



University of Athens

Dpt. of Communication and Media

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Language attitudes, ideologies, etc.

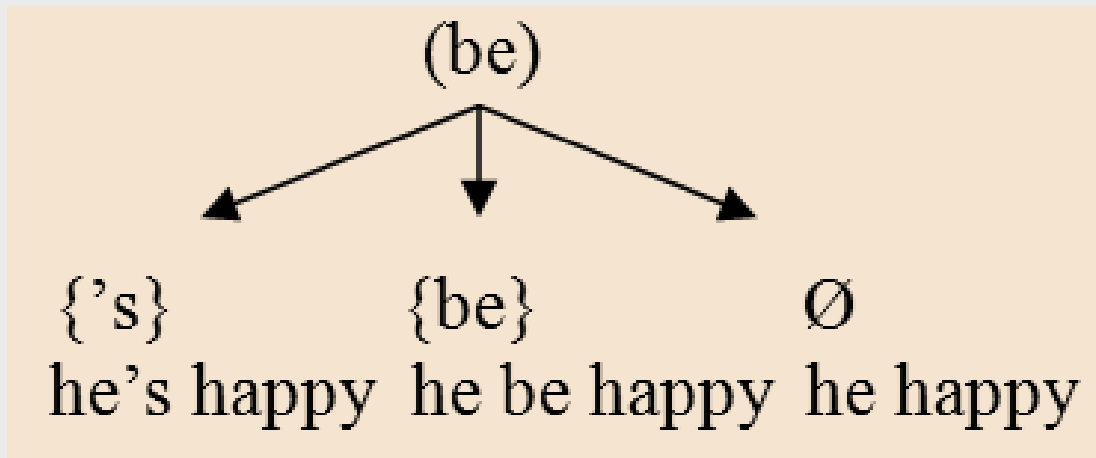
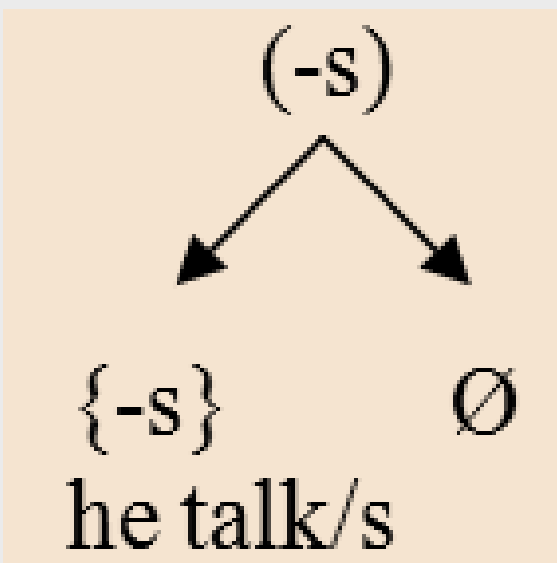
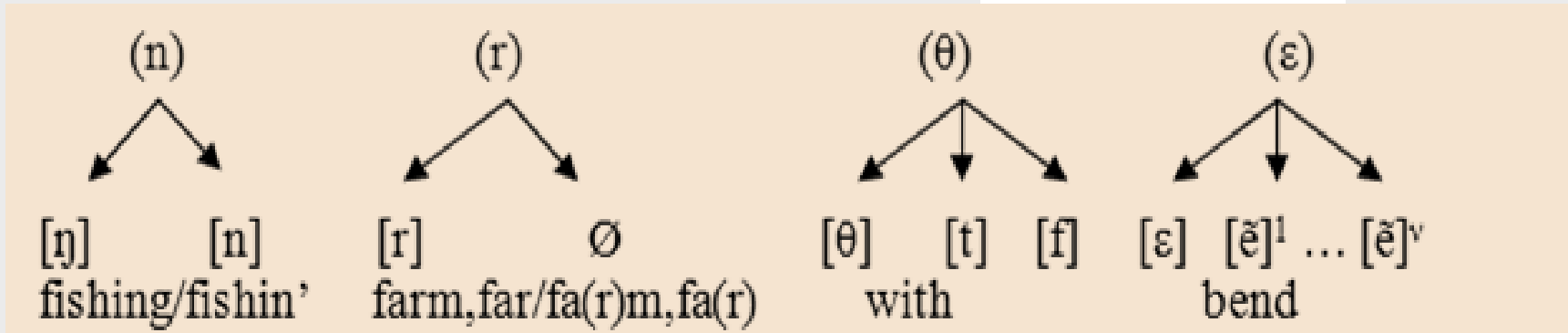
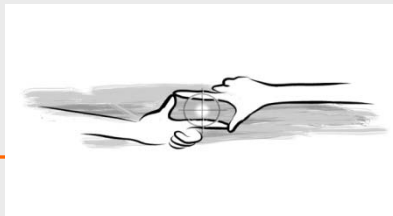
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(Language) attitudes

