



- Some more on
  - Reference and performativity
  - Style, bricolage, and persona
  - Indexicality and indexical order
- Using Praat
  - The acoustic signal
  - The articulation and acoustics of /s/

*I'm too cool for the room*

**I'm  
smart**

**I'm tough**

**I'm  
sexy**

*I'm  
refined*

Performativity is ...

“... discursive practice that enacts or produces that which it names”

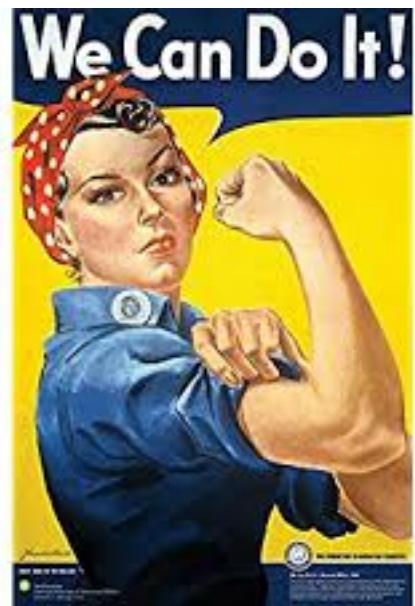
Butler, Judith. 1993. Bodies that matter Abingdon: Routledge.

Style produces, in the moment, a persona.

# Style is manifest ideology



Agha, Asif. 2003. The social life of a cultural value. *Language and communication* 23.231-73.



Bricolage



“The scales say ‘alien overlord,’ but the rolled-up sleeves say ‘man of the people.’”

