
BOOK NOTICE

BOOK NOTICE of TRESTER, ANNA MARIE 2022. *EMPLOYING LINGUISTICS: THINKING AND TALKING ABOUT CAREERS FOR LINGUISTS*. LONDON, U.K., BLOOMSBURY ACADEMIC, BLOOMSBURY PUBLISHING PLC.

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This volume is designed to encourage linguistics graduates to think creatively about using their linguistic knowledge, skills, and approaches. It uses an extended metaphor of *constellation* - where there are as many possibilities as stars in the sky – and the acronym BRIGHTEN as a framework for presenting a range of career ideas for linguists. BRIGHTEN stands for Business, Research, Innovation, Government, Health Communication, Technology, Education and the Nonprofit sector.

BUSINESS opportunities include voice research for internet-supported applications, cognitive interviewing, and the analysis of customer journeys; RESEARCH opportunities reflect a range of ways to expand and share knowledge, including in information sciences; INNOVATION careers respond to social change, and include developing and recruiting donor contributions to major ventures; GOVERNMENT careers include policy development, political communications, and a range of support for local, state, and national agencies; HEALTH COMMUNICATION careers exploit an understanding of doctor/nurse-patient interaction, as well as an ability to provide analysis, reports, and presentations; TECHNOLOGY careers provide opportunities for data analysis, artificial intelligence, AR/VR, chatbots, voice-overs, software, and social media (one could also add robotics, animatronics, and (multilingual) corpora); EDUCATION careers call for a range of linguistic skills including in work on language maintenance and immigrant resettlement; and finally NONPROFIT opportunities include funding solicitations, ancestry analysis, advertising brochures, slogans, flyers, program development, translation, copywriting, script analysis, and community studies.

The book contains stories from 38 real people, mostly women from the US, combined with autobiographical snippets from Trestler's own varied career. These are combined with mini lessons on maximizing the reader's skills, interests, and building confidence to get started in multiple directions. Some stories are only a few lines; others are lengthier (two to six pages). One of the longer stories is that of sociolinguist Charlotte Linde, who brought her skills to the study of cockpit conversation, working to help solve a problem for the National Aeronautics and Space Administration in the US and finding that constant deference from co-pilot to pilot,

or mitigation, had a deleterious impact on safety. One chapter reviews how to develop an individual portfolio that describes, interprets and evaluates what a person has already achieved, often without realizing it. Another discusses policy development, illustrating it with a story about work with indigenous groups to seek funding, and how to switch in and out of funding-talk. And another exhorts the reader to reflect on why and how a linguist might want to use linguistics in what could seem on the surface to be doing something else. Each chapter is set up like a workshop or seminar, which is how Trester herself is using it. She offers short online courses keyed to both it and its predecessor, *Bringing linguistics to work* (Trester, 2017) influenced by her earlier book with Deborah Tannen (Tannen & Trester, 2013).

This is a useful book that can be seen as complementing the various online sites that suggest non-academic careers for linguists, including *prospects.ac.uk*, careers links at many universities around the world, job listings at the Linguistics Society of America, and my own site (*careerlinguist.com*). It does occasionally use a somewhat evangelistic tone; but this is perhaps not surprising in a book based on workshops designed to reassure participants, to elicit new insights, and to motivate them to think in new ways of using linguistic knowledge, skills, and approaches.

References

- Trester, Anna Marie (2017). *Bringing Linguistics to Work*. Lulu Publishing Services.
Tannen, Deborah, & Trester, Anna Marie (Eds.) (2013). *Discourse 2.0: Language and new media*. Georgetown University Press.