

**LSA Summer Institute Workshop 13:
Sociolinguistics of Language Endangerment
July 30-31, 2011
University of Colorado at Boulder
Eaton Humanities Room 250**

PE's editorial comment –
The abstracts for this workshop look fascinating

Meaning and Enregisterment

- Style and Register
- Enregisterment
- Indexical Inversion
- Dialect, space, and place
- -lects

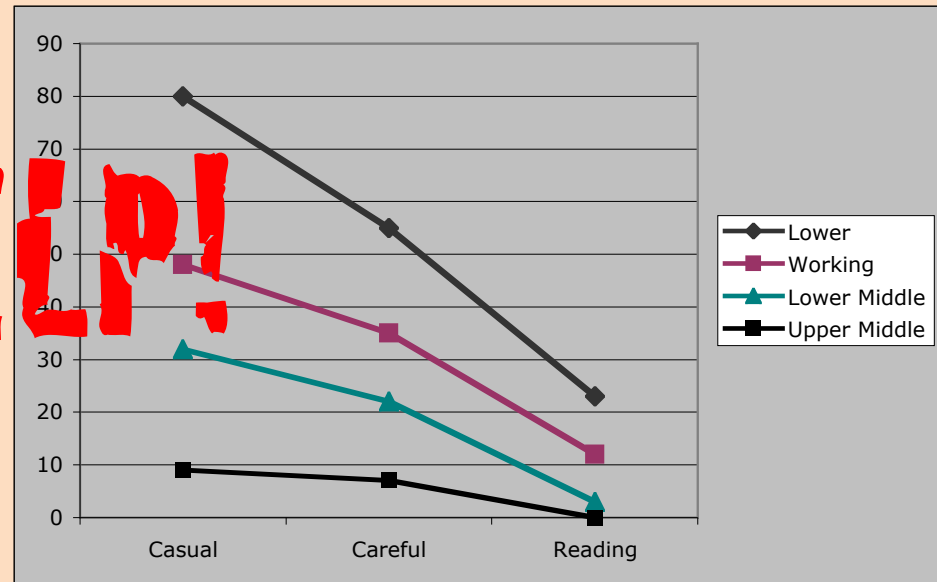
What's the difference between
Style and Register?

HELP!

What's the difference between Style and Register?



HELP!



Style vs. Register

- <http://en.wikipedia.org/wiki/Register%28sociolinguistics%29>
- <http://www.antimoon.com/forum/2003/2618.htm>
- <http://www.esoeonline.org/main-index/index-teachers/stylevsregister.htm>



Eastbourne
School of English

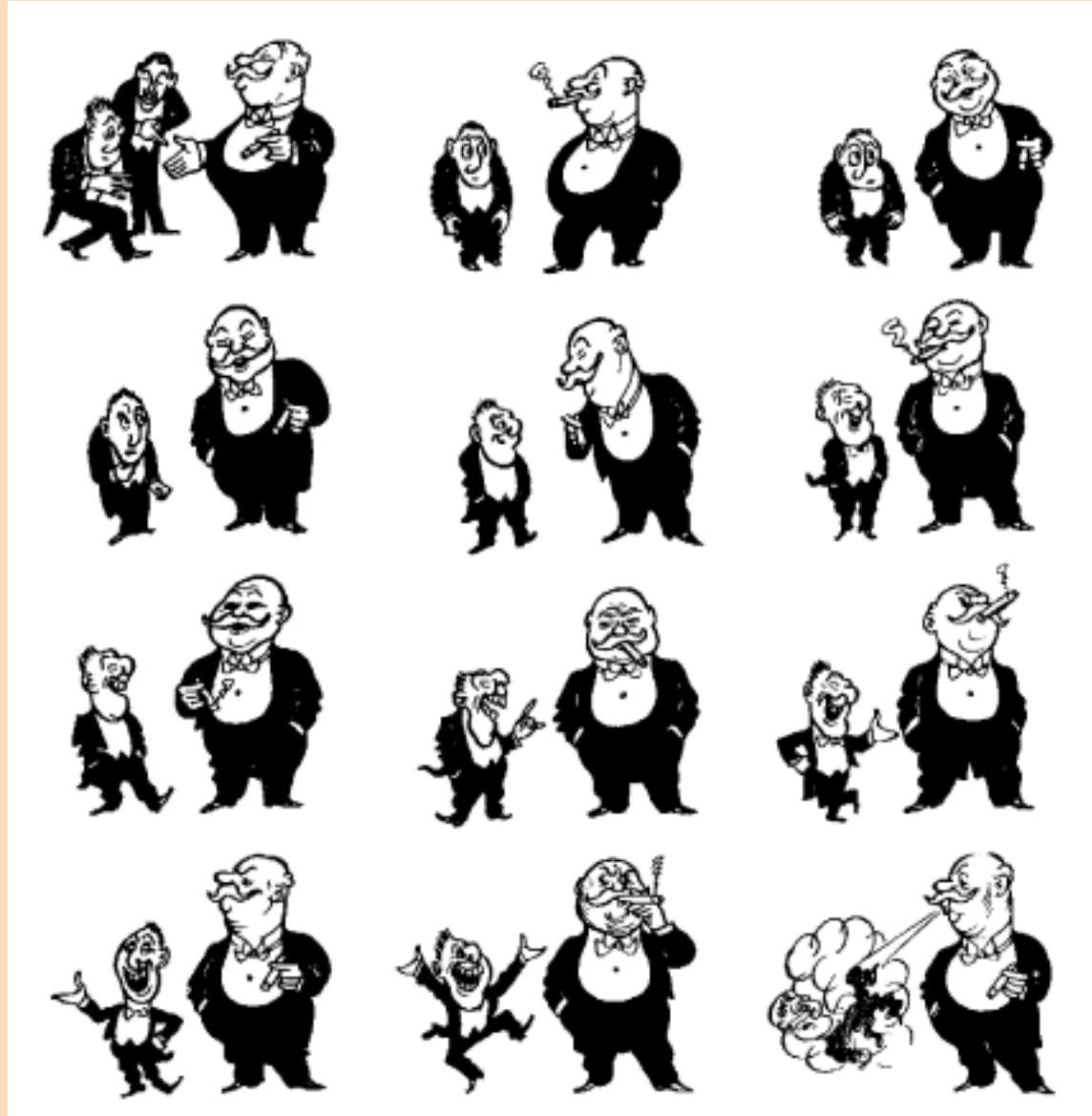


experience · expertise · excellence

The Anthropological Perspective

- “a linguistic repertoire that is associated, culture-internally, with particular social practices and with persons who engage in such practices”
 - AGHA, ASIF. 2004. Registers of language. A companion to linguistic anthropology, ed. by Alessandro Duranti, 23-45. Cambridge: Cambridge University Press.
- “a coherent complex of linguistic features linked to a situation of use which draws on cultural images of persons”
 - IRVINE, JUDITH. 1990. Registering affect: Heteroglossia in the linguistic expression of emotion, . Language and the politics of emotion, ed. by Catherine A. Lutz and Lila Abu-Lughod, 121–61. New York: Cambridge University Press.

RP



AGHA, ASIF. 2003. The social life of a cultural value. Language and communication, 23.231-73.

Enregisterment

- The process by which a linguistic repertoire COMES TO BE associated, culture-internally, with particular social practices and with persons who engage in such practices.
 - AGHA, ASIF. 2003. The social life of a cultural value. *Language and communication*, 23.231-73.

indicators, markers, stereotypes

- Indicator: correlation with zero degree of social awareness.
- Marker: some social recognition, reflected in sharp social stratification and style shifting.
- Stereotype: subject of overt comment.

