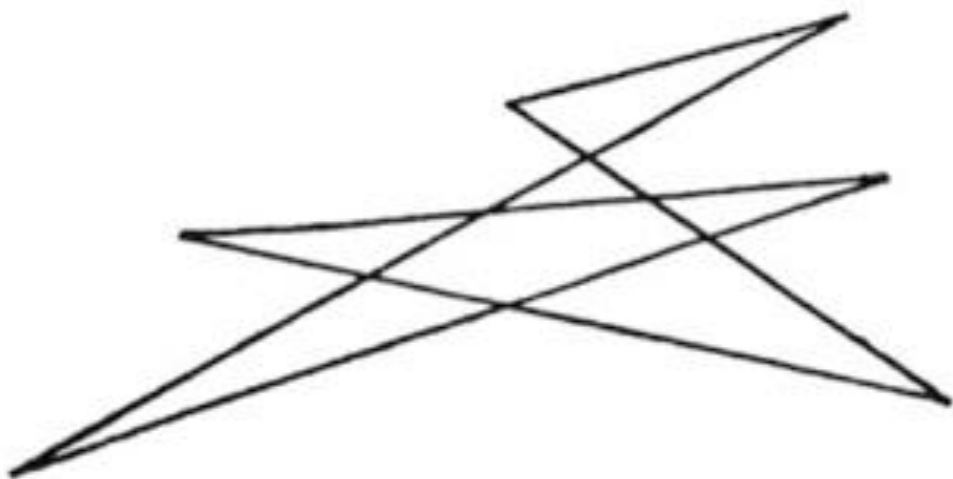
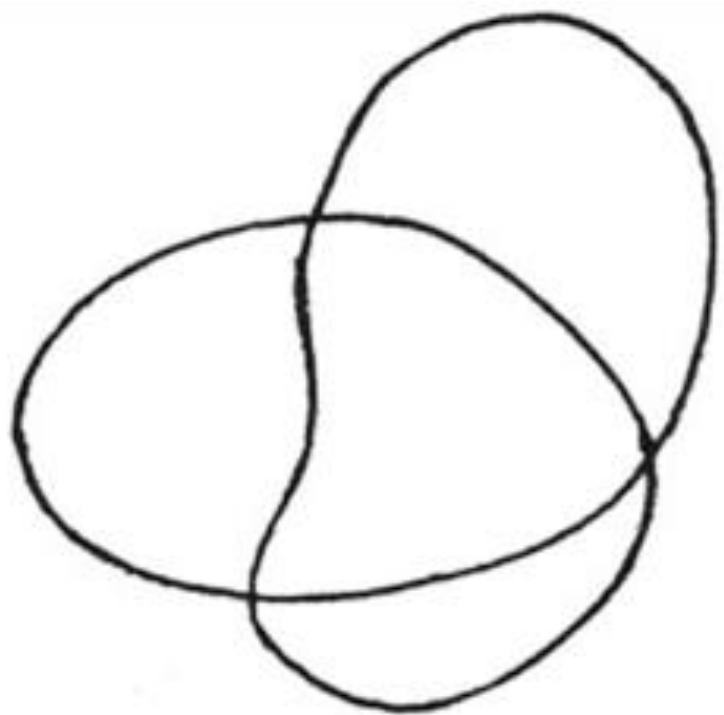


# **The Power of Names**

# Reading Questions:

Answer the following questions in your group **AFTER** you have read the article together. For **questions 1 –5** you need to record a response **from one of your group members**. In your answer you must tell me whose answer you are recording.

1. Why do you think the majority of people associate maluma and takete with the respective shapes? What are the potential ramifications of this with respect to human language?
2. What is the “Portia Effect”? Do you see evidence in your own life of the impact of names on the way people and places are perceived? To what degree do you find this theory compelling?
3. Do you personally associate the idea of “North” with up/uphill and “South” with down/downhill? To what degree do you think this (perhaps) hidden association influences how we think about the world? Are there other examples of these types of hidden associations that you can think of? Discuss.
4. How do you think the way people describe situations (“smashed” vs “contacted” e.g.) influences how people think about different situations? Discuss how you think this concept exists in advertising and politics. Discuss how you personally might describe a bad situation to your parents or the police.
5. Discuss the ideas in the article about how names of companies potentially influence their success. How do you explain these findings? What, if anything, does this tell us about human language?
6. Based on your group’s discussion develop a question about the nature of human language that you’d be interested in discovering the answer to.



