



University of Athens

Department of Communication and Media

Language Ideologies

Examples, Theories, Methods

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A. Definitions

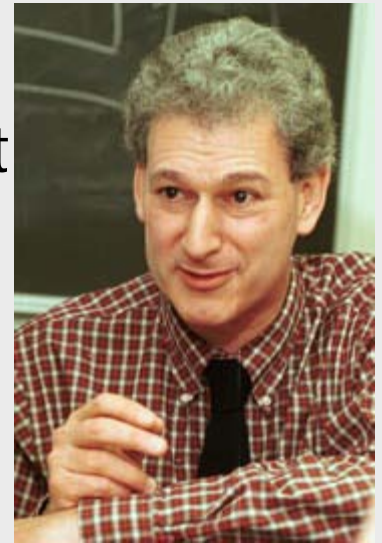
1. Ideologies vs. Language ideologies
2. Ideologies-in-language vs. Ideologies of Language
3. Ideologies of Language vs. Linguistic ideologies

B. Studies

1. Language attitudes
2. Standardization
3. Perceptual Dialectology
4. Folk linguistics
5. Conceptual topologies

A. Silverstein, "Language Structure and Linguistic Ideology", 1979

"But I do not address myself only to articulated beliefs that are incorrect or contemptible. I should clarify that ideologies about language, or linguistic ideologies, are any sets of beliefs about language articulated by the users as a rationalization or justification of perceived language structure and use. [...] [I]n certain areas the ideological beliefs do in fact match the scientific ones, though the two will, in general, be part of divergent larger systems of discourse and enterprise".



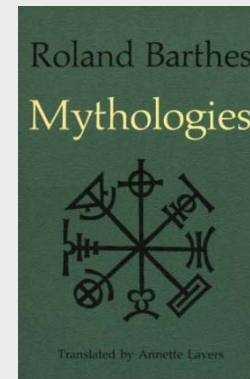
Just like all other ideologies ...

1. ... *language ideologies* are :

- ▶ partially conventional semiotic systems,
- ▶ whose semantic organization is based on **implicature** and underlying presuppositions.
- ▶ Ideologies evolve over time
- ▶ within a field of social oppositions
- ▶ through a structured communication network.
- ▶ By performing certain *discourse functions* (legitimation, rationalization, etc.),
- ▶ they exercise their normative power and
- ▶ they refer to reality in a partial and distorted manner.

2. Language ideologies are **metalinguistic** systems.

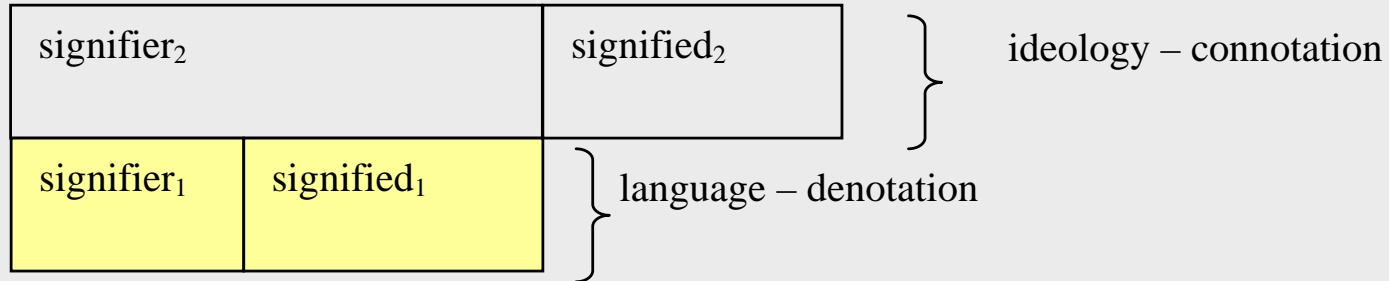
Implicature (connotation)



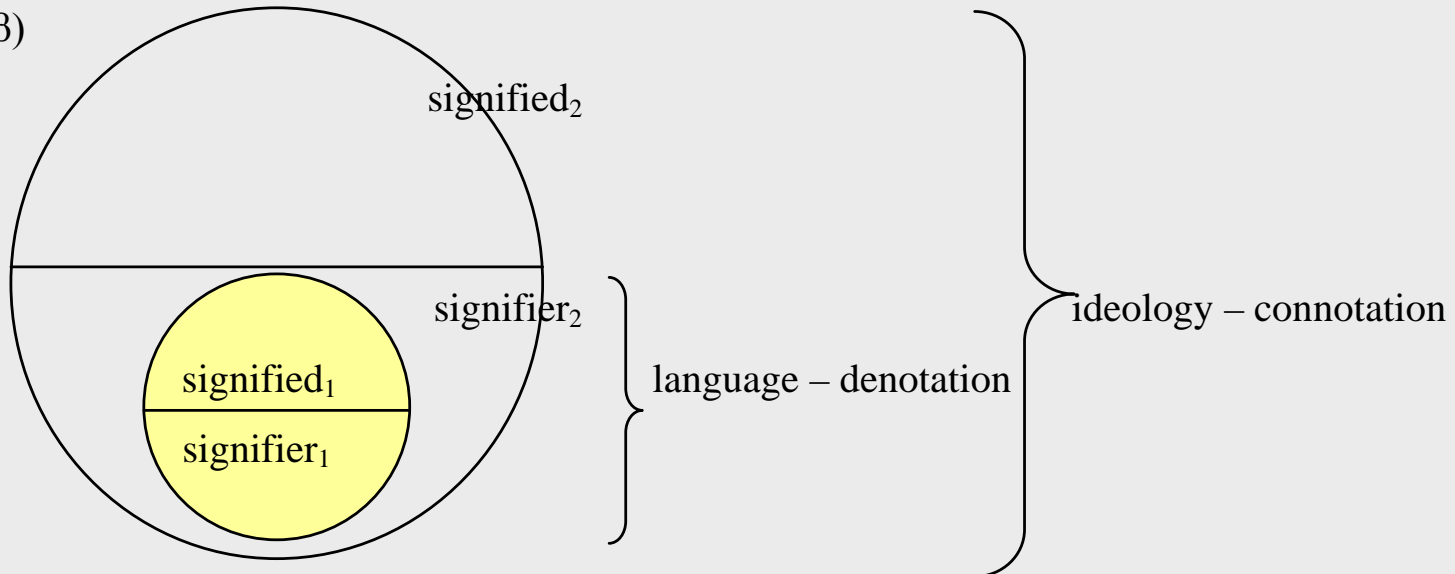
The sign itself is used as a signifier, with an added meaning: an ideological [mythical] signified.