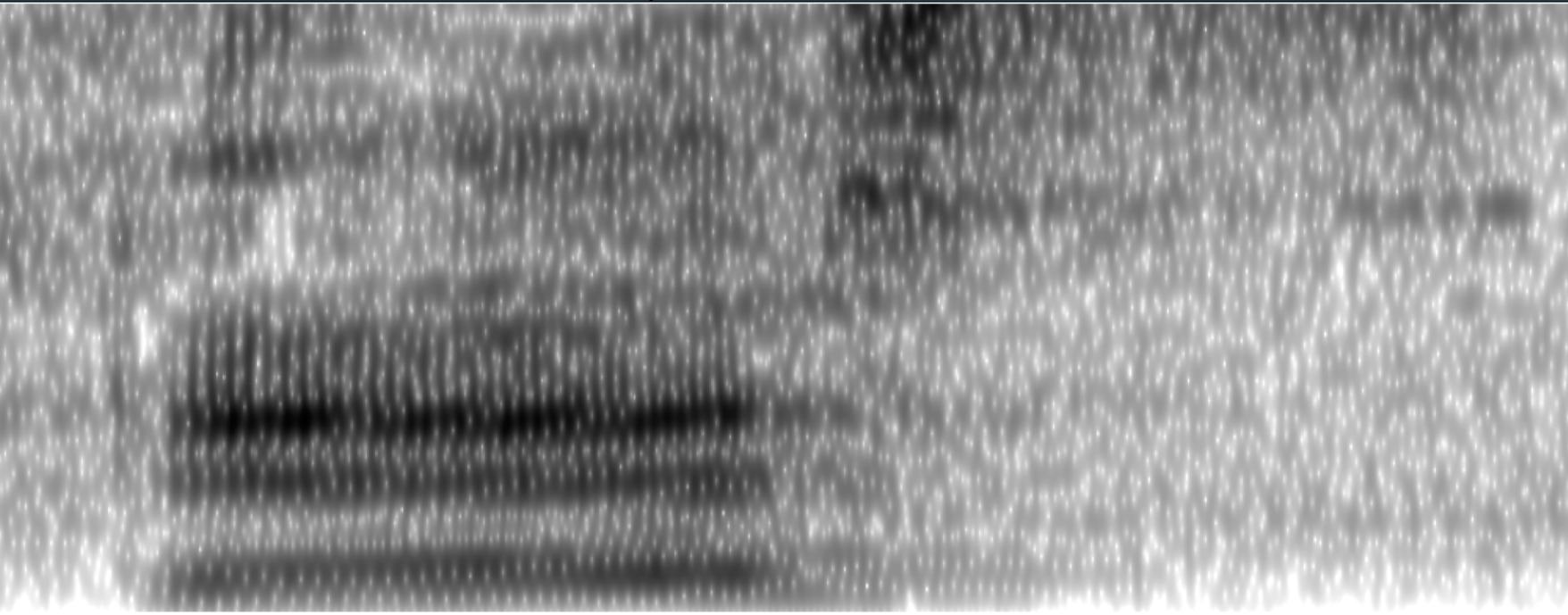
the New Yorker Aug. 27, 2012

# Resources for linguistic style

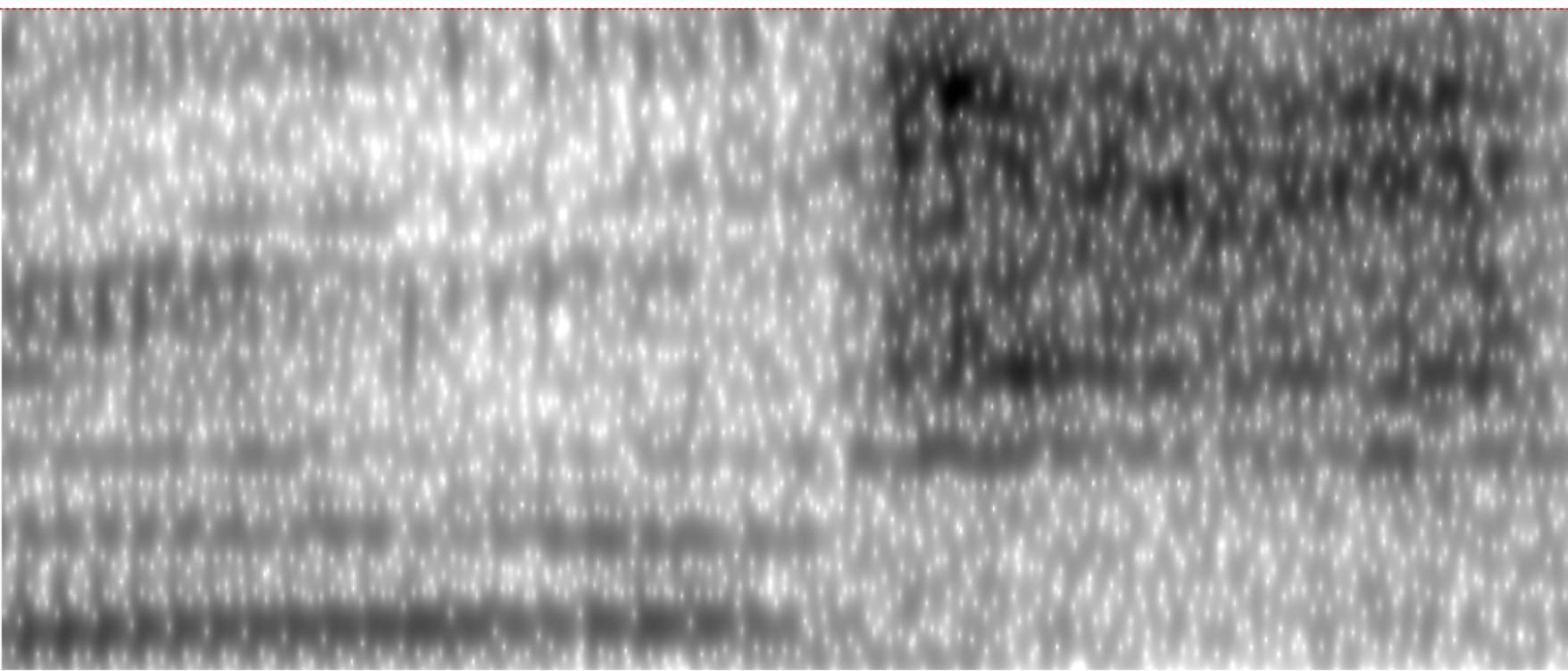
- Phonetic variation
- morpho-syntactic variation
- Lexical choice
- Discourse markers
- Speech acts
- Interaction style
- Content

