Today

- Sociolinguistics, Day 3
- Correction
- Finish Inter-group Variation: some patterns of variation associated with social class
- Intra-Speaker Variation: shifting style
coke
soda
coca-cola
pop
tonic
soft drink
Lexical differences

- Words for ‘sweetened carbonated beverage’
  - ‘Soda’ – South, East
  - ‘Pop’ – Midland North, West
  - ‘Tonic’ – Boston
  - ‘Cocola’ – Georgia, Tennessee
Overt vs. Covert prestige

- **Overt prestige:**
  - Value attached to a particular dialect by the community at large that defines how people should speak to gain status in that community.

- **Covert prestige:**
  - Value attached to a particular dialect or minority group language by a subset of the community (local group, ethnic group).
Social class and dialect

William Labov

- New York City ‘r’-lessness
- Studied variation in [r] pronunciation as it relates to socioeconomic class
Dept Store study - Method

- Interviewed salespeople at Saks 5th Ave., (upper), Macy’s (middle), S. Klein (lower class)
  - “Excuse me, where are the [women’s shoes]?”
  - “Fourth floor.” (casual speech)
  - “Excuse me?”
  - “Fourth floor.” (careful speech with emphasis)
# Dept Store study - Results

<table>
<thead>
<tr>
<th></th>
<th>Klein</th>
<th>Macy’s</th>
<th>Saks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lower</td>
<td>Middle</td>
<td>Upper</td>
</tr>
<tr>
<td>Casual</td>
<td>8%</td>
<td>44%</td>
<td>63%</td>
</tr>
<tr>
<td>Careful</td>
<td>18%</td>
<td>61%</td>
<td>64%</td>
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</tbody>
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**Interspeaker Variation**

**Percentage of [r]'s produced**
Dept Store study - Conclusions

- Pronunciation of [r] increased...
  - ...w/ level of socio-economic class
  - ...w/ attention level paid to speech (careful or casual)
  - ...w/ listener (perceived middle-class)

- Variation most prominent among lower class speakers
  - Why?
    - Overt prestige
Phonological markers of style

- Casual, informal style marked by increased speech rate
  - unstressed vowels deleted, replaced with schwa, e.g., ‘potato’
    casual $[pt^\text{h}e\text{i}\text{r}\text{ə}]$ vs. careful $[p^\text{h}e\text{t}^\text{h}e\text{i}\text{r}\text{ə}^\text{r}\text{ə}]$
  - deletion of word final consonants, unstressed syllables (jus’, don’)
  - use of contractions (wanna, gonna, coulda)
Phonological markers of style

- pronunciation of (-ing) vs. (-in’) in 3 different speech situations
  - casual style vs. interview vs. reading

\[ \text{[ɨɪdɨn]} \quad \text{[ɪdɪɲ]} \]

pronunciation of [-ing] increased as formality/attention paid to speech increased
Lexical markers of style

- **Slang**: words and expressions used in very informal settings (*common slang*), often to indicate membership in a particular social group (*in-group slang*)
  - usually has short lifespan
    - swell, neat-o, groovy
    - daddy-o
    - It stinks!
  - can become standardized
    - phone, fridge, fan, blimp, hot dog
Syntactic markers of style

Casual speech characterized by

- increased use of non-standard constructions (e.g., double negatives, double modals)
- shorter, more concise sentences
...but

Social Class
Ethnicity
Formality of setting
Topic
Age

Can cause speakers to shift in other ways, too…
Code-switching as style-shifting

- Code-switching: alternation between two or more languages (or dialects) in a single sentence or conversation.
- Occurs for the same reasons monolinguals shift styles: change in formality of the situation, listener, topic.
Examples

- English~Spanish
  “Sometimes I begin my sentences in English, y termino en español.”

- Swahili (Kenya)~English:
  - employee ➔ employee (same ethnicity): Swahili
  - employee ➔ employee (differing ethnicity): mixed
  - employee ➔ supervisor: mixed Swahili~English
Examples

- Fanakalo (South Africa)~English

Foreman: Hau, Wena…
Foreman: Ini ndaba you late lafa lo job, hey?
Employee: My abject apologies, Sir, I encountered extreme difficulty in obtaining transport.