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# Language Stereotype & Vocal Fry

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# Watch this video



Remember what the man said about the cashier's voice?



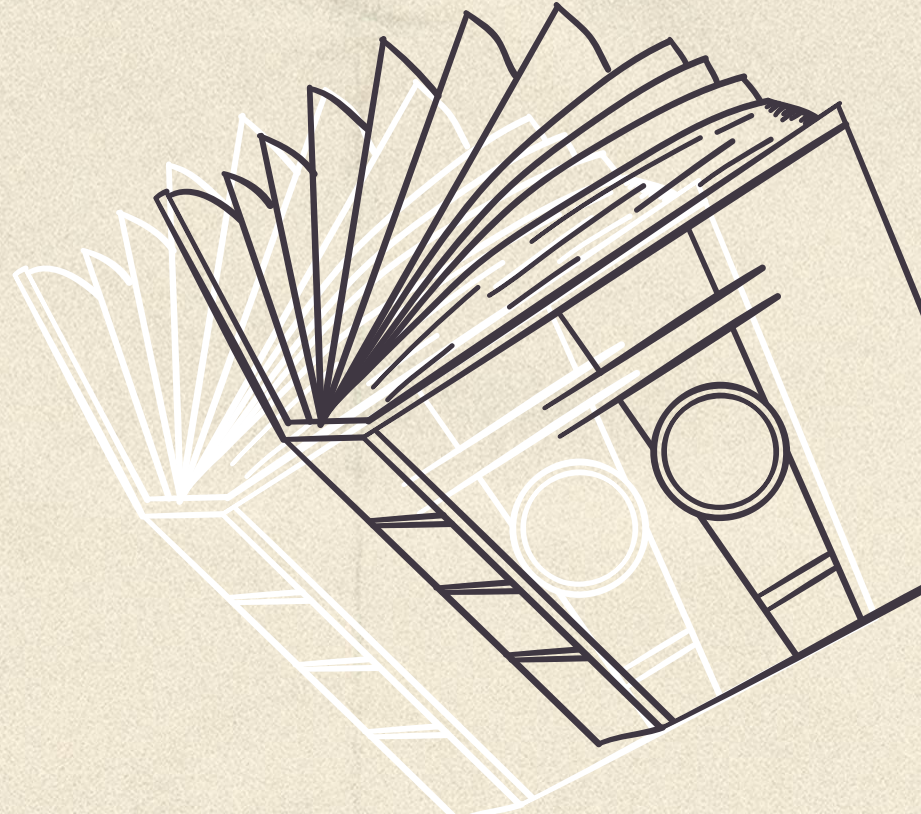
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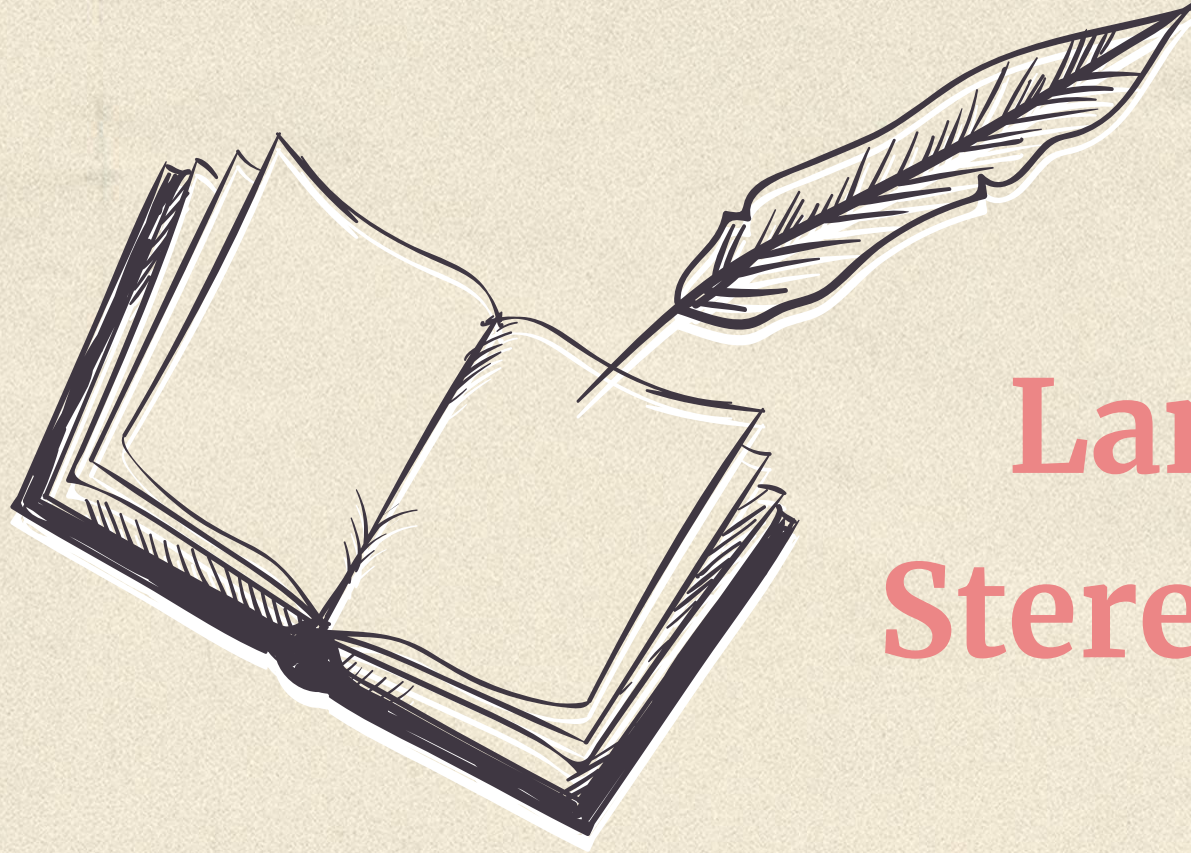
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01

