Lexical Priming in Spoken English Usage

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Corpus Linguistics is becoming an increasingly important branch of language research and interest has spread noticeably beyond the confines of academia, fuelled by applications like text predicting software. The idea of priming in language goes back to the early 1960s with the concept of a 'Teachable Language Comprehender', which started experiments into language processing and which inspired one of Google's chief engineers. The concept of Lexical Priming (Hoey: 2005) aims to supply answers as to how we can explain word choices and construction forms that are more frequent than laws of probability would allow. This book provides a range of arguments to support the validity of Lexical Priming as a linguistic theory, while it also extends the reach of what Lexical Priming has been used to describe. Beyond the written-text material originally used, this book provides evidence that lexical priming also applies to everyday spoken conversations as its psychological foundations predict that it should.

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