



They Have A Word For It: A Lighthearted Lexicon of Untranslatable Words and Phrases

Howard Rheingold

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Table of Contents

Acknowledgments/ ix

Introduction: Hearing Is Believing: The Cracks Between Our Worldviews, 1

1. Human Family Affairs: People Words, 13
 2. You Are What You Say: Words of Power, 45
 3. Dance of the Sexes: Men, Women, and the Words Between Them, 71
 4. The Eye of the Beholder: Conceptions of Beauty, 92
 5. Serious Business: Words About Work and Money, 113
 6. States of Mind: Words, Thoughts, and Beyond, 137
 7. Life Is But a Dream: The Jargon of Mental Technologists, 167
 8. Spiritual Pathwords: The Map, the Territory, and the Mystery, 186
 9. The Body Politic: Words and Social Action, 209
 10. Toolwords: Technology and Worldviews, 232
- Strange Memes: Language Viruses, 247

Afterword: Do You Know an Untranslatable Word?, 267

Bibliography, 269

Key to Sources Index, 281

The Author, 285

Introduction

Hearing Is Believing: The Cracks Between Our Worldviews

This book is meant to be fun. Open it at random and see if you don't find something that will amuse you, entertain you, titillate your curiosity, tickle your perspective. But you should know that reading this book might have serious side effects at a deeper level. Even if you read one page as you stand in a bookstore, you are likely to find a custom or an idea that could change the way you think about the world. It has to do with the insidious way words mold thoughts.

It all started with a friendly lunch. Jeremy Tarcher is the kind of publisher a writer dreams about. He isn't likely to merge with a new multinational conglomerate every other week, as book publishers are wont to do, and he actually likes to sit down with authors and talk about ideas. During one of our brainstorming sessions, Jeremy mentioned his desire to publish a lexicon of "untranslatable words" that don't exist in English but would add a new dimension to original languages. Words that would open a window on the way other cultures encourage people to think and feel, and thus point out new ways for us to think and feel.

"Oh, you mean words like wabi," I said.

"Perhaps," he replied. "What does it mean?"

"It's a Japanese concept for a certain

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In this era globalization it is important to someone to receive information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of referrals to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher that print many kinds of book. The particular book that recommended to your account is They Have A Word For It: A Lighthearted Lexicon of Untranslatable Words and Phrases this reserve consist a lot of the information of the condition of this world now. This specific book was represented just how can the world has grown up. The words styles that writer value to explain it is easy to understand. Typically the writer made some study when he makes this book. Here is why this book appropriate all of you.

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