Contents

Foreword xi
Publisher's Acknowledgements xiii
General Editor's Preface xv

1 Introduction 1
The relationship of typography to linguistics 2
What is written language? 8
Articulation of written language 11
The way the marks are made – the role of technology 12
The remainder of the book 14

2 Describing typographic articulation 17
Literature and research 18
Methods for describing articulation 23
Concluding remarks 28

3 Prescription, authority, formality and status 31
Kinds of prescription: rules or principles 31
Legitimacy and correctness 34
Kinds of authority in graphic language 37
Definitions of formality 41
Formality in letterforms: hand-made/machine-made 43
Status in bilingual texts 48
Concluding remarks 52
4 Prescription and practice for non-experts 53
  Learning the rules at school 53
  Rules for visual organisation of public writing 66
  The extent to which rules are followed in non-expert typography 69
  Impact of desktop publishing on visual organisation 80
  Concluding remarks 83

5 Prescription in house style and typing manuals 85
  Printing, composing and house style manuals 87
  Typing manuals 114
  Concluding remarks 123

6 Letter-writing 126
  Written prescriptions for letter-writing 127
  Letter-writing practice 145
  Prescription and practice 164

7 Ways forward for typographers and applied linguists 171

References 179
Appendix 1: List of style manuals included in Figure 5.4 193
Appendix 2: Typing manuals and articles about typing used for surveys in Chapters 5 and 6 195
Index 199