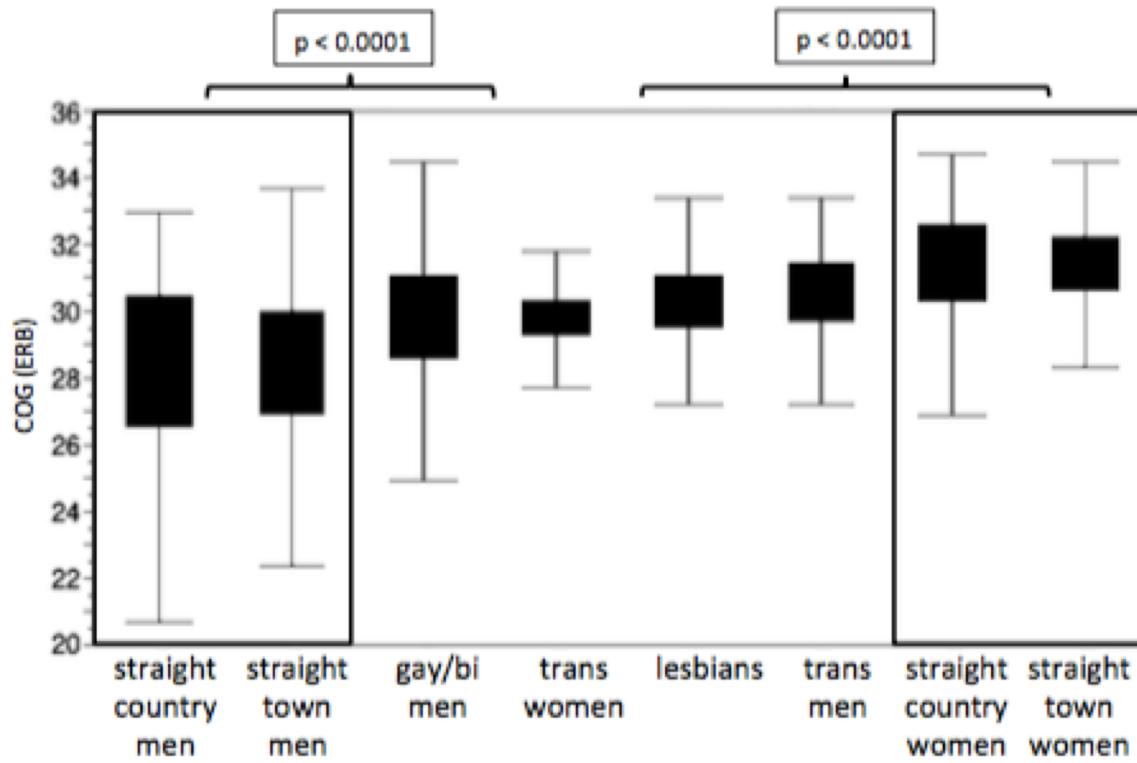


*Randall this*



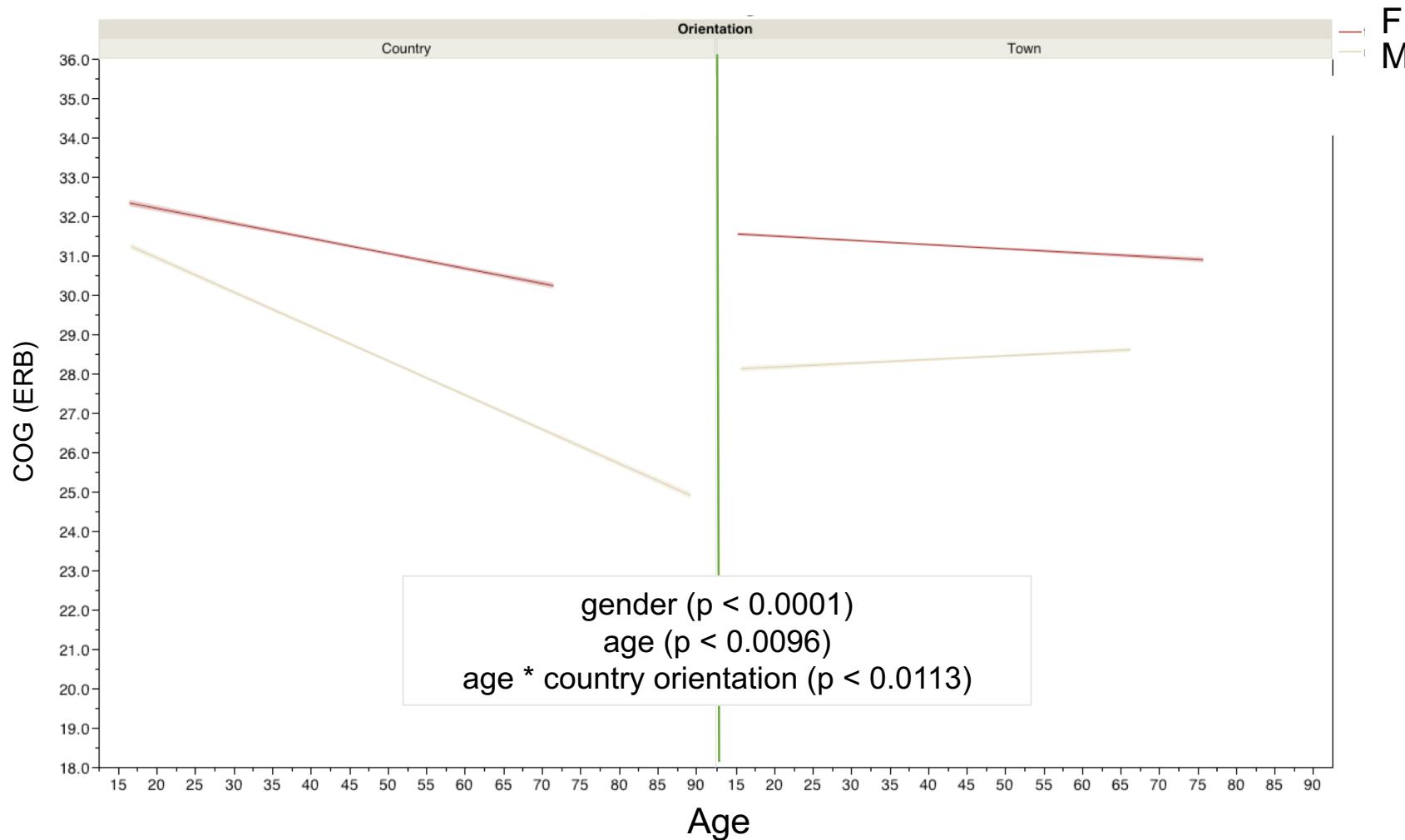
*Bush this*





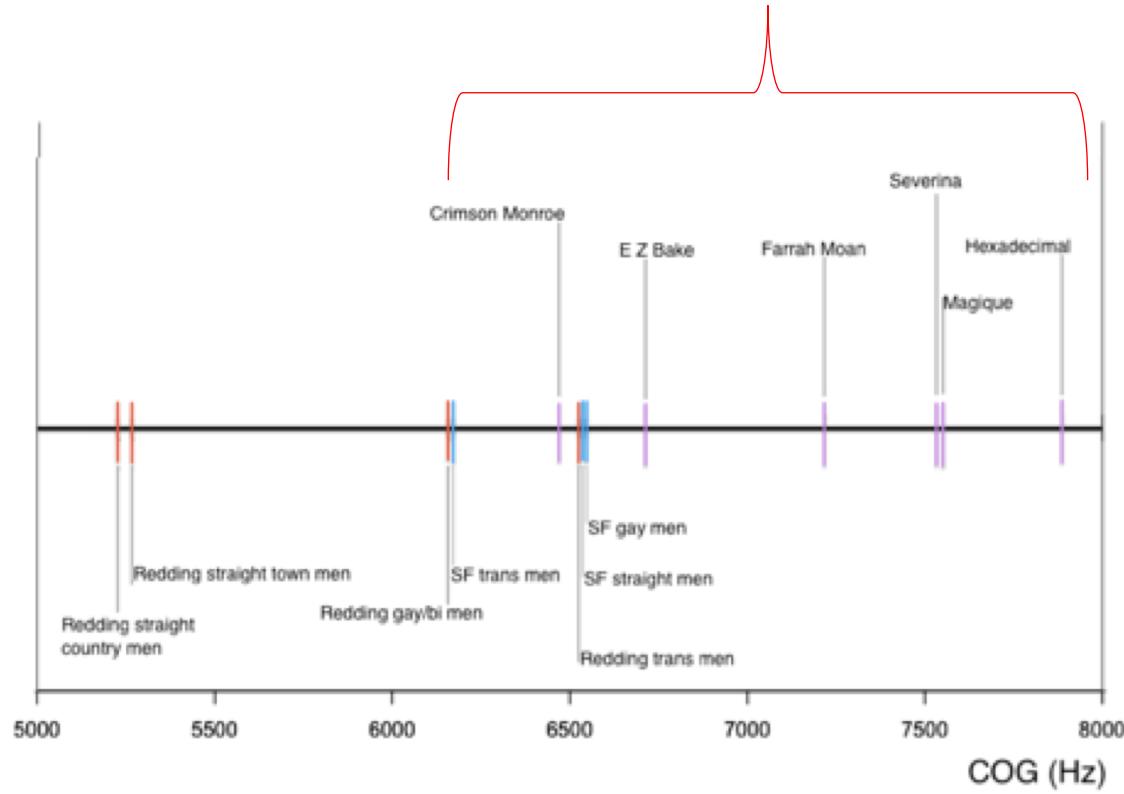
Podesva, Robert J., and Janneke Van Hofwegen. 2015. /s/exuality in small-town California: Gender normativity and the acoustic realization of /s/. In Erez Levon and Ronald Mendes (eds.), *Language, Sexuality, and Power: Studies in Intersectional Sociolinguistics*. Oxford University Press. pp. 168-188.

# COG: Age, Gender, and Country Orientation



Podesva, Robert J., and Janneke Van Hofwegen. 2015. /s/exuality in small-town California: Gender normativity and the acoustic realization of /s/. In Erez Levon and Ronald Mendes (eds.), *Language, Sexuality, and Power: Studies in Intersectional Sociolinguistics*. Oxford University Press. pp. 168-188.

/s/



Calder, Jeremy. 2017. Hand/s/ome women: A semiotics of non-normative gender in SOMA, San Francisco. PhD Dissertation. Stanford University.