Implicature – Connotation (Barthes, *Éléments de sémiologie*, 1964)

(α)

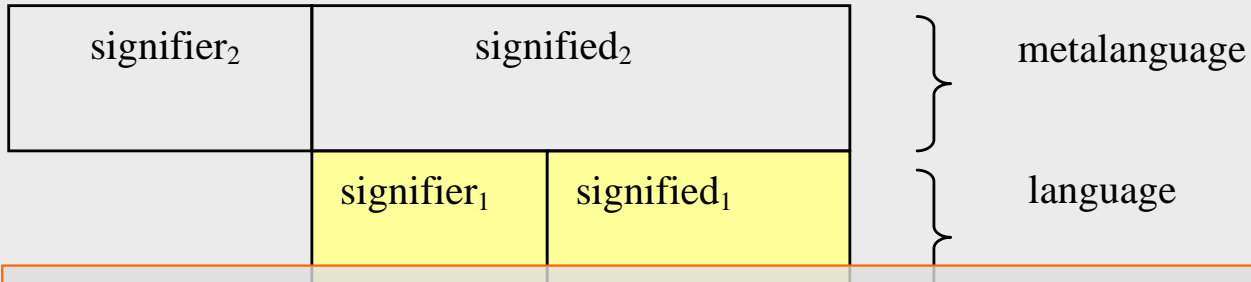


(β)

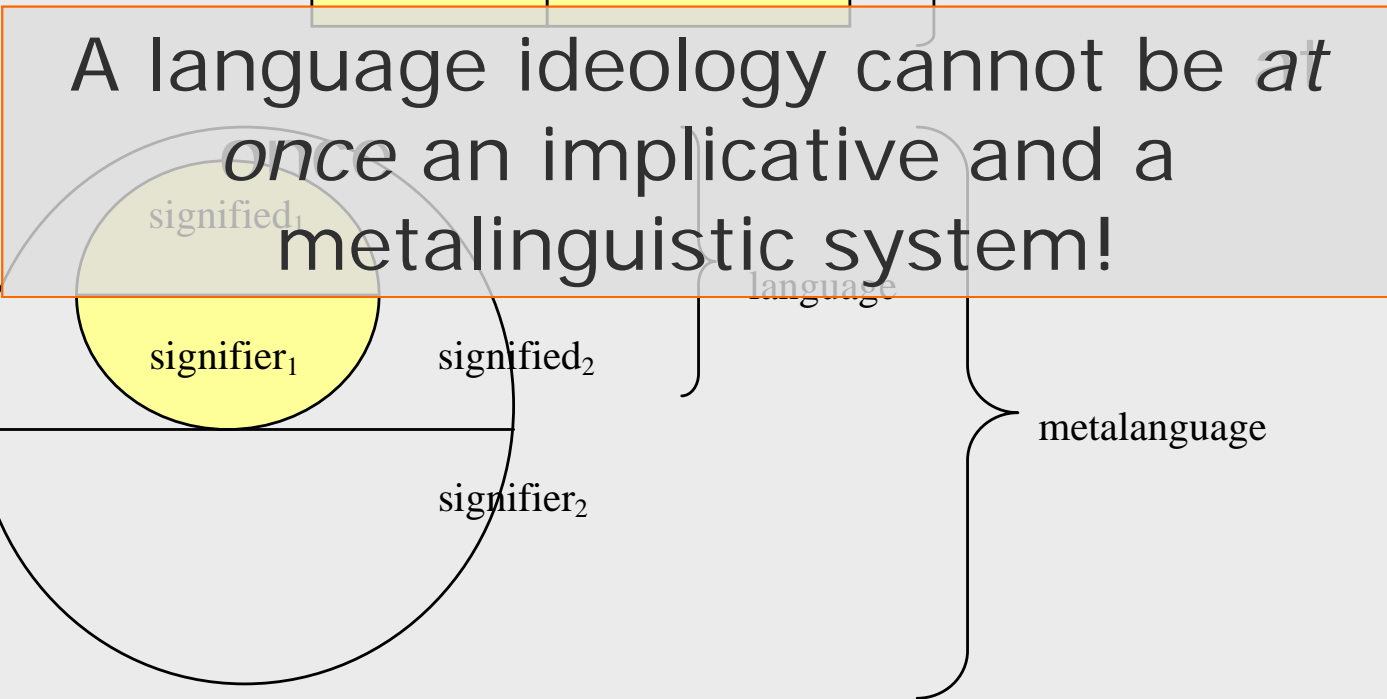


Metalinguage

(α)



(β)

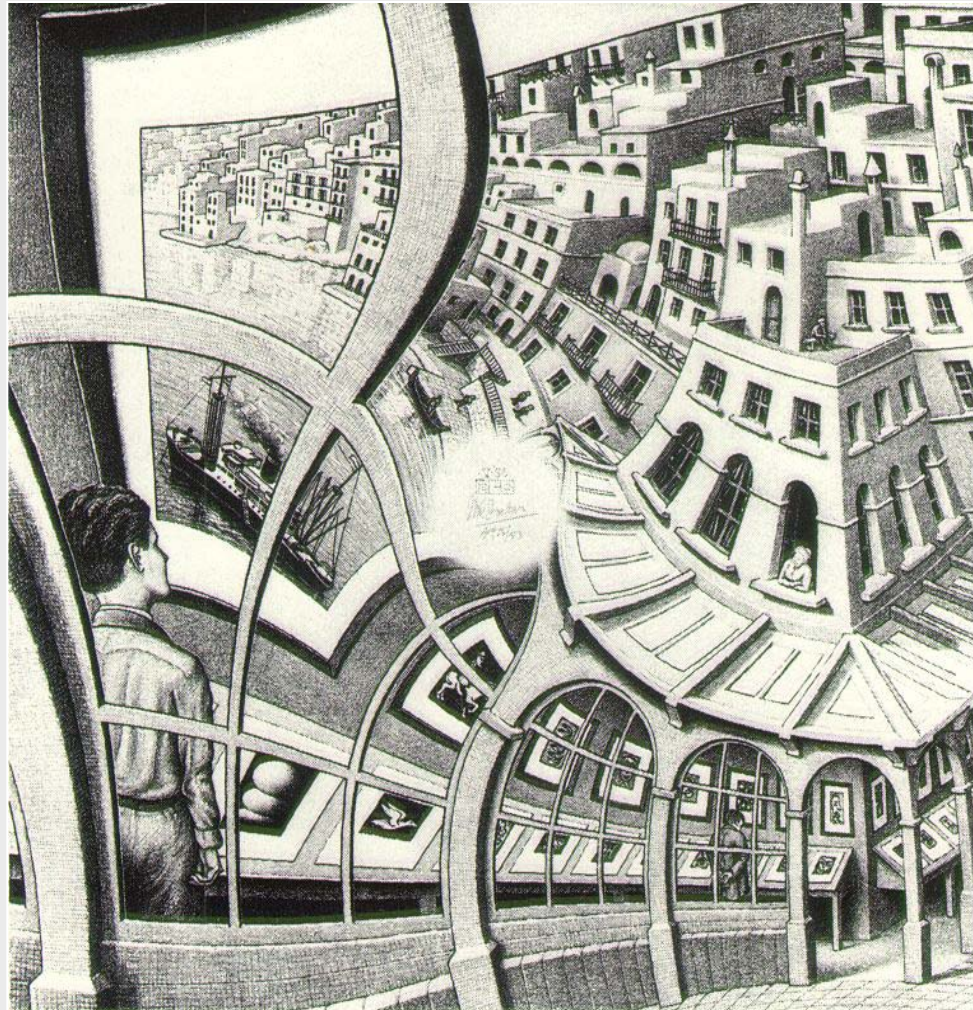


Linguistic ideologies vs. Language ideologies

- ideologies **in** (and **of**) linguistics
 - there are no important semiotic differences between **language ideologies** and **linguistic ideologies**
 - ▶ different types of discourse
 - ▶ different enterprises (**Silverstein**)
 - ▶ different groups (or “ideology brokers”, **Preston**, **Blommaert**)
-
- language ideologies are primarily *ideologies*
 - linguistic ideologies are primarily *metalanguages*

Linguistic and 'folk linguistic' ideologies

there are no real boundaries between linguistics and "folk linguistics" (Nedzielski & Preston, *Folk Linguistics*, 2000)