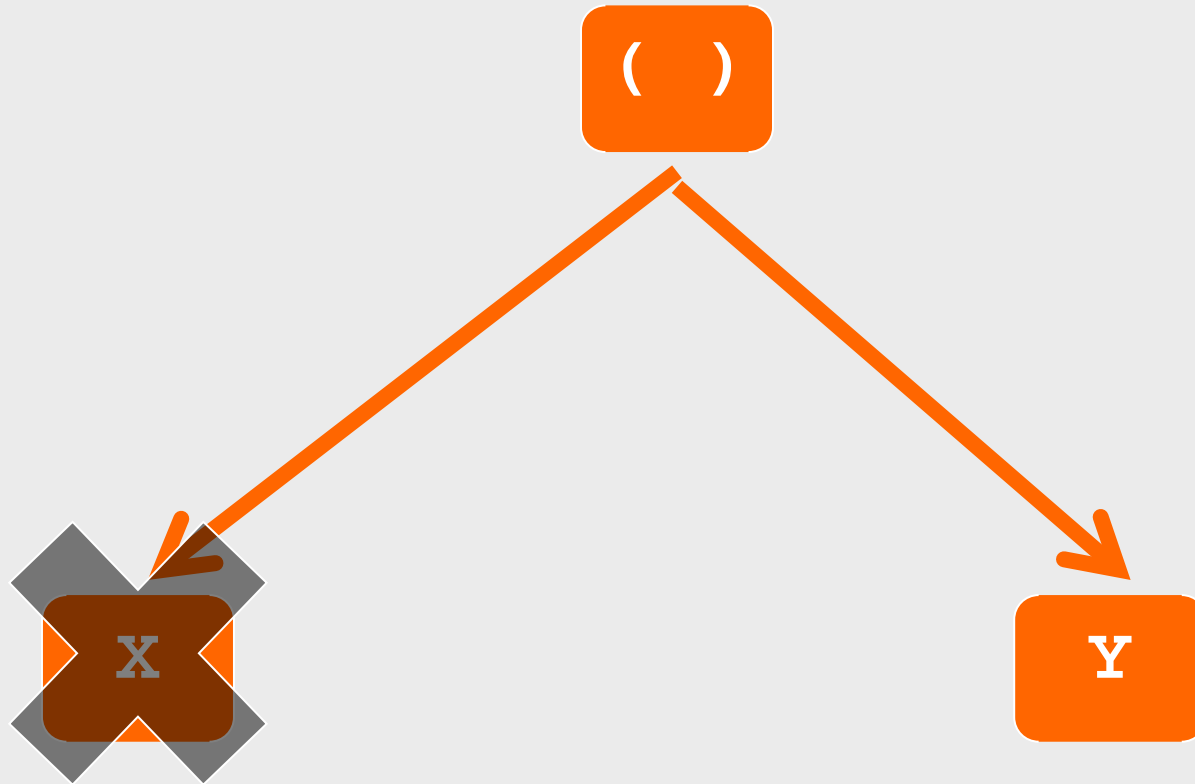
- » «Affect for or against a psychological object»(Thurstone, 1931)
- » «A learned disposition to think, feel and behave towards a person or object in a particular way»(Allport, 1954)
- » «A construct, an abstraction ... an inner component of mental life ... [expressed in] stereotypes, beliefs, verbal statements or reactions, ideas and opinions, selective recall, anger or satisfaction» (Oppenheim, 1982)

- ▶ Γνωστικό (cognitive)
- ▶ Συναισθηματικό (affective)
- ▶ Βουλητικό (conative)