# *Possible orders of indexicality*

n male/female → (frequency code?)

n+1      male/female → masculinity/femininity

$n+1+1+1$  southern  $\rightarrow$  country

# Potential indexical field for front /s/

gay

sissy

fierce

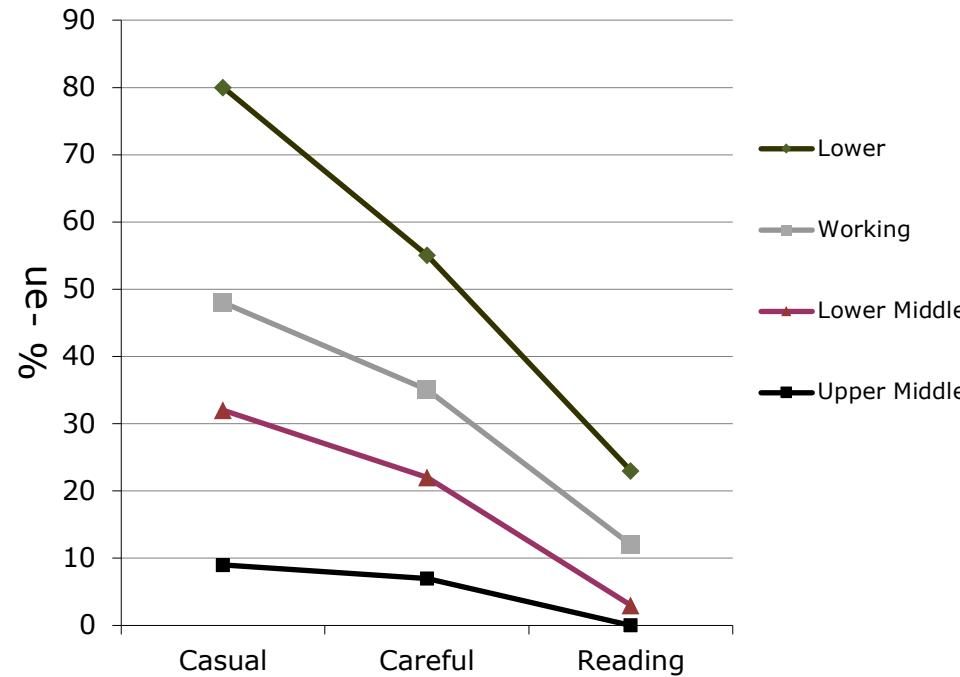
feminine

crisp

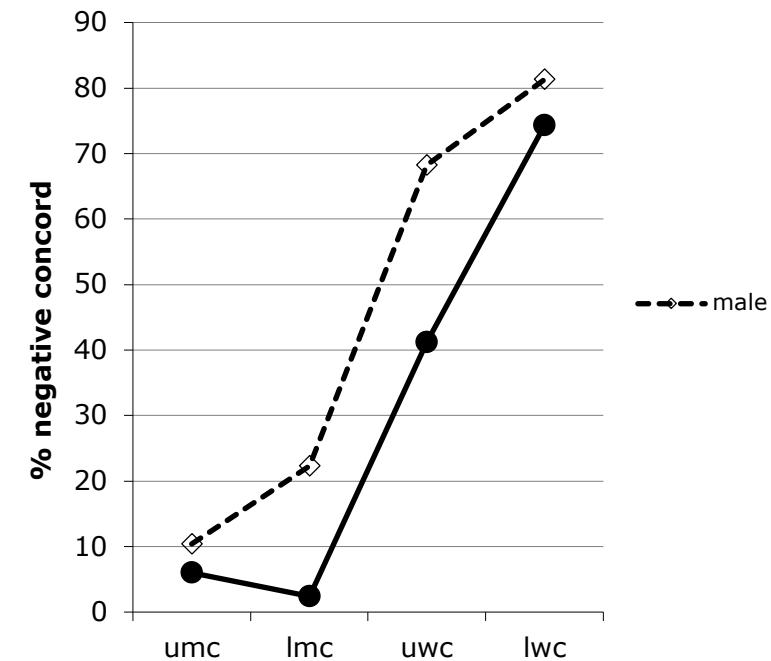


Others?

(ING)



Labov, W. 1966. The social stratification of English in New York City Washington, DC: Center for Applied Linguistics.