Ideologies *of* language vs. Ideologies *in* language

language ideologies

about language

implicating something else

metalanguage w implicature

ideologies-in-language

about something else

implicating language

implicature w/o metalanguage

implicating

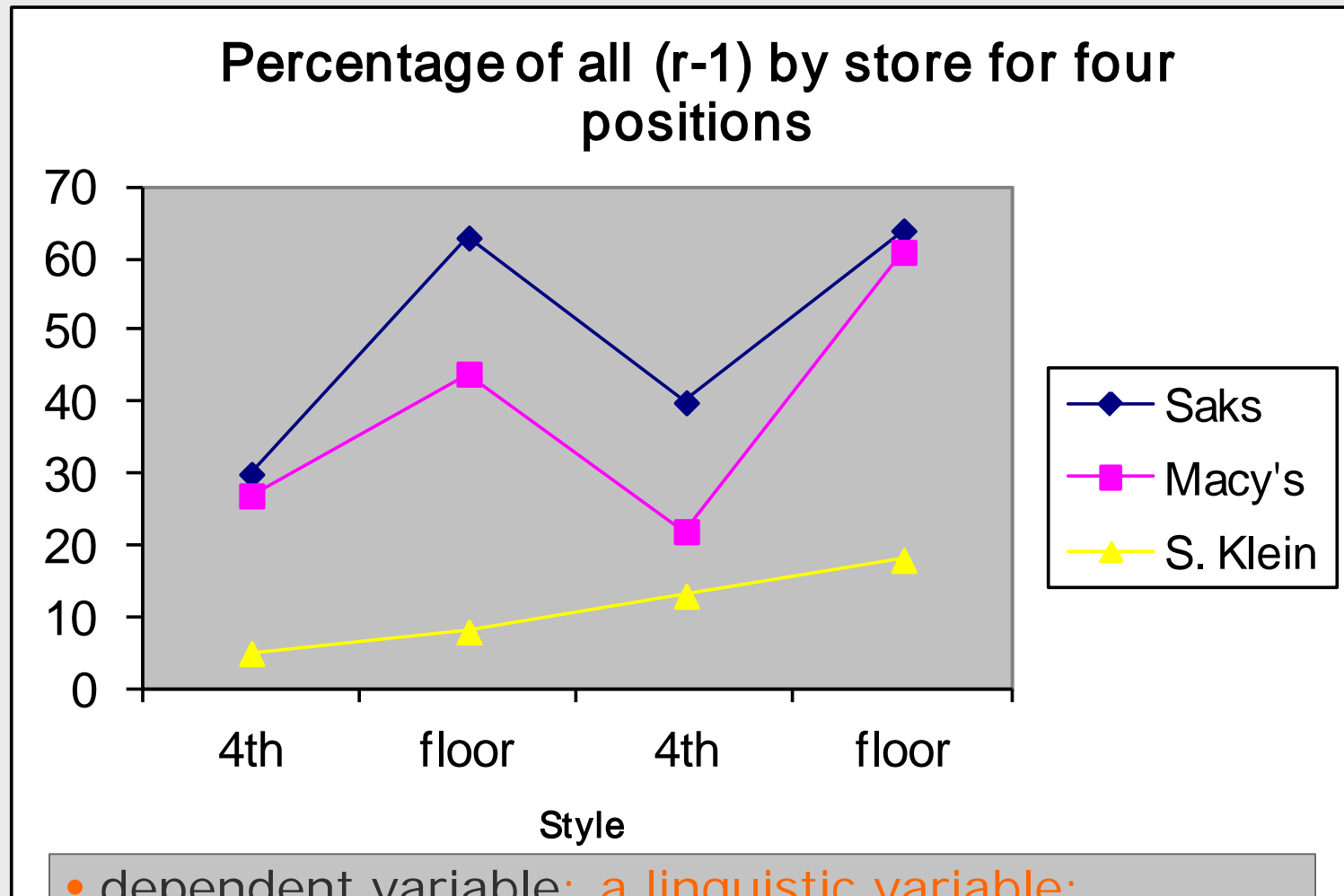
- status
- power
- sex
- *etc.*

} **non-linguistic
ideologies**



(l. sexism)

(gender)



B.1. Language attitudes (Lambert *et al.*: matched-guise technique)

Independent variable:

4 bilingual speakers read a passage once in English and once in French = 8 passages

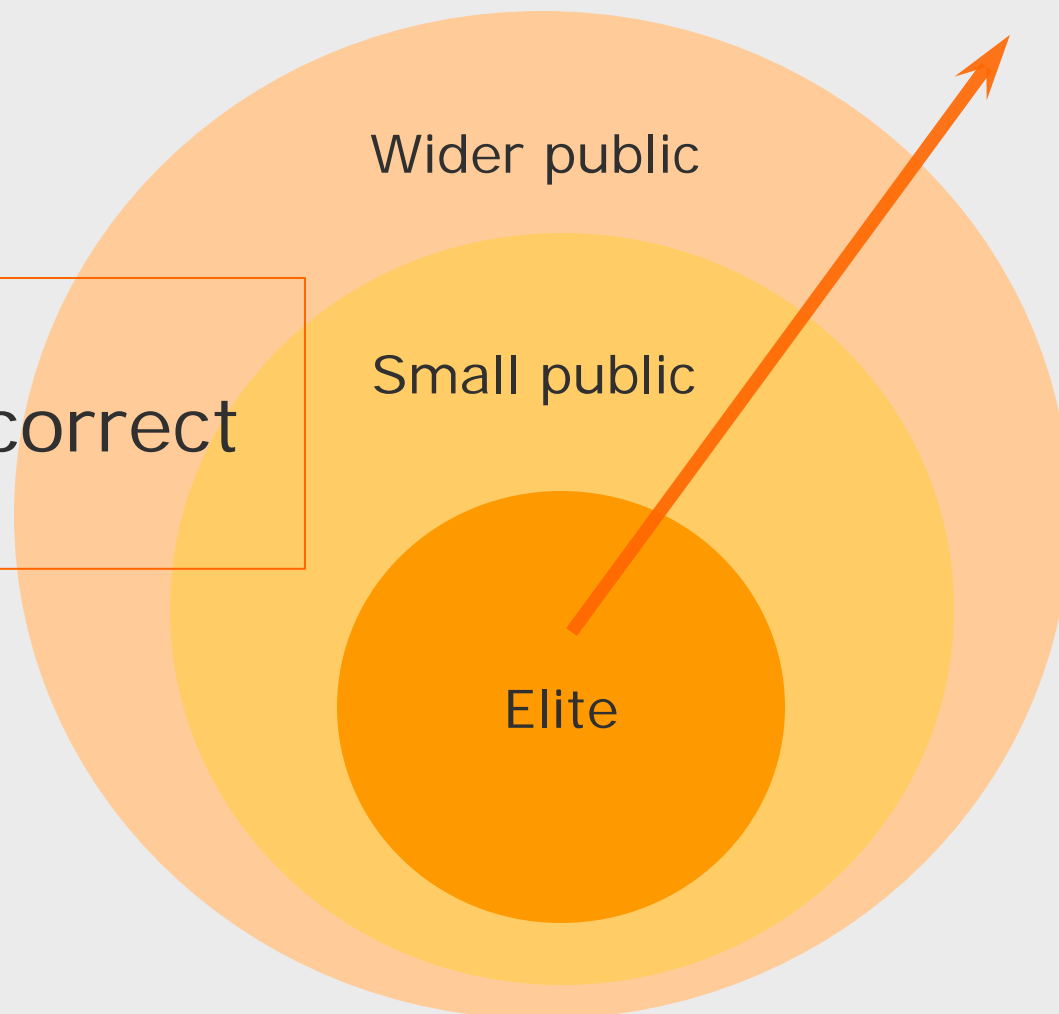
Dependent Variable:

Height, good looks, leadership, sense of humour, likeability, intelligence, religiousness, self-confidence, dependability, kindness, entertaining, ambitious, sociable character

- In variationist studies, the linguistic variable is the dependent variable (*ideology-in-language*);
- In language-attitude studies, the linguistic variable is the independent variable (*implicit ideology of language*).

