



University of Athens

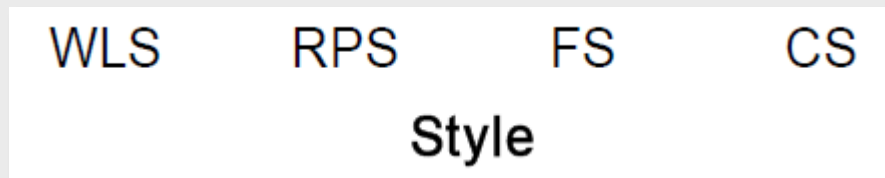
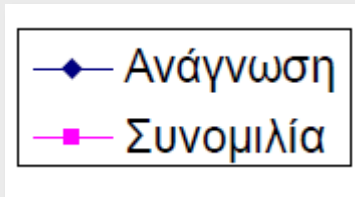
Dpt of Communication and Media

S. A. Moschonas

Stylistic differentiation

26/4/2017

Variationists: An operational approach to style/styling



What is style?

- » Style?
 - ▶ Spiritual definitions → Sublime
 - ▶ «Style is the man» → Idiolect (Ιδιόλεκτος)
 - ▶ Style in literature → Elaborated style
- » Style cannot be determined by exclusively linguistic criteria → «ethos».
- » **Variation**: by subject, genre, medium, sender, audience, situation, (social) class, ...
- » Variation by audience (**audience design**): characteristic of mass media
- » **Styling**

1. Genres (είδη) and registers (επίπεδα λόγου)

- » Differentiation according to the **use** rather than the **users**
- » What defines a register:
 - ▶ **specialized vocabulary**
 - ▶ **textual organization**: layout, special routines (beginning, ending, addressing, etc.), set phrases, rhetoric, metaphors, general presuppositions
 - ▶ **conventions for oral – written discourse**
 - ▶ **influence of the medium**

Examples: Weather forecasts

Ο ΚΑΙΡΟΣ

ΤΡΙΤΗ 14 ΟΚΤΩΒΡΙΟΥ 2008

Γενική Πρόβλεψη

Βρυξέλλες	13-18 ^{°C}
Ζυρίχη	11-20 ^{°C}
Λονδίνο	11-18 ^{°C}
Μαδρίτη	11-25 ^{°C}
Μόσχα	6-11 ^{°C}



Oralization



Oralization: BBC2

Hello there. I think Chris Low and all those other golfing fans are gonna be glued to BBC 2 during the next two evenings. I think the weather could play during the round today as you see here – this is a combination of cloud and weather radar – some pretty nasty weather heading across towards the national course at Augusta and that weather system could bring the odd sharp shot but tomorrow, I think, things will be less [*****], shall we say, so the chance of a thundery shower for the round on Saturday and Sunday after a misty morning things should pick up for the final rounds during the afternoon. ... I think probably the heaviest of the rain's moving in across Northern Ireland overnight tonight. And a few spots of drizzling rain turning up on the western side of Wales ... That's the forecast. Enjoy the golf.

Audience design (ακροαματικός σχεδιασμός)

- » Involved at all levels of language use, e.g. language choice in bilingual communities, addressing, politeness strategies, variation depending on group/class.
- » «The essence of style is that speakers are responding to their audience» (Allan Bell)
- » **Responsive style** (υφολογική ανταπόκριση)
- » **Accommodation model** (μοντέλο προσαρμογής)
- » What is known about mass media audience?

Referee design (διαιτητευμένος σχεδιασμός)

- » In contrast to audience design, referee design involves **stylistic initiative / originality** (initiative dimension of style).
- » Everyday use: narration, jokes, humour.