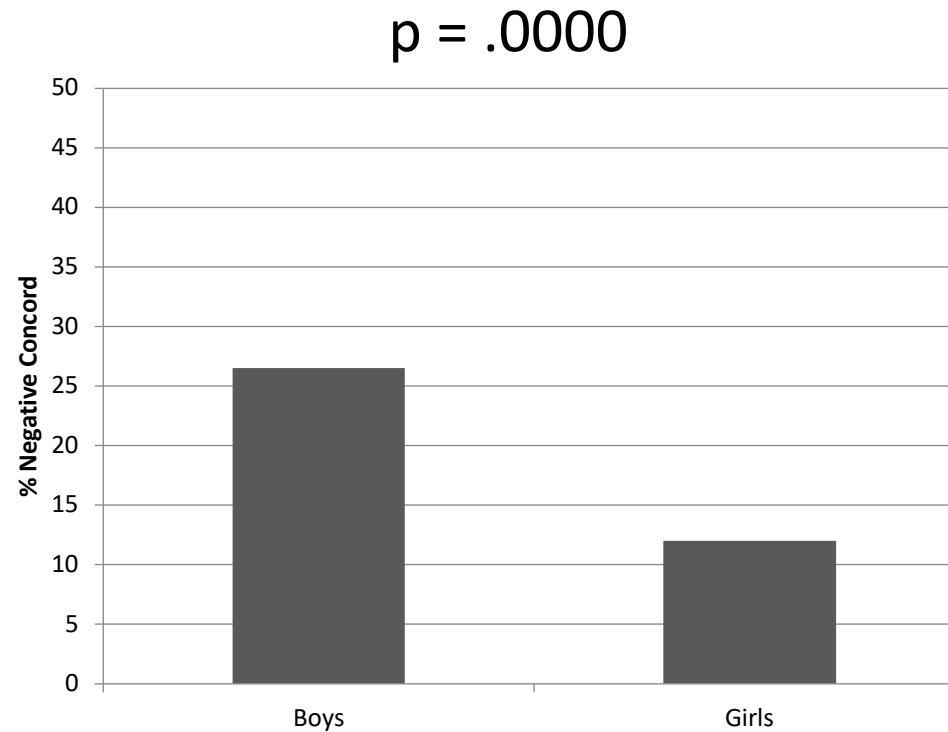
Wolfram, Walt. 1969. A sociolinguistic description of Detroit Negro speech Washington DC: Center for Applied Linguistics.

# The seduction of numbers

What does it mean to say females' grammar is more standard than males'?

Does it say something global about females and males?

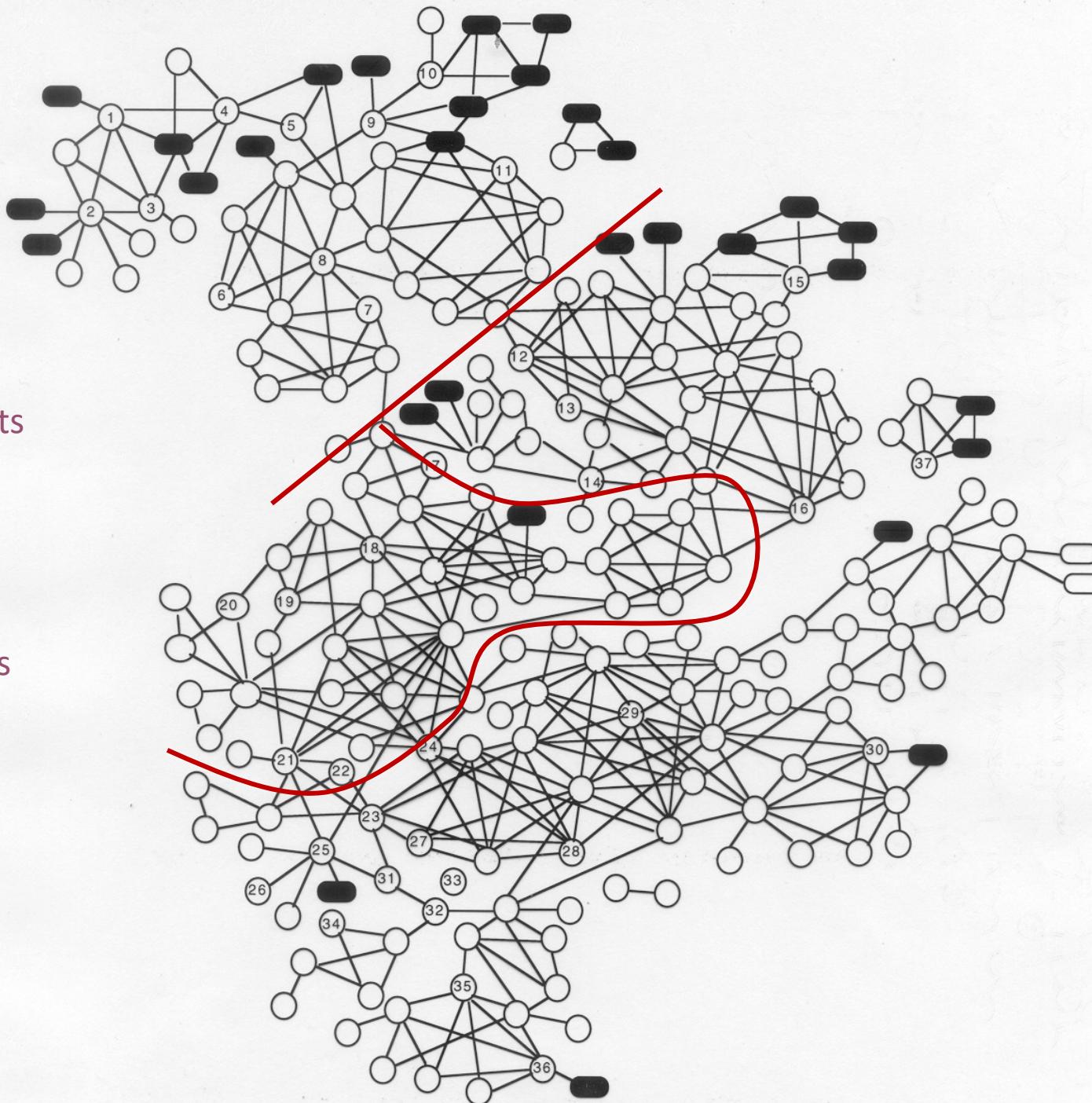
Or is it a guidepost to what speakers use standard grammar for?