# Language Stereotypes



# Definition

Stereotypical language: the language used to **make preconceived judgements or assumptions** about a person or group of people.

There are different types of stereotyping in the English language. This includes **cultural, social, racial, gender and religious stereotypes**.





# Examples

## Cultural stereotypes

- All Chinese people know martial arts.
- British people drink tea a lot.

## Racial stereotypes

- Black people are athletic and tall.
- Asians are good at maths.

## Social stereotypes

- Teenagers are irresponsible.
- Upper-class people are posh; Lower-class people are lazy and not as smart.

## Gender stereotypes

- Women like gossiping.
- Men shouldn't cry.

## Religious stereotypes

- Muslims are terrorists.
- Jews are greedy.







02

# Vocal Fry

# What is Vocal Fry

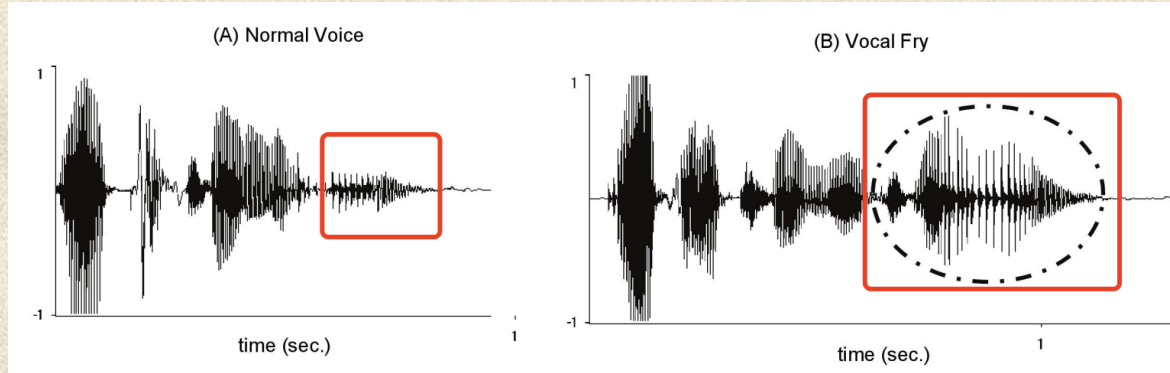
- a speech pattern characterized by a **low**, **creaky**, and **vibrating** sound produced by the vocal cords at the end of a sentence or phrase. It is also known as glottal fry or creaky voice.
- The vocal fry effect is caused by the relaxed and low tension in the vocal cords, resulting in a slow and periodic vibration.
- If you just hold your breath while talking...