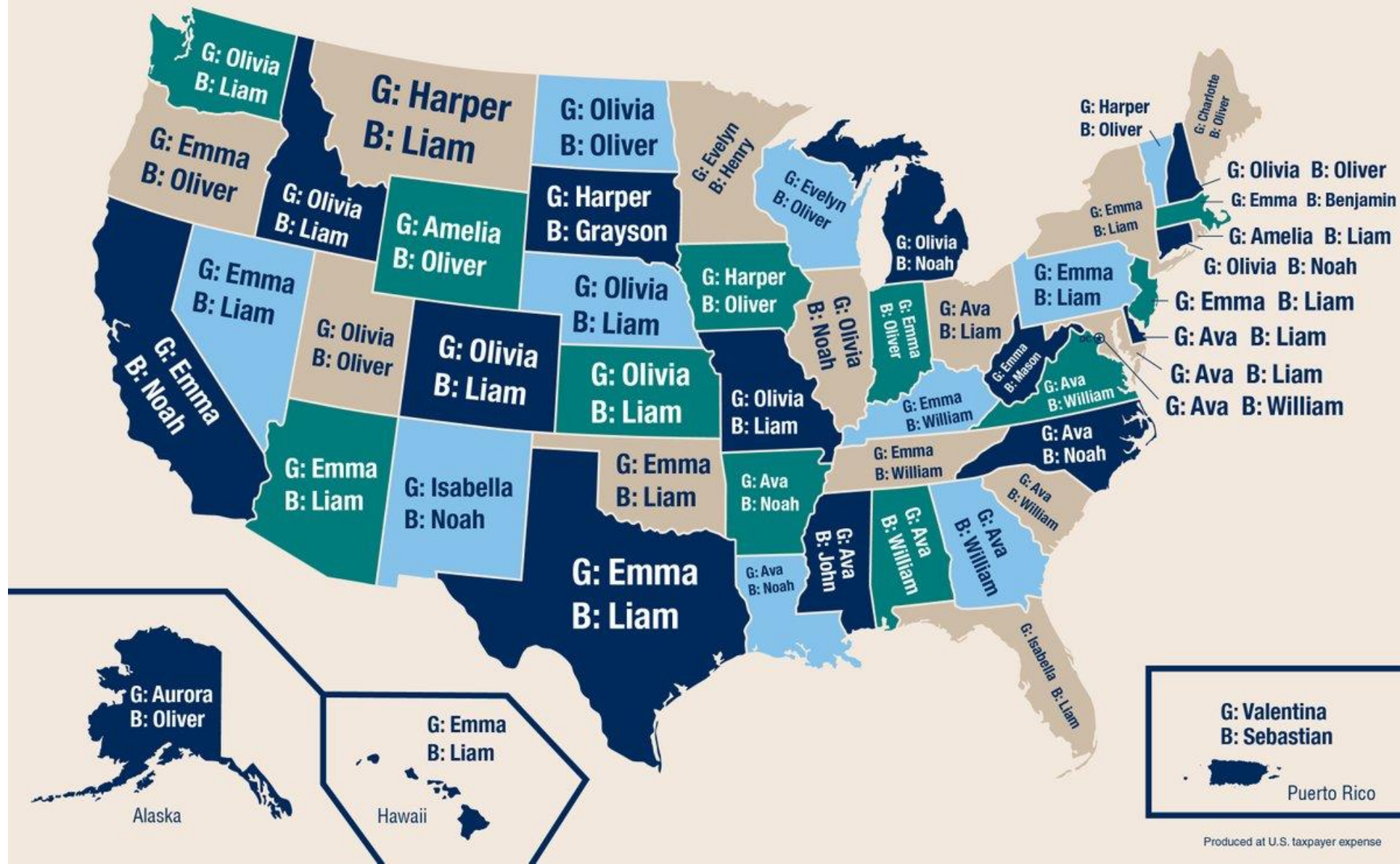






Securing today  
and tomorrow

# Top 2018 Baby Names



**MOST POPULAR BABY NAMES  
NEW YORK CITY, 2011**

<b>Rank</b>	<b>Girls</b>	<b>Boys</b>
<b>1</b>	Isabella	Jayden
<b>2</b>	Sophia	Jacob
<b>3</b>	Olivia	Ethan
<b>4</b>	Emma	Daniel
<b>5</b>	Mia	Michael
<b>6</b>	Emily	Matthew
<b>7</b>	Madison	Justin
<b>8</b>	Leah	David
<b>9</b>	Chloe	Aiden
<b>10</b>	Sofia	Alexander
<b>NYC Total Births</b>	60,221	62,808