Labov, William. 2000. Principles of linguistic change: Social factors. Cambridge: Blackwell.

Enregisterment and RP

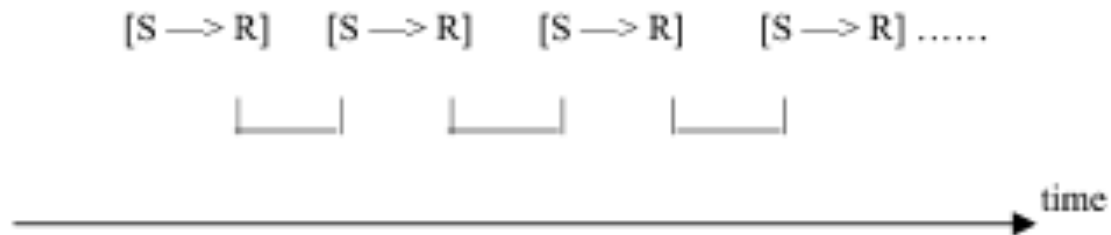
- RP descends from the prestige variety of English spoken in southeastern England (e.g. London, Oxford, Cambridge) in the 16th century.
- Enregisterment – the process by which this regional sociolect became a socially recognized register (how it acquired its role in a scheme of social value).
 - Focus on processes of value production, maintenance and transformation

Remember Monday's rant about positivism and constructionism

- Now, the existence of a lexical item [read *register*] is, in one sense, an elementary Durkheimian social fact: the existence of the word as something usable in utterances presupposes a collective understanding of its existence. The difficulty with the Durkheimian notion of social fact, however, is the question of how such a collective understanding itself comes about. How, then, does a social regularity of recognition emerge? (p. 246)

The Speech Chain

Definition: A **speech chain** is a historical series of speech events linked together by the permutation of individuals across speech-act roles in the following way: the receiver of the message in the (n)th speech event is the sender of the message in the (n+1)th speech event, i.e.



where the terms 'sender' and 'receiver' (or 'S' and 'R') are variable names for interactional roles, specified in different ways at different points along the speech chain

Fig. 2. Speech chains.

The Speech Chain

- During the 18th century ... the prestige court sociolect of the 16th century came to be championed as the model for a national standard of pronunciation.
- In the period between 1760 and 1900 a range of genres of accent metadiscourses emerged and flourished
 - Schools as sites of overt metadiscursive activity to which students are exposed for prolonged periods of time.
 - Novels and other literary works
 - Scholarly works connecting descriptions of pronunciation to prescriptions for national standards.
 - popular works on speech and accent
 - Self help movement. See: MAYER, ARNO. 1975. The lower middle class as historical problem. *Journal of Modern History*, 47.409-36.

Artifacts in the speech chain

Popular media mis-spellings of U-RP words

Spelling used for U-RP words	Standard spelling
kebinet office	cabinet office
clawth	cloth
crawss	cross
lawft	loft
hape	hope
arm-air	army
fah	fire
pah of the British empah	power of the British Empire
stains	stones

From Honey, J., 1989a. Does Accent Matter? Faber and Faber, London.

Another artifact: Who *doesn't* speak RP?

- The literary character universally associated with this feature is Dicken's Uriah Heep. Yet, although Uriah Heep is stereotypically linked to /h/-dropping, he does not actually drop most of his /h/'s! In the following exchange from Dickens' David Copperfield the italicized tokens exhibit /h/-dropping, words in boldface preserve /h/:

'I suppose you are quite a great lawyer?' I said, after looking at him for some time.

'Me, Master Copperfield?' said Uriah. 'Oh, no! I'm a very **umble** person.'

....

We live in a **numble** abode, Master Copperfield, but **have** much to be thankful for. My father's former calling was **umble**. He was a sexton.'

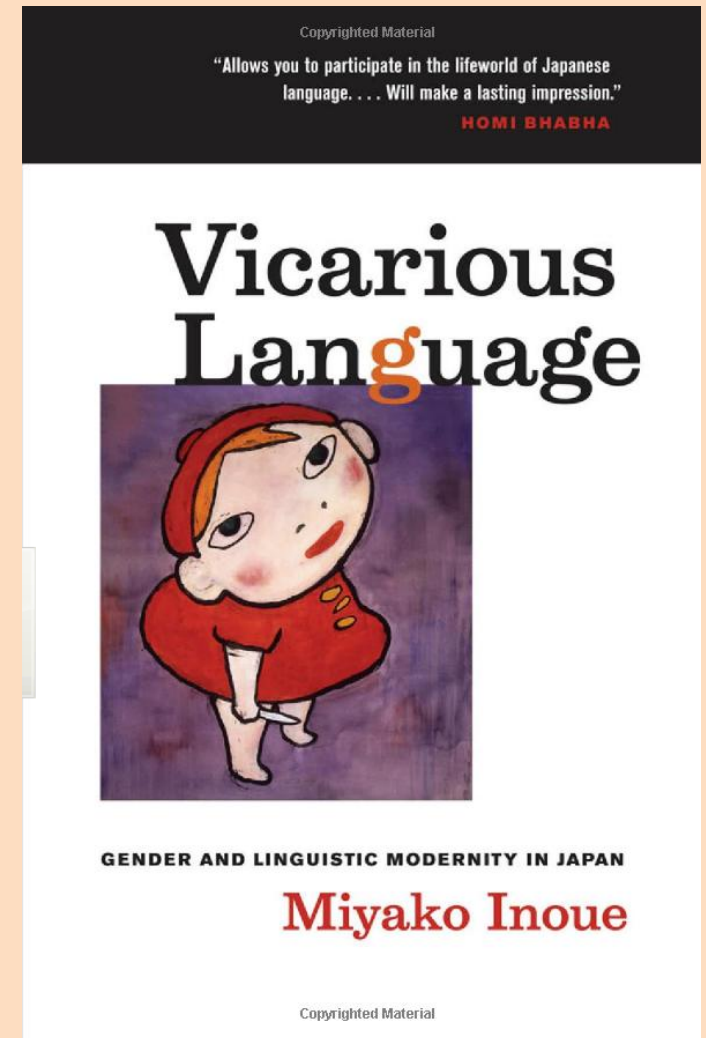
Styles, Stylistic Practice, and Registers

- Style as bricolage
- Some products of bricolage become interpretable to a larger population, and come to occupy a place in the social landscape.
- One could say that a Register is an Enregistered Style.
- Enregisterment fixes the style, making it available for broader consumption, dissection, and appropriation.

Valley Girl, Hipster, Mock Spanish ...

The speech chain and Japanese Women's Language

Nationalism, Modernism,
Capitalism, Consumerism,
and the construction of a
female register in Japanese.



Women as a “nationally regimented category”

- The professionalization of womanhood:
 - A particular Confucian ideal “good wife and wise mother”
 - Motherhood, rational and scientific house management.
- Modernizing language
 - Gembun'itchi (unifying speech and writing)
 - Girls/women as objects of language regimentation
- Women as modern consumers

gembun'itchi and the speech chain

- Dealing with “linguistic excess” by devising verb-ending forms.
- Neither *desu* nor *arimasu* derive from the speech of the elite class in the Tokugawa period, but ... from the speech forms of women in the pleasure quarters such as geisha, waitresses in teahouses, hairdressers, and courtesans in the Tokugawa period of popular literature.

