

Language and Society (CL2.203)

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Norms

There are some parameters of conversational norms that vary from society to society, like conversational turn-taking and information content.

Speech also reflects the social relations between the speaker and the addressee, with the aspects of power and solidarity.

Four possible universals are suggested:

- every language has some way of signalling differences in either power or solidarity or both.
- power and solidarity are often expressed by the same range of forms.
- the conflict-free prototypes of the range of forms are a close subordinate and a distant superior.
- there is a generalisation about the use of names following the third universal (given names or role-based names).