## Mai Kuha

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### **Education**

1999 Ph.D., Indiana University, Bloomington Linguistics

Dissertation: "The influence of interaction and instructions on speech act data." Indiana University, Bloomington. Ann Arbor: UMI. AAT 9932670.

This project presents an innovative computer-assisted data collection method that allows us to investigate speech acts in the context of interaction while preserving experimental controls.

Dissertation committee: Drs. Beverly S. Hartford (chair), Samuel G. Obeng, Robert Botne, and Gary Cronkhite (Communication)

1990 M.A., University of Cincinnati English Linguistics

1987 B.S., Northern Kentucky University
Computer Science
Minors in Mathematics and German

# **Teaching experience**

### **Ball State University**

1999 - present Assistant Professor, Department of English

ENG 628, Language and Culture

This graduate-level overview of the connections between language and culture focuses on phenomena such as metaphor, narrative, the extent of influence of language on thought, and issues related to multilingualism.

ENG 627, Sociolinguistics

This course is a graduate-level introduction to sociolinguistics.

ENG 620, Linguistics and the Study of English

In this course, graduate students with concentrations in English literature, general English, and composition and rhetoric investigate those areas of linguistics that are most likely to have practical application in their professional life as educators and writers, including word meaning, metaphor, some elements of discourse structure, and social issues of language use in the United States.

### ENG 328, Language and Gender

The starting point for this course is that language is a resource for men and women to construct their gender identities in the context of particular communities of practice. The course is organized around hands-on data collection exercises.

### ENG 321, English Linguistics

This upper-division course on sentence structure fosters analytical skills and relates the structure of modern English to larger issues. Since the course draws English majors and English Education majors who have different career goals and whose skill levels range widely, I have introduced team-based learning, online testing, and different sets of assignments for the two majors.

### ENG 320, Introduction to Linguistic Science

Speech pathology majors are the main target audience for this upper-division survey of linguistics. Students typically have already had a phonetics course, but need to understand the role basic concepts in phonology will have in their work with clients, and to appreciate the complexity and structure of normally developing language, in contrast to disordered language.

### ENG 299X, Experimental Topics: Language and Politics

This course investigates connections between language and politics, including topics such as power, group identity, the importance of language for an effective leader, and the representation of environmental issues in political discourse. It also includes the politics of a nation having an official language, and the more subtly political issue of enshrining a particular variety of a language as the standard.

#### ENG 299X, Experimental Topics: Language and Ecology

I designed this course to examine how the natural environment is represented in the language of advertising, politics, news media, science, and the law. It also touches on the connection between linguistic diversity and biodiversity, as well as the connections between environmental issues and social justice.

#### ENG 220, Language and Society

Learner-centered activities and multimedia are indispensable in this undergraduate sociolinguistics course focusing on language variation and attitudes in the United States. The course has a particularly important role in preparing future teachers to meet diversity in their classrooms. Students discuss case studies and carry out primary research.

### 2003 - 2011 Assistant Professor, Department of Anthropology

#### ANTH 308, Introduction to Anthropological Linguistics

As the only linguistics requirement for undergraduates majoring in anthropology, this course outlines conversational and narrative structure and the relationship between language and culture. Students record audio data and carry out ethnographic analysis.

## Indiana University, Bloomington

1993 - 96 Associate Instructor, Department of Linguistics

An introductory survey of linguistics (two semesters) and

a language variation course (two semesters)

An experimental course on Indiana dialects: graduate assistant

A new course on language and law: assisted in course design

Summer 1993 Mathematics Instructor, Project Upward Bound

Taught mathematics to at-risk high school students

### **University of Cincinnati**

1988 - 90 Computer Lab Assistant, Department of English Writing Program

Winter 1990 Instructor

Fall 1989 Teaching Assistant

## **Teaching interests**

My graduate training in theoretical linguistics and sociolinguistics, combined with my research experience, has prepared me to teach courses in

· general linguistics

• anthropological linguistics

• the structure of modern English

comparative linguistics

• intercultural communication

· research methods

sociolinguistics (including how language relates to politics and social policy)

# Instructional use of technology

- Blackboard: online testing, anonymous midterm surveys, asynchronous discussion, handout distribution
- PowerPoint

- Video conferencing
- · Second Life: gender swap assignment
- Online corpora for ad-hoc in-class analysis
- · Electronic reserves for readings

### Research interests

My goal is to contribute to our understanding of the linguistic phenomena that underlie social and environmental problems through research projects in sociolinguistics and pragmatics that

- contribute to social justice (for example, through the description of attitudes towards minorities),
- improve intercultural communication and understanding, and
- raise awareness of sustainability issues and improve the effectiveness of environmental discourse