The image of the schoolgirl – the modern Japanese woman – and the referents were inscribed onto her imaginary body, marked by her hairstyle (called *tabanegami*), maroon-colored hakama (*ebicha-bakama*), lace-up boots (*amiagegutsu*), and book-reading. The image of a schoolgirl was most frequently used in advertisements for cosmetics and skin-care and hair-care products. Such commodities are indexically connected with the image of the schoolgirl in mainly two ways:

Here, the schoolgirl's image is inserted in a way that is physically detached from the commodities advertised and yet symbolically connected with them through the shared cultural code of the modern....the "schoolgirl" had been a semiotic being of the gendered modern, representing the modern and thereby often caricatured as a brazen consumer of the novel and the Western.



PLATE 4. Advertisement by Sekiguchi Yōhinten (Sekiguchi Costume Store), *Fujin sekai*, 1911, 6 (7), unpaginated.

In contrast to this metaphorical presence of the woman and her relationship with the product, there also emerged the image of a woman in physical contact with the commodity, holding, pointing to, or touching the product. By virtue of physical continuity, the same spatiotemporality and thus immediacy ... is shared not only between the adwoman and the product but also between them and the viewer.



PLATE 5. Advertisement for Bigan Taoru (Beautiful Face Towel) by Itō Shōten (Ito Company), *Fujin sekai*, 1909, 4 (10), unpaginated.

In some earlier advertisements, the schoolgirl's role is to point her finger directly at the product. . She herself is thus emptied of any symbolic meaning and is turned into a "pure index" (Pierce 1931,2:306). She functions as a *deictic*, like an arrow: "Look! At the end of my fingertip (or of my glance), there is a product worth looking at!"

The voice from nowhere speaks to the viewer-reader over the shoulder of the image of the schoolgirl.



PLATE 6. Advertisement for Puresuto Araiko (Presto Washing Powder) by Yamamototamagawadō, *Jogaku sekai*, 1907, 7 (6): jin no ichi [the traditional page numbering].

By the late 1900s and early 1910s, schoolgirl speech started appearing in advertising copy, as if the adwoman was speaking directly to the reader, thus taking a role in establishing spatiotemporal continuity between the image of a woman and the advertised product.

I used to have very frizzy hair, and was really troubled-*desuk-no*. I have tried all kinds of remedies and oils and did my best, but could not possibly do my hair in a chignon [mage]. So I wondered what to do. Then my husband told me that Pearl Paste Hair Oil has a reputation for being good for hair, and that I should try it. So I gave it a try. Good Heavens, before I knew it, I was able to do my hair chignon beautifully like *this-no*. Besides having a really nice fragrance, Pearl Paste Hair Oil makes your hair miraculously beautiful-*desu-noyo*.

油香煉

パール

私は以前非常な癖毛でして、眞箇に困つて了つたんです。それはモウ種々な薬や油も塗けて見ましたし、出来るだけの手を盡したんです。到底も鬘など結ふ事が出来なかつたんで、作う致やうかと思つて居ますと、吾夫が、毛頭にはパール煉香油が良いと云ふ評判だから塗けて見ると申します。で、試しに塗けて見ますと、まあ何時の間にか、こら如此に、綺麗に鬘を結ふ事が出来るやうになりました。の、眞箇にパール煉香油は、匂ひが良、所へ持つて来て、不思議な程頭髮を美しくする油ですよ。

東京市日本橋區横山町三
平尾銑也商店
本舗
電話浪花百十番振替東京百十番
ルビー石鹸

女の四

PLATE 7. Advertisement for Pāru Nerikōyu (Pearl Paste Perfumed Hair Oil) by Hirao Senya Shōten (Hirao Senya Company), *Jogaku sekai*, 1912, 12 (15), unpaginated.

Dream? Reality? Dreams are fleeting!!! Reality is everlasting!!!

A splendid dream which disappears when awakened!
I dream a beautiful dream of joyful dancing and excellent makeup.

Using “Lait,” which makes you beautiful, may I keep the beauty of reality forever.

Advertisement copy with excessive use of exclamation marks also indicates a direct quoting of schoolgirl speech, which emulates the voice in the letters in the readers’ column and dialogues in domestic novels. An incomplete utterance-ending in ellipsis marks (...) is another characteristic of schoolgirl speech in advertising copy, adopted from dialogue in novels, readers’ letters, and play scripts.



PLATE 9. Advertisement with schoolgirl for Rêto Nyūhaku Keshōsui, *Fujin sekai*, 1909, 4 (10), unpaginated.

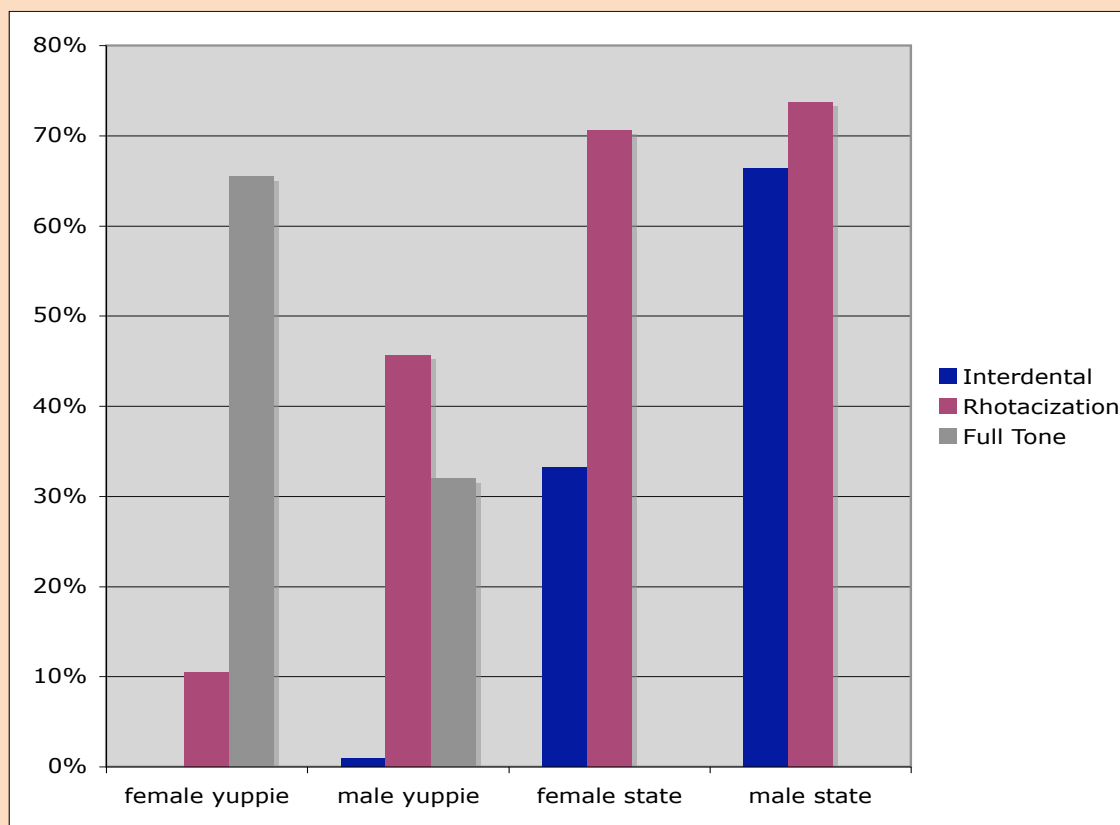
See also: TALBOT, MARY. 1992. A synthetic sisterhood: False friends in a teenage magazine. *Locating Power: Proceedings of the Second Berkeley Women and Language Conference*, ed. by Kira Hall, Mary Bucholtz and Birch Moonwomon, 573-80. Berkeley: Berkeley Women and Language Group.

