## Acknowledgments

This book could probably not have been written, and certainly would have been much harder to write, without the help, support, and love of many people.

I have dedicated *The Language War* to my father, Samuel Tolmach, as a very inadequate acknowledgment of his contribution to it, starting with reading *Alice in Wonderland*, first to me, at a tender age, and later with me. That taught me about the logic of the illogic of the world we inhabit and the language we use to talk about it and (particularly germane here) to play games of power and status with one another.

I am always grateful to my son, Andrew Lakoff. While conceiving and gestating books, and bringing them into the world, has its pleasures, seeing a baby grow up into an intelligent, articulate, creative, and humane adult man eclipses them all. Additionally, I can now thank him as a colleague, whose careful reading of parts of the manuscript was most helpful and whose insight and knowledge over many discussions have contributed to my understanding of these topics immeasurably.

I owe a particular debt to my friend and collaborator, Mandy Aftel. Her presence has enriched both my life and this book immensely. Aside from her wisdom and clarity in so many discussions, her reading of part of the manuscript has improved it greatly.

Many other friends have shaped my thoughts on these topics in many ways. To list just a few: Andrée Abecassis, Roberta Johnson, Pat McGrath, Elizabeth and Herbert Simons, Emily Stoper, and Julia Svihra.

## ACKNOWLEDGMENTS / X

Deborah Tannen has been thoughtful, helpful, and perceptive now as always.

I am also grateful to my students, past and present, for so much. Watching their progress through courses, papers, orals, and finally the Big D toward careers as scholars makes being a professor worthwhile and soul-renewing. Many of them have helped make these topics come to life by their questions and comments. In particular, four of them have provided invaluable research help for this task: Mary Bucholtz, Monica Corston-Oliver, Pamela Morgan, and Suzanne Wertheim. I also want to thank John Fiske and Roger Shuy, who both read the complete manuscript and made many insightful and supportive suggestions.

Last (but not least) I am most grateful for inspiration, support, and comments to my editors at the University of California Press, Laura Driussi, Katherine Bell, Jan Spauschus Johnson, and Ellen F. Smith. The first two have worked with me from the inception of this project to its conclusion. Their suggestions have improved it immeasurably, and their enthusiasm has enabled me to give my thoughts the reality of language.