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## CURRICULUM VITAE

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**Birth:** 20 March 1943, Chicago, Illinois    **Citizenship:** U.S.

### **Past and current work:**

After 34 years at Stanford, I retired as Professor of Linguistics in 2006, and since then I've returned occasionally to teach a course. In spring term 2017-18, I taught Seminar in Tone and Accent in the Department of Linguistics. In spring term 2018-19, I taught *Origins and Structure of English Words* in the Continuing Studies Program. In spring 2019-2020 I taught *Advertising and the Language of Persuasion* in the Continuing Studies Program.

I work in three main areas: English words, African linguistics, and applications of linguistics to language teaching and to marketing. I have done field work in Niger, Nigeria, Ghana, and Côte d'Ivoire on tone and intonation in Chadic and Kwa languages, and I have collaborated on books and digital materials for teaching Hausa.

My two most recent books were co-authored with Brett Kessler. The first is a totally revised edition of Anatole Lyovin's *Introduction to the Languages of the World*. The other is a third edition of *English Vocabulary Elements*, now in press. My current book projects is *Advertising and the Language of Persuasion*. All three books are for Oxford University Press.

Since 1988 I have worked with the linguistics program at Lexicon Branding, Inc. My role has been to apply linguistic research to creating and evaluating brand names. My current titles in the Linguistics Group are, variously, Executive Director and Chair Emeritus, with occasional duties. Drawing on my work in linguistics and with trademarks, I have served as an expert witness in several cases involving trademark conflicts based on potential for confusion.

### **Academic Degrees:**

Ph.D., 1973, Massachusetts Institute of Technology (Linguistics)

M.A., 1968, Northwestern University (Linguistics)

B.A., 1965, Boston College (Modern Language)

### **Regular Teaching Positions:**

Professor of Linguistics Emeritus, Stanford University, 2006 to present

Professor of Linguistics, Stanford University, 1986 to 2006

Associate Professor of Linguistics, Stanford University, 1978-86

Assistant Professor of Linguistics and African Languages, Stanford University, 1972-78

### **Honors, Awards and Personal Grants:**

Officier de l'Ordre du Mérite Ivoirien: awarded by the government of Côte d'Ivoire for contributions to the study of its languages, 2014

Plaques recognizing contributions to African linguistics, Ohio University, 2000, and University of Florida at Gainesville, 1996

Fulbright grant for lecturing and research, Côte d'Ivoire, September, 1996 - June, 1999

Hewlett Fund grant for summer research (Nigeria), Center for Research in International Studies, Stanford University, 1986

National Endowment for the Humanities summer stipend (Nigeria), 1983

Pew Fund Award for faculty research, summer 1983

Fulbright Award for Faculty Training (Nigeria), autumn 1983

Mellon Award for Faculty Leave, spring term, 1977

Dean's Award for Distinguished Teaching, Stanford University, 1976-77

### **Visiting and Part-Time Teaching Positions in the U.S.:**

Visiting Professor of Linguistics, University of California, Los Angeles, spring, 1982 and 1983

Visiting Professor of Linguistics, University of California, Los Angeles, spring, 1982 and 1983

Visiting Associate Professor of Linguistics, University of California, Los Angeles, winter, 1981

Visiting Associate Professor of Linguistics (without stipend), University of California, Berkeley, charged with setting up African Language program, 1979-82

Part-time instructor in Linguistics, Brandeis University, 1971-72

Summer instructor in Hausa language, Indiana University, 1971

Teaching assistant in Hausa language, Northwestern University, 1967-68

### **Consulting Positions:**

Linguist, Lexicon Branding, Inc., Sausalito CA, 1989 to present

### **Sponsored research:**

Principal Investigator, Comparative Phonology of Ivoirien Languages, NSF, 1996-98

Co-Principal Investigator (with R. Randell, Dept. of Art, Stanford U.), Multimedia Course for Intermediate and Advanced Hausa, NEH, 1995-96.

