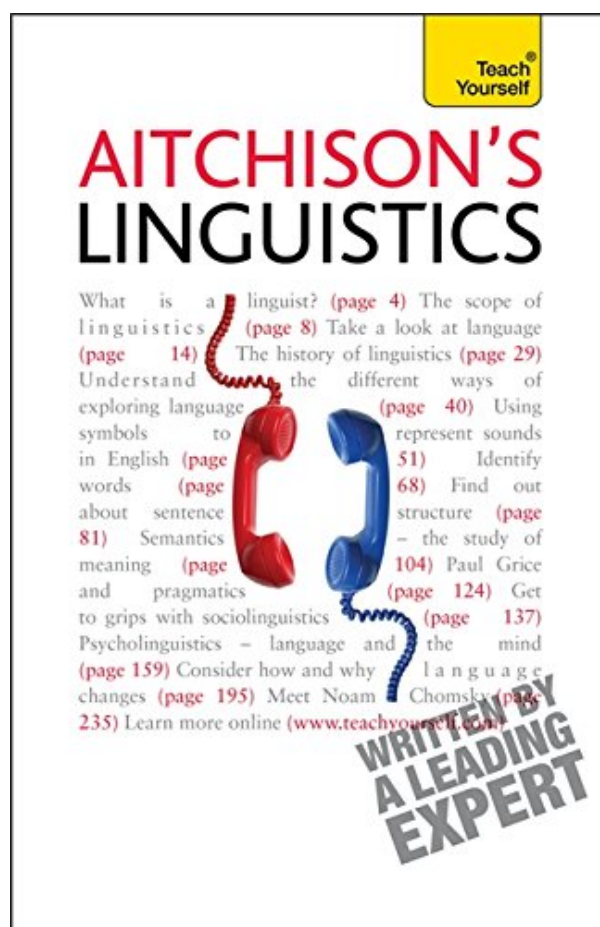


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Jean Aitchison is Rupert Murdoch Professor of Language and Communication at the University of Oxford. She gave the BBC Reith Lectures in 1996.

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