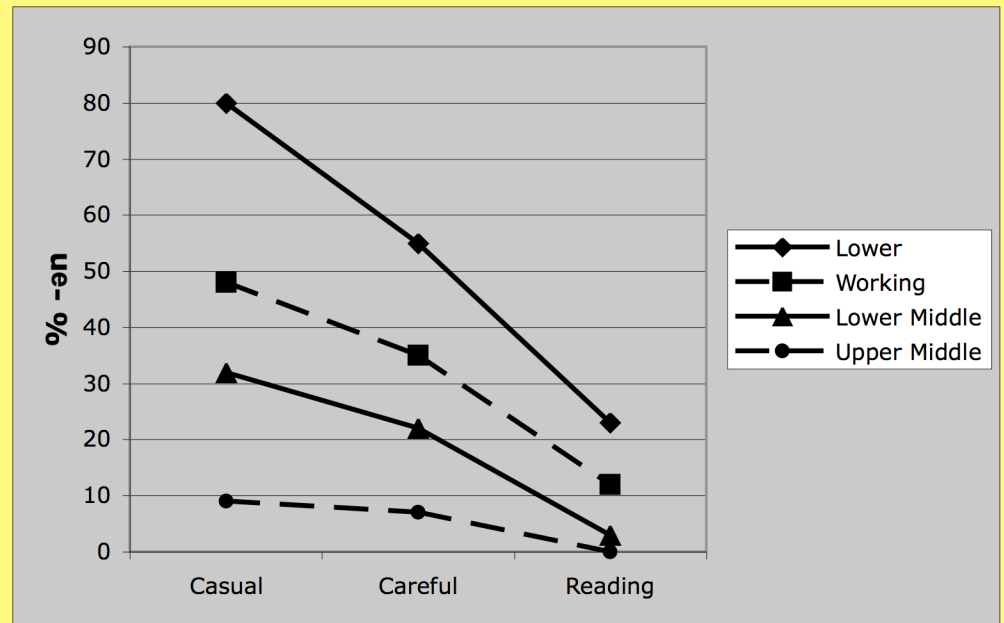
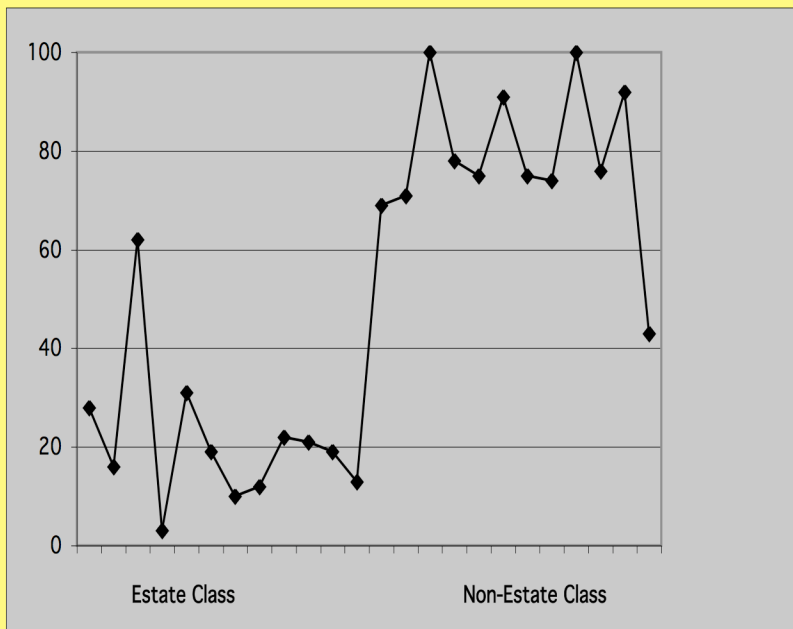


# Where does power fit in the study of variation?





# Antonio Gramsci

(1891-1937)

1957. The Modern Prince and other writings by Antonio Gramsci.

Translated with an introduction by Louis Marks. London: Lawrence & Wishart.

