

INTERDISCIPLINARY APPROACHES TO LANGUAGE AND ITS USE II.

Communication accommodation

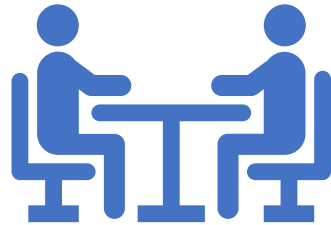
Jan Chromý



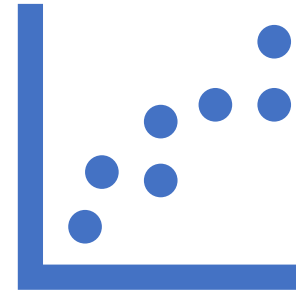
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QUESTIONS



communication partner

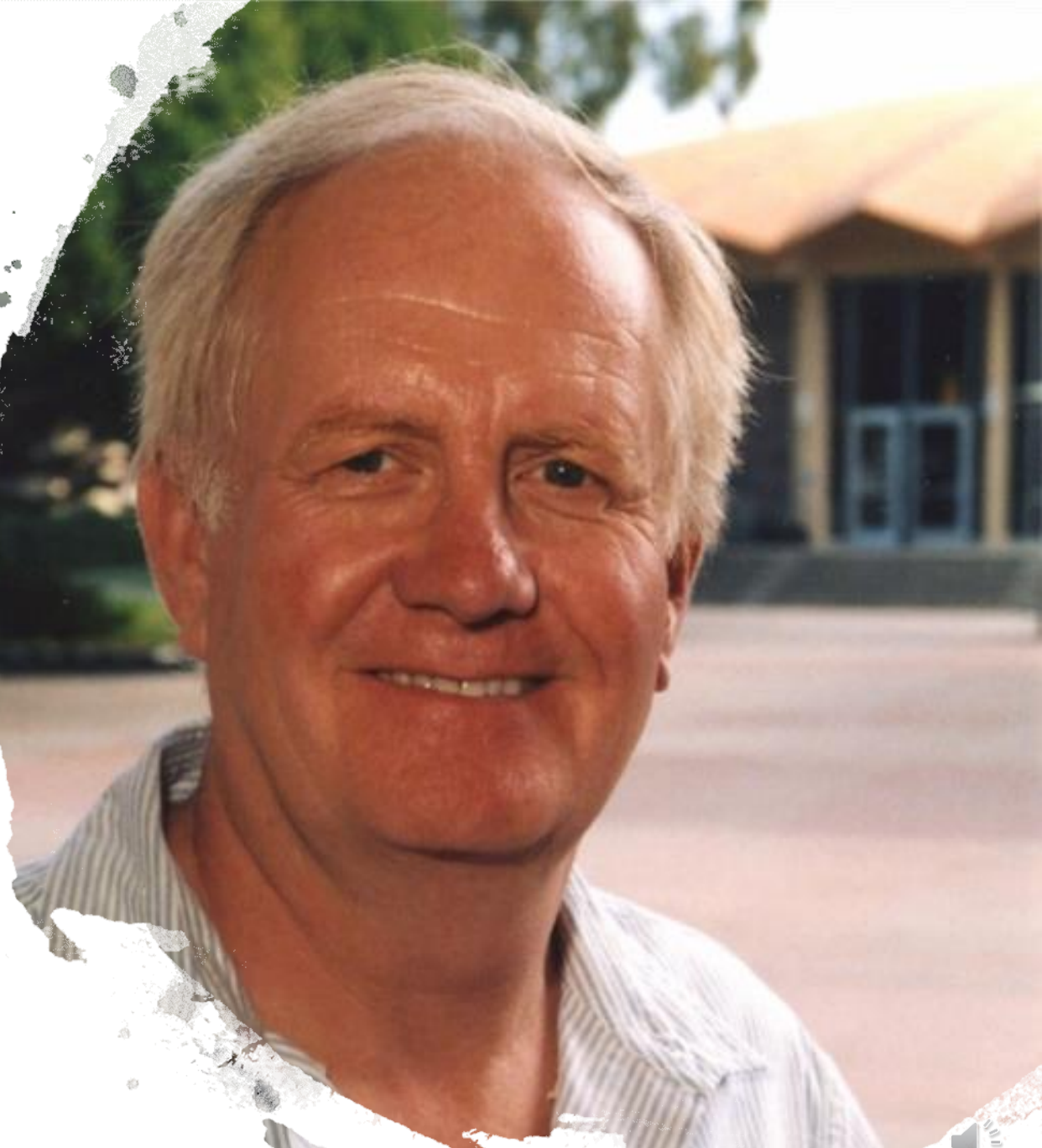


long-term changes



HOWARD GILES

- communication accommodation theory
 - social-psychological approach

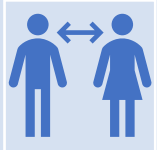


TEORIE KOMUNIKAČNÍ AKOMODACE



convergence

shift toward the communication partner



divergence

accentuation of speech differences



maintenance

stable code



complementarity

roles in communication



EXAMPLE

- Coupland, N. (1980). Style-shifting in a Cardiff work-setting. *Language in Society*, 9(1), 1–12.