Co-Principal Investigator (with R. Randell, Dept. of Art, Stanford U.), Twenty-six Ten-Minute Video Segments for an Interactive Video Course for Intermediate and Advanced Hausa, U.S. Dept. of Education, 1994-95

Principal Investigator, *The Phonetics and Phonology of Hausa Intonation* (NSF), 1987-89

Co-Principal Investigator (W. R. Leben & W. J. Poser), *Intonation in Tonal Languages* (NSF), 1985-86

Principal Investigator, *Intermediate and Advanced Materials in Hausa Language and Culture* (U.S. Dept. of Education), 1984-85

Principal Investigator, *Manual of Hausa Idioms* (U.S. Dept. of Education), 1975, 1976

### **Professional Experience in Africa, excluding sponsored research:**

Fulbright professor, Département de Linguistique, Université de Cocody, Abidjan, Côte d'Ivoire, 1996-97

Director, Intensive Advanced Hausa program, Centre for the Study of Nigerian Languages, Bayero University, Kano, 1984, 1989

Language coordinator, Intensive Advanced Hausa program, Centre for the Study of Nigerian Languages, Bayero University, Kano, 1982

Summer research associate, Institute of African Studies, University of Ghana, 1968

**Other Administrative Positions:**

Chair, Department of Linguistics, Stanford University, 1988 to 1993  
 Co-Director, Stanford/Berkeley Joint Center for African Studies, 1983-84, 1987-88  
 Associate Director, Stanford/Berkeley Joint Center for African Studies, 1980-1983  
 Chair, Committee on African Studies, Stanford University, 1981-1984, 1987-88  
 Vice-Chair, Committee on African Studies, Stanford University, 1979-81  
 Language coordinator, African language program, African Studies Center, Stanford University, 1979 to 1996

**Other Invited Professional Duties:**

External examiner for Ph.D. oral of Otelemate G. Harry, Dept. of Linguistics, University of West Indies, Kingston, Jamaica, 1997  
 Member, Editorial Advisory Board, Foris Publications in African Languages and Linguistics, 1984 to 1991  
 Member, review panel, Title VI competition for Language Resource Centers, U.S. Dept. of Education, 1991  
 Editorial advisory board, Academic Press, Phonetics and Phonology series, 1982 to 1988  
 Co-editor, Squibs and Discussion, *Linguistic Inquiry*, 1979-81  
 Associate Editorial Board, *Studies in African Linguistics*, 1972-94  
 Associate Editorial Board, *Linguistic Inquiry*, 1973-77, 1981-84  
 External examiner in Hausa language and linguistics, Department of Nigerian Languages, Bayero University, summer 1978

**Publications**

- [in progress] *Advertising and the Language of Persuasion*. New York: Oxford University Press.  
 [in press a] L. M. Hyman & W. R. Leben. Word prosody II: Tone systems. In *Handbook of Prosody*, ed. by C. Gussenhoven & A. Chen. London: Oxford University Press.  
 [in press b] The Nature(s) of Downstep. In Proceedings from SLAO/1er Colloque International, Humboldt Kolleg Abidjan 2014. Ed. F. Ahoua.  
 [2019] Tone and length in Mende. In *Schuh'schrift: Papers in Honor of Russell Schuh*, ed. by Margit Bowler, Travis Major, and Harold Torrence. Pp. 77-87. eScholarship Publishing, U. of California.  
 [2018a] (W. Leben & F. Ahoua) The phonetics of downstep in Abron and Adioukrou. In *Revealing structure: Papers in Honor of Larry M. Hyman*, ed. by E. Buckley, T. M. Crane, & J. Good. Pp. 123-138. Stanford, CA: CSLI Publications.  
 [2018b] Autosegmental phonology. In *Oxford Research Encyclopedias: Linguistics*. New York: Oxford University Press.  
 [2018c] Languages of the world. *Oxford Research Encyclopedias: Linguistics*. New York: Oxford University Press.  
 [2018d] A brief history of autosegmental phonology with special reference to its founder. In *Shaping Phonology*, ed. by D. Brentari & J. L. Lee. Pp. 26-45. U. of Chicago Press.  
 [2017] (A. Lyovin, B. Kessler, and W. R. Leben,) *Introduction to the Languages of the World*, second edition. Oxford University Press.  
 [2011a] Autosegments In Marc van Oostendorp, Colin J. Ewen, Elizabeth Hume & Keren Rice (eds.) *The Blackwell companion to phonology*. 5 vols. Malden, MA & Oxford: Wiley-Blackwell.