Inversion

- Indexicality constitutes reality not by naming and pointing to a preexisting object but by inverting the order of the indexed and indexing as if the indexed preceded the indexing.
 - INOUE, MIYAKO. 2002. Gender, language and modernity: Toward an effective history of "Japanese women's language". *American Ethnologist*, 29.392-422.p. 412

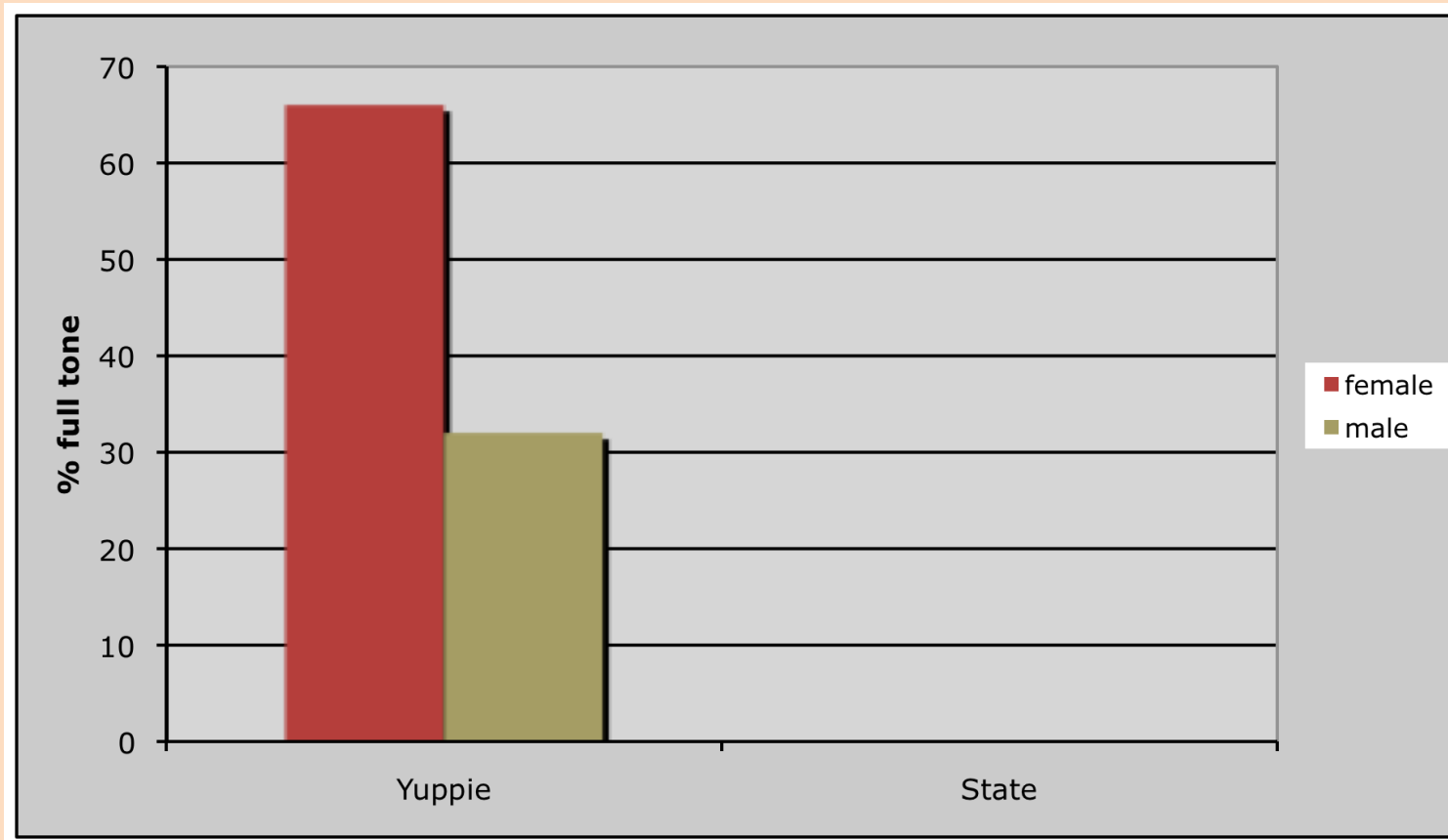
Indexicality and social change

Four Beijing Manager Styles



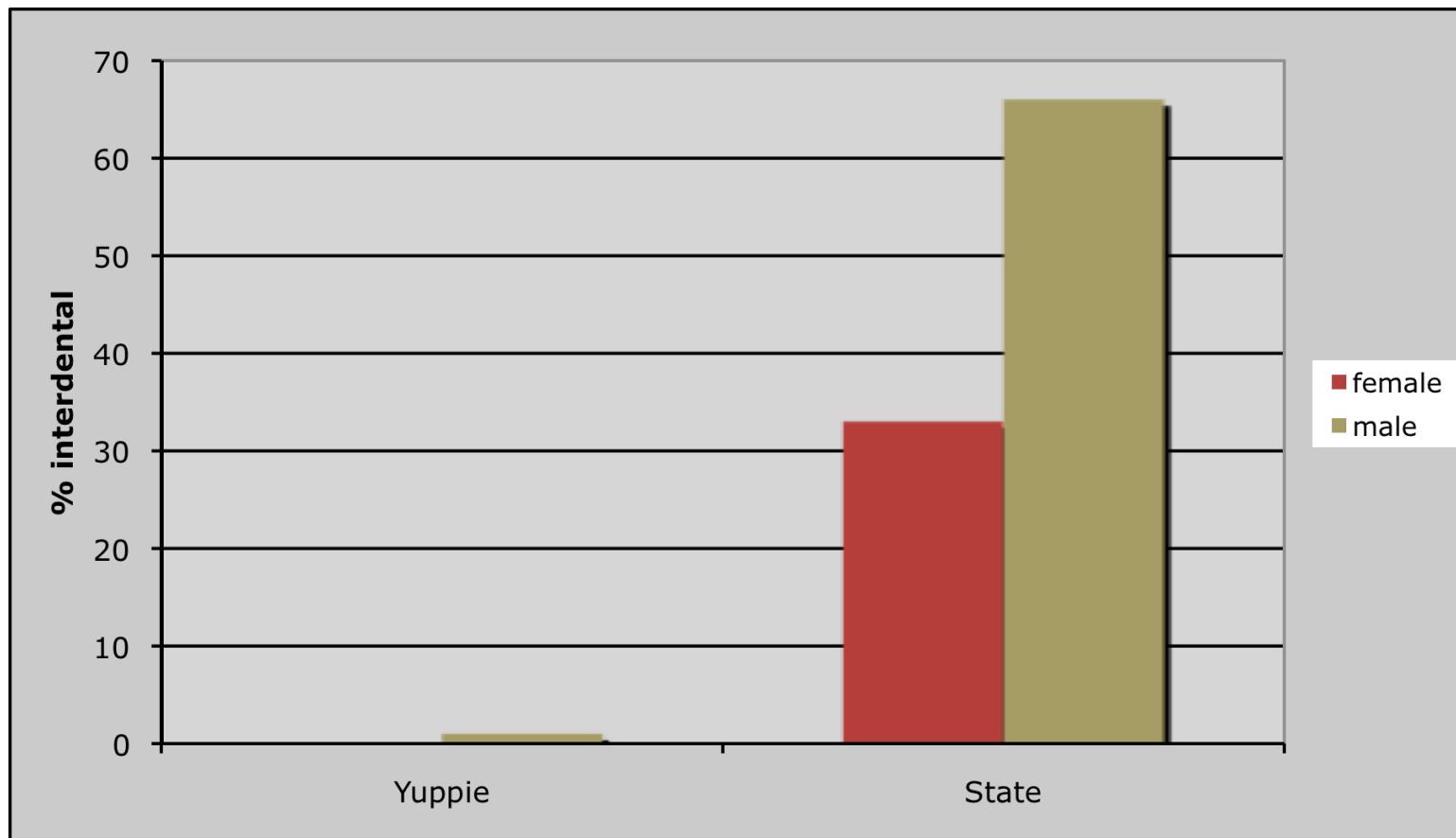
ZHANG, QING. 2005. A Chinese yuppie in Beijing: Phonological variation and the construction of a new professional identity. *Language in society*, 34.431-66.

