

TEXT 1**Watch Your Fantasy World Language.**

By AMY CHOZICK

At his best friend's wedding reception on the California coast, David J. Peterson stood to deliver his toast as best man. He held his champagne glass high and shouted 'Hajas!' The 50 guests raised their glasses and chanted 'Hajas!' in unison. The word, which means 'be strong' and is pronounced 'hah-DZHAS', has great significance for Mr Peterson. He invented it, along with 3 250 other words (and counting), in the language he created for the television series 'Game of Thrones', called Dothraki.

1

Some people build model railroads or re-enact Civil War battles; Mr Peterson, a 30-year-old who studied linguistics at the University of California, San Diego, is a 'conlanger,' a person who constructs new languages. Until recently, this mostly quixotic linguistic pursuit, born out of a passion for words and grammatical structures, lived on little-visited Web sites or in college dissertations.

2

Today, a desire in Hollywood to infuse fantasy and science-fiction movies, television series and video games with a sense of believability is driving demand for constructed languages, complete with grammatical rules, a written alphabet (hieroglyphics are acceptable) and enough vocabulary for basic conversations.

3

"The days of aliens spouting gibberish with no grammatical structure are over," said Paul R. Frommer, Professor Emeritus of clinical management communication at the University of Southern California who created Na'vi, the language spoken by the giant blue inhabitants of Pandora in *Avatar*. The shift is slowly transforming the obscure hobby of language construction into a viable, albeit rare, career and engaging followers of fantasies like *Lord of the Rings*, *Game of Thrones* and *Avatar* on a more fanatical level. The watershed moment for invented languages was the creation of a Klingon language by the linguist Marc Okrand for 'Star Trek III: The Search for Spock'. That led to a Klingon Language Institute, a Klingon version of Monopoly, an official dictionary and a published translation of *Hamlet*.

4

There have been many attempts to create languages, often for specific political effect. In the 1870s, a Polish doctor invented Esperanto, meant to be a simplified international language that would bring world peace. Suzette Haden Elgin created Láaden as a language better suited for expressing women's points of view. (Láaden has a word, 'bala', that means 'I'm angry for a reason but nothing can be done about it'.) According to Elgin, this is designed to counter male-centered language's limitations on women, who are forced to respond 'I know I said that, but I meant this'.

5

But none of the hundreds of languages created for social reasons developed as ardent a following as those created for movies, television and books, says Arika Okrent, author of *In the Land of Invented Languages*. "For years people have been trying to **engineer** better languages and haven't succeeded as well as the current era of language for entertainment sake alone," Ms Okrent said.

6

The motivation to learn an invented language is not so different from why people pick up French or Italian, she said. "Learning a language, even a natural language, is more of an emotional decision than a practical one. It's about belonging to a group," she said.

7

[Source: <<http://www.nytimes.com>> Extracted from *Watch Your Fantasy World Language* (New York Times)]

TEXT 2A

As the psychedelic 60s gave way to hippie backlash and high ambitions, one thing was clear: There was something damn funny about peace, love and understanding. Shaking off naturalism, daisy chains and acid tabs came easier than expected, and what resulted was a paradox of both striking diversity and remarkable coherence: From high-concept prog-nerds and high-octane guitar solo to high-heeled glam-rockers and punks, the 70s saw the rise and dominance of the album-as-unified-statement. Punk rockers of this era combined an anti-establishment stance with a harsh, spare sound that stood in direct contrast, even confrontation, with the guitar solos and melodious lyricism of contemporary pop music. Often screaming their verses over raucous rhythm guitar and feedback, punk musicians came to embody the feelings of anger and rebellion of disaffected young people. They had absorbed enough of the general sense of youthful rebellion against the powers that be as well as the employment of the subversive and ironic.

[Source: <<http://pitchfork.com>> Extract from *Top 100 Albums of the 1970s*]

TEXT 2B

“This is Pete Fornatale from WNEW-FM in New York. And I’m here because I like John Denver-very much.”



A few excerpts from a recent interview about John Denver’s newest album, “Poems, Prayers & Promises.”

“It struck me immediately as an anthem for the new consciousness...
 “The album has tremendous social conscience. There’s a lot of romance and there’s politics. There’s reflections and sincerity and most important, and perhaps more than anything else, there is the difficult notion of *survival* in chaotic 1971 America...
 “Whenever I listen to John Denver, I feel like I’m on leave from the revolution and this is the watering hole, the place to kind of get sustenance to go on...”

RCA Records and Tapes

[Adapted from: <<http://superseventies.com>>]

TEXT 2C

**“The Ramones are gonna
smash you to smithereens...
and slam you up against the wall
screaming for more...”**

Craig Zeller, *The Aquarian*



"The Ramones are the best young rock and roll band in the known universe."