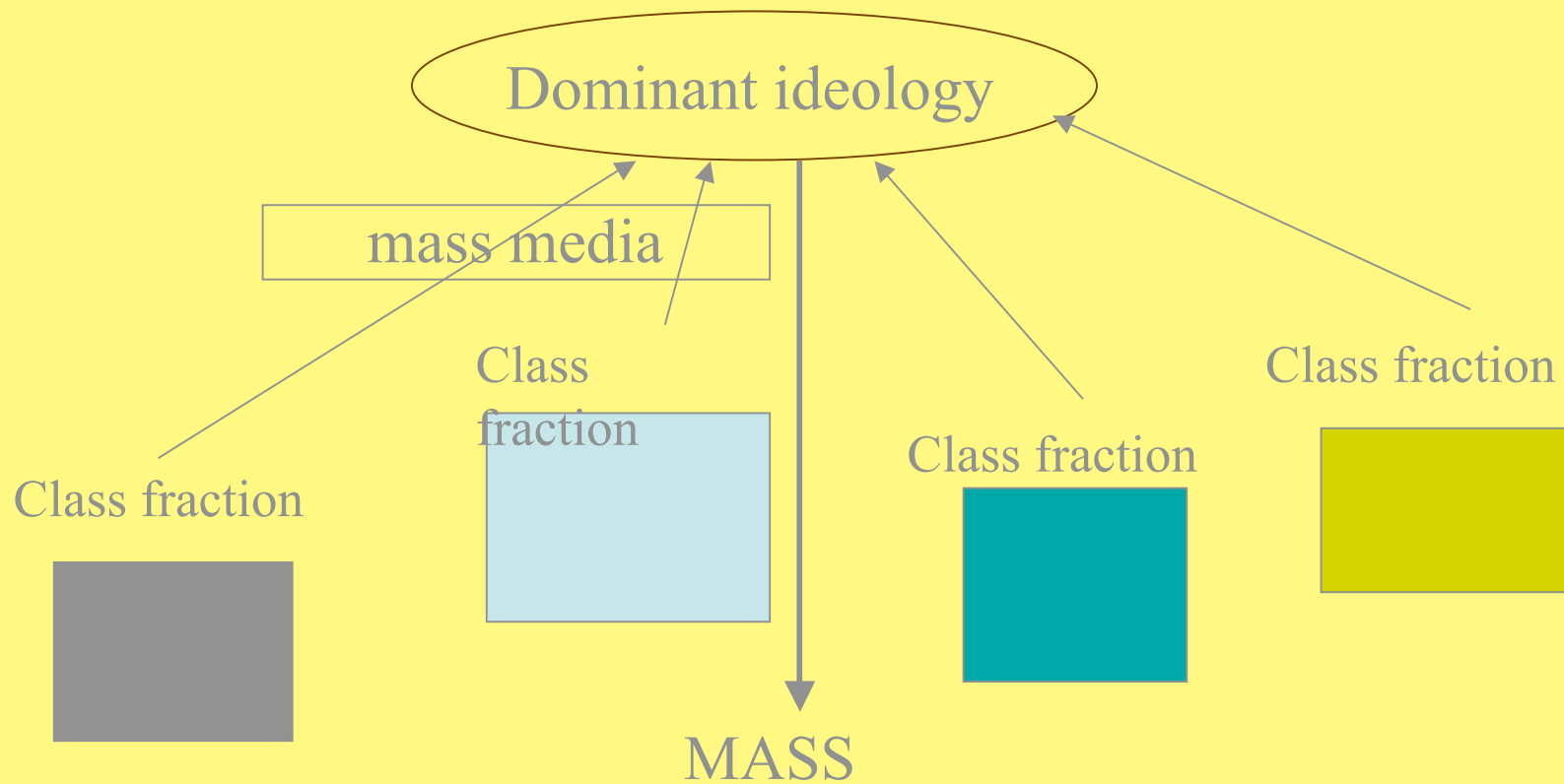
1971. Selections from the Prison Notebooks. Trans. and ed. Quintin Hoare and Geoffrey Nowell Smith. New York: International Publishers.

