on both Wendy Davis and her opponent Greg Abbott. Each period had a random sampling of 100 articles, and each article was coded twice by the researchers. Each researcher had to answer 36 questions about the article and how each candidate was portrayed in terms of personality traits and political issues, as well as mentions of appearance and likelihood of winning the race.

Our hypothesis was that the female candidate would rank higher on typically “female” personality traits, like warmth and people skills, while the male candidate would rank higher on “male” traits such as good leadership skills and toughness. We also hypothesized that the media would primarily report the female candidate’s expertise on “female” issues like healthcare and education, while the coverage of the male candidate would focus on “male” issues like crime and infrastructure.

We are still compiling the results of our article coding. Next, we will find and report any statistical correlations using MANOVA in SPSS and draw our conclusions. Within the next month and a half, Dr. Susan Waters will write the methods and results section, and Rachel and Dr. Waters will write the discussion section together. We will submit our research paper to both an undergraduate and national conference for presentation in the next few months, as well as to a national journal for publication.

We hope our research will elucidate new patterns in male vs. female political campaigns, as well as denote emerging trends in modern elections. From a public relations standpoint, we hope our research will help campaign strategists for female political candidates create a more effective media relations strategy.

Statement of Research Advisor:

It has been my pleasure to work with Rachel Pipan on her research project. She is extremely competent and confident in her written work and has the passion to continue pursuing social justice for women in the workplace. Rachel is well on her way to possibly becoming a top public affairs specialist, research specialist, media relations specialist or political analyst within the public relations field. I am very proud of her and her accomplishments!

- Susan Waters, Public Relations

From Dahrar to Déorwine: Examining Tolkien’s Interpretation of Sound Symbolism

Matthew Pollock

The philologist J.R.R. Tolkien, whose decades spent teaching real world languages at Oxford won him much less popular fame than the fictional languages and world he created in The Lord of the Rings, had a clear philosophy on language. He saw the proper “construction of sounds” as creating “word-music,” and certain other combinations as truly repugnant (Tolkien, 218). Through an experimental analysis of four Tolkien-created languages, Germanic-influenced Rohirric and Dwarvish and Tolkien-created Orcish and Entish, this investigation examined the way that readers interpreted invented words and also the means by which sound influences individual interpretations of language, part of the concept of sound symbolism.

Studied by both psychologists and linguists, sound symbolism examines phonemes (sounds), attempting to determine their meaning. In numerous studies, for example, participants have been shown pointed and rounded images and given two or more created words; individuals overwhelmingly match words like takete with the pointed image and those like maluma with the rounded (Holland, 111). Despite copious studies, the mechanisms through which this symbolism functions are still not fully agreed upon or understood.
Survey data was gathered from 73 Auburn University students, asking them to respond to ten words as neutral, musical, or harsh and explain “why” they found them that way. The neutrals were then disposed of, their connected “why” answers indicating that they had been treated as non-responses, and the remaining results were tabulated (Table). The Germanic-based languages Rohirric and Dwarvish were less decisively classified than the Tolkien-created Entish and Orcish. Participants’ characterization of the Tolkien-created languages aligned with the attributes of the textual characters; the evil Orcs’ language, Orcish, was regarded as harsh, while the benign Ents’ tongue, Entish, was classified as musical.

The qualitative results gathered from responses to the “why” question were compiled and compared to a corpus of the four languages represented in *The Lord of the Rings*. Fricatives (sounds created with a narrowed mouth, e.g. [s] or [f]) were remarked in the Orcish data as making words harsh and were therefore sought out across the corpus. Entish, having no fricatives, stood out from the others based on this characteristic.

The reason that this English speech community found Entish to be melodic speaks to a larger linguistic issue. In the final stages of this investigation, the reasons behind this interpretation were analyzed to determine how Tolkien employed sound symbolism to effectively advance the narrative. Combining the experimental linguistic approach with a literary one, unprecedented in Tolkien scholarship, generated quantifiable data which have provided actual rather than theoretical reactions of a speech community.

**Statement of Research Advisor:**

Matthew’s research seeks to explain in linguistic categories what Tolkien tried to do creatively, to establish a link between aural aesthetics and cultural identity. His research challenges us to think beyond the obvious, that Tolkien invented a ‘bad-sounding’ language for ‘bad’ people and a ‘good-sounding’ language for ‘good’ people, but instead Matthew asks how we as English-language readers are made to respond to alien cultures only on the basis of the attractiveness that their languages may or may not appear to hold for us. - Craig Bertolet, English

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**Table, Pollock.** Percentage for each selection from total dataset with *neutrals* removed.

<table>
<thead>
<tr>
<th>Language</th>
<th>Musical</th>
<th>Harsh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entish</td>
<td>84.1%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Orcish</td>
<td>1.5%</td>
<td>98.5%</td>
</tr>
<tr>
<td>Rohirric</td>
<td>70.6%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Dwarvish</td>
<td>70.7%</td>
<td>29.3%</td>
</tr>
</tbody>
</table>