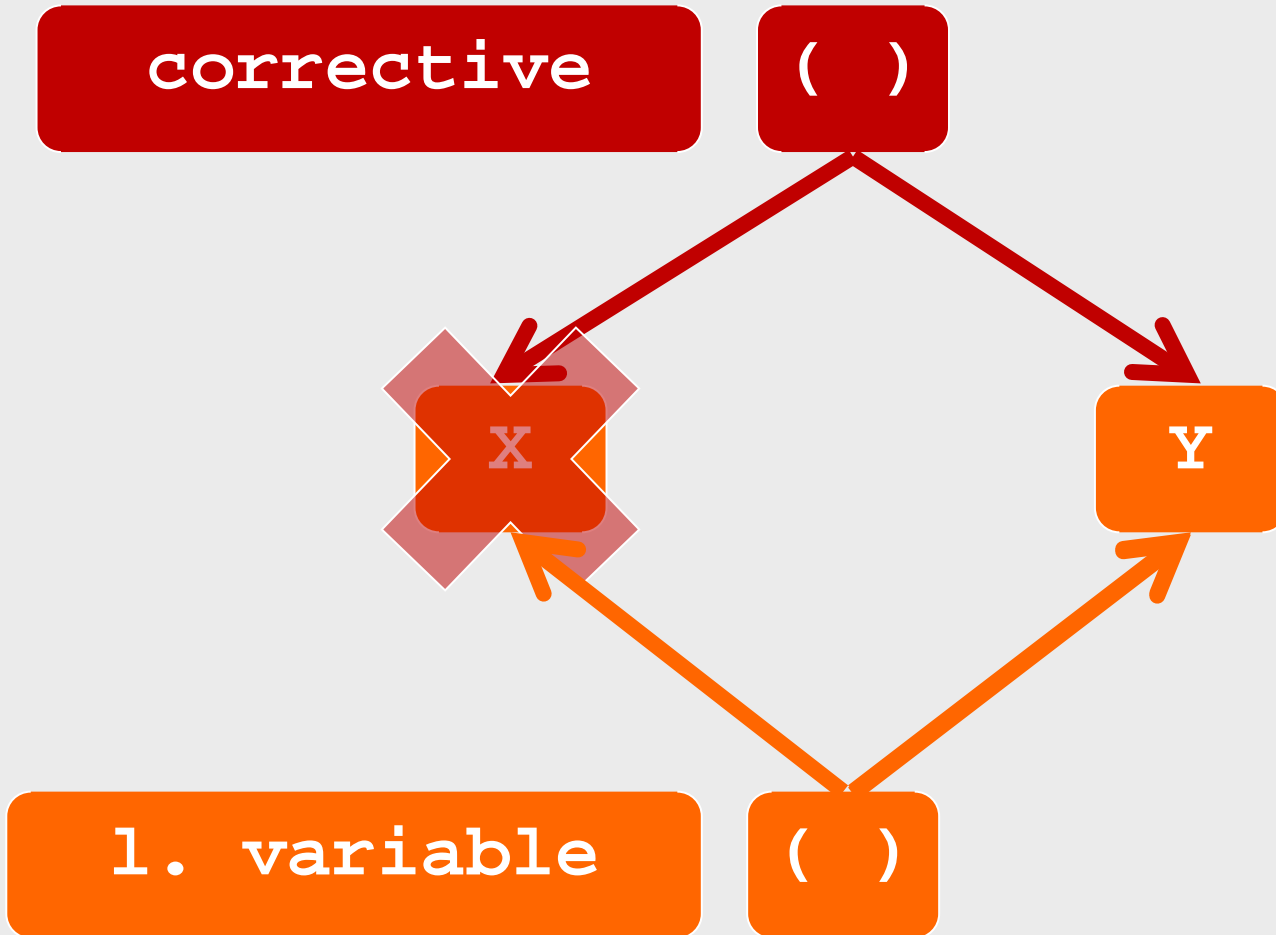
Prescriptivism: Back to linguistic variables