% Full Tone



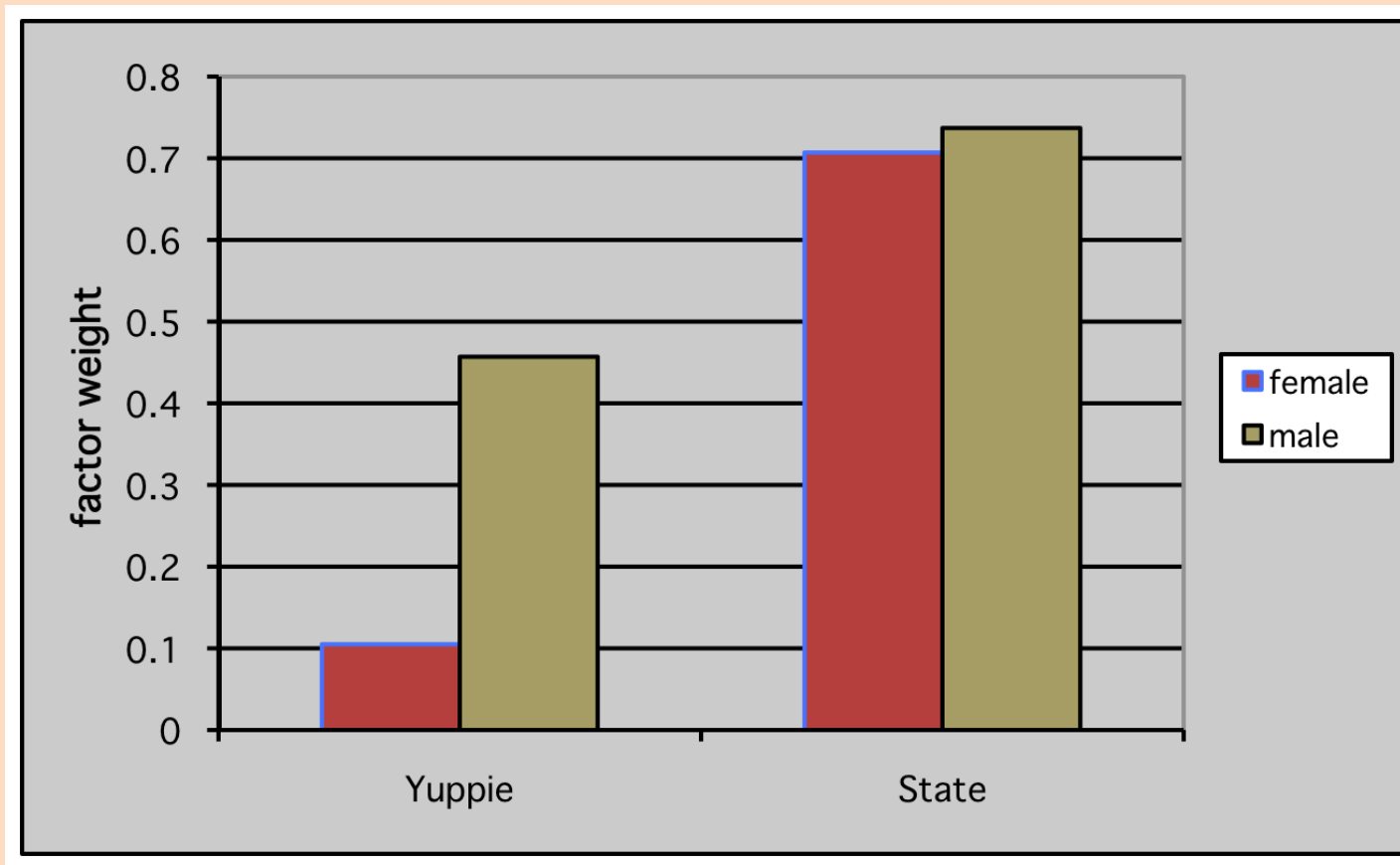
ZHANG, QING. 2005. A Chinese yuppie in Beijing: Phonological variation and the construction of a new professional identity. *Language in society*, 34.431-66.

Interdentals



The Alley Saunterer Variable

Rhotacization of Finals



The Smooth Operator Variable ZHANG, QING. 2008. Rhotacization and the 'Beijing Smooth Operator': The social meaning of a linguistic variable. *Journal of Sociolinguistics*, 12.201-22.

Er-hua ‘rhotocization,’ or er yin ‘r-sound,’

- In contrast to *Beijing hua* ‘Beijing speech,’ a neutral term for the local variety, *jing qiangr* and *jing diaor* are names for an ‘authentic’ Beijing speech style, distinctive from other local styles. The use of rhotacization adds a perceptual effect to the terms, projecting a ‘sound image’ of the local style of speech.

– Zhang (2008) p.207

jing you-zi 'Beijing Smooth Operator'

- While *you* is the Mandarin word for 'oil,' it is also part of *youhua*, which means literally 'oily' or 'slippery.' When used to describe a personality, *you* connotes smooth and worldly-wise. With the nominalization suffix *-zi*, *you-zi* refers to someone who is versed in the ways of the world. This local character type is reified by the fact that *jing you-zi* is included in the *Modern Chinese Dictionary*, defined as 'a longtime resident of Beijing who is worldly and slick' (*Xiandai Hanyu Cidian* 1998: 663).