B.2. Standardization: Dissemination of standards

- Grapholect
- Correct vs. incorrect
- Purism



Dissemination of standards: From the elite to the public



6. Standardization and the media

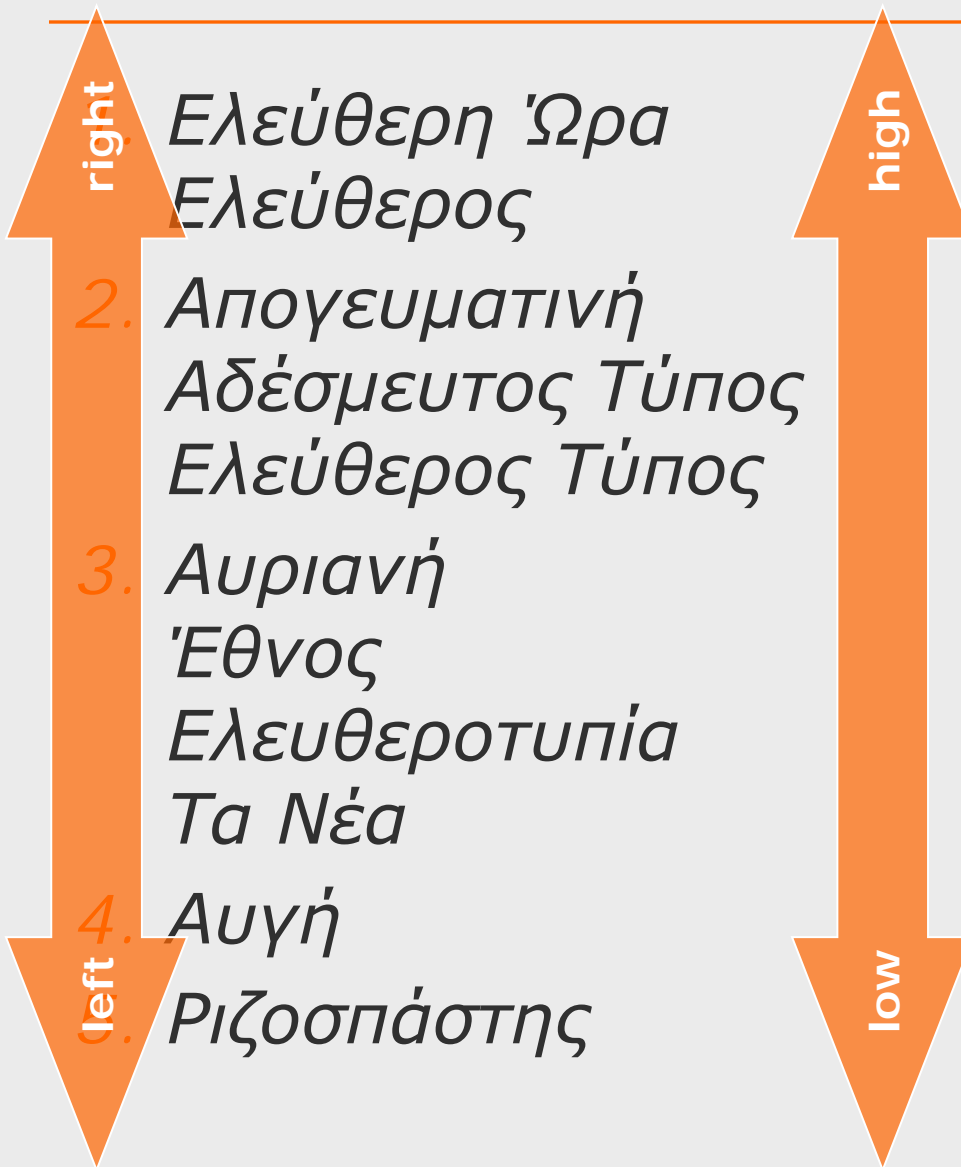
- » A. Naro & M. Scherre (Brazil's Portuguese)
- » A. M. Calvalho (Uruguay's Portuguese)
- » R. Muhr (Austria's German)
- » J. Stuart-Smith (Glaswegian)
- » ...

language change	exposure to media
+	+
+	-
-	+
-	-



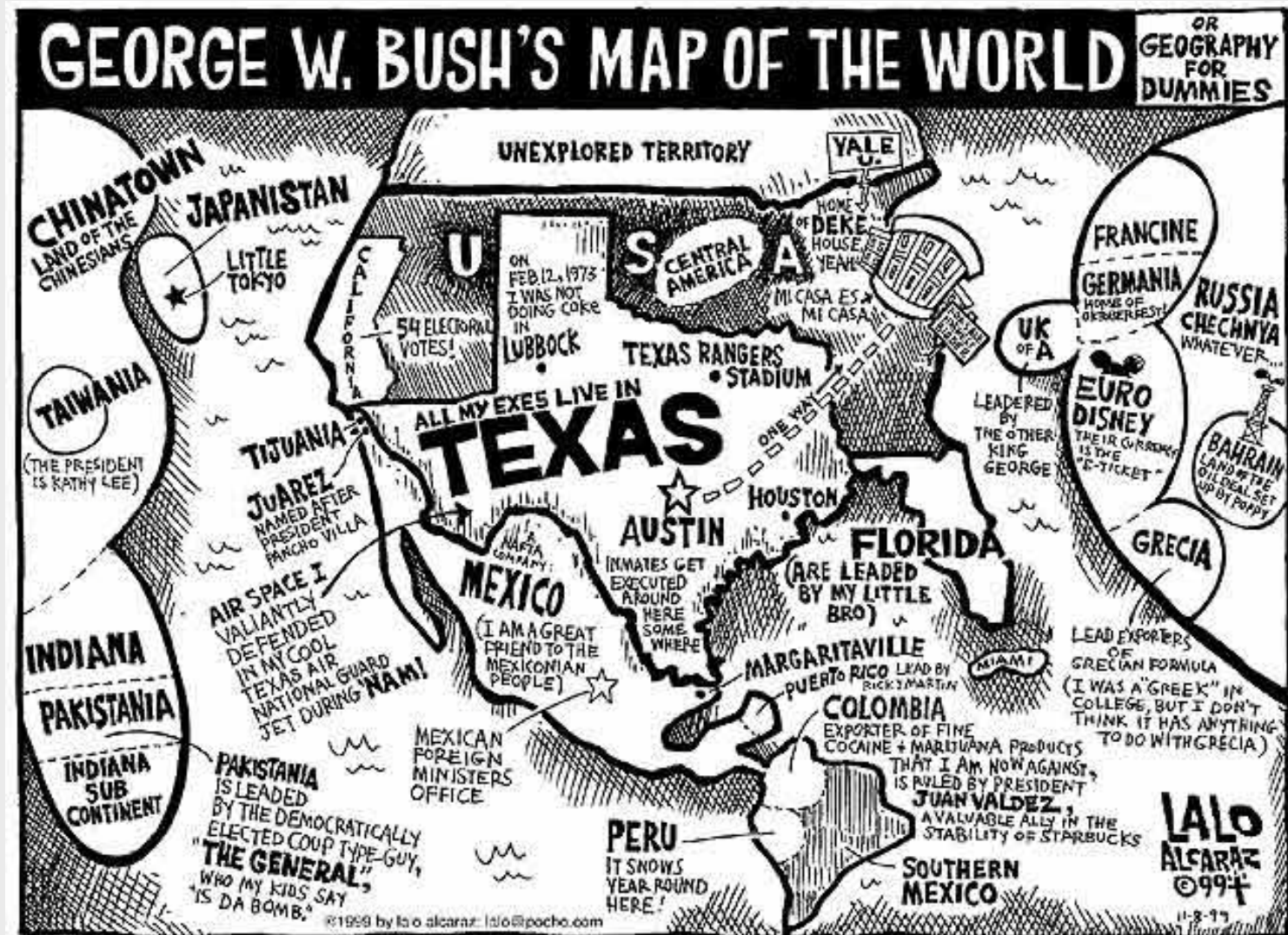
Standardization and the media (Greece)

