

# Mai Kuha

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Department of English  
Ball State University  
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## Education

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- 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

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### Ball State University

1999 - present     Assistant Teaching 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

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, and social issues of language use in the U.S.

ENG 520, Introduction to Linguistics

In this graduate-level survey of the discipline, students select a language unfamiliar to them and then research and describe its properties.

### 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, and the role of language in government and in political campaigning. 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 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.

### Language and Ecology, taught as

- ENG 299X, Experimental Topics
- HONR 390, Honors Colloquium

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.

### HONR 390, Honors Colloquium: Brevity

Through an exploration of various forms of brief communication (such as tweets, hashtags, graffiti, seven-word autobiographies, and political slogans), the course investigates what brevity tells us about cognition and about society. That is, what are the linguistic characteristics of brevity, what kind of thought processes does it require on the part of the writer and reader, and how does it relate to social group membership?

- 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 recorded audio data and carried out ethnographic analysis. After 2011, the Department of Anthropology no longer offered this course.

### 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

### Publications

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- Forthcoming      Kuha, Mai. The prospect of transforming *organic* and *sustainable*: Lessons from the nonsexist language reform movement. In Francesca Zunino and Alwin Fill (eds.) *Talking about nature and culture: Words, images and discourses of language and ecology*. Cambridge Scholars Publishing.
- An earlier version (titled "Prospect of *organic* and *sustainable* becoming the default, instead of a marked option: Lessons from the nonsexist language reform movement") was presented at the 15th International Interdisciplinary Conference on the Environment, Daytona Beach, FL, July 8, 2009.
- 2018      Kuha, Mai. The treatment of environmental topics in the language of politics. Invited chapter in Alwin Fill & Hermine Penz (eds.) *The Routledge handbook of ecolinguistics*. London and New York: Routledge. 249-260.
- 2017      Riddle, Elizabeth & Mai Kuha. Rude language in personal apologies for a political event. In Anna Baczkowska (ed.) *Impoliteness in media discourse*. Series: *Interfaces*. Peter Lang. 77-106.
- An earlier version was presented at the Experimental and Empirical Approaches to Politeness conference, Urbana, IL, August 2012.

- 2016 Kuha, Mai, Lisa M. Kuriscak, & Elizabeth M. Riddle. Perceptions of Spanish L2 writing quality: The role of discourse markers and sentence-level phenomena. In Kathleen Bardovi-Harlig & J. César Felix-Brasdefer (eds.) *Pragmatics and Language Learning* 14, pp. 65-92. Honolulu, HI: University of Hawai'i, National Foreign Language Resource Center.  
An earlier version was presented at the 19<sup>th</sup> International Conference on Pragmatics and Language Learning, Bloomington, IN, April 26, 2014.
- 2011 Boyd, Colleen, Sue Guillaud, Mai Kuha, Lisa Kuriscak, & Melinda Messineo. Making environmental connections in courses in the humanities and social sciences. 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/articles>
- 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.
- 2009 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/articles>  
An earlier version was presented at the 14<sup>th</sup> International Interdisciplinary Conference on the Environment, Edmonton, Canada, July 3, 2008.
- 2007 Kuha, Mai. Acceptance and avoidance of responsibility in world leaders' statements about climate change. *Language & Ecology* 2(3). <http://www.ecoling.net/articles>  
An earlier version was presented at the 13<sup>th</sup> 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 (12<sup>th</sup> 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

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- 2016 Kuha, Mai, Elizabeth M. Riddle, and Mary Theresa Seig. Navigating "apology politics" in Hiroshima. The 3<sup>rd</sup> International Conference of the American Pragmatics Association, November 4, Indiana University, Bloomington.
- 2016 Kuha, Mai. Tasks for guiding students towards facing privilege. The Diversity Research Symposium, Indiana University Southeast, New Albany, IN, October 22.
- 2016 Kuha, Mai. (Social) media representations of "Birdie Sanders", the finch who participated in a presidential campaign. The 22<sup>nd</sup> International Interdisciplinary Conference on the Environment, Austin, TX, June 28.
- 2016 Kuha, Mai & Elizabeth M. Riddle. Fighting words: Why respectful language is more than "political correctness". The Benjamin V. Cohen Peace Conference in Muncie, Indiana, April 2.
- 2015 Kuha, Mai. Street harassment in the curriculum: Risks, rewards, and dynamics. The Diversity Research Symposium, Indiana State University, Terre Haute, IN, October 23.
- 2015 Kuha, Mai. Climate change framing on doppelgänger websites. The 21<sup>st</sup> International Interdisciplinary Conference on the Environment, San Juan, Puerto Rico, June 12.
- 2014 Kuha, Mai. A lexicon for creating doubt about climate change. The 20<sup>th</sup> International Interdisciplinary Conference on the Environment, Denver, CO, June 15.
- 2013 Kuha, Mai. Raising education majors' awareness of sociolinguistic diversity. The Diversity & Inclusivity Teaching & Research Symposium, Indiana University Southeast, New Albany, IN, October 12.