– Zhang (2008) p.212

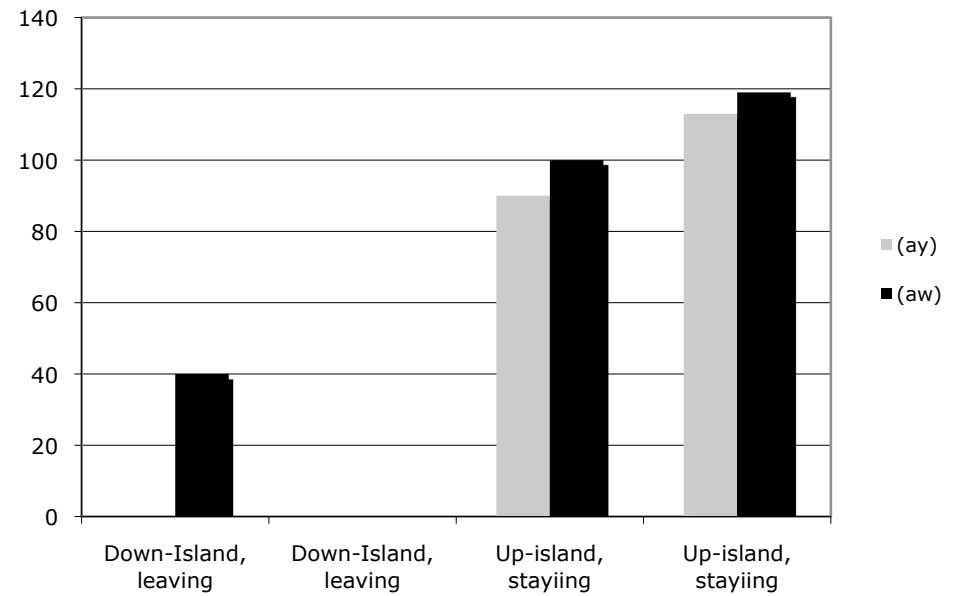
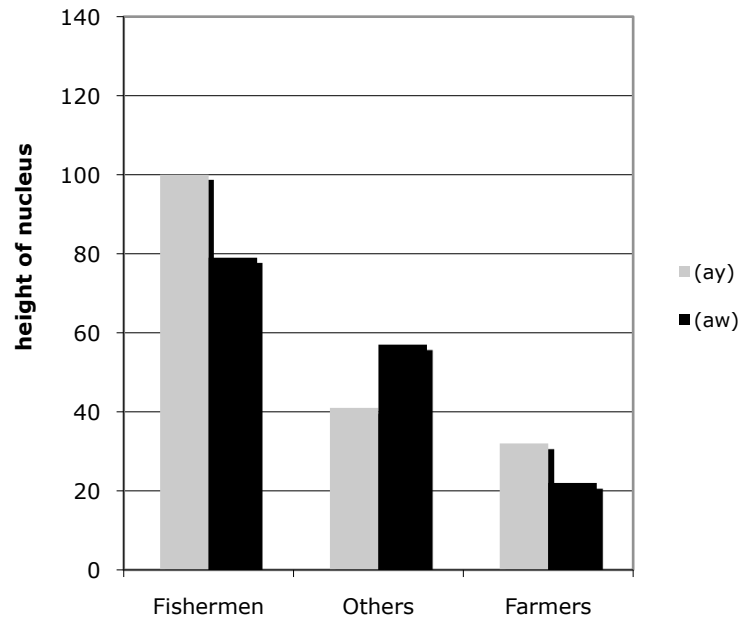
Local identity

Never simply an association with a generic locale, but with a particular construction of that locale as distinct from some other(s).

LABOV, WILLIAM. 1963. The social motivation of a sound change. Word, 18.1-42.

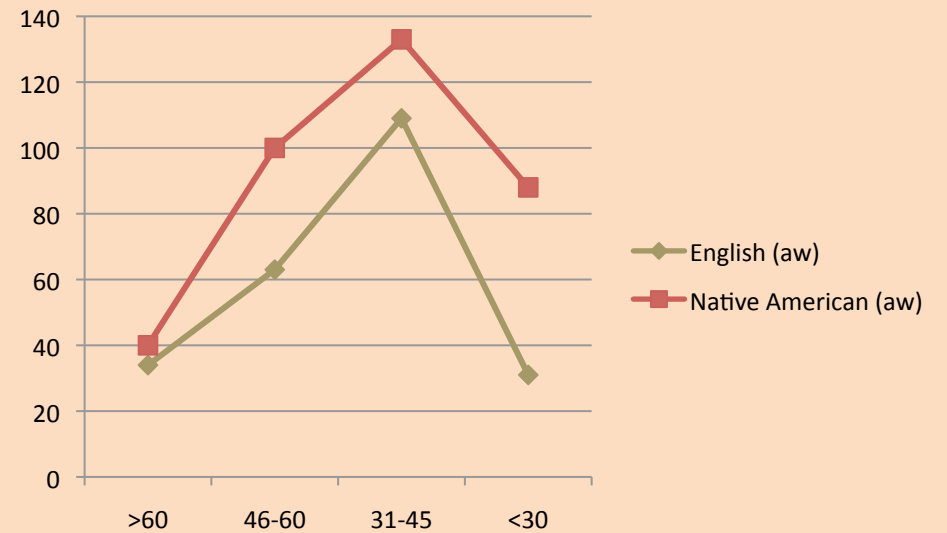
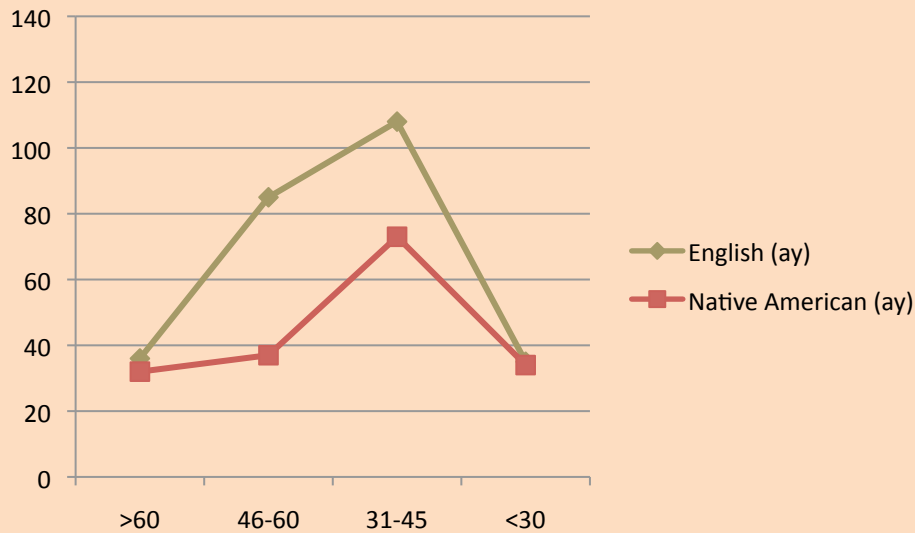
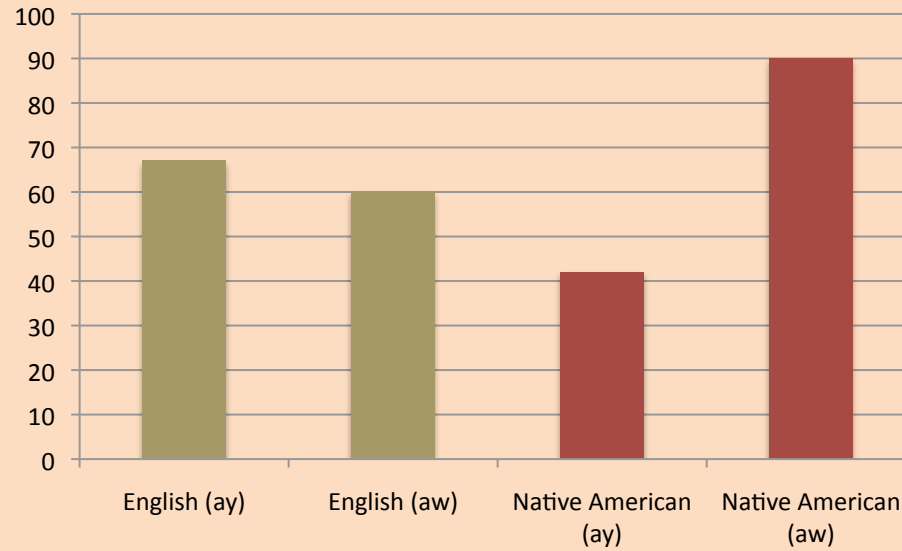