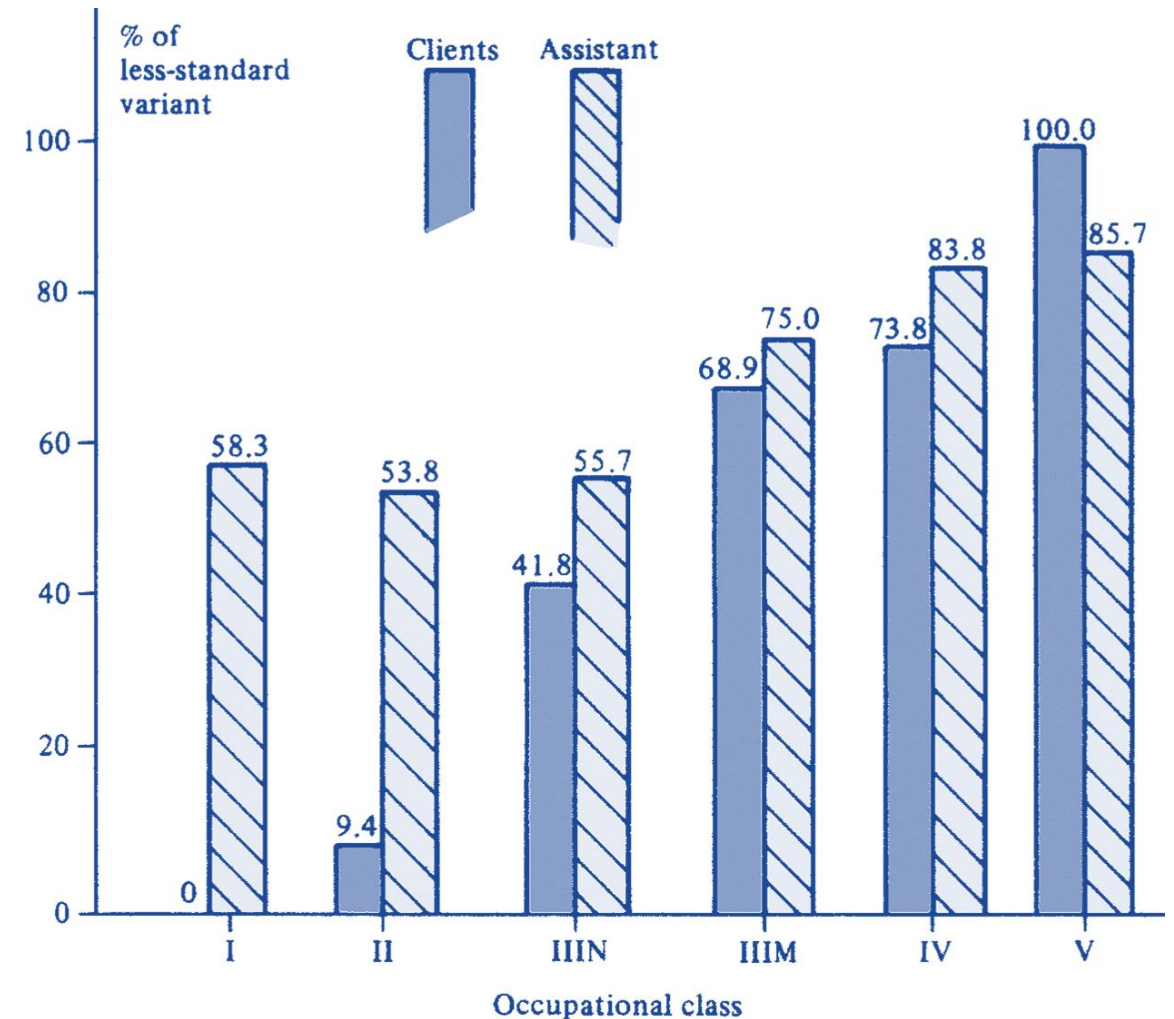


Figure 2. *Degrees of standardness in clients' compared with assistant's use of phonological variables: variable (ng)*



READING TIP

- Gallois, C., Ogay, T., & Giles, H. (2005). Communication Accommodation Theory: A look back and a look ahead. In W. B. Gudykunst (Ed.), *Theorizing about intercultural communication* (pp. 121–148). Thousand Oaks: Sage.