Wayne Robins, Newsday

"The Ramones are precise and relentless as a rushing pulse ... it's all adrenaline chords at a terrific speed. The Ramones are out to re-live the roots of rock by mauling them."

Ernest Leogrande, Circus

"Their album defines their style well, putting them at the front of the ravers. They will lead all our fifteen year olds into the sea."

Walrus

"Punk with commercial potential ... it's about time."

Bob Bennett, Rutgers Daily Targum

"Hard, loud, fast and tuff, this is the most cleanly conceptualised New York rock show there is to see, and the last time I caught them I walked home high."

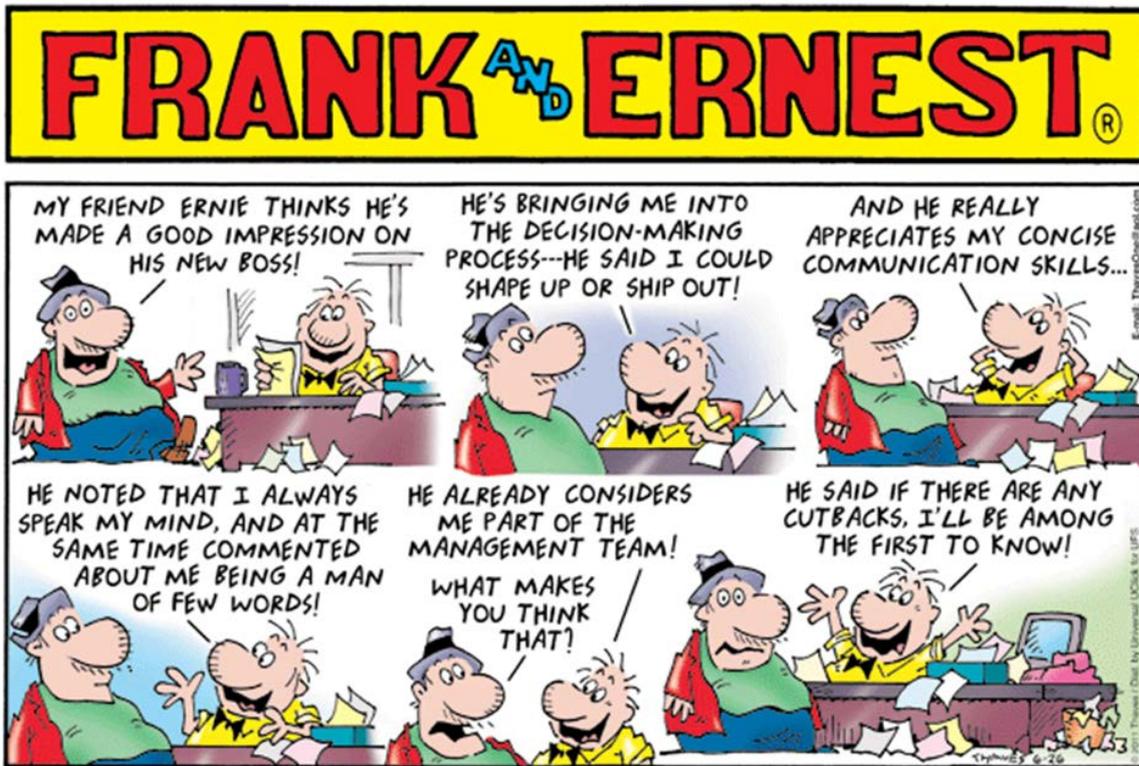
Robert Christgau, Village voice

On Sire Records  Marketed by ABC

Today New York ... tomorrow the world

[Source: <<http://www.superseventies.com>>]

TEXT 3



[Source: <<http://comics.dp.cx>>]

TEXT 4

Your potential. Our passion.™
Microsoft*

Is your business
making
the most of it's
greatest asset?

Read some of the latest thinking from the Economist
on what makes a successful People-Ready business.

people  ready

www.economist.com/sponsor/peopleready

[Source: <<http://tbray.org>>]

TEXT 5

WINDOWS VS WALLS

This epic struggle explains why we make what we make and do what we do. The thing that gets us out of bed every day is the prospect of creating pathways above, below, around and through walls. To start a dialogue between hundreds of devices, billions of people and a world of ideas.

- To lift up the smallest of us. And catapult the most audacious of us. But, most importantly, to connect all of us to the four corners of our own digital lives and to each other. To go on doing the little stuff, the big stuff, the crazy stuff and that ridiculously necessary stuff. On our own or together.
- This is more than software we're talking about. It's an approach to life. An approach dedicated to engineering the absence of anything that might stand in the way ... of life.
- Today, more than one billion people worldwide have Windows. Which is just another way of saying we have each other.



PC MOBILE LIVE | Windows  LIFE WITHOUT WALLS

[Source: <<http://5.media.tumblr.com>>]