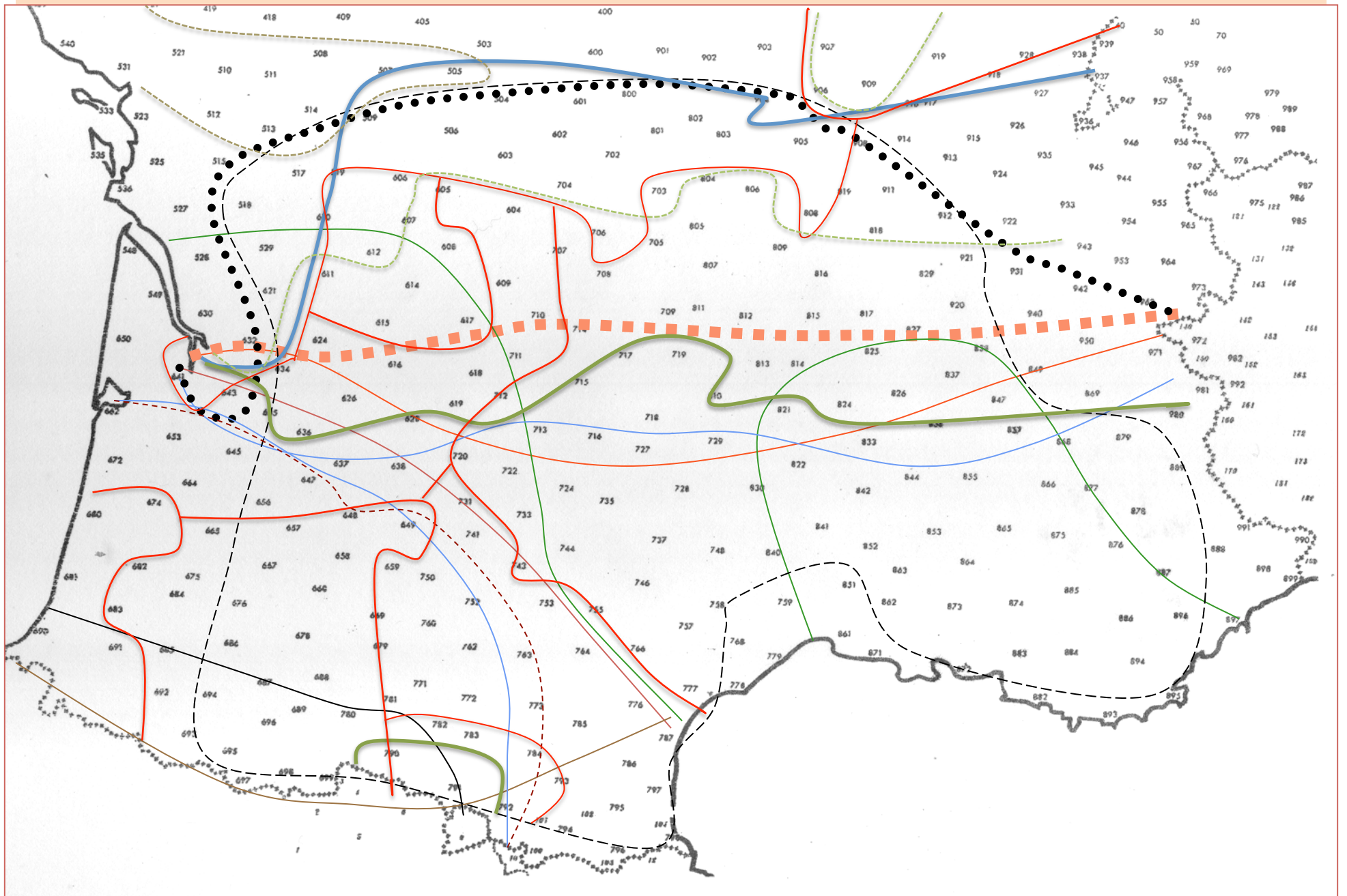
What is Martha's Vineyard?