气泡音的对决



# The Characteristics of Vocal Fry

Anderson et al., 2014; Wolk et al., 2012



- Vocal fry usually occurs at the end of speech.
- Compared with normal voice, vocal fry has significantly lower  $F_0$  min, higher  $F_0$  max, larger  $F_0$  range, and higher jitter local.

**Mean and Standard Deviations in Parentheses for Mean  $F_0$ ,  $F_0$  Min,  $F_0$  Max,  $F_0$  Range, Jitter Local, Shimmer Local, and HNR for the Sentences Perceived by the Two Listeners to Have Vocal Fry (N = 17) and Sentences Perceived to Have No Vocal Fry (N = 17) By the Two Listeners**

	Mean $F_0$ , (Hz)	$F_0$ Min, (Hz)	$F_0$ Max, (Hz)	$F_0$ Range, (Hz)	Jitter Local, %	Shimmer Local, %	HNR, dB
Vocal fry	133 (33)	46 (9)	266 (93)	220 (90)	5.22 (2.37)	14.14 (4.36)	4.14 (2.21)
Normal	122 (29)	55 (9)	195 (34)	141 (34)	3.14 (1.59)	13.60 (4.10)	5.35 (2.40)
	NS	$P < 0.05$	$P < 0.05$	$P < 0.05$	$P < 0.05$	NS	NS

# Discuss

1. Do you know anyone who speaks Mandarin/Cantonese/English with vocal fry? (douyin/tiktok/youtube)
2. What do you think of vocal fry/vocally frying people?







# Why do young women like to use vocal fry?

- not entirely clear.
- a cultural phenomenon related to the perception of **femininity**, as vocal fry has been associated with a perceived sense of coolness, confidence, and femininity in popular culture.
- the use of vocal fry may be related to the **changing gender dynamics** in society, as women increasingly take on leadership roles and assert themselves in traditionally male-dominated fields (Wolk & Slavin 2012).
- Using vocal fry may be a way for women to **express themselves more assertively** without sounding overly aggressive or masculine.

Please listen to recording A and B. Based on the voice you just heard:

	A	B
Which person is more attractive?		
Which person is more competent?		
Which person would you hire?		
Which person has more education?		
Which person is more trustworthy?		


On the right side of the table, there is a small icon of a folder with a tab labeled 'A' and a series of white dashed lines arranged in a vertical curve.

Anderson, R. C., Klofstad, C. A., Mayew, W. J., & Venkatachalam, M. (2014). Vocal fry may undermine the success of young women in the labor market. *PloS one*, 9(5), e97506.

