

INTERDISCIPLINARY APPROACHES TO LANGUAGE AND ITS USE II.

Style in variationist sociolinguistics

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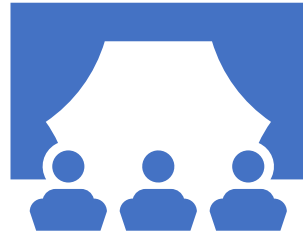
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CONCEPTION OF STYLE



attention
to speech



audience design



identity
and distinctiveness

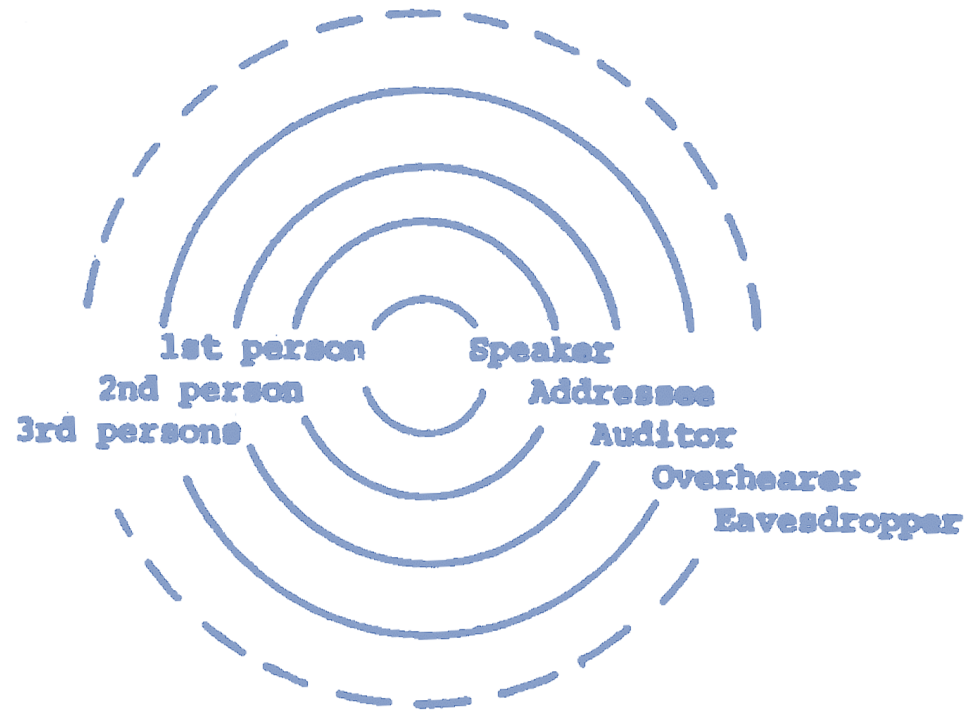


ATTENTION TO SPEECH

- Labov, W. (1966). *The social stratification of English in New York City*. Washington, DC: Center for Applied Linguistics.



AUDIENCE DESIGN



- Bell, A. (1984). Language style as audience design. *Language in society*, 13(2), 145–204.
- style is determined by our audience
 - direct addressee(s)
 - other people



STYLE AS DISTINCTIVENESS

- Irvine, J. T. (2001). “Style” as distinctiveness: The culture and ideology of linguistic differentiation. In P. Eckert, & J. Rickford (Eds.), *Style and sociolinguistic variation* (pp. 21–43). Cambridge: Cambridge University Press.
- principles
 - style as a system of distinctions
 - social meaning
 - linguistic and non-linguistic behavior



STYLE PRACTICE

- Eckert, P. (2008). Variation and the indexical field. *Journal of sociolinguistics*, 12(4), 453–476.
- bricolage
 - different variables may be differently interpreted and combined



READING TIP

- Sharma, D. (2018). Style dominance: Attention, audience, and the 'real me'. *Language in Society*, 47(1), 1–31.