Chatzisavvidis 1999;
Iordanidou 2011; 2009



Use of high/low variants does not correlate significantly with either the political stance of the newspaper or with the presumed formality / informality of newspaper genres (Kollia *et al.* 2013)

B.3. Perceptual Dialectology: Analogies



Perceptual Dialectology (Weijnen, Rensink, Preston *et al.*)



- how folk respondents evaluate the linguistic difference of surrounding localities
- which linguistic facts are more salient to perception
- **Preston**: explores folk knowledge for its own sake (\neq dialectology / cultural geography)
 - ▶ asked U.S. respondents to rank areas on a scale of one to four (same \leftrightarrow unintelligibly different)
 - ▶ respondents were asked to outline speech areas on a blank map, label them with names of the dialect and/or area and of typical speakers, and jot down examples; computerized generalization of such maps
 - ▶ ratings of respondents for **correct** or **pleasant** speech

Perceptual Dialectology (Preston)

Hawaiian Perceptions of U.S. Dialect Distribution

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- satisfies **representational requirement**
- maps individual as well as **collective perceptions**
- satisfies **correlation requirement**:

Figure 2.15: A Texas respondent's perception of US dialects
real-perceptual / literal-metaphorical
can be easily contrasted

▶ [presupposition: ideology as 'false consciousness']

Figure 2.16: A California respondent's perception of US dialects

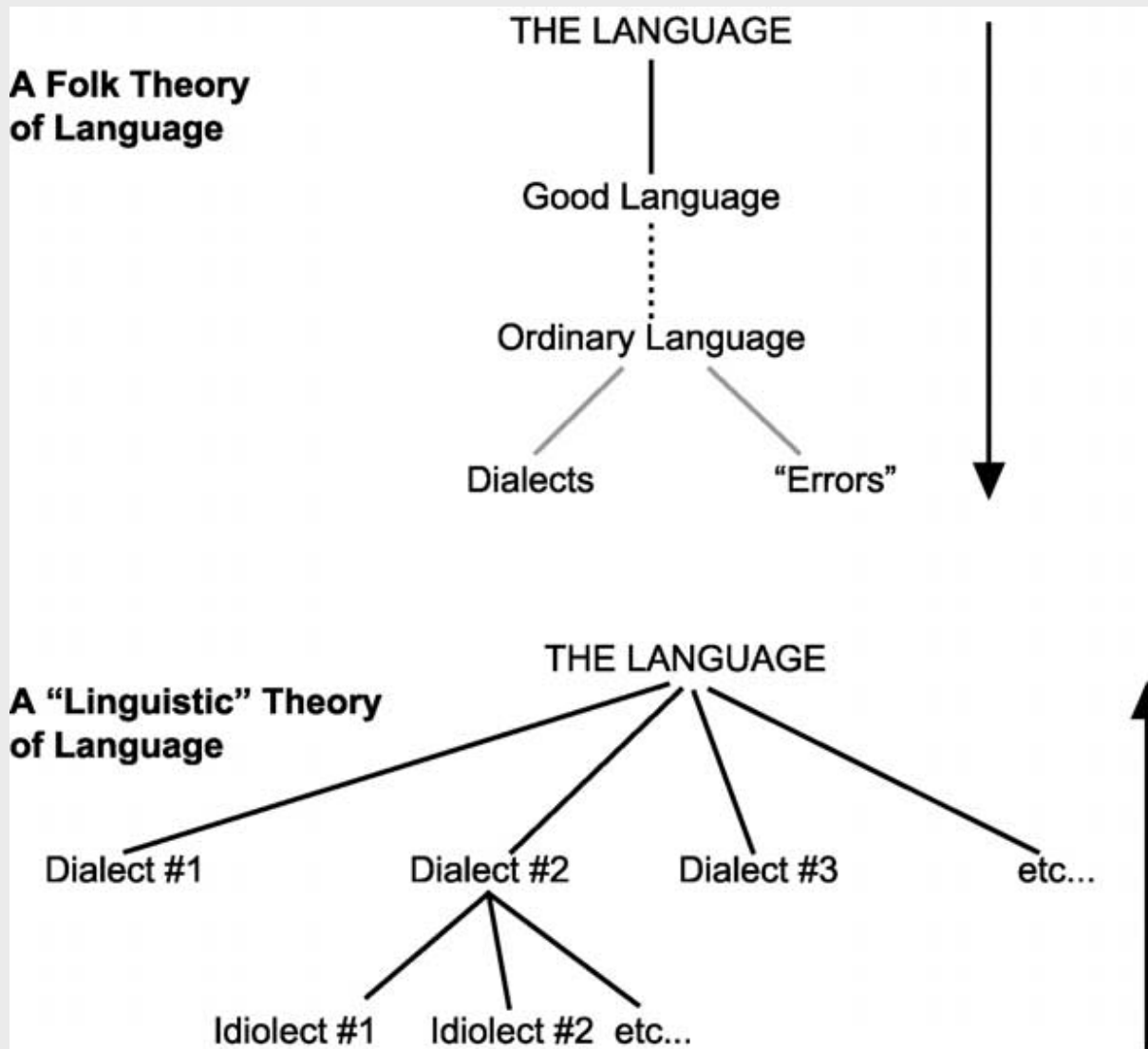


B.4. Niedzielski & Preston, *Folk Linguistics*, 2000



- overt knowledge of and comment about language by nonlinguists
 - 'folk' ≠ 'trained professionals'
 - discourse / conversation analysis, largely based on the analysis of **presuppositions**
-
- **Metalinguage₁**: overt, conscious comment about language (accurate or inaccurate)
 - **Metalinguage₂**: mention of talk (automatic and unconscious)
 - **Metalinguage₃**: shared folk knowledge, 'folk philosophy', presuppositions (**ideology proper**)
 - ▶ cf. also Preston, "Folk metalanguage", 2004

A folk vs. a 'linguistic' theory of LANGUAGE





- **iconization**: linguistic features that index social groups or activities appear to be iconic representations of them, as if a linguistic feature somehow depicted or displayed a social group's inherent nature or essence.
- **fractal recursivity**: projection of an opposition onto some other level (e.g., intragroup opposition onto intergroup relations); constructs contrasting identities, activities or roles.
- **erasure**: ideology renders some persons or activities (or sociolinguistic phenomena) invisible. Facts that are inconsistent with the ideological scheme either go unnoticed or get explained away.



B.5. Moschonas: 'Language issues' in the Greek press (1976–2002)

1.	English as a “second official language”
2.	“Romanization” of the alphabet
3.	“Bulgarians” in Babiniotis’ Dictionary
4.	“Macedonian”
5.	The “five-language regime” in EU
6.	“Word poverty” (“ευδοκίμηση” and “αρωγή”)
7.	Post-diglossia issues [teaching Ancient Greek, “monotonic” orthography, the “Language Problem”]
8.	Foreign words, influence of English, purism
9.	“Monotonic” vs. “polytonic” orthography
10.	“Greek abroad”, Greek as a second language
11.	Censored [minorities, etc.]
12.	Miscellaneous [usage columns, letters to the editor, etc.]

