



## EDITORIAL

# Linguistic Cues to Social Meaning: Inaugural Issue of a New Journal

Igor P. Fesenko

SIR ANDREW: *I would I had bestowed that time in the  
tongues that I have in fencing, dancing, and bearbaiting.*  
year 1601

—William Shakespeare  
English playwright, poet, and actor

When addressing an individual in some languages, choosing between singular and plural number of addressing takes place. The right number of addressing is essential for it determines positioning of both communicants. In some cases, the singular number of addressing is considered as a form of verbal aggression, abusing the person of a lower status.

A new journal is devoted to the study of addressing number applied to single person in several languages, with the aim to decrease the linguistic abuse, thus minimizing the connected social risks [1].

A title of the journal *Linguistic Cues to Social Meaning* had been originated during our application of the linguistic project in 2010 in e-mail correspondent with the US Army Research Laboratory:

From: Dinos, Stephen  
Sent: Friday, April 30, 2010, 2:36 PM  
Subject: RE: short White Papers

Dear Dr. Fesenko,

Thank you for your recent submittal of two short White Papers.

The US Army Research Laboratory expressed a potential interest in one of your White Papers (*Aggressiveness Decreasing Technology via Completing of Addressing Form Transition*). We are particularly interested in **linguistic cues to social meaning**. For example, the use of singular/plural pronouns is one of the variables of interest to us.

Please let me know what you and your research team would propose to study in a 12–18-month duration seed project. Try to keep the proposed description to a maximum of 2–3 paragraphs. Also, please let me know how much funding you will require for such a seed project. Once I receive this information, we will review it and I will let you (know) if we decide to proceed further. I look forward to hearing back from you soon.

Best Regards,  
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Please cite this article as: Fesenko, I. P. (2021). Linguistic Cues to Social Meaning: Inaugural issue of a new journal. *Linguistic Cues to Social Meaning*, 1, 2–3.

Submitted 03 July 2021

Accepted 05 July 2021

Available online 19 July 2021

<https://doi.org/10.23999/j.lcsm.2021.1.1>

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The White Paper (Aggressiveness Decreasing Technology via Completing of Addressing Form Transition) is fully presented in this first issue of the *Linguistic Cues to Social Meaning*.

We hope that reader will evaluate themselves the present-day of the Project's proposals even now, 10 years after application.

Besides, this issue contains the qualitative analysis of the English literature texts since Chaucer's time to the XXI century in terms of addressing number [2].

The Journal is ready to publish articles on quantitative analysis of communication texts, i.e., counting of the acts of plural and singular addressing, facing reader thus influencing their subconsciousness as that of a collective, social nature of *homo sapience*.

Yours Chief Editor  
**Igor P. Fesenko, ScD (Fig)**



**FIGURE.** Igor P. Fesenko.

#### REFERENCES (2)

1. Fesenko, I. P. (2015). *Transition from singular to plural form in single-person addressing*. Kyiv: EPC ALKON.
2. Fesenko, I. P., Fesenko, O. D., & Chasnyk, V. I. (2019). *Transition from singular to plural form in single-person addressing in literature and mass media* (2nd ed.). Korsun-Shevchenkivsky: Maydachenko I. V.