Prescriptivism: Correctives



Prescriptivism: Correctives



Corrective repertoires: The Usage Guide

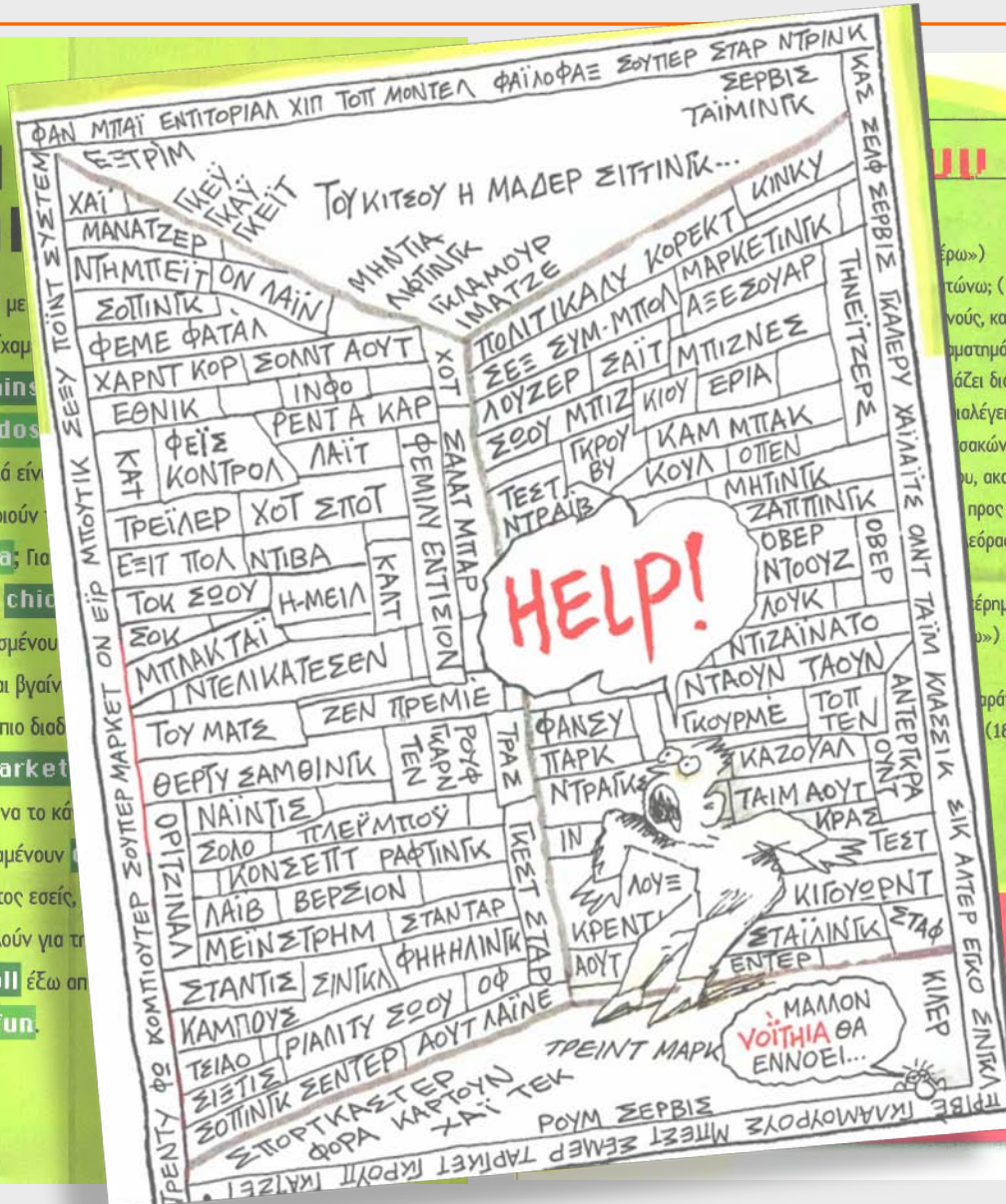
- » **ADVICE/ADVISE** "Advice" is the noun, "advise" the verb. When Ann Landers advises people, she gives them advice.
- » **DOUBLE NEGATIVES** It is not true, as some assert, that double negatives are always wrong; but the pattern in formal speech and writing is that two negatives equal a mild positive: "he is a not untalented guitarist" means he has some talent. In informal speech, however, double negatives are intended as negatives: "he ain't got no talent" means he is a lousy musician.
- » **SPLIT INFINITIVES** For the hyper-critical, "to boldly go where no man has gone before" should be "to go boldly. . . ." [...] so many people are offended by split infinitives that it is better to avoid them
- » **ENDING A SENTENCE WITH A PREPOSITION** A fine example of an artificial "rule" which ignores standard usage. The famous witticism usually attributed to Winston Churchill makes the point well: "This is the sort of pedantry up with which I cannot put."

Corrective repertoires: The press (Μετρό Feb. 1, 2000)

ΟΜ ΕΦΗ

Αποφασίσαμε να ασχοληθούμε με
είναι πολύ **trendy** θέμα. Είχαμε
χάνεται η γλώσσα μας; Η **main**
παίρνετε; θα πάθουμε **overdos**
μπορεί να είναι **heavy** αλλά είναι
είναι η γλώσσα που χρησιμοποιούν
showbiz και των **media**; Για
μιλάς και καλά ελληνικά. Είναι **chic**
glamour. Δείτε τους καλεσμένους
προσπαθούν **too much** και βγαίνουν
το **Internet** έχει γίνει το πιο διαδ
ακόμα και η επιστήμη του **market**
των σωστών ελληνικών. Πώς να το κά
'00s, αλλά τα ελληνικά παραμένουν
Target group του θέματος εσείς,
φιλόλογοι...**live**, που μας μιλούν για τα
Ακόμα: τι έδειξε το **exit poll** έξω απ
Το **party** αρχίζει. **Have fun**.

THE ΛΙΝΑΣ ΓΙΑΝΝΑΡΟΥ



οι λέξεις:

- έρω)
 - τώνω; (17 «δεν Ξέρω»)
 - νούς, καινοτόμος, τρανταχτός (23 «δεν Ξέρω»)
 - ματημό (22 «δεν Ξέρω»)
 - όζει διάθεση γρήγορα (14 «δεν Ξέρω»)
 - καλέγει το σωστό τρόπο (8 «δεν Ξέρω»)
 - ασκάνεται (18 «δεν Ξέρω»)
 - ου, ακούει τους άλλους (17 «δεν Ξέρω»)
 - προς τα πού θέλω να πάω (10 «δεν Ξέρω»)
 - εόραση, μένω σπίτι (11 «δεν Ξέρω»)
 - έρημα (15 «δεν Ξέρω»)
 - »)
 - αράτσα (6 «δεν Ξέρω»)
 - (18 «δεν Ξέρω»)

η θάλασσα...
μα είναι να
ποχή που
λούμε, ανα-
δια γλώσσα.

ο. 177

Why the press?

