



What is idiolect?	A specific way a person speaks which includes vocabulary, pronunciation, grammar and anything else that affects the way words come out of their mouth
What is sociolect?	Form of language in an individual geographical area or social group - shared vocabulary, speech patterns, communication styles
What is Piaget's egocentric phase?	Inability of preschoolers to take the perspective of others - this stage lasts until approximately the age of 7
What does Maslow's Hierarchy of Needs explain?	It explains human motivation.
What are 5 basic categories of needs?	physiological, safety, love, esteem, and self-actualization
What is a Cooperative principle?	People wish to express relevant information in a clear manner
What is the Cooperative principle theory?	Participants in a conversation usually attempt to be truthful, informative, relevant, and clear in order to facilitate successful communication
What are Grice's Maxims?	Quantity, Quality, Relation, Manner
What is Goffman's Conversational Face?	The positive public image you seek to establish in social interactions.
What is Positive face?	the desire for approval/admiration
What is Negative face?	the desire for autonomy
What is a face-threatening act?	saying something which may humiliate another person
What is positive politeness?	Conversational strategies which are intended to avoid giving offense by highlighting friendliness.
What is negative politeness?	Includes questioning, hedging, and presenting disagreements as opinions.



What are two key reasons why animals cannot acquire language?	human anatomy can produce finer distinctions of sound than other animals humans appear to be capable of more abstract thought, which we want to share through language; animal communication is focused on the physical and the immediate
What's empiricism?	A theory which also states that our sense of self-identity and our knowledge of language come through our senses and experiences, and not through any reasoning or logical argument.
Who were representatives of empiricism?	The theory was advanced by John Locke who published a book in 1690 which argued that the mind at birth was a 'blank slate' (Aristotle's idea of tabula rasa) on which all experiences developed.
What's behaviourism?	According to behaviourists, development of the mind, and also language, spring directly from the child's observation and imitation of those in the world around them. All thoughts and emotions are explained in terms of encouraging desired behaviour (e.g. speaking) and discouraging unwanted traits.
Who are the representatives of behaviourism?	John Watson (little Albert experiment) and Skinner
What's innatism?	This theory puts forward the idea that there is something special about the human brain which enables it to master the complexities of language.
Where does innatism originate from?	Innatism refers to the philosophy of Plato (a Greek philosopher living from 427-347 BCE) and Descartes (a French mathematician and philosopher, 1596- 1650 AD) who believed that ideas were in the



	mind at birth and given by a supreme being.
What's nativism?	A theory, based in innatism, with the view that the individual is born with genetic abilities which include the development of language.
Who's the representative of nativism?	Noam Chomsky has been the leading proponent of the view that the Language Acquisition Device (LAD) enables the initial development of language which then interacts with an individual's childhood experiences within a society to produce both language and a sense of self.
What is FOXP2?	A gene that is important in language and speech production
What is linguistic universalism?	Linguistic universalism is the concept that ideas are shared between languages, because reality is constant.
What is linguistic relativity?	Linguistic relativity is the idea that the specific language people speak affects their experience of the world, because everything is relative.
What is the Sapir-Whorf hypothesis?	The hypothesis (which few experts now agree with) claims that the language someone speaks absolutely controls the way they experience the world. Sapir and Whorf thought that language acted like a prison, restricting the speakers' abilities to reason and understand. It's also known as linguistic determinism.
What is linguistic reflectionism?	It's the idea that language reflects our thoughts (racist terms exist because some people have racist attitudes); it influences people's views of their world but does not determine it.
What is Lera Boroditsky's take on linguistic relativity?	



Boroditsky suggests a reciprocal relationship between language and thought, implying that just as language can shape thoughts, our cognitive processes and inherent personality traits can also influence our language use.

What is the Boas-Jakobson principle?

In theory, every thought can be expressed in every language but languages differ in the types of information they require speakers to mention when they use the language

What is Newspeak?

The language of the Party in George Orwell's book '1984'. It is designed to narrow the range of thought. The vocabulary gets smaller every year, it destroys words instead of making new ones. There will be no possible way of committing thoughtcrime when they get through developing Newspeak.

What did Loftus and Palmer car crash experiment show?

Elizabeth Loftus found that people's perception of a car's speed appeared to be influenced by the choice of verb in a question.

Test subjects were shown a video of a car accident and were then asked a series of questions.

Different people received different versions of questions to test the idea that language could influence the result.

What is political correctness?

The idea that language and actions that might be considered offensive to others should be avoided, particularly with regard to race or gender.

The Sapir-Whorf Hypothesis can be said to underlie the concept of political correctness

What is the Euphemism treadmill (Steven Pinker)?



The concept explains how words that are used to replace offensive terms over time become offensive themselves. For example, the word "retarded" was introduced as a 'kinder' alternative to the term "imbecile". However, "retard" has since become just as offensive, and has now been replaced with words such as "special needs" or "intellectually challenged". Pinker's Euphemism Treadmill serves as a prediction of possible offensive terms in the future, perpetuating language change and serving as an example of how the sometimes considered 'restrictive' nature of Political Correctness is, in and of itself, unrestrictable, and constantly subject to change

What is CAT?

Communication Accommodation Theory - Howard Giles (1973): This theory argues that when people interact they adjust their speech, their vocal patterns and their gestures to accommodate others.

What is convergence?

