

Article Option Cheatsheet

The screenshot shows a WordPress article editor for the post "At no loss for words in the Amazon" by Susan Bell. The interface includes a title field, permalink, visual/text toggles, a rich text editor, a publish sidebar, category and tag selection, story settings, featured image layout, related stories, featured image, excerpt, and author selection. Blue lines connect numbered callouts (1-10) to specific elements in the editor.

1. Use Blockquote, class="offset" p class="attribution"
2. Select 2-3 Categories
3. Subheads: use Heading 3
4. Select 3-5 relevant tags
5. Write a subtitle that's supports the narrative
6. Select alignment for featured image
7. Optional: Manually select related stories
8. Optional: set a picture as featured (don't if no good art)
9. Write a hook that interacts with the featured image and headline to engage readers
10. Select the author from the drop down list. If they are NOT in the list, write their name in the byline field above; request bio and picture, and send to WS for addition.

At no loss for words in the Amazon

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by Susan Bell
December 19, 2014
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Photo: To help USC Dornsife undergraduate Evangeline Alva understand adjectival usage in Desano, a local language consultant describes the significance of the image on the cover of a book about indigenous tribes in the Amazon. (Photo/Gelson Paulo Costa Aguiar)

Deep in the Amazon, Evangeline Alva had just awoken from a nap when she heard her first words in Desano. "A man said to me 'Good morning, sleepy head,'" the linguistics major at the USC Dornsife College of Letters, Arts and Sciences recalled of her research trip to the indigenous town of São Gabriel da Cachoeira.

"He spoke first in Portuguese, which I understood, and then repeated the greeting in Desano. At first I was totally perplexed," she said. "Desano is incredibly difficult to understand because it's a nasal language and speakers tend to talk very quietly, mumbling under their breath."

3 Documenting Desano

Luckily for Alva, who speaks an impressive total of 10 languages, she had grown up speaking another nasal language, Konkani, from South West India. Nevertheless, Desano presents many unique challenges, even for a seasoned linguist.

"It's a weird language," Alva said. "All the suffixes sound like guttural sounds we make in English to affirm or negate things. I was saying things like *Wunyungmaaninna* for good morning."

Alva, who has minors in advertising and consumer behavior, traveled to this destination this past summer to document Desano, now spoken fluently by only 150 people in Brazil. (A different Desano dialect is spoken in Colombia, where the number of fluent speakers is thought to be higher.) One of the first linguists to study Desano, Alva, at 21, is also almost certainly the youngest to do so. While in Brazil she helped create a language revitalization program to provide

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Alva

"I lived among the natives, ate their food, studied their culture and traditions, and learned their history through transcribing and translating legends and folk tales. I couldn't have asked for a better research experience to help me with my future."

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