- » The press is not just a vehicle, but also a popular *target* of prescriptivism.
- » It is often criticized for its *bad* language use.
- » It is often blamed as the main propagator of (undesirable) language change – a prototype of bad language use.
- » Paradoxically, those criticizing the most are among those criticized the most. Critique to (media) language comes mostly from the press, a partly antagonistic medium. Hence, articles in the press are a suitable index for the study of prescriptivism in both the print and the electronic media.

Summary: Correctives and permissives

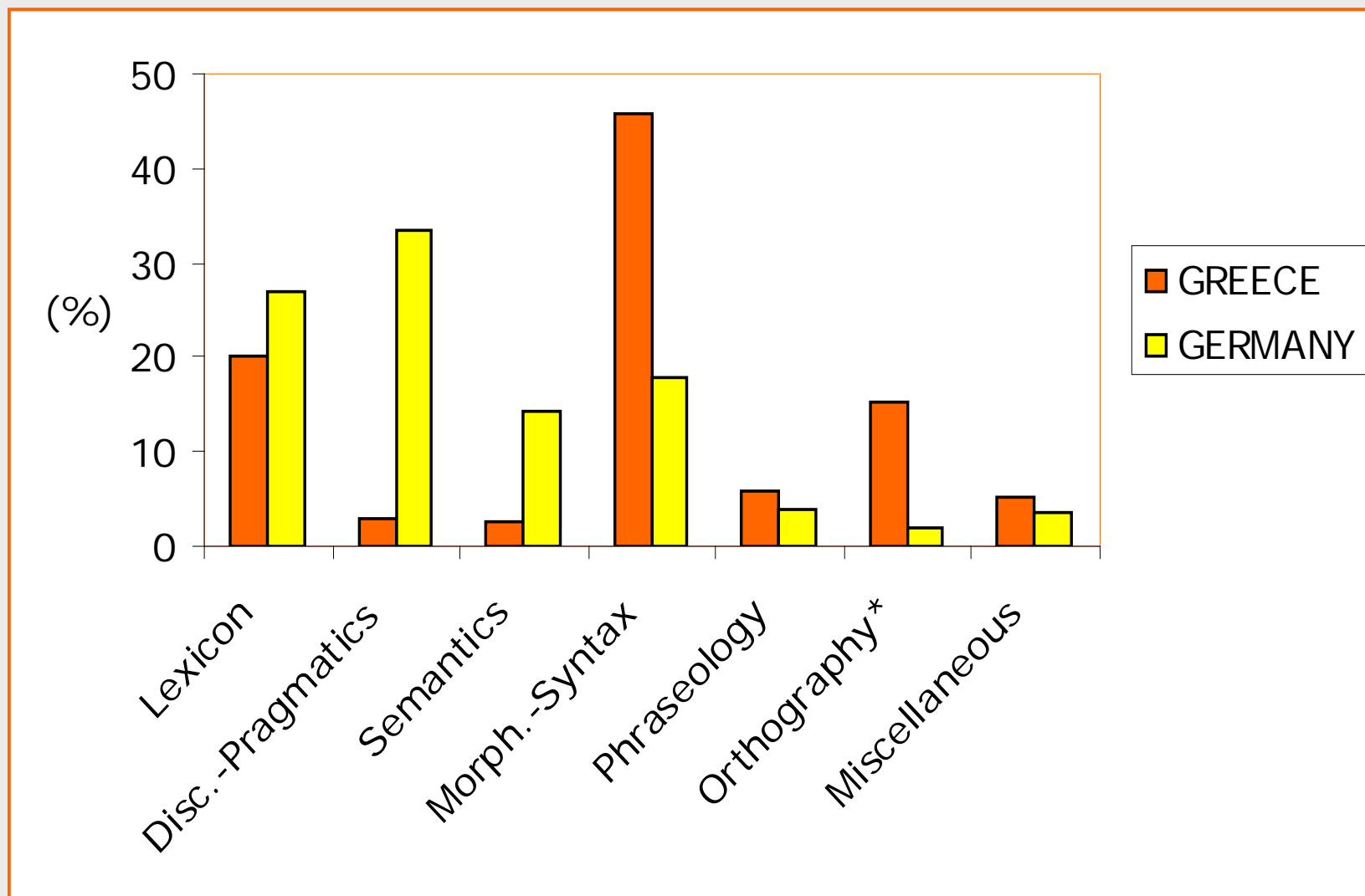
A **corrective** is a **directive speech act** of a **metalinguage-to-language direction of fit** that has the following form:

One should neither say nor write X [**prohibitive**];
one should say and write Y [**normative**],
because Z [**explicative**]

A **permissive** is a **directive speech act** of a **metalinguage-to-language direction of fit** that has the following form:

