Handbook Of Language And Social Psychology

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The authors and editors of the APA Handbook of Personality and Social Psychology have offered considerable evidence that supports a bullish assessment of the prospects for current and future progress in the development of concepts and methodology in both fields. The Prologue to the original Handbook of Language and Social Psychology sought to capture the essential history of the study of the intersect of language and social psychology in somewhat less than two pages. That could not be done now, although the field remains almost universally neglected in standard social psychological texts. The propensity of the texts to ignore language and its use is somewhat akin to a zoologist writing about fish without mentioning the role of water. It is also still rare to find undergraduate or postgraduate courses with titles linking language and social psychology.