# Gramsci

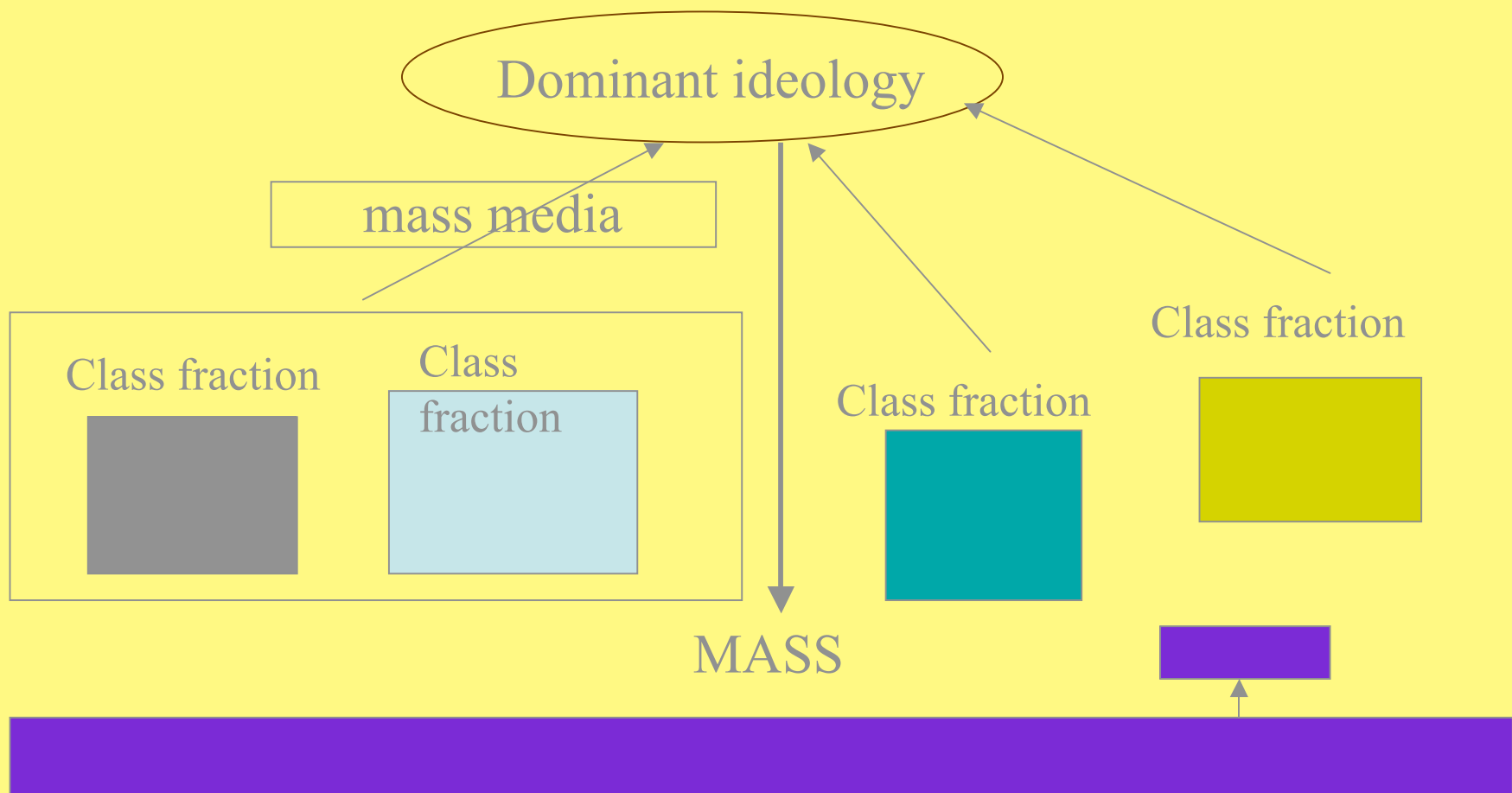
## Power as consent

- "...Dominant groups in society, including fundamentally but not exclusively the ruling class, maintain their dominance by securing the 'spontaneous consent' of subordinate groups, including the working class, through the negotiated construction of a political and ideological *consensus* which incorporates both dominant and dominated groups."  
(Strinati 1995: 165)
- Strinati, Dominic (1995), *An Introduction to Theories of Popular Culture*. London:Routledge.

