TABLE OF CONTENTS

Preface to the First Edition Preface to the Second Edition To the Reader	5 6 9
Part 1 Linguistic Foundations of Humour	10
Part 2 Jokes, Storles, Etc.	46
Section I Language. Some Peculiar Uses, Misuses and Non- Uses	47
Section II	
Semantics Contential Centre Transposed with Implication	63 64 68 70
Sentences with Implication Presupposition	81
Quotations in Oral Communication Association of Identity, Belonging, etc.	84 86
Subject and Object Attribution	89
Association of Contraposition Equivalence	90
Incompatibility, Contradiction	93
Negation The Verbs Do and Work	96 99
Etc.	100
Section III Linguistic Relativity	107
Section IV	
Socio- and Psycholinguistics The Power of Words	112
Section V Language Differentiation	119
Age Differentiation	120
Professional Differentiation Social Differentiation	125 126
	120
Section VI Phonetics	128
Section VII Lexicon	130
What's in a Name?	131
Multiplicity of Referential Connections	134 146
Polysemy Homonymy, True and False	192

Synonymy and Antonymy	216 218
Metaphor Borrowings. Wrong or Excessive Use, Mis- or Nonunderstanding Toponymy Anthroponymy Technicalities Euphemisms Etymology: Scholarly, Popular, Facetious Phraseology Substandard Etc.	222 225 225 228 234 234 237 250 252
Section VIII Word-Formation	260
Section IX Grammar Morphology Homonymy Nouns Adjectives Numerals Verbs Pronouns, Pronominal Adverbs Prepositions Interjections Substandard	263 264 264 264 266 266 267 269 272 272 273
Syntax	
Polysemy Homonymy Multiple Nesting Multiple Negation Etc.	273 275 284 284 285
Section X Style and Composition	287
Section XI Regional Variation	291
British English American English Other Englishes	293 294 295
Section XII Spelling	296
Section XIII Foreign Languages Thematic Subject Index Word and Phrase Index	301 308 314