- [2011b] Bibliography of languages of the world. *Oxford Bibliographies Online*.
- [2010] (A. Wong & W. R. Leben) English words in international brand names: Proceed with caution. In H. Nijboer and R. Boerrigter, eds., *Names in the Economy III: Names as language and capital*. Amsterdam: Meertens Institute.
- [2009] (W. R. Leben & F. Ahoua) Repetition in linguistic change: Tone in Kwa languages of Côte d'Ivoire. In L. Uyechi and L. H. Wee, eds., *Reality Exploration and Discovery: Pattern Interaction in Language and Life*. Stanford University: CSLI Publications, 35-46.
- [2007a] (K. Denning, B. Kessler, and W. R. Leben) *English Vocabulary Elements*, second edition. New York: Oxford University Press, 320p.
- [2007b] (F. Ahoua & W. R. Leben, directors) *Morphophonologie des langues kwa de Côte d'Ivoire*. Cologne: Koepe, 344 p.
- [2007c] Review of Paul Newman, *A Hausa-English Dictionary*. (Yale U. Press, 2007) *Language Documentation and Conservation* 1,2.312-316. <http://nflrc.hawaii.edu/ldc/>
- [2006a] (W. R. Leben & F. Ahoua) Phonological reflexes of emphasis in Kwa languages of Côte d'Ivoire. In P. Newman and L. M. Hyman, eds., *West African Linguistics: Papers in Honor of Russell G. Schuh*, Studies in African Linguistics, Supplement 11. Columbus: Ohio State University.
- [2006b] Rethinking autosegmental phonology. In J. Mugane, J. P. Hutchison, and D. A. Worman, eds., *Selected Proceedings of the 35th Annual Conference on African Linguistics: African Languages and Linguistics in Broad Perspectives*, 1-9. Cascadilla Proceedings Project, Somerville, MA, USA. <http://www.lingref.com/cpp/acal/35/paper1291.pdf/>.
- [2003a] (B. Kelly, W. R. Leben, R. Cohen) The meanings of consonants. In *Proceedings from the Twenty-Ninth Meeting of the Berkeley Linguistics Society*.
- [2003b] Tonal constituents. In J. Mugane, ed., *Proceedings from the Thirty-Fourth Annual Conference on African Linguistics*. Ohio University.
- [2002] a. [W. R. Leben & F. Ahoua, directors] *Contes et Textes Documentaires kwa de Côte d'Ivoire*. Cologne: Koepe, 208 p.
- [2002] b. Tonal feet. In U. Gut & D. Gibbon, eds., *Typology of African Prosodic Systems*, 27-40.
- [2002] c. (W. R. Leben & O. Fujimura) Extra-short vowels in West African languages. In B. Palek & O. Fujimura, eds., *Proceedings of LP 2000*. Prague: Karolinum Press.
- [2002] d. Review of P. Newman, *A Reference Grammar of Hausa*. *Modern Language Journal* 86.275-276.
- [2001] a. Some roots of English. Twenty-five minute video for *LSA: Videos on the Web*, Linguistic Society of America.
- b. (C. Culy, W. R. Leben, and K. Precoda. Synthesizing Bambara for Internet access. Thirty-Second Annual Conference on African Linguistics, UC Berkeley.
- [2000] a. (L. M. Hyman & W. R. Leben) Tonal morphology. In *Morphology. A Handbook on Inflection and Word Formation*, ed. by Geert Booij, et al. vol 1. Mouton de Gruyter.
- b. Weak vowels: Sounds that phonology can't handle. In O. Fijimura, B. D. Joseph, and B. Palek, eds., *Proceedings of LP '98*, pp. 717-732. Prague: Karolinum Press.
- c. (W. R. Leben & R. G. Schuh) Multimedia learning materials for African languages. *Journal of the African Language Teachers Association* 1,2: 51-65.
- [1999] a. [W. R. Leben & R. Randell.] *Hausar Yau da Kullum*. 3 CD multimedia course in intermediate and advanced Hausa. Stanford: CSLI Publications.