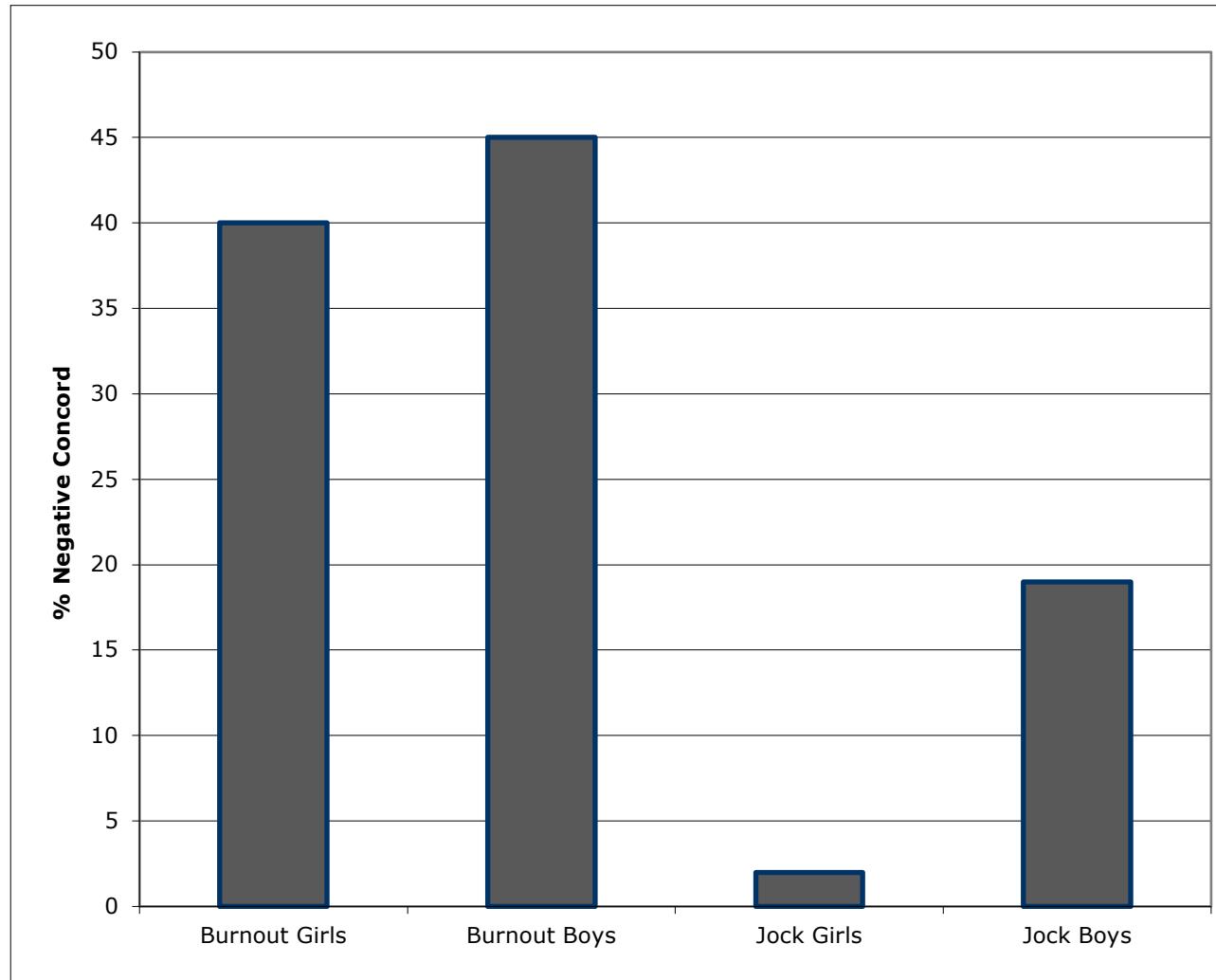
Eckert, Penelope. 2000. Linguistic variation as social practice Oxford: Blackwell.