The five-language regime in the EU (Issue 5)

Into a position for battle for the Greek language

We should protect Greek!

Greek ostracized

They ban the Greek language

Greek, the maternal language of Europe

Europe is going to lose its maternal language

If they take out of the French language its 30% of Greek words, the French people will not be able to communicate.

.. so, in this case, how is Europe to be called?

The fear of latinization (Issue 9)

Θα «λατινοποιηθεί»

η γλώσσα

Μετά την
Ακαδημαϊκή
πείραξη του
σημασίου του
μνημίου του

ΟΙ ΑΘΑΝΑΤΟΙ ΚΑΤΑΓΓΕΛΙΑΣ

Όχι λατινοποίηση της ελληνικής γραφής

Is our language in danger of latinization?

No to the latinization of the Greek language!

Another case of latinization!

Risk of latinization of the Greek language

Our language is going to be latinized!

The monotonic orthography is a step
towards the latinization of our
language!

Το μονοτονικό σύστημα προπομπός
της Λατινοποίησης της γλώσσας μας!

The fear of latinization (Issue 9)



A campaign for the language

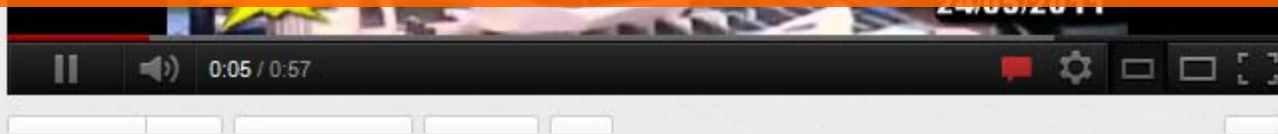
The Academy of Athens guards / defends our language

**ΕΚΟΤΡΑΤΕΙΑ ΓΙΑ ΤΗ ΓΛΩΣΣΑ
ΑΠΟ 40 ΑΚΑΔΗΜΑΪΚΟΥΣ**

40 ακαδημαϊκοί αμύνονται του ελληνικού αλφαβήτου

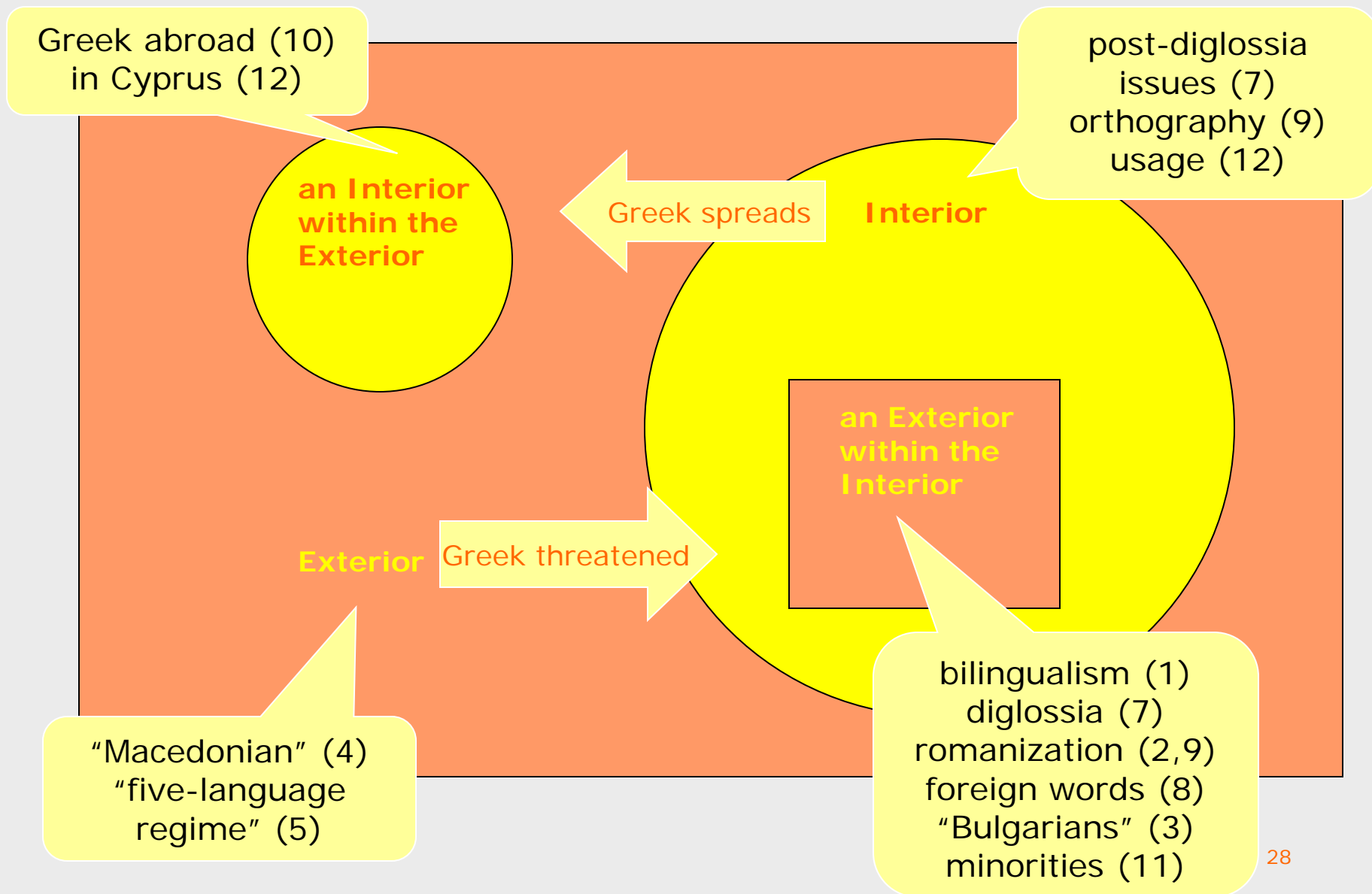
The fear of latinization (Issue 9)

ΠΑΔΙΟ ΑΡΒΥΛΑ - Greeklish No More ! Μόνο Ελληνικά !
One of the rare things that still inspire us
in this country is our language. [...]
A whole new generation of Greeks is
about to forget how to write in Greek.
[...]
Their writing habit will eliminate our
language. [...]
Let's join forces! If we are all united, we
can stop this. [...] *Greeklish no more!*

