

Indexing

LCD 205: Sociolinguistics
Queens College, CUNY

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Outline

- Speeches
 - Group
 - Individual
- Public Speaking
- Indexing

SPEECHES

Term Projects

Group (23 July)

- Sociolinguistic Survey of Language Use & Attitudes
- Use media for examples
- Groups of 5
- Include 5 scholarly peer-reviewed articles
- Every member of the group must speak for at least 30 sec
- 5:00 min \pm 15 sec

Individual (28 July)

- Research project on anything related to sociolinguistics
- Will work on thesis in class
- Informative speech
- Include 5 scholarly peer-reviewed articles
- 5:00 min \pm 15 sec

PUBLIC SPEAKING

Good Public Speaking Skills

- Connect with you audience
 - Don't read your speech
 - Make eye contact
 - Respond to subtle feedback (e.g. a confused look or furrowed brow)

Good Public Speaking Skills

- Make the speech the focus of your presentation
 - Don't fidget
 - Don't play with the podium
 - Don't play with your note cards

Good Public Speaking Skills

- Deliver your speech in a conversational style
 - Avoid fillers : ummm, like, sooooo,
 - Don't read: Written English is very different than spoken English
 - Be a little repetitive: listening to a new topic can get really confusing quickly and they can't refer back to a previous section like in writing
 - Don't memorize: It sounds stilted

Practice

- The only way to get a good speech is to...
 - Practice
 - Practice
 - Practice
- Practice in front of
 - Alone or on the subway silently (at least once)
 - A mirror (at least once)
 - One or two people (at least once)
 - A group all at once (at least once)

Stalling

- Sometimes
 - You loose your place
 - Forget what you are saying
 - Get asked a confusing/hard question
- Don't
 - Panic
 - Apologize
- STALL

Stalling

- Just stop talking
 - People can't actually tell that you are freaking out unless you show them or say something
- Give yourself a minute
 - To find your place
 - To think of what you were saying
 - To think of a good answer
- Scribble notes or doodle
 - It makes you look like you are working or paying attention (even if you are just signing your name)
 - Lets you plan out what you will say next

Anxiety

- Anxiety is a natural part of public speaking
- Everyone is terrified of it
 - It is the no. 1 fear among men and the no. 2 fear among women (only topped by death)
 - More people consider public speaking a fear of theirs than anything else. More than death, financial troubles, and loneliness

Anxiety

- Tips shown to reduce anxiety
 - Visualization: visualize yourself giving the talk well.
Run through your talk silently
 - Deep breathing
 - Practice!
- You may never become less terrified of public speaking. It may always be frightening, but....
 - you will get better at it
 - You will sound more natural, and look natural even if it never feels natural

QUESTIONNAIRES

Questionnaires

- 5 Sample Questionnaires about language attitude and use
 - Duan (2004)
 - Guerini (2007)
 - Madsen Serrano (2014)
 - NYCDOE
 - Pletsch (1999)
 - Redinger (2010)

Questionnaires

- Take questionnaire and discuss with neighbor
- For homework, make your own questionnaire

REASONS FOR VARIATION

Why Vary?

- Group
 - Speech Community
 - Group membership
 - Audience
- Association with a value
- Language Attitudes
- Cost avoidance
- Reduce uncertainty
- Indexing

Indexing

- Indexing
 - Signal some bit of information using a specific variable
 - Group membership
- Can be indirect
 - Think about this in terms of a web of associations

Variables and Variation

- Revisit your list of variables and try and establish when/why one might be used over another. What do the different uses index
 - Phonological
 - Lexical
 - Orthographic
 - Syntactic
 - Morphological

Lexical Variables

- (hero) = **geographic region**
 - {sub, = ???
 - hoagie, = **Philly**
 - deli sandwich, = **California**
 - po'boy, = **Southerners**
 - hero} = **New Yorker**
- (WANT) = { **geographic region & formality**
 - bid-, = **Jordan, Palestine, Syria, Lebanon**
 - ARD, = **Pan-Arab Formal**
 - baya, = **Moroccan**
 - 3ayiz} = **Egyptian**

Lexical Variables

- (mobile) = {Age, formality, Geographic Region
 - smart phone, = Age (old), advertisement/industry, don't have one
 - cell phone, = formal, written
 - cell, = informal/casual, Age (young)
 - mobile, = Age (old), non-American
 - phone} = Age (young), informal
- (elevator) = {geographic region
 - lift, = Commonwealth
 - elevator} = American