burnouts

jocks



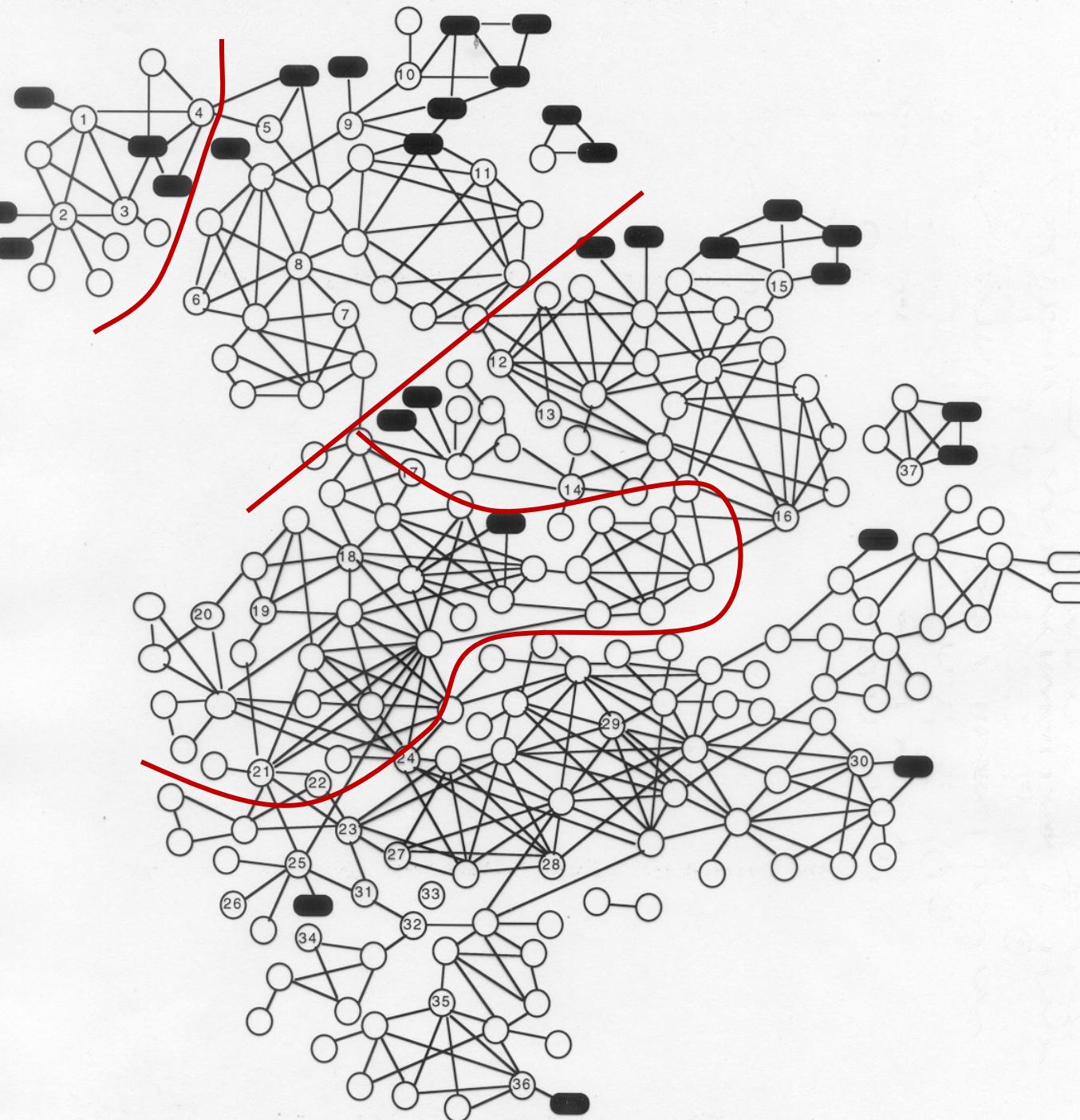
# Which males and females?



Burned-out burnouts

burnouts

jocks



# Which males and females, jocks and burnouts?