- b. The status of the OCP in the theory of tone. In Paul F. A. Kotey, ed. *New dimensions in African linguistics and languages*, pp. 1-14. Trends in African Linguistics 3. Trenton, NJ: Africa World Press, Inc.
- [1998] a. Review of *Intonational Phonology*, by D. Robert Ladd. *Phonology* 15.115-118.  
b. [W. R. Leben & F. Ahoua, directors] *Esquisses Morphophonologiques sur les Langues Kwa de Côte d'Ivoire*. Paris: Langues Africaines, to appear 2002.
- [1997] a. Tonal feet and the adaptation of English borrowings into Hausa. *Studies in African Linguistics* 25: 139-154.  
b. (W. R. Leben & F. Ahoua) Prosodic domains in Baule. *Phonology* 14.113-132 (1997).
- [1996] a. (F. Ahoua & W. R. Leben) High tone sequencing in Baule. F. Ingemann, ed., *19994 Mid-America Linguistics Conference Papers*. Lawrence, KS: MALC Publications.  
b. (W. R. Leben & F. Ahoua) Prosodic domains in Baule tone and intonation. Paper presented to Linguistic Society of America, winter meeting, 1995. Submitted for publication.  
c. Phonology and analogy in Hausa plurals. Paper presented to the *Twenty-Fourth Conference on African Linguistics*, Ohio State University, 1993. Submitted for publication.  
d. Tonal feet and the adaptation of English borrowings into Hausa. *Studies in African Linguistics* 25: 139-154.  
e. (R. Randell & W. R. Leben) *Videos to accompany Hausar Yau da Kullum*. 3.5 hours, shot in Nigeria and co-edited at Stanford. Distributed by CSLI Publications.
- [1995] (K. Denning & W. R. Leben) *Elements of English Vocabulary*. Oxford University Press.
- [1993] Review of V. de Colombel, *Phonologie quantitative et synthématique*. *Journal of African Languages and Linguistics* 14.92-96.
- [1992] Review of R. M. Newman, *An English-Hausa Dictionary*. *Modern Language Journal* 75:506-507.
- [1991] a. (W. R. Leben, A.B. Zaria, S. Maikafi, and L.D. Yalwa) *Hausar Yau da Kullum: Intermediate and Advanced Materials in Hausa Language and Culture*. 2 volumes: Textbook and workbook. Center for the Study of Language and Information, Stanford University, 1991.  
b. (S. Inkelas & W. R. Leben) The phonology of intonation in Hausa. In *Proceedings of the First Conference on Laboratory Phonology*, ed. by M. Beckman and J. Kingston. Cambridge University Press.
- [1989] a. (W. R. Leben, S. Inkelas, & M. Cobler) Phrases and phrase tones in Hausa. In *Proceedings of the Seventeenth Conference on African Linguistics*, ed. by P. Newman, pp. 45-61. Dordrecht: Foris.  
b. Intonation in Chadic: An overview. In *Current Progress in Chadic Linguistics*, ed. by Z. Frajzyngier, pp. 199-217. Amsterdam: Benjamins.  
c. Teaching foreign languages at the advanced level, with special reference to Hausa. *Harsunan Nigeria* 16:54-59.
- [1986] a. Syllable and morpheme tones in Hausa. *Journal of the Linguistic Association of Nigeria* 3.39-52.  
b. S. Inkelas, W. R. Leben, M. Cobler. The phonology of intonation in Hausa. In S. Berman, J. Choe, & J. McDonough, eds., *Proceedings of the Sixteenth Annual Meeting of NELS*. Amherst: GLSA, University of Massachusetts.