### **Publications**

- Forthcoming Kuha, Mai. Messages in Chevron's "Human Energy" ad campaign. In Jørgen Bang, Martin Döring, Anna-Vibeke Lindø & Joshua Nash (eds.) *Ecolinguistics: Taking stock of an emerging paradigm in linguistics and its state of art.* Stauffenburg Verlag.
  - An earlier version was presented at the Symposium on Ecolinguistics, University of Southern Denmark, Odense, June 11, 2009.
- 2011 Boyd, Colleen, Sue Guillaud, Mai Kuha, Lisa Kuriscak, & Melinda Messineo. Making environmental connections in courses in the humanities and social sciences. Chapter 20 in Walter Leal Filho (ed.) World Trends on Education for Sustainable Development. Frankfurt: Peter Lang Scientific Publishers.
  - An earlier version was presented at Greening of the Campus VIII, Indianapolis, IN, September 21, 2009.
- 2011 Kuha, Mai. The case of the dog who ate bamboo. *Language & Ecology*. Short commentary. http://www.ecoling.net/dogwhoatebamboo.pdf
- 2011 Kuha, Mai. Degrees of anthropocentrism in accounts of wildlife-vehicle collisions. Society & Animals 19(1). 1-21.
- 2009 Kuha, Mai & M. Ali Bolgün. The development of Turkish and Finnish words related to privacy. In Hanna Pishwa (ed.) *Language and social cognition: Expression of the social mind*, 127-162. Trends in Linguistics 206. Berlin: Mouton de Gruyter.
- Kuha, Mai. Uncertainty about causes and effects of global warming in U.S. news coverage before and after Bali. *Language and Ecology* 2(4). http://www.ecoling.net/
  - An earlier version was presented at the 14th International Interdisciplinary Conference on the Environment, Edmonton, Canada, July 3, 2008.
- Kuha, Mai. Acceptance and avoidance of responsibility in world leaders' statements about climate change. Language & Ecology 2(3). http://www.ecoling.net/world\_leaders.pdf
  - An earlier version was presented at the 13th International Interdisciplinary Conference on the Environment, Portland, ME, July 2, 2007.
- 2005 Kuha, Mai. Investigating the spread of 'so' as an intensifier: Social and structural factors. In Chiho Sunakawa, Tomoko Ikeda, Shannon Finch, and Malavika Shetty (eds.) *Texas Linguistic Forum* 48. 217-27. http://studentorgs.utexas.edu/salsa/proceedings/2004/Kuha.pdf
  - An earlier version was presented at SALSA XII (12th Annual Symposium About Language and Society–Austin), Austin, TX, April 14, 2004.

- 2003 Kuha, Mai. Perceived seriousness of offense: The ignored extraneous variable. *Journal of Pragmatics* 35(12). 1803-1821.
  - An earlier version was presented at the American Association for Applied Linguistics 1999 Annual Conference, Stamford, CT, March 6, 1999.
- 1999 Kuha, Mai. Speakers' intentions: Implications for coding procedures. In Lawrence F. Bouton (ed.) *Pragmatics and Language Learning* 9. 265-291. Urbana-Champaign, IL: University of Illinois.
  - An earlier version was presented at the 12th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, February 27, 1998.
- 1998 Kuha, Mai. Competing motivations for NP order in Kenyan English. World Englishes 17(1). 61-70.
- 1997 Kuha, Mai. The computer-assisted interactive DCT: A study in pragmatics research methodology. In Lawrence F. Bouton (ed.) *Pragmatics and Language Learning* 8. 99-127. Urbana-Champaign, IL: University of Illinois.
  - An earlier version was presented at the 10th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, March 22, 1996.
- 1994 Kuha, Mai. Locatives in Kpelle. Paper presented at the 25th Annual Conference on African Linguistics, the State University of New Jersey, Rutgers, March 26. ERIC Document Reproduction Service No. ED 375 673.

### **Presentations**

- Kuha, Mai. Layers of meaning in mountaintop removal. Poster presented at the Association for Environmental Studies and Sciences Annual Conference, Portland, OR, June 18.
- 2009 Kuha, Mai. The prospect of *organic* and *sustainable* becoming the default, instead of a marked option: Lessons from the nonsexist language reform movement. The 15th International Interdisciplinary Conference on the Environment, Daytona Beach, FL, July 8.
- 2008 Kuha, Mai & Elizabeth M. Riddle. Social and cognitive factors in pragmatic variability. Sociolinguistics Symposium 17, Amsterdam, April 5.
- Kuha, Mai. The representation of agency in universities' documents about environmental responsibility. In Robert J. Koester (ed.) Conference proceedings: Greening of the Campus VII: Partnering for sustainability, enabling a diverse future. Muncie, IN: Ball State University. (September 6)
- 2007 Kuha, Mai & Elizabeth M. Riddle. The co-construction of solidarity among strangers through intimate style in apologies. The 10th International Pragmatics Conference, Göteborg, Sweden, July 10.

