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Edited by Penelope Eckert and John R. Rickford
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The study of sociolinguistic variation examines the relation between social identity and ways of speaking. The analysis of style in speech is central to this field because it varies not only between speakers, but in individual speakers as they move from one style to another. Studying these variations in language not only reveals a great deal about speakers' strategies with respect to variables such as social class, gender, ethnicity and age, it also affords us the opportunity to observe linguistic change in progress.

The volume brings together a team of leading experts from a range of disciplines to create a broad perspective on the study of style and variation. Beginning with an introduction to the broad theoretical issues, the book goes on to discuss key approaches to stylistic variation in spoken language, including such issues as attention paid to speech, audience design, identity construction, the corpus study of register, genre, distinctiveness and the anthropological study of style.

Rigorous and engaging, this book will become the standard work on stylistic variation. It will be welcomed by students and academics in sociolinguistics, English language, dialectology, anthropology and sociology.

PENELOPE ECKERT is Professor of Linguistics, Courtesy Professor in Anthropology, and co-Chair of the Program in Feminist Studies at Stanford University. She has published work in pure ethnography as well as ethnographically based sociolinguistics including *Jocks and Burnouts: Social Identity in the High School* (1989) and *Variation as Social Practices* (2000).

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Stanford University



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The original idea for this volume was Malcah Yaeger-Dror's, and for her inspiration and engagement, we dedicate this book to her.

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