- [1985] On the correspondence between linguistic tone and musical melody. *Proceedings of the Ninth Meeting of the Berkeley Linguistics Society*, 1984. Reprinted in D. L. Goyvaerts, ed. *African Linguistics: Essays in Memory of M. W. K. Semikenke*. Studies in the Sciences of Language 6:335-343. Amsterdam, Benjamins, 1985
- [1984] a. Tone alternation in Nzema. In *Language Sound Structure*, edited by M. Aronoff and R. Oehrle. M.I.T. Press, 137-144.  
 b. (with A.B. Zaria, S. Maikafi, and L.D. Yalwa) *Hausar Yau da Kullum: Intermediate and Advanced Materials in Hausa Language and Culture*. Preliminary version.  
 c. Intonation in Chadic languages. In *Precis of the Fifteenth Conference on African Linguistics*. *Studies in African Linguistics*, Supplement 9, 191-195.
- [1983] a: Nouns and noun phrases in Nzema. *Proceedings of the Thirteenth Conference on African Linguistics*. Dordrecht: Foris Pubs., pp. 361-368.  
 b: Some comments on children's intonation. *Papers and Reports on Child Language Development*. Linguistics Dept., Stanford U.
- [1981] Tone in the verbal system of Anyi. *Proceedings of the Eleventh Conference on African Linguistics*. Dordrecht: Foris Pubs.
- [1982] Metrical or autosegmental? In H. van der Hulst and N. Smith, eds., *The Structure of Phonological Representations*, volume 1. Dordrecht: Foris, 177-190.
- [1980] a. A metrical analysis of length. *Linguistic Inquiry* 11.497-509.  
 b. *Suprasegmental Phonology*. Outstanding Dissertations in Linguistics. New York: Garland Press, 1980.
- [1979] a. The phonological component as a parsing device. In D. Dinnsen, ed., *Current Approaches to Phonological Theory*. Bloomington: Indiana University Press, pp. 174-201.  
 b. (D. M. Bagari, W. R. Leben, and F. M. Knox) *Manual of Hausa Idioms*, revised version. Bloomington: Indiana University Linguistics Club.
- [1978] a. The representation of tone. In V. Fromkin, ed., *Tone: A Linguistic Survey*. New York: Academic Press, pp. 177-219.  
 b. Secondary stress in English. *Communication and Cognition* 12.3-20.
- [1977] a. (W. R. Leben & O. W. Robinson) 'Upside-down phonology. *Language* 53:1-20.  
 b. Doubling and reduplication in Hausa plurals. in A. Juilland, ed., *Linguistic Studies Offered to Joseph Greenberg*, 3.419-439. Saratoga, CA: Anma Libri.  
 c. On the interpretive function of phonological rules. In W. Dressler, ed., *Phonologica 1976*. Innsbrucker Beitrage zur Sprachwissenschaft 19.213-221.  
 d. Parsing Hausa plurals. In P. Newman and R. M. Newman, eds., *Papers in Chadic Linguistics*. Leiden: Africa Studiecentrum, pp. 89-105.  
 e. Length and syllable structure in Hausa. *Studies in African Linguistics*, Supplement 7.137-143.
- [1976] The tones in English intonation. *Linguistic Analysis* 2.69-107.
- [1975] a. (D. M. Bagari, W. R. Leben, and F. M. Knox) *Manual of Hausa Idioms*. Preliminary version, privately circulated.  
 b. (W. R. Leben & D. M. Bagari) A note on the base form of the Hausa verb. *Studies in African Linguistics* 6.239-248.  
 c. Tone Spreading in English. In M. Noonan, ed., *San Jose Occasional Papers in Linguistics* 1:55-61.

