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## Attitudes to Language

Just about everyone seems to have views about language. Language attitudes and language ideologies permeate our daily lives. Our competence, intelligence, friendliness, trustworthiness, social status, group memberships and so on are often judged from the way we communicate. Even the speed at which we speak can evoke reactions. And we often try to anticipate such judgements as we communicate. In this lively introduction, Peter Garrett draws upon research carried out over recent decades in order to discuss such attitudes and the implications they have for our use of language, for social advantage or discrimination and for social identity. Using a range of examples that includes punctuation, words, grammar, pronunciation, accents, dialects and languages, this book explores the intricate and fascinating ways in which language influences our everyday thoughts, feelings and behaviour.

PETER GARRETT is a Senior Lecturer at the Cardiff University Centre for Language and Communication Research. His recent publications include *Investigating Language Attitudes: Social Meanings of Dialect, Ethnicity and Performance* (with Coupland and Williams, 2003).

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Dedicated to Mary and Ron Garrett

## Contents

<i>List of figures</i>	viii
<i>List of tables</i>	ix
<i>Acknowledgements</i>	x
1 Introduction	1
2 Fundamentals of language attitudes	19
3 Main approaches to the study of language attitudes	37
4 Matched and verbal guise studies: focus on English	53
5 Matched and verbal guise research in more contexts	70
6 Attitudes to speech styles and other variables: communication features, speakers, hearers and contexts	88
7 Communication accommodation theory	105
8 Language attitudes in professional contexts	121
9 Societal treatment studies	142
10 Direct approach	159
11 Folklinguistics	179
12 An integrated programme of language attitudes research	201
13 Conclusion	224
<i>Glossary</i>	228
<i>References</i>	230
<i>Index</i>	254

## Figures

- 2.1 Theory of Reasoned Action (adapted from Ajzen and Fishbein 1980) 27
- 9.1 Advertisement from *Y Drych*, August 1888 148
- 9.2 Advertisement from *Y Drych*, January 1908 149
- 9.3 Advertisement from *Y Drych*, March 1998 149
- 9.4 Advertisement from *Y Drych*, March 2001 150
- 9.5 Cowbois t-shirt: Merched Beca 157
- 11.1 Hand-drawn dialect map by Michigan respondent (from Niedzielski and Preston 2000: 58) 181
- 11.2 Hand-drawn dialect map by North Carolina respondent (from Niedzielski and Preston 2000: 60) 181
- 11.3 Hand-drawn dialect map by South Carolina respondent (from Niedzielski and Preston 2000: 62) 182
- 11.4 Hand-drawn map by South Carolina respondent (from Niedzielski and Preston 2000: 62) 182
- 11.5 Michigan 'correctness' ratings and map (from Niedzielski and Preston 2000: 64) 184
- 11.6 Southern 'correctness' ratings and map (from Niedzielski and Preston 2000: 65) 184
- 11.7 Michigan 'pleasantness' ratings and map (from Niedzielski and Preston 2000: 70) 185
- 11.8 Southern 'pleasantness' ratings and map (from Niedzielski and Preston 2000: 71) 186
- 12.1 Map of Wales, showing each of the six dialect regions 202
- 12.2 Teenagers: 'How Welsh do you think this speaker sounds?' 213
- 12.3 Teachers: 'How Welsh do you think this speaker sounds?' 214
- 12.4 Teenagers: 'Do you think this speaker is a good laugh?' 215
- 12.5 Teachers: 'Do you think this speaker is a good laugh?' 215
- 12.6 Teenagers: 'Do you think this speaker does well at school?' 217
- 12.7 Teachers: 'Do you think this speaker does well at school?' 218

## Tables

- 4.1 Rank orders of accent evaluations with mean scores on three dimensions (from Giles 1970) 54
- 4.2 Rank ordered evaluations (with mean scores) for Australian, New Zealand, English and USA Englishes by Australian, New Zealand and USA respondents (adapted from Bayard *et al.* 2001: table 5, p. 39) 67
- 9.1 Languages and their stereotypical features in Haarmann's study (based on Haarmann 1984) 144
- 9.2 Proportions of advertised products using English (based on Cheshire and Moser 1994) 146
- 10.1 How the three regional groups (Wales, Patagonia and North America) compared in their Welsh identities and perceptions of the Welsh language 167
- 10.2 Comparison of prestige findings from Giles (1970) and the BBC (2005) Voices study 173
- 10.3 Comparison of social attractiveness findings from Giles (1970) and the BBC (2005) Voices study 174
- 11.1 Percentages of comments in each category as a proportion of total comments made by each group of respondents about each variety of English 189
- 12.1 Means and standard deviations of teachers' judgements of the accent/dialect communities (1 = very, 7 = not at all) 204
- 12.2 Frequencies of categorised comments for the labelled areas 206



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