Use of language in a similar way to others in the group

What is divergence?

Use of language in a different way to others in the group

What does Tajfel's Social Identity Theory state?

Individuals tend to group things based on certain criteria. They tend to overemphasize the differences between groups and the similarities within a group.

What two groups exist within Social identity theory?

The in-group (us) and the out-group (them)
'in-group' refers to the group with which an individual identifies
'out-group' pertains to groups they don't identify with

What does the Social network theory propose?



Social network theory focuses on the analysis of relationships, connections, and patterns of interaction among social groups which are called 'speech communities'

According to social network theory, some types of network are particularly efficient at reinforcing non-standard uses of language.

What are the two types of networks according to Milroy?

open social networks - personal contacts do not necessarily know one another
closed social networks - personal contacts generally all know one another

What are the characteristics of closed networks?

Often referred to as being high-density, meaning the closer the contacts within a network, the more power the group will have over language use.
Language is less varied.
A close-knit group of friends might experience language change whereby they begin adopting each other's mannerisms and linguistic choices, setting a new 'norm'.

What are the characteristics of open networks?

Tend to be lower density and have weaker links, meaning the contacts within the network have much less influence over each other's language use and tend to be under less pressure to conform to a group.
Language is more varied.
Language change occurs due to the language variations which are spread between weak ties.

A 'community of practice' is a group of people joined by something they do - a practice.
That may be a hobby, a sport, an occupation, a religion or a craft, but it requires



What is a community of practice?	<p>the members of the community to carry out some kind of activity - the practice at the core.</p> <p>These groups occasionally develop special slang - relating to the practice.</p>
Who were jocks and burnouts in Eckert's study?	<p>'Jocks' are generally associated with higher social status, they played an active part in school activities such as sports clubs, choir, and other clubs; these people also respected authority, aiming to gain praise and recognition for their actions.</p> <p>'Burnouts' are associated with lower social status, tended to engage in more rebellious behaviour and had a general anti-school point of view, which also meant that they were generally against authority and did not seek the approval or praise of their superiors.</p>
What are the relevant findings of Eckert's study?	<p>Eckert found that language differences were more closely linked to communities of practice rather than to specific social differences (class, ethnicity, gender etc.). Regardless of someone's background, students were more likely to speak like someone who shared an interest or activity with them than with someone who didn't.</p>
What is linguistic prestige?	<p>The idea that one language or one language variant is more valued.</p>
What is covert and what is overt prestige?	<p>Overt prestige: comes from using the socially approved forms of language such as Received Pronunciation (RP), Standard English or General American (the standard or neutral form of US pronunciation) is equivalent to high status.</p> <p>Covert prestige:</p>



	comes from using forms of language approved by a group rather than by wider society (for example, a local dialect, slang, youth dialect or anti-language) is equivalent to 'cool factor'.
What is anti-language?	A minority language used by a small specific group which actively excludes the wider society (also called secret languages or cants) The term anti-language was coined by Halliday
What did Labov's New York study show?	Those with higher socioeconomic status pronounced /r/ more frequently than those with lower socioeconomic status Working and lower middle class accommodated their speech when asked to repeat themselves (they pronounced the /r/ the second time around)
What did Trudgill's UK study show?	Lower classes dropped the /g/ more frequently (walkin', talkin', drinkin') "Norwich -g" became a marker of social class working-class women were more aware of the more prestigious form of pronunciation
What are the features of Standard English?	The correct use of grammar, proper spelling and pronunciation.
What are the features of Non-standard English?	The incorrect use of grammar, spelling mistakes and pronunciation mistakes.
What is slang?	Slang is direct and sometimes offensive language which is not regarded as standard It is an identity marker for groups and is directly relevant to a person's self-identity It marks its users as a group who wish



	to set themselves apart and excludes non-users.
What is jargon?	Jargon is a form of non-standard English. It relates to technical words and phrases used by specialist groups, or by professionals, such as doctors and lawyers. It can be similar to slang when restricted to a certain group.
What is code switching?	The practice of alternating between two or more languages or varieties of language in conversation.
What is MEYD?	A variety of English that they named 'Multi-Ethnic Youth Dialect' (MEYD). Key to this variety is the mixing of words and phrases from a range of nationalities and ethnicities
What is the 'politeness principle'?	Women use politeness strategies more frequently, such as 'please' and 'thanks' (Lakoff, 1975)
What does Genderlect Theory propose?	It contrasts the discourse of men and women in Western societies (in which she has carried out her research), attributing the first characteristic in each pair as male and the second as female using the following styles: status vs support; independence vs intimacy; advice vs understanding; information vs feelings; orders vs proposals; conflict vs compromise
Who proposed Genderlect theory?	Deborah Tannen
What is standpoint theory?	Women [or other oppressed groups] possess knowledge unavailable to the socially privileged, particularly knowledge of social relations
Who proposed the standpoint theory?	Harding and Wood.



What is muted group theory?

Underrepresented groups are not as free or as able to say what they mean, when and where they wish

Who proposed the muted group theory?

Cheris Kramarae

What is confirmation bias?

The tendency to interpret new evidence as confirmation of one's existing beliefs or theories.

Name 3 examples of how language has been used to exclude certain social groups?

Jamaican immigrants in Britain, gangs in NY, South America, Norman conquest, South African apartheid, slaves in North America