- 2007 Kuha, Mai & Jeff Harlig. Who is responsible for interdialectal comprehension? Poster presented at the American Association for Applied Linguistics 2007 Annual Conference, Costa Mesa, CA, April 23.
- 2006 Kuha, Mai. Belief revision: Empirical data, theoretical models, and implications for communicating with the public about environmental issues. The 12th International Interdisciplinary Conference on the Environment, Kona, HI, June 24.
- 2005 Kuha, Mai & Elizabeth M. Riddle. The construction of group identity in apologies for a political event. The 34th Annual Conference on New Ways of Analyzing Variation, New York, NY, October 21.
- 2002 Kuha, Mai. Variation in the interpretation of "Have you V-ed before?" as a sign of pragmatic change. The annual meeting of the American Dialect Society, San Francisco, January 5.
- 2000 Kuha, Mai. "A casual little question" and other items in the speech act taxonomies of speakers. The 29th Annual Conference on New Ways of Analyzing Variation, East Lansing, MI, October 7.
- 2000 Kuha, Mai. The feasibility of research on change and variation in pragmatics. The 14th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, April 14.
- 2000 Kuha, Mai. Positive responses to a request: Towards the investigation of less face-threatening speech acts. The 14th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, April 14.
- 1999 Kuha, Mai. Agreeing to comply with a request: An assessment of the predictive power of politeness theory. The 13th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, April 9.
- 1997 Kuha, Mai. The influence of naming the target speech act in DCT instructions. The 11th Annual International Conference on Pragmatics and Language Learning, University of Illinois at Urbana-Champaign, April 18.
- 1994 Kuha, Mai. Attitudes towards users of coordinate *which*. Indiana University Socio Circle, Bloomington, September 26.

# Research in progress

Kuha, Mai. Indiana residents' perceptions of Southern Indiana speech: Nice and slow. Poster to be presented at the Diversity Research Symposium, Ball State University, Muncie, IN, October 29, 2011.

Elizabeth M. Riddle & Mai Kuha. The interpretation of nonliteral language: cognitive factors in individual variation. Submitted for presentation at Sources of Individual Linguistic Differences, Ottawa, Ontario, March 2012.

Kuha, Mai. Metaphors of the degrowth movement.

# **Service and outreach**

2011	Reviewed a chapter for the 13th volume of <i>Pragmatics and Language Learning</i> , to be published by the University of Hawai'i Press.
2011	Reviewed a manuscript to be published in the journal Anthrozoös.
2010 - pres	ent Humanities representative, Ball State University's Council on the Environment (COTE)
2010	Wrote a grant proposal funded at \$3,300 by the Community Foundation of Muncie & Delaware County Living Lightly Fair working group
2009	Collaborated in the preparation and presentation of a mini-lesson on informality in political discourse for College Awareness Day, a program geared towards minority students from Indiana high schools. Muncie, IN, April 7.
2009	Collaborated in the presentation of an informational, interactive display about local linguistic diversity issues at Common Ground, a diversity event in Muncie, IN, April 4.
2009	Reviewed the book manuscript Animals erased for publication
2009	Reviewed a chapter for the volume <i>Vietnamese pragmatics</i> , to be published by the National Foreign Language Resource Center, University of Hawai'i at Manoa
2009	Reviewed a manuscript for the journal Issues in Intercultural Communication
2009	Conference proposal reviewer Greening of the Campus VIII
2008 - 09	Conference proposal reviewer Interdisciplinary Environmental Association
2008 - 09	Humanities representative (stand-in during the regular representative's sabbatical) Ball State University's Council on the Environment (COTE)
2008	Presenter Focus the Nation, a nationwide teach-in on global warming
2006 - 08	Co-organizer Cultural Studies Reading Group, an interdisciplinary discussion group for faculty and graduate students at Ball State University
2006	Collaborated in the preparation and presentation of an informational, interactive display about local linguistic diversity issues at <i>Unity in DiverCity 2006</i> : The Many Faces of Culture, a community action project based in Muncie, IN.
2004	External reviewer for the dissertation of Giao Quynh Tran, Ph.D. candidate in the Department of Linguistics and Applied Linguistics at the University of Melbourne, Australia

2001 Writing Committee member

Reviewed textbooks for inclusion in the list of Writing Program texts, Department of English, Ball State University.

2001 Panelist

Participated in a session on publishing for graduate students at Practical Criticism Midwest 11, Ball State University.

2000 Reviewer

Invited by the National Science Foundation to review a grant proposal.

1998 - 99 Mentor

Participated in the Women in Linguistics Mentoring Alliance, a project of the LSA's Committee on the Status of Women in Linguistics.

1993 - 97 Founder and organizer

Indiana University Socio Circle (faculty and student presentations and colloquia dedicated to career development issues)

### Selected honors and awards

1996	University Graduate School Doctoral Student Grant-in-Aid of Research,
	Indiana University

- 1992 93 Graduate Recruitment Fellowship, Indiana University
- 1988 90 University Graduate Scholarship, University of Cincinnati

### **Northern Kentucky University**

1987 Mathematics Department Scholarship

1985 - 87 Dean's Scholarship

## Languages

Near-native speaking and writing skills in Spanish and Finnish

Reading ability in German and French

### Personal

Permanent U.S. resident

# Other professional experience

- 1996 99 Classroom Technology Assistance, Instructional Support Services, Indiana University, Bloomington
- 1990 92 Conference Department,
   The Association for Quality and Participation, Cincinnati, Ohio