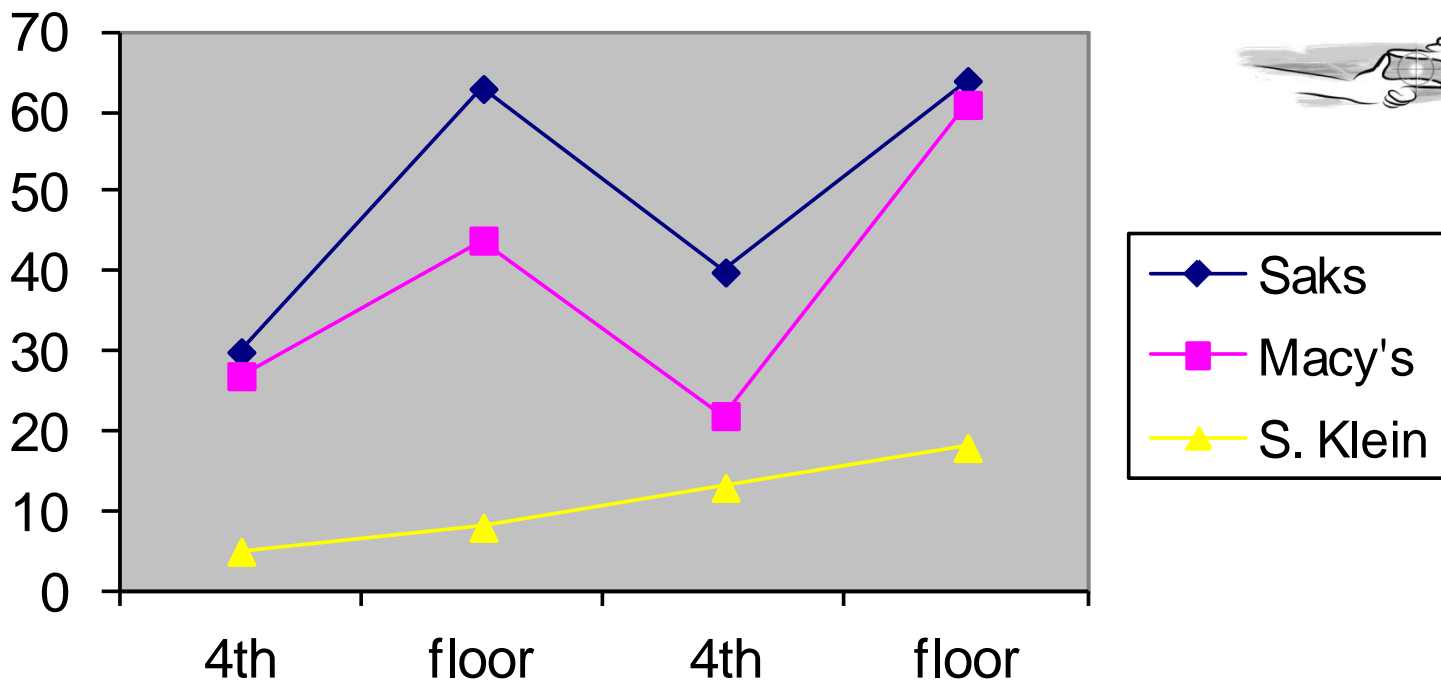
One may say or write X and/or Y [**normative**],
provided that C [**conditional**],
because Z [**explicative**]

Correctives: A comparative study (Moschonas & Spitzmueller 2010)



Dependent – Independent variable

Percentage of all (r-1) by store for four positions



- dependent variable: a linguistic variable;
- independent variable: social groups; ideologies

W. Labov, "The Social Stratification of (r) in NY City Department Stores"

Independent – Dependent variable (matched-guise)

Independent variable:

4 bilinguals read a paragraph in English and in French
= 8 paragraphs

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;
- In language attitude studies, the linguistic variable is the **independent** variable!