- d. Review of W. E. Welmers, African Language Structures. *American Anthropologist* 77.442-443.
- [1974] a. Rule inversion in Chadic: A reply. *Studies in African Linguistics* 5.265-278.  
b. English stress: phonological and morphological regularities. Privately circulated.
- [1973] a. The role of tone in segmental phonology. In L.M. Hyman, ed., *Consonant Types and Tone*, pp. 115-148. Southern California Occasional Papers in Linguistics, USC.  
b. The quantifier hierarchy. Privately circulated.
- [1972] "A constraint on the interpretation of indefinites." In E. F. K. Voeltz, ed., *Second Conference on African Linguistics*, pp. 163-178. Bloomington, Indiana University, 1975.
- [1971] a. The morphophonemics of tone in Hausa. In C-W. Kim and H. Stahlke, eds., *Papers in African Linguistics*, pp. 201-218. Edmonton: Linguistic Research.  
b. On the segmental nature of tone in Thai, M.I.T. Research Laboratory of Electronics, *Quarterly Progress Report* 101.221-224.  
c. Suprasegmental and segmental representation of tone. *Studies in African Linguistics*, Supplement 2.183-200.  
d. 'Remind' once more. Squib, *Linguistic Inquiry* 2.419-420.
- [1968] *Hausa in Yendi; Tone in Dagbani: Field notes*. Mimeographed and bound at Legon, Ghana. Institute of African Studies, University of Ghana.

#### **Volumes edited:**

- [2001] Frajzyngier, Zygmunt. *A Grammar of Lele*. Stanford Monographs in African Languages, Stanford: CSLI Publications.
- [2000] Ngunga, Armindo. *Phonology and Morphology of the Ciyao Verb*. Stanford Monographs in African Languages, Stanford: CSLI Publications.
- [1999] Mathangwane, Joyce. *Ikalanga Phonetics and Phonology*. Stanford Monographs in African Languages, Stanford: CSLI Publications.
- [1997] Bodomo, Adams. *The Structure of Dagaare*. Stanford Monographs in African Languages, Stanford: CSLI Publications.
- [1997] Mugane, John. *A Paradigmatic Grammar of Gikuyu*. Stanford Monographs in African Languages, Stanford: CSLI Publications.
- [1982] *Precis from the Twelfth Conference on African Linguistics*. *Studies in African Linguistics*, Supplement 8.
- [1979, 1980] *Linguistic Inquiry* 10,3 and 11,3: two special issues devoted to metrical structure. Co-edited with M. Liberman and A. Prince.
- [1974] *Papers from the Fifth Annual Conference on African Linguistics*. *Studies in African Linguistics*, Supplement 5.
- [1973] (with J. P. Gee and C. Johnson) *Papers from the Third Annual California Linguistics Conference*. Stanford Occasional Papers in Linguistics, 3. Stanford University.

#### **Conferences organized:**

- 1-day *Workshop on Interactive Methods for African Language Teachers*, Annual Meeting of the African Studies Association, Seattle, 1992
- 3-day *Workshop on Discourse Analysis for African Language Teachers*, Oakland, 1991
- 3-day ACTFL *Workshop on Proficiency Testing for African Language Teachers*, Stanford University, 1987
- Co-Coordinator, *West Coast Conference on Formal Linguistics*, 1982

Coordinator, *Twelfth Conference on African Linguistics*, 1981

Coordinator, *Fifth Conference on African Linguistics*, 1974

Head, Coordinating committee, *Third Annual California Linguistics Conference*, 1973