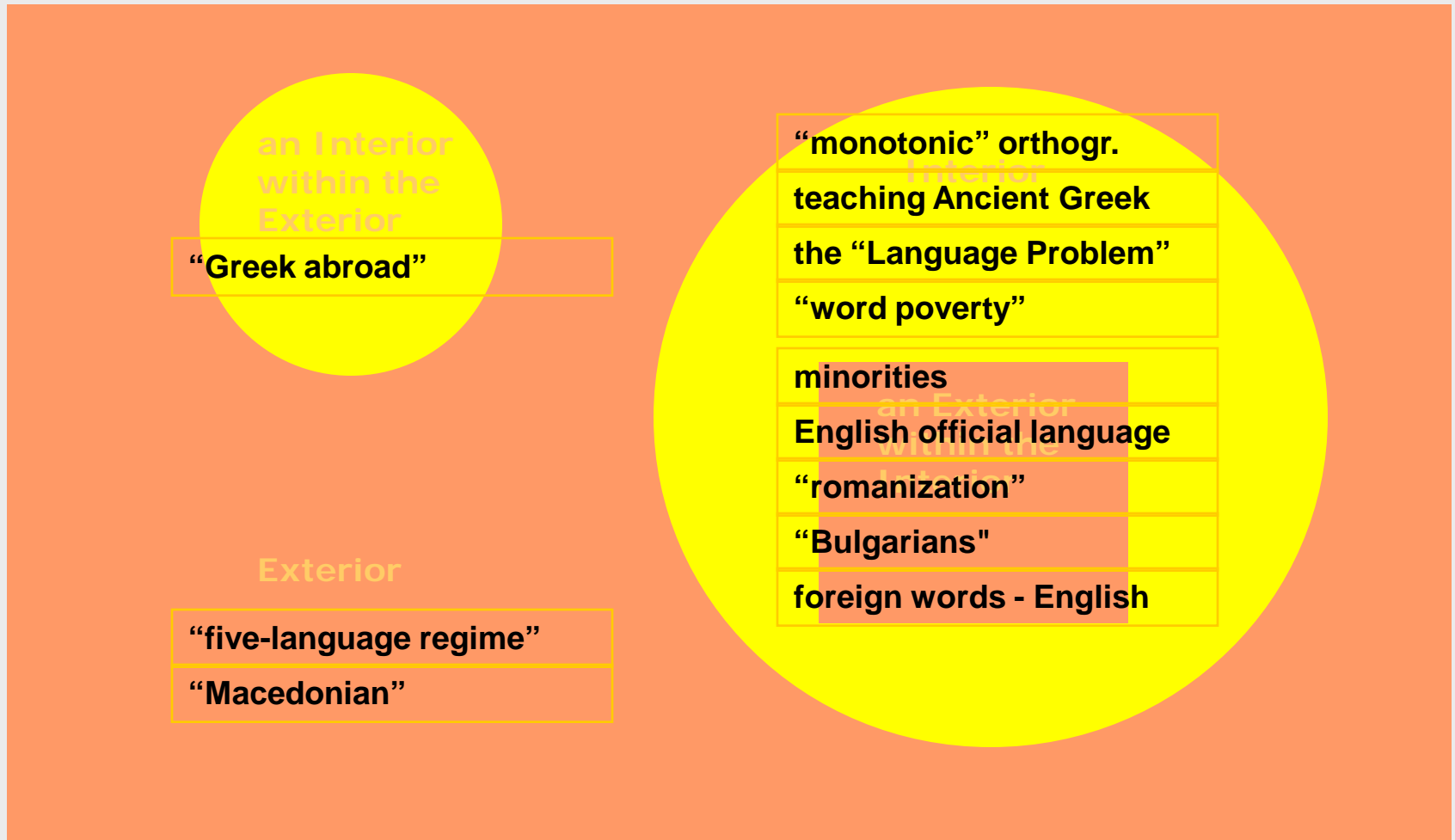


<http://www.youtube.com/watch?v=fyUEDkgs2qc>

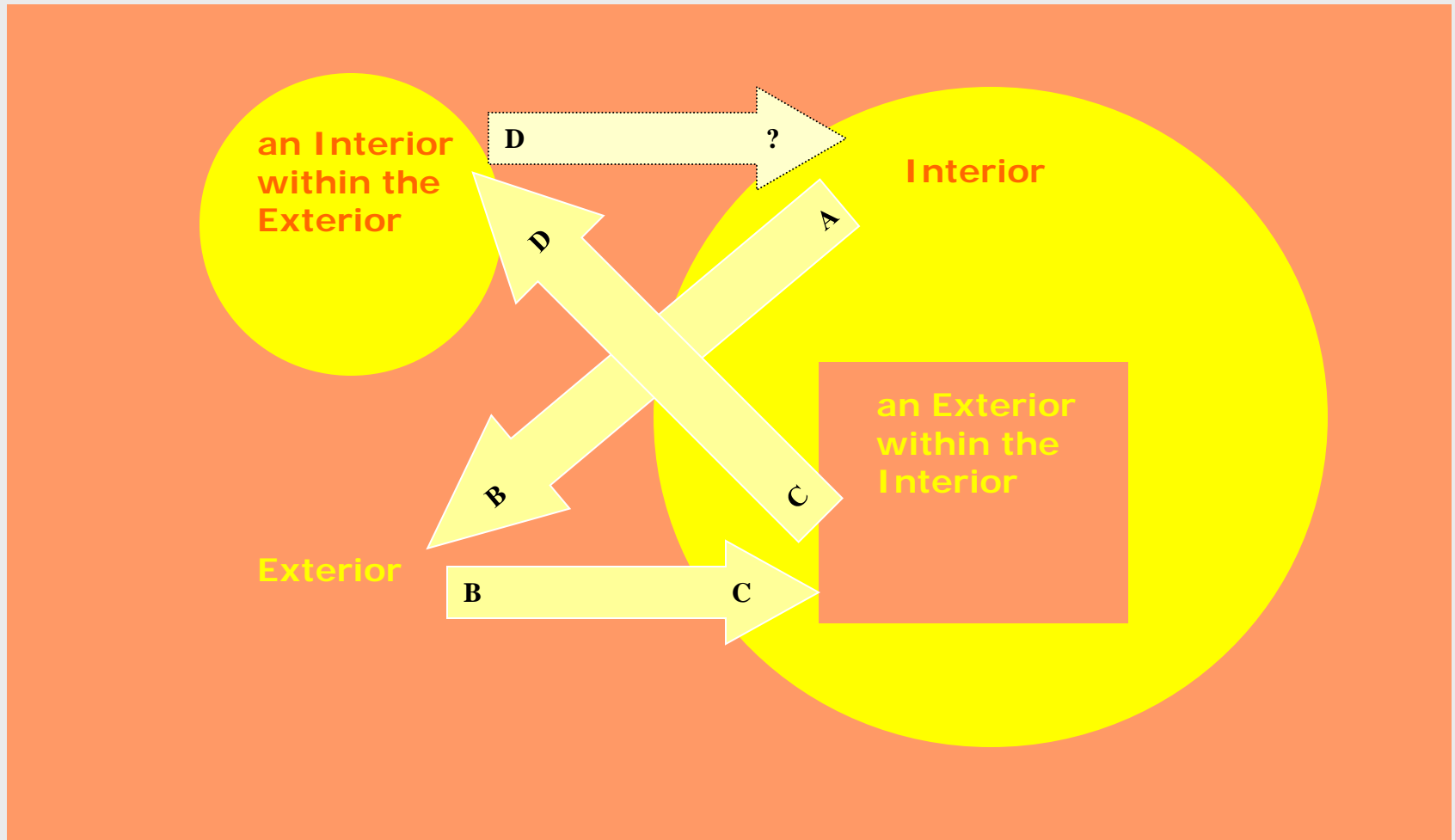
Representation: A territorial conception of LANGUAGE