Style refereed by

- ▶ an **internal standard**: ingroup referee (εντός ομάδας)
- ▶ an **external standard**: outgroup referee, (εκτός ομάδας), e.g. high variety in diglossia situations

Audience and referee designs

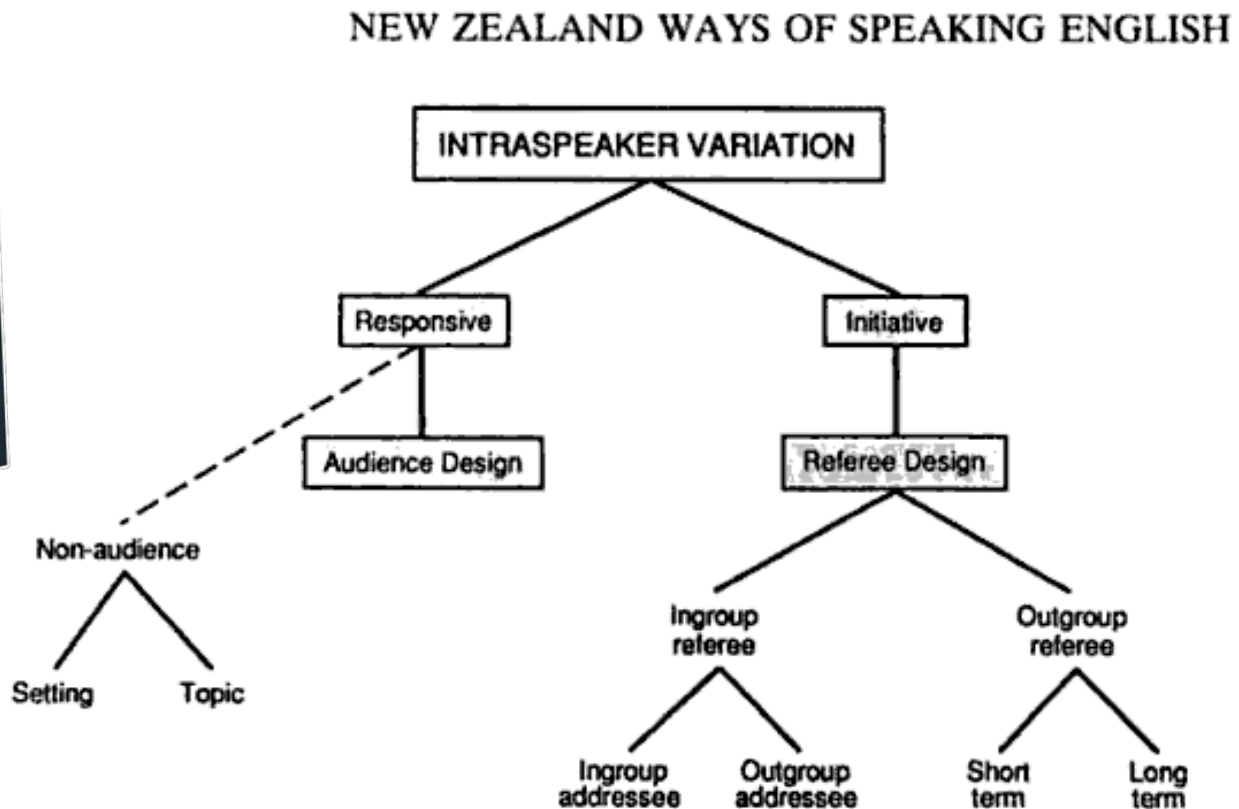
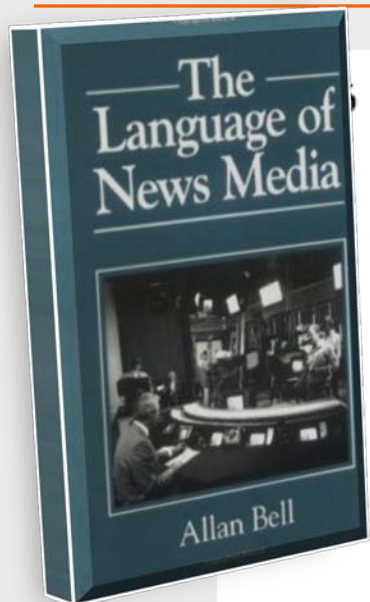
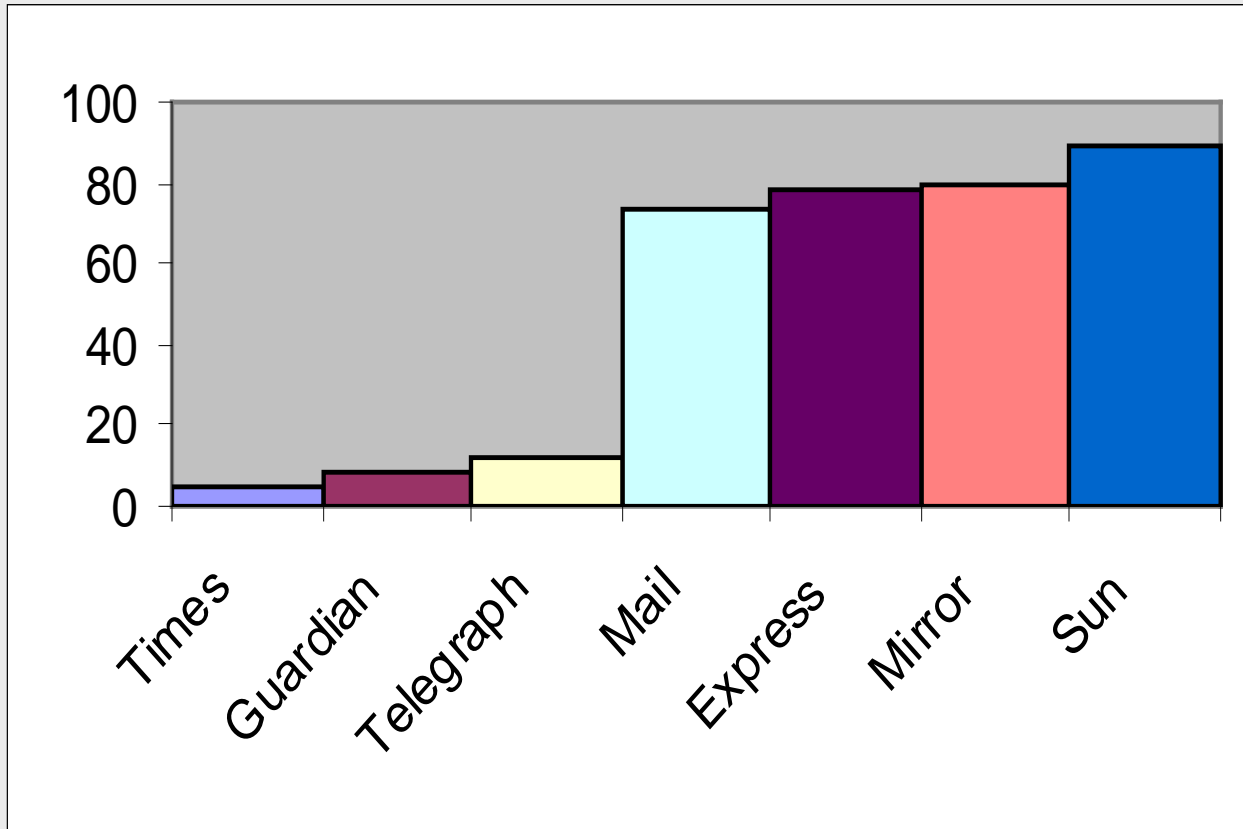


