



# **Language and Creativity: The Art of Common Talk**

Ronald Carter

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## Language and Creativity: The Art of Common Talk

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Language and Creativity explores the creativity inherent in everyday spoken language.

Creativity in language has conventionally been regarded as the preserve of institutionalised discourses such as canonical literature and the discourse of advertising. In Language and Creativity Ronald Carter analyses naturally-occurring spoken language to reveal that ordinary people in everyday speech contexts demonstrate creative capacities for sensitivity to their contexts. Illustrated with examples, and integrating current theory in both language and literature studies, the book underlines the importance of the creative choice, automaticity and repetition which is involved in informal communication.



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