal government policy toward the kind of arrangements under negotiation such as the requirement that the majority of a joint venture be owned by a local partner? Are high-tech deals particularly sought-after by the state? What recent deals by others, successful or not, will be salient in the minds of your local hosts and authorities when they contemplate yours? Does the political ethos favour state control or privatization? Does a wrenching political transition foster managerial uncertainty and decision paralysis? And so on.

**13. The Relationship Between Native Speaker Judgments of Nonnative Pronunciation and Deviance in Segmentals, Prosody, and Syllable Structure**

This study investigated the relationship between experienced SPEAK Test raters' judgments of nonnative pronunciation and actual deviance in segmentals, prosody, and syllable structure. Sixty reading passage speech samples from SPEAK Test tapes of speakers from 11 language groups were rated impressionistically on pronunciation and later analyzed for deviance in segmentals, prosody, and syllable structure. The deviance found in each area of pronunciation was then correlated with the pronunciation ratings using Pearson correlations and multiple regression. An analysis of the 60 speakers showed that whereas deviance in segmentals, prosody, and syllable structure all showed a significant influence on the pronunciation ratings, the prosodic variable proved to have the strongest effect. When separate analyses were done on two language subgroups within the sample, prosody was always found to be significantly related to the global ratings, whereas this was not always true for the other variables investigated.