Linguistics in the Big Data Era
大數據時代的語言學

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Outline

• What is the study of linguistics?
• What do we do with language?
• A demonstration session
• Why do people want to study linguistics?
• Q&A
Why study linguistics at CityUHK?
Number **32** in the world in 2019!

BA in Linguistics & Language Applications at Dept. of Linguistics & Translation, CityUHK

http://lt.cityu.edu.hk/


We are one of the best program at CityUHK!
What is linguistics?

• Linguistics is the scientific study of language 語言的科學
• To study the language system, we have phonetics 語音學, phonology 音位學, morphology 構詞學, syntax 句法學, semantics 語意學, discourse analysis 篇章分析, pragmatics 語用學
• To study language related issues, we have sociolinguistics 社會語言學, psycholinguistics 心理語言學, dialectology 方言學, historical linguistics 歷史語言學, stylistics 風格學, computational linguistics 計算語言學, neurolinguistics 神經語言學, cognitive linguistics 認知語言學, contrastive linguistics 對比語言學 NLP (natural language processing) 自然語言處理, etc.
• At LT, one needs to study 57 credit hours in BALLA (10 core courses + 9 major electives).
Broca’s area is for language production; Wernicke’s area is for language comprehension
Tree Diagram of an English Sentence

S
  /\   
 NP  VP
 /\    /\ 
 Det  Nom VP  PP
 /\   /\ /\   /\ 
 the little V in Det
 N bear saw Det
 N trout Nom
 N brook
What do we do with language?

There are 4 areas related to language, namely learning, research, standardization and application.
Linguistic Knowledge Bases and Natural Language Processing
（語言知識庫及自然語言處理）

• We need to understand human language before letting computers to apply it;
• We need to build language learning tools – e-dictionaries, e-encyclopedias; technical dictionaries; language rule bases; linguistic knowledge bases; cultural knowledge bases;
• We need to deepen the application of computational linguistics and NLP tools and increase human-machine interactivity

We want to connect language with the Internet world as well.
Demonstration of linguistic applications

Here are some applications for using language, dictionaries, study tool, database and language mark-up.
Why do people want to study linguistics?

1. We want to know the human nature better;
2. We want to understand the tool we use to describe the world, the tool to think and the tool to create new concepts;
3. We want to communicate more effectively, both ideationally and interpersonally (傳情達意);
4. We want to avoid confusion and social-cultural differences reflected in languages;
5. We want to make better use of language in education and daily applications.

Motivate yourself to join the linguistic adventure!
Listen to Prof. David Crystal: 5 Reasons for Studying Linguistics

- https://www.youtube.com/watch?v=r4VILAGHVCs
Admission & Job Prospect

• Admission is department-based since 2016. You get into LT of CLASS and enters a major in year 2.

• Job prospect: language professional as teacher, editor, reporter, web master, PR officer, news anchorperson, technical writer, translator, secretary, speech therapist, programmer, research assistant, etc.

https://www.cccu.edu.hk/admission_home/2018_graduate_exit_survey.pdf

• Many students went on to study for higher degrees.

The employment prospect is good for our graduates.
Opportunities:
Internship and Exchange Programs

We have a lot of Go Global initiatives, such as exchange program, summer school and internship opportunities.
# Progression Plan for Core and Elective Courses of This Major

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<td>LT3214 Phonology</td>
<td>LT3209 Syntax</td>
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<td>LT2231 Intro to Language Technology</td>
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**University (and college) requirement courses**

**Free elective courses to add up to 90 credits**
We want you for a better reason!
Q & A Session

• You are welcome to direct your query to me at ctslun@cityu.edu.hk