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NEWS RELEASE

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UMASS Linguistics Professor to Serve on National Board

(Washington, DC) -- [Christopher Potts](#), an Associate Professor of Linguistics at UMass Amherst, will join the Executive Committee of the Linguistic Society of America (LSA) for a three-year term on January 11, 2009. The LSA Executive Committee serves as the principal governing board for the Society. The LSA is the largest national organization in the world devoted to advancing the scientific study of language, and is the publisher of the prestigious quarterly journal, *Language*.

Upon his election by the LSA membership, Dr. Potts commented, "Linguistics is rarely taught in high schools, and many colleges still do not offer linguistics courses. I hope to help change this. Linguistics promotes broad cultural awareness and sensitivity to issues concerning globalization, it builds analytic reasoning skills, and it pushes students to balance quantitative analysis with creative approaches to problem solving. This mixed emphasis on skills from the sciences and the humanities is almost unique to linguistics. There are practical payoffs as well; a recent Association of American Colleges and Universities survey indicates that this mix of skills is just what employers want."

Dr. Potts received his B.A. in Linguistics from New York University in 1999 and his Ph.D. in Linguistics from the University of California, Santa Cruz in 2003. Since 2003, he has been a professor in the Linguistics Department at UMass Amherst. He has taught at the New York Institute for Cognitive and Cultural Studies in St. Petersburg, Russia, and at the LSA Summer Institute (Stanford, 2007). He is on the editorial boards for the *Journal of Semantics*, *Linguistics & Philosophy*, *Natural Language Semantics*, and the new eLanguage journal *Semantics & Pragmatics*, for which he is also a technical advisor. At present, he is the Principal Investigator on a National Science Foundation grant to study the semantics and pragmatics of expressive content, and he is a Co-Principal Investigator on an interdisciplinary MURI grant involving linguists, computer scientists, and roboticists.

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