Lexical Variables

- (television) = {Age, Formality, Geographic Location
 - television, = formal, international, Age (old)
 - TV,
 - telly, = UK
 - tube, = Age (old)
 - TiVO, = Age (30-50)
 - Roku}

Orthographic Variables

- (gray) = {**Geographic Region**
 - grey, = **Commonwealth**
 - gray} = **American**
- (shop) = {**Formality, Size**
 - shoppe, = **fancy, artisanal, mock renaissance/medieval**
 - shop} = **smaller, formal, local**
 - Store = **general, informal**

Media and Language

- Indexing is exploited in media
- Accents/Dialects
 - (Attempted) Faithful reproduction
 - Switching into a different language/accent
 - Mocking
 - The performance is largely intelligible English with the substitution of authentic non-English words or English words modified to *sound* non-English

Mock X

- Mock X – ‘words’ from the language are in English
 - Mock Spanish (Hill 1997)
 - Mock Filipino (Labrador 2004, Hiramoto 2011)
 - Hollywood Injun English (Meek 2006)
 - Mock Ebonics (Ronkin & Karn 1999)
 - Mock Cajun
 - Mock Asian (Chun 2007)
 - Mock Anglo (Blitvich 2014)

Indexing and Media

- Watch the following clips and make note of:
 - What varieties are being used
 - Why speakers are employing different varieties
 - Are they using a specific variety to index/flag some other kind of meaning?

Indexing and Media

- Gabriel Iglesias: Chicano English
 - https://youtu.be/Zd4s2q_ZmFM?t=42s
- John Stewart: Jewish English
 - <https://youtu.be/07rETBLslrk?t=1m18s>
- Key & Peele: Sounding White
 - <https://youtu.be/kO-EweInvxU>
- Dave Chappelle: Mock White
 - <https://youtu.be/JJ3dk6KAvQM>

Indexing and Media

- Emily Clarke: Valley Girl
 - <https://youtu.be/mIBg-w6TNLE?t=2m3s>
- Hilary Clinton: Southern
 - <https://youtu.be/UCyvyyo6dtQ>
- Barack Obama: AAVE
 - <https://youtu.be/KkrCirDRbhU>
- Geordie & Posh UK
 - <https://youtu.be/Mh6ixYIR1TU?t=58s>

Indexing and Media

- Find scripted YouTube videos showing a variety being used. Why did the writer want *that* specific variety
- Writers have to specify which variety they want, what are they expressing by choosing that specific variety?

Indirect Indexing

- Work with a partner and pick one group and make an association web for that group
- Find another video for the same group which indexes another association from the web

Indirect Indexing

- What are some things that are indirectly indexed by:
 - Class
 - Race/Ethnicity
- What are these indices also generally associated with?
- If the associations $\{Y,Z\}$ help constitute what it means to be X , then what can we say that $\{Y,Z\}$ indirectly index X .

Indexing and Media

- Italian American
 - <https://www.youtube.com/watch?v=pWC0sKCS5oA>
 - <https://www.youtube.com/watch?v=VbQWO22pprk>
- Web of Association
 - Family oriented
 - Older generations
 - Queens/Brooklyn
 - Loud
 - Cheap
 - Gangster/mafia
 - Catholic
 - Middle class
 - Blue collar

Indexing and Media

- Slavic/Eastern European
 - https://www.youtube.com/watch?v=rQrmV77_cFU
- Web of Association
 - Spies
 - Villan
 - Mysterious
 - Chic
 - Greedy
 - criminal/mafia
 - Gypsy
 - Superstitious
 - Old money
 - Solemn
 - No emotion

Indexing and Media

- Latino
 - <https://www.youtube.com/watch?v=C7zM67or4t0>
- Web of Association
 - Lower class
 - Family oriented
 - Immigrants
 - Superstitious
 - Gangs
 - Uneducated
 - Informal
 - Proud
 - Machismo
 - Romantic
 - Sexy
 - Confident
 - Exotic
 - Catholic

Indexing and Media

- Irish
 - <https://youtu.be/iLeXB925yww?t=7m58s>
- Web of Association
 - Low class
 - Poor
 - Drinkers
 - Gangsters
 - cheap

Indexing and Media

- Southern
 - <https://www.youtube.com/watch?v=egQQujJLS8>
 - <https://www.youtube.com/watch?v=pWC0sKCS5oA>
- Web of Association
 - Good food/cook
 - Religious
 - Honest
 - Racist
 - Simple
 - Dumb