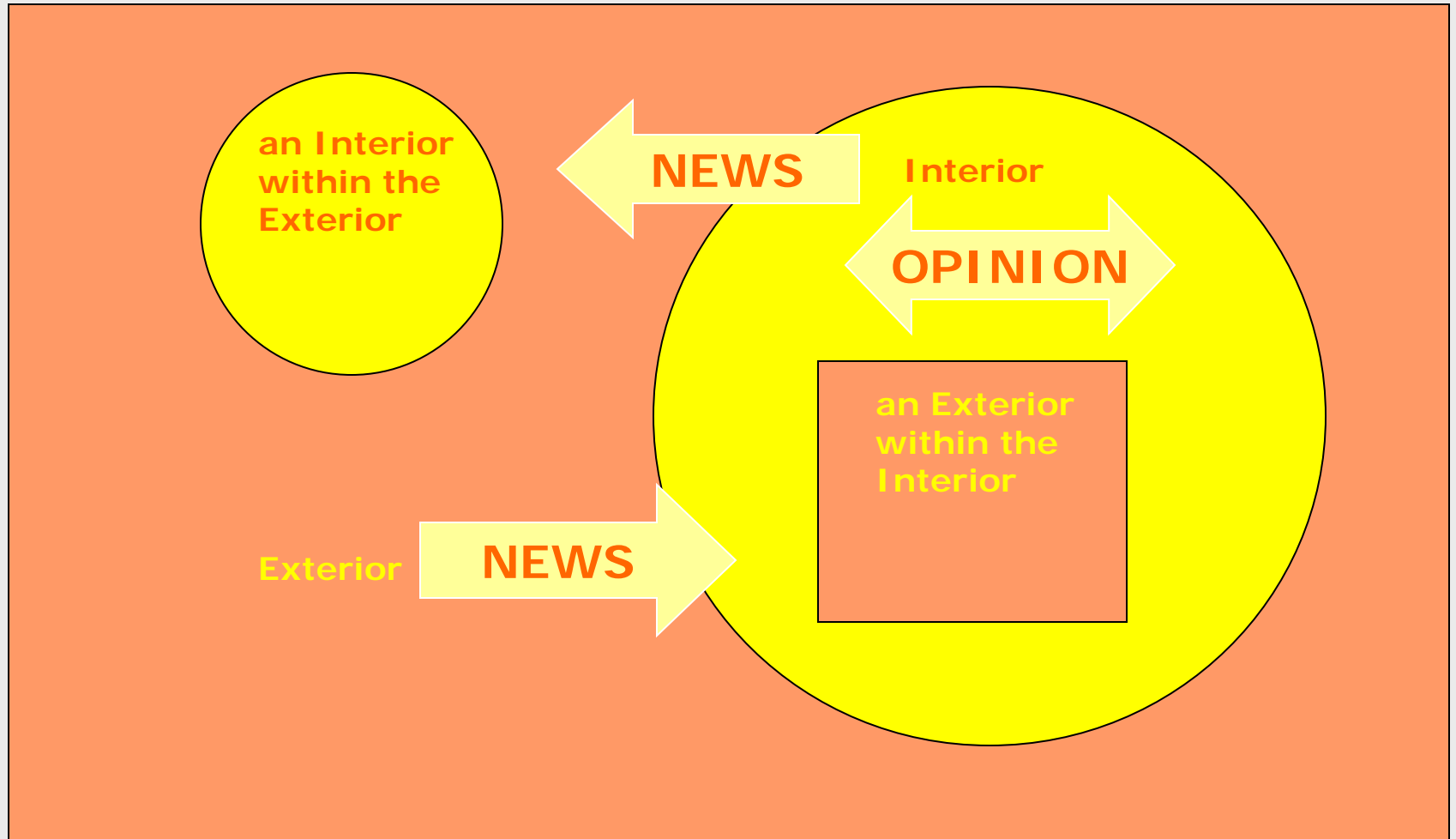
Representation: A coherent media narrative



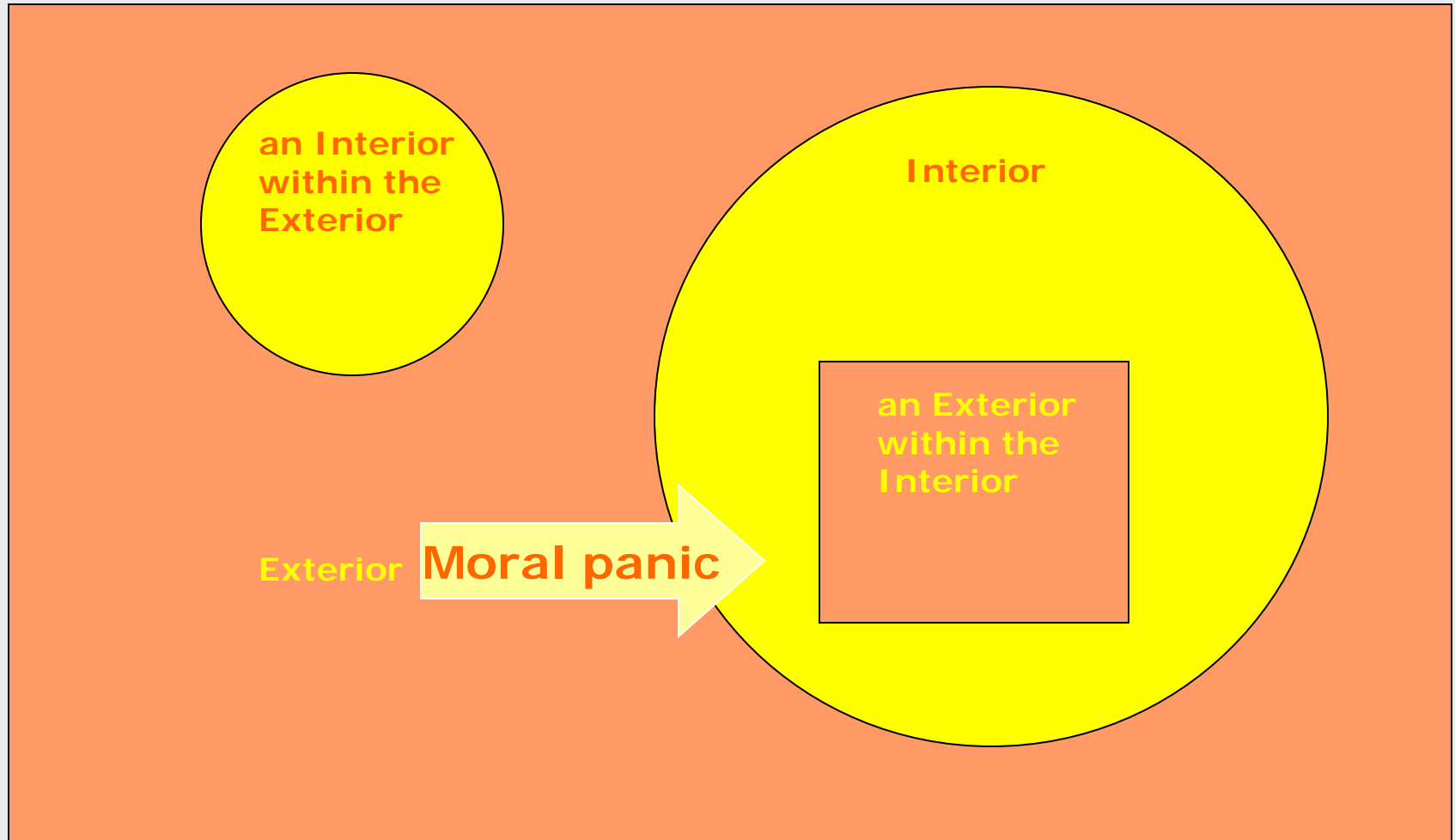
Representation: A coherent media narrative



Representation: 'Genres'



Representation: 'Moral panics'



Correlation: A kind of mental causation?

- The **regime ideology** of the Modern Greek language is shown to affect the way seemingly disparate “language issues” are defined and covered in the press.
- The conceptual topology of the regime ideology offers a framework for the development of coherent communicative sequences.
- A similar territorial conception, it could be argued, underlies the way language issues are debated in countries other than Greece.

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