- 2013 Kuha, Mai. Deniers, believers, and warmists: Framing climate science as superstition or conspiracy. The 19th International Interdisciplinary Conference on the Environment, Portland, OR, June 16.
- 2013 Riddle, Elizabeth & Mai Kuha. Substance and style in online apologies for a political event. Pragmatics Reading Group, Indiana University, Bloomington, April 19.
- 2012 Kuha, Mai. Conceptualizing growth and its alternatives: The role of metaphor. The 18th International Interdisciplinary Conference on the Environment, Portland, ME, June.
- 2012 Kuha, Mai & Elizabeth Riddle. Individual variation in native-speaker interpretation of nonliteral language. The Pragmatics Festival at Indiana University, Bloomington, IN, April.
- 2012 Kuha, Mai. Alternatives to the “growth” metaphor in university documents. The 9th Greening of the Campus conference, Ball State University, Muncie, IN, March.
- 2012 Kuha, Mai & Elizabeth Riddle. The interpretation of nonliteral language: cognitive factors in individual variation. The Conference on Sources of Individual Linguistic Differences, Ottawa, March.
- 2011 Kuha, Mai. Indiana residents’ perceptions of southern Indiana speech: Nice and slow. Poster presented at the Diversity Research Symposium, Ball State University, Muncie, IN, October 29.
- 2010 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. Messages in Chevron’s “Human Energy” ad campaign. The Symposium on Ecolinguistics, University of Southern Denmark, Odense, June 11, 2009.
- 2008 Kuha, Mai & Elizabeth M. Riddle. Social and cognitive factors in pragmatic variability. Sociolinguistics Symposium 17, Amsterdam, April 5.
- 2007 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. Ball State University, Muncie, IN, 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.

## Service and outreach

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- 2017 - present International Ecolinguistics Association Steering Group  
Regional representative for North America
- 2013 - present Councillor, Interdisciplinary Environmental Association  
Advise and vote on organizational matters; help promote the Association’s annual conference
- 2010 - present Living Lightly Fair organizing committee  
2010: wrote a grant proposal funded at \$3,300  
by the Community Foundation of Muncie & Delaware County
- 2010 - 17 Ball State University’s Council on the Environment (COTE)  
Humanities representative
- 2017 - 18 Participant, Canvas pilot

- 2017 Reviewed a manuscript for publication in *Environmental Communication*
- 2017 Annual Report of Scholarship Committee member
- 2016 - 17 Supervised Laura Norris' honors thesis, *An invented alien language analysis*
- 2016 Reviewed abstracts for the 3<sup>rd</sup> International Conference of the American Pragmatics Association
- 2015 Directed a graduate independent study course on the sociology of language.
- 2015 Reviewed a manuscript for publication in *Environmental Communication*
- 2013 Reviewed a manuscript for publication in *Critical Discourse Studies*
- 2013 Discussant, the 19th International Interdisciplinary Conference on the Environment, Portland, OR, June
- 2013 Presented a talk on conceptual metaphor to colleagues in Tikrit, Iraq, via videoconference
- 2013 Climate Reality Leadership Corps Training, July 30 – August 1, Chicago
- 2012 Discussant, the 18th International Interdisciplinary Conference on the Environment, Portland, ME, June
- 2012 Reviewed a manuscript for publication in *The Social Science Journal*
- 2011 Reviewed a chapter for the 13th volume of *Pragmatics and Language Learning*, to be published by the University of Hawai'i Press
- 2011 Reviewed a manuscript to be published in the journal *Anthrozoös*
- 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 *Vietnamese pragmatics*, 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 *Unity in DiverCity 2006: 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 II, 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)