FIGURE 9.1 *Style as responsive and initiative: audience design and referee design*

A. Bell, "Audience and Referee Design in New Zealand Media Language", στο A. Bell & J. Holmes (επιμ.), *New Zealand Ways of Speaking English* (Clevedon: Multilingual Matters, 1990)

Addressees are th
Auditors are no
Overhearers
Eavesdropp
Referees are no

Example of audience design

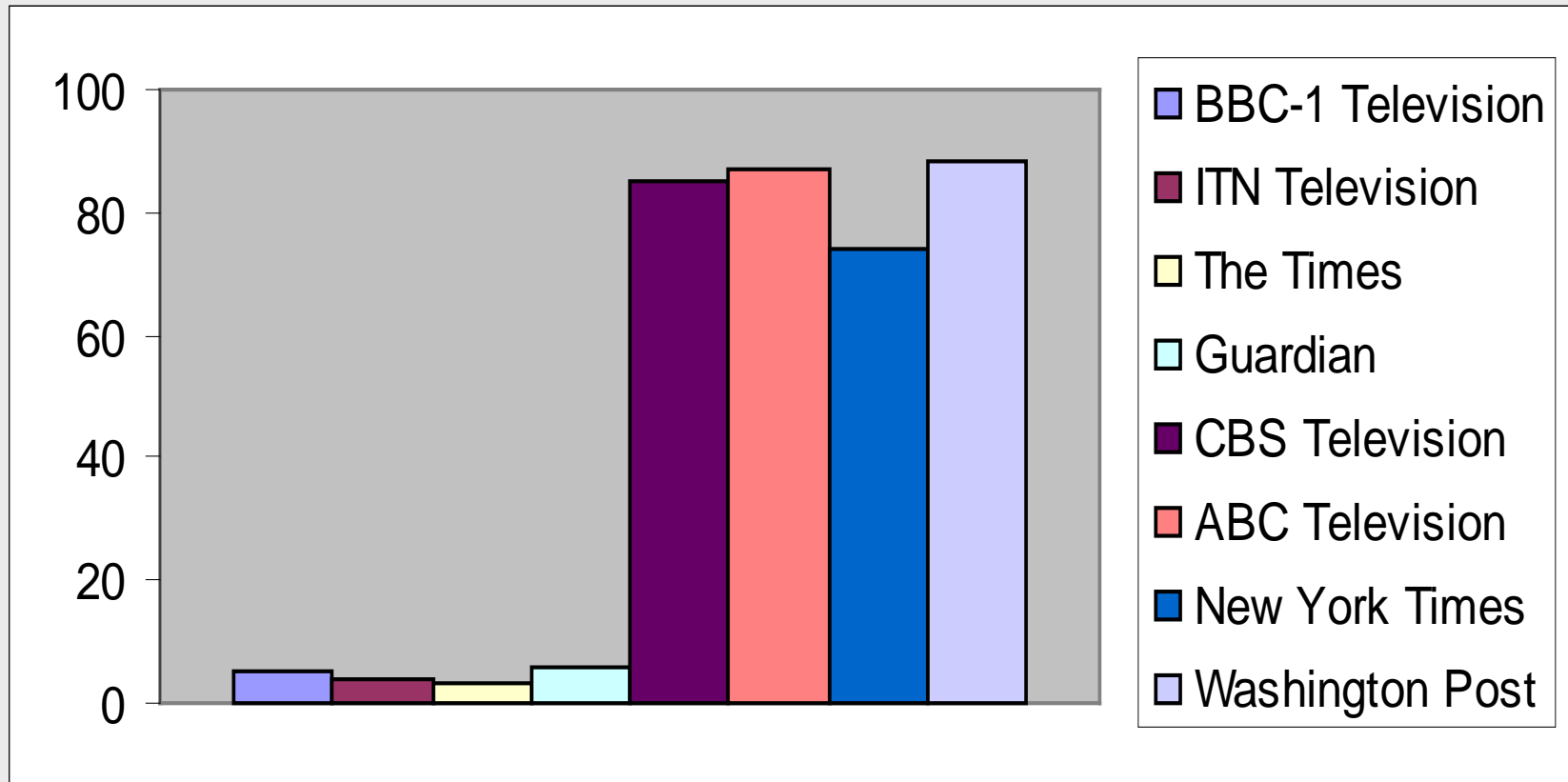


"Nurse filmed turning off man's life support" – "Retirement age raised to 66", *Times* 25/10/10,

"Nurse switched off man's ventilator" – "All-in-one £140 pension 'fairer'", *Sun* 25/10/10

Omission of determiners in seven British newspapers (Bell, 1991: 108)

Double design



Omission of determiners in 4 British and 4 American media, 1980-1982 (Bell, 1991: 131)