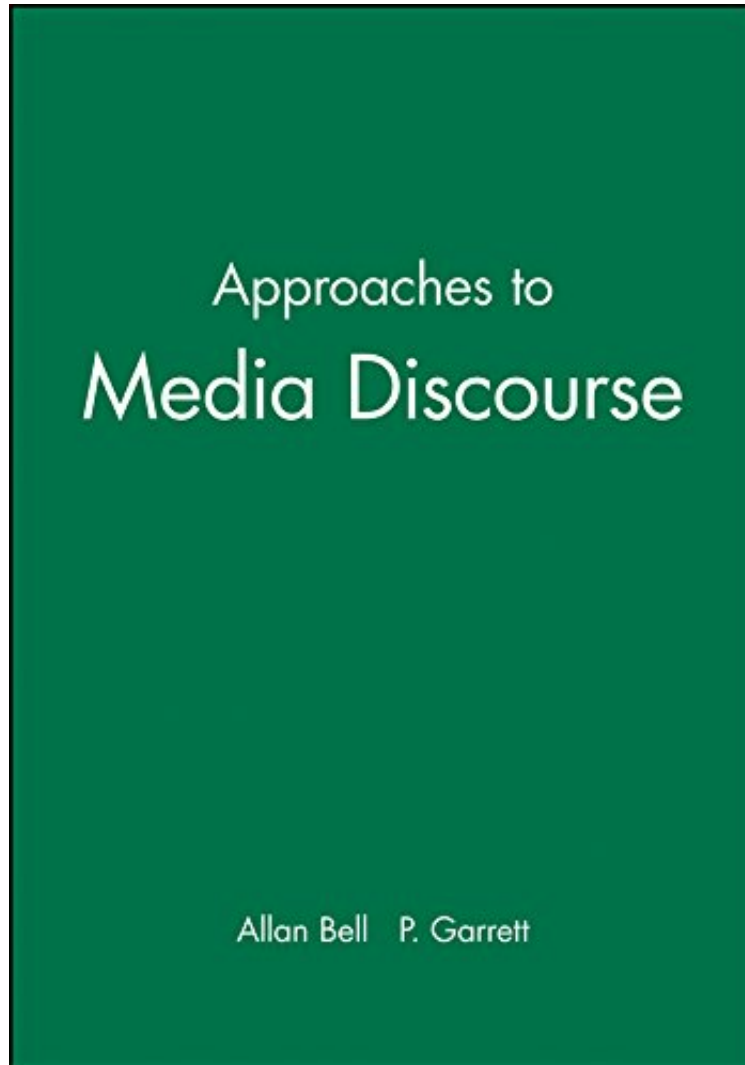


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**About the Author** Allan Bell is affiliated as a Senior Research Fellow to the Linguistics Programme, Department of English, University of Auckland. He is author of *The Language of News Media* (Blackwell Publishers 1991). He is co-founder and editor of the *Journal of Sociolinguistics*, also published by Blackwell. Peter Garrett is Senior Lecturer in Language and Communication Research, University of Wales, Cardiff. He has published articles in many journals and is editor of the journal *Language Awareness*. Peter Garret is the co-editor of *Language Awareness in the Classroom* (1991).