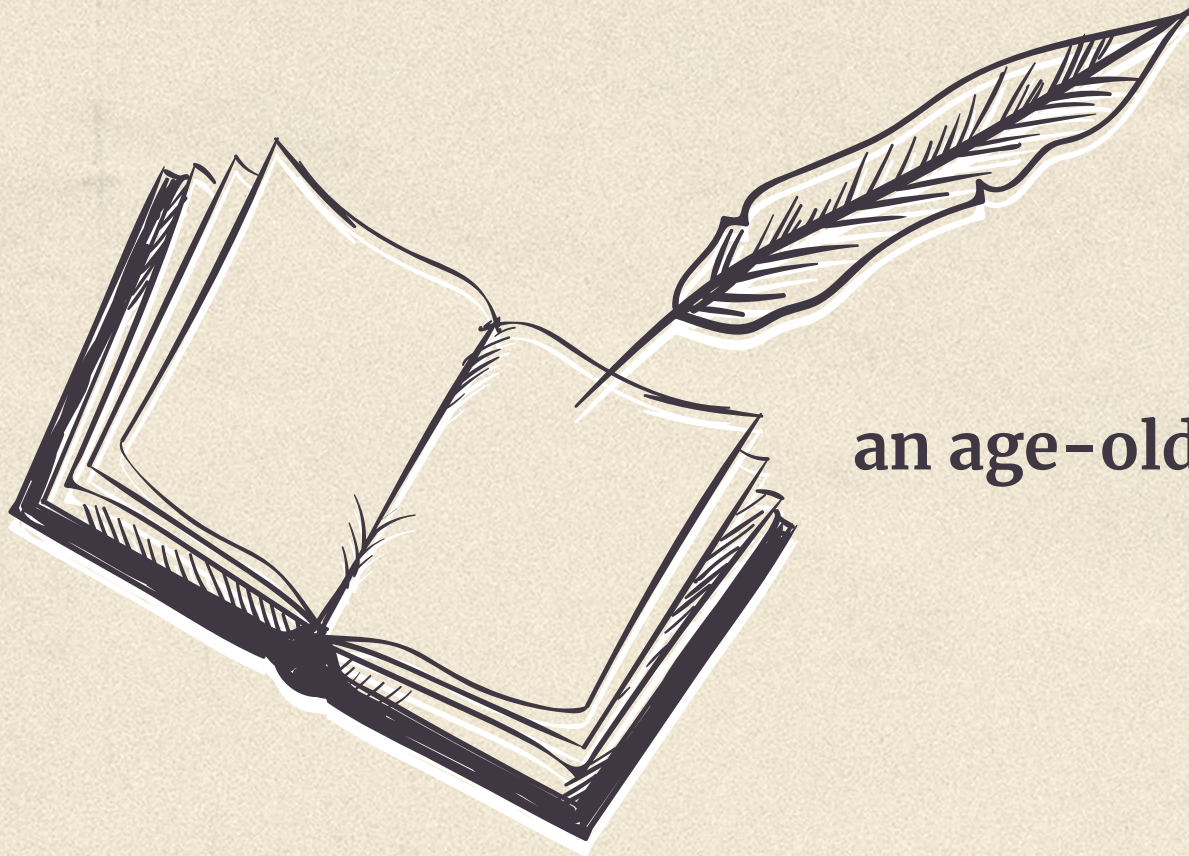


# The stigma of vocal fry

Young adult **female** voices exhibiting vocal fry are perceived as **less competent, less educated, less trustworthy, less attractive, and less hireable.**



Anderson, R. C., Klofstad, C. A., Mayew, W. J., & Venkatachalam, M. (2014). Vocal fry may undermine the success of young women in the labor market. PloS one, 9(5), e97506.



03

an age-old debate in the US:  
Is vocal fry bad?



# Negative views about vocal fry

Young women, give up the vocal fry and reclaim your strong female voice

*Naomi Wolf*



## 3 Speech Habits That Are Worse Than Vocal Fry in Job Interviews

## Vocal Fry May Undermine the Success of Young Women in the Labor Market

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# Arguments

1. Women who do vocal fry are more likely to be judged negatively
2. Women lose tons of opportunities because of their “weak”, “soft” and “unsure” voice (eg. uptalk, run-on sentences)
3. Powerful men find vocal fry intensely annoying
4. Women will become more successful if they get rid of vocal fry



## Positive views about vocal fry

### An Open Letter To Naomi Wolf: Let Women Speak How They Please

Continually policing the ways women talk will further reduce them to silence.

DEBBIE CAMERON

JULY 27, 2015

### Why Naomi Wolf Is, Like, Totally Wrong on Vocal Fry

By Emmanuel Hapsis

Jul 29, 2015

Save Article



Naomi Wolf misses the point about 'vocal fry'. It's just an excuse not to listen to women

*Erin Riley*

## Arguments

1. It's ok if men do vocal fry.
2. Vocal fry is an excuse not to listen to women.
3. Continually policing the ways women talk will further reduce them to silence.
4. The policing of women's language is uncomfortably similar to the way our culture polices women's bodily appearance
5. The social discrimination against AAVE is not the cause, but the result of racial injustice.





# Discuss

Do you support or oppose the use of vocal fry?





## References:

1. Abdelli-Beruh, N. B., Wolk, L., & Slavin, D. (2014). Prevalence of vocal fry in young adult male American English speakers. *Journal of Voice*, 28(2), 185-190.
2. Anderson, R. C., Klostad, C. A., Mayew, W. J., & Venkatachalam, M. (2014). Vocal fry may undermine the success of young women in the labor market. *PloS one*, 9(5), e97506.
3. Chen, Y., Robb, M. P., & Gilbert, H. R. (2002). Electroglottographic evaluation of gender and vowel effects during modal and vocal fry phonation.
4. Dallaston, K., & Docherty, G. (2020). The quantitative prevalence of creaky voice (vocal fry) in varieties of English: A systematic review of the literature. *PloS one*, 15(3), e0229960.
5. Wolk, L., Abdelli-Beruh, N. B., & Slavin, D. (2012). Habitual use of vocal fry in young adult female speakers. *Journal of Voice*, 26(3), e111-e116.





**Thanks**