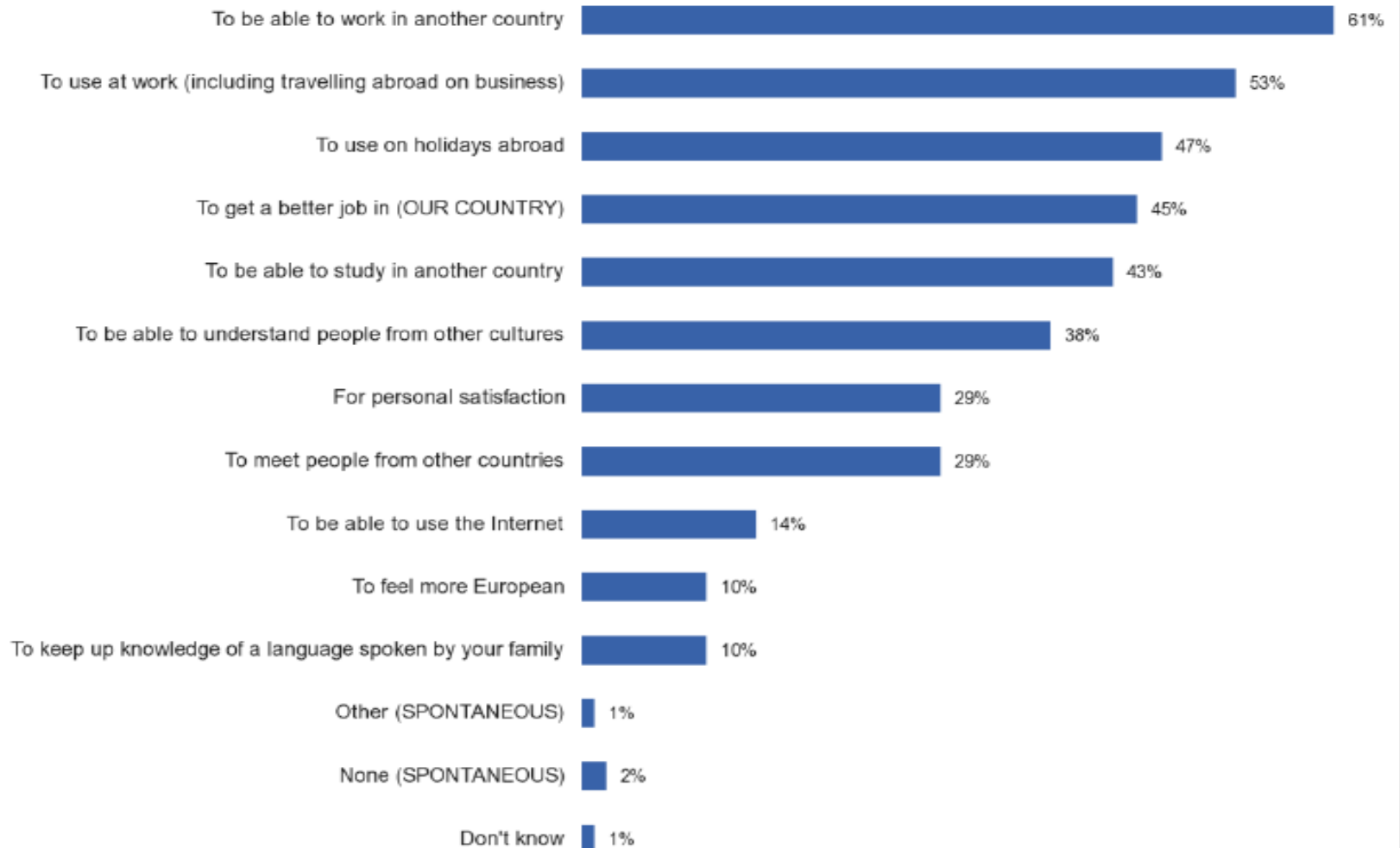
Matched-guise (Εναρμονισμένες αμφιέσεις): diglossia

	ΧΑΡΑΚΤΗΡΙΣΤΙΚΟ	Υ	Χ	F-RATIO / Z-TEST	P
ΚΥΡΟΣ	Ευφυΐα	4.79	4.78	Z=0.074	p>0.05
	Αυτοπεποίθηση	5.05	4.89	F188, 194=1.78	p<0.05
ΑΛΛΗΛΕΓΓΥΗ	Φιλικότητα	3.69	4.54	Z=5.55	p<0.05
	Αξιοπιστία	4.47	4.87	F189, 196=1.42	p<0.05
	Προοδευτικότητα	2.81	4.45	F187, 195=1.39	p<0.05
	Καλή χρήση	4.43	4.82	F189, 195=1.44	p<0.05