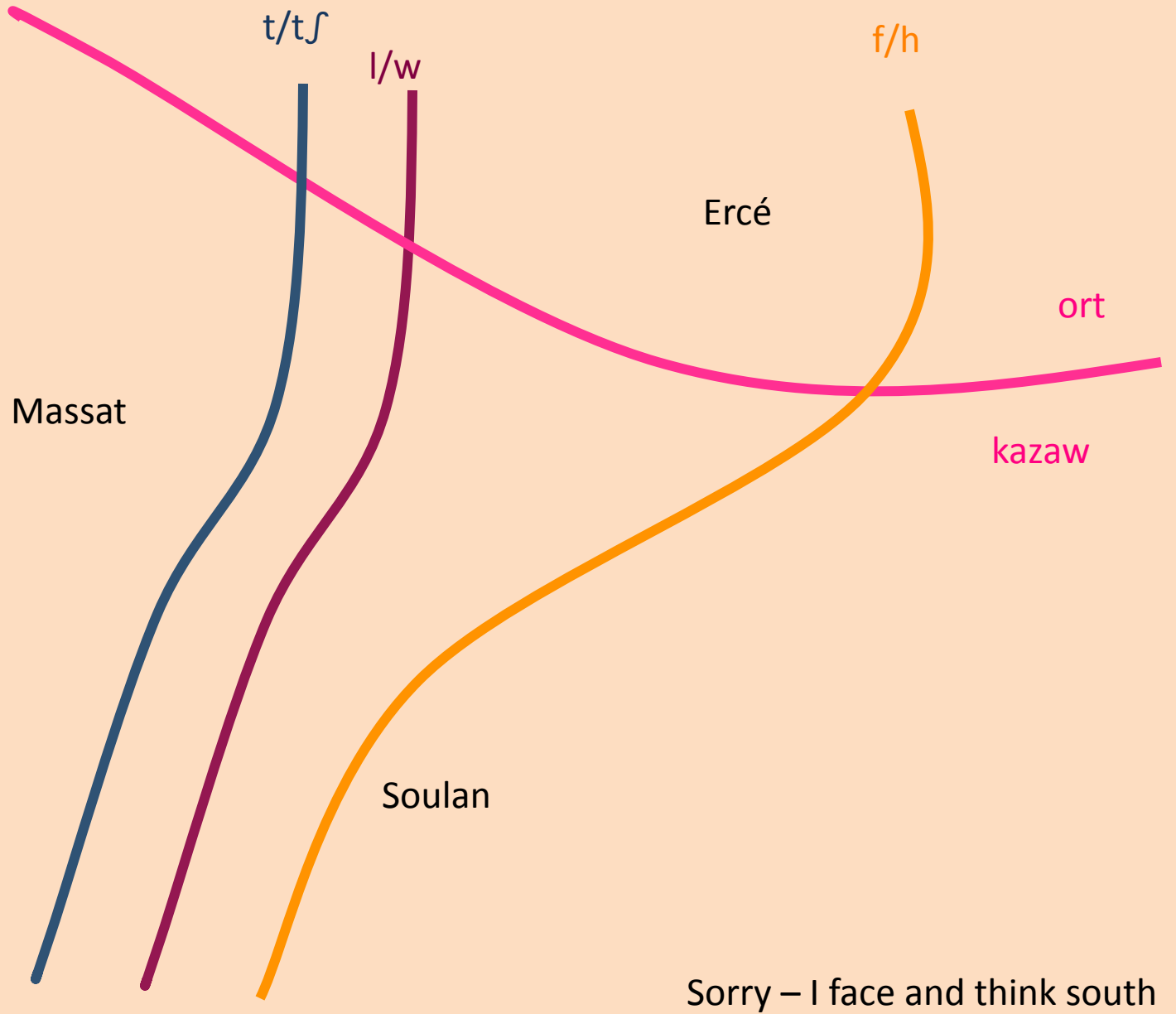


Two claims to local authenticity

all ages







kejayfildεεrεntɔrt

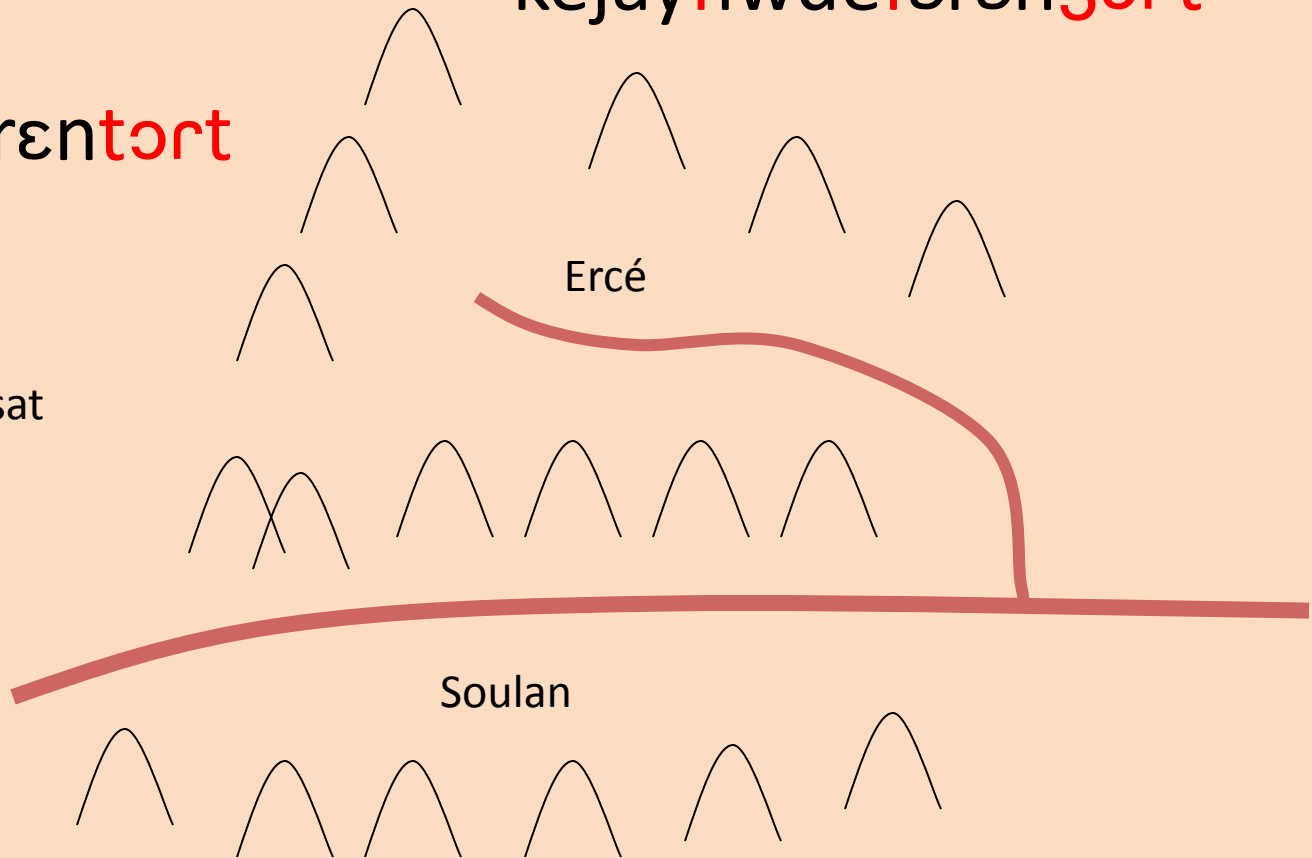
kejayfiwdeεεrεnɔrt

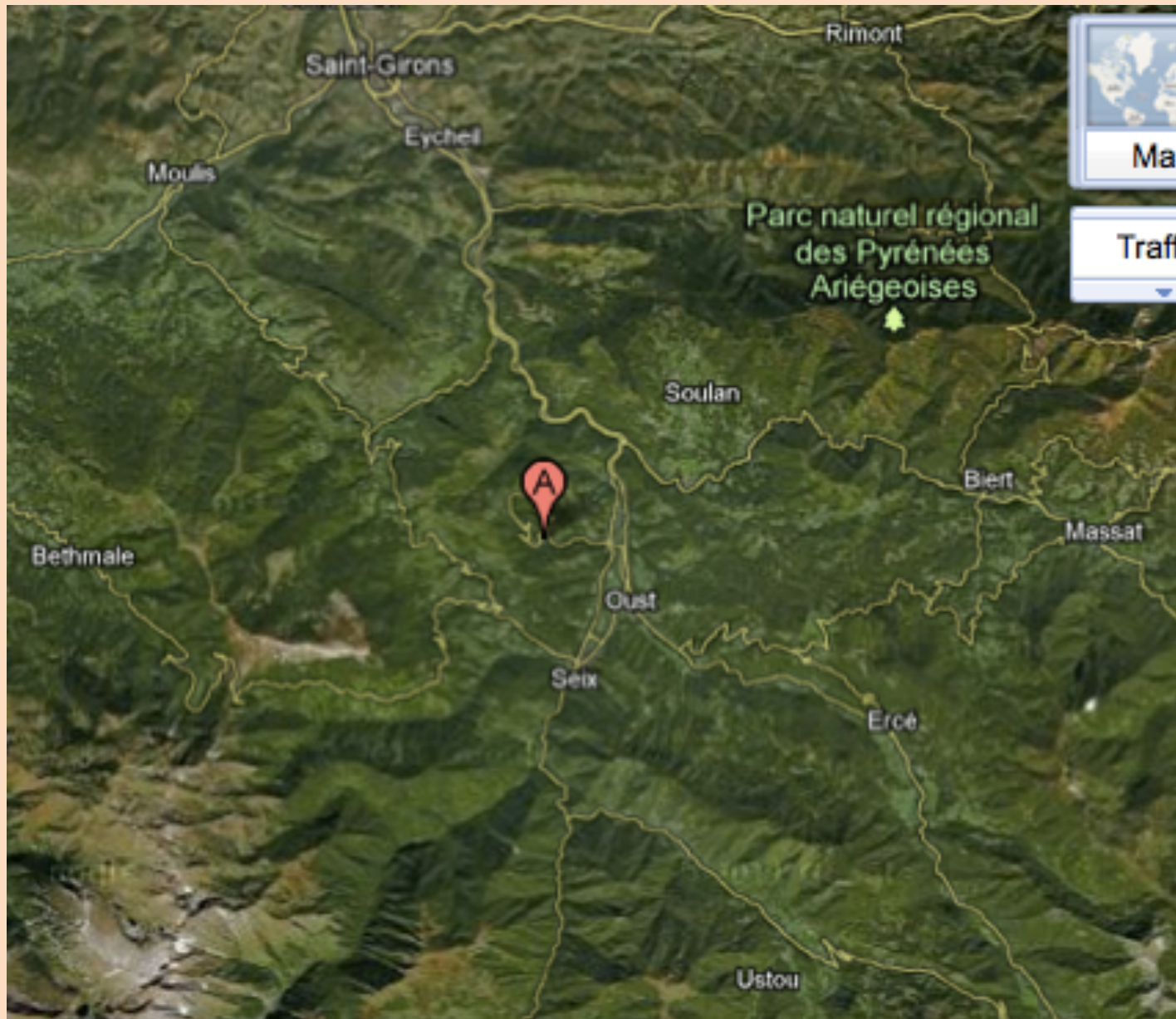
Massat

Ercé

Soulan

kejayhiwdeεεrεηkazaw





Performative Voice Quality

The Rogalais



s'aw bow biw u s'aw bow murt, et sant?
'do you want him alive or dead, the saint?



be be sabes pla que'ets sants que soun tuti murti ...
'uh... uh you know perfectly well that saints are all dead'