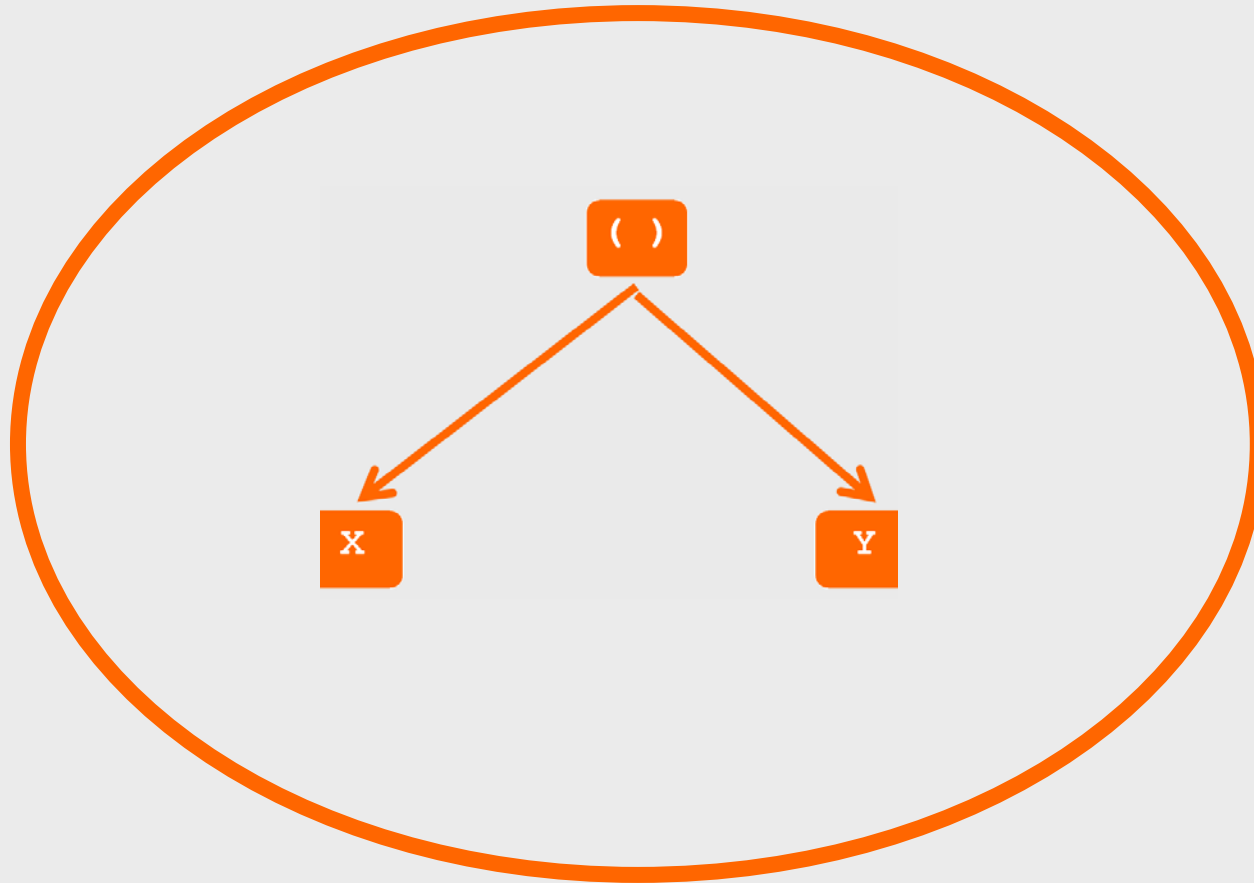
Μαρία Αραποπούλου, «Δημοτική, καθαρεύουσα και οι στάσεις των νέων» (1998)

Questionnaire: multilingualism (Special Eurobarometer 386, 2012)

QE2. In your opinion, what are the main advantages of learning a new language?



Attitudes and their encompassing discourses: ideologies



“Concern” about language

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 with each other.

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

Greece. The fear of Latinization (Romanization)

Θα «λατινοποιηθεί»

η γλώσσα μας

Μετά την διακήρυξη των οπαδών
Ακαδημαϊκών για τον κίνδυνο λατινο-
ποίησης του ελληνικού αλφάβητου
σημασία του εκφράζει τώρα με
μηνύμα που και ο Σύνδεσμος Ιστο

ΟΙ ΑΘΑΝΑΤΟΙ ΚΑΤΑ ΤΟΝ ΚΙΝΔΥΝΟ

Όχι λατινοποίηση της ελληνικής γραφής

Is our language in danger of latinization
[romanization]?

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!



France. The fear of globalization

Cette menace n'est pas seulement linguistique : elle est idéologique et politique puisqu'elle sape ces valeurs progressistes que sont la souveraineté des peuples, la liberté de pensée, la pluralité des cultures, l'attachement au progrès social, la coopération pacifique entre peuples égaux : ainsi, laisser assassiner le français, et avec lui la littérature, le théâtre, la philosophie, la chanson, le cinéma et la science d'expression française, c'est capituler devant l'idéologie insidieusement totalitaire de la mondialisation néo-libérale qui règne encore plus « naturellement » quand elle est portée « spontanément » par la prétendue « langue de l'avenir ». [...]

Si le français, l'une des langues les plus « reconnues » au monde, est attaqué en France même, quelle autre langue n'est-elle pas en péril de mort, notamment dans le tiers-monde ? A travers le français, c'est le droit à la différence culturelle, politique et idéologique que met en cause mondialement une entreprise totalitaire qui menace l'humanité d'un appauvrissement sans précédent. [...]

<http://www.defenselanguefrancaise.org/10.html> (2/2)

Exercise: Specify the attitudes

Quartz Media LLC (US) | <https://qz.com/942367/what-is-the-most-useful-language-to-learn/> learn, according to an economist →

OUR PICKS LATEST POPULAR QUARTZ OBSESSIONS

ASK EMILY

The most useful language for English speakers to learn, according to an economist

An aerial photograph of a large, paved plaza featuring a map of the world. The map is drawn on the ground with red and white tiles. Several people are walking on the map, including a man in an orange shirt and a woman in a white tank top. The map shows the outlines of continents and some smaller details like a ship and a person.

to be continued