# Hegemony



# Hegemony



# Bourdieu

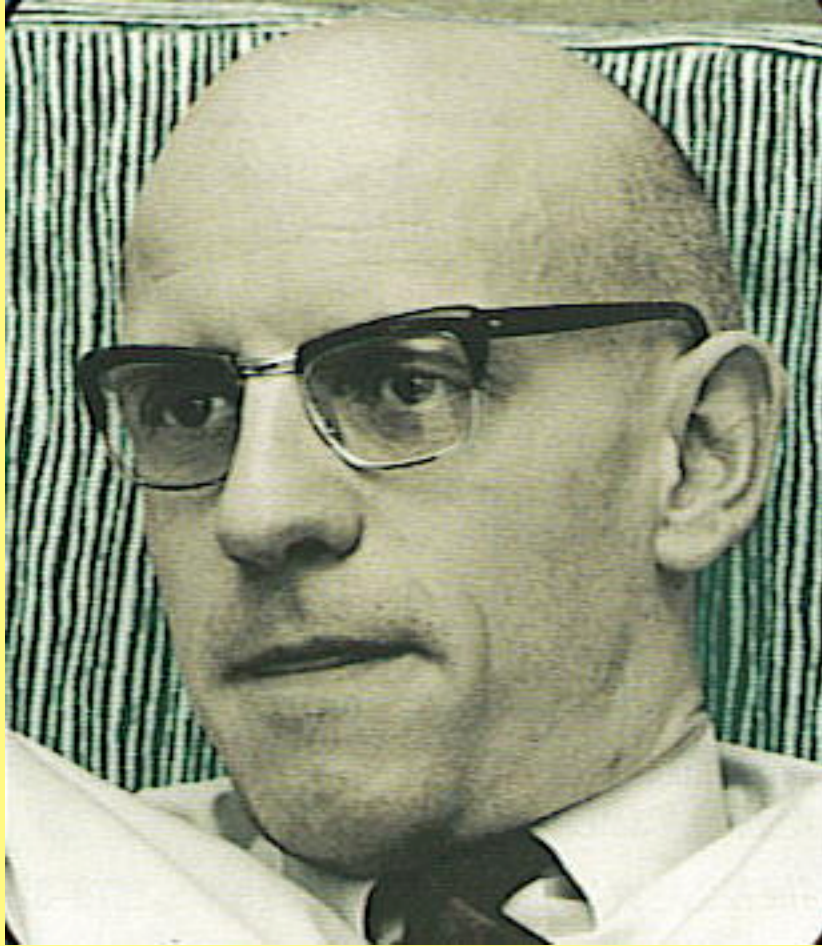
## Power as *méconnaissance*

- I call misrecognition the fact of recognizing a violence which is wielded precisely inasmuch as one does not perceive it as such

# Bourdieu

## Power as symbolic violence

- Symbolic violence is the violence which is exercised upon a social agent with his or her complicity (1992:167)



# Michel Foucault

1926-1984

1975. *Discipline and Punish: The Birth of the Prison*. Alan Sheridan, trans. New York: Random House.

1989. *Power/Knowledge: Selected Interviews & Other Writings, 1972-1977*. New York: Random House.

# Power as productive

(as opposed to repressive power)

- A form of power which makes individuals subjects. There are two meanings of the word *subject*: subject to someone else by control and dependence, and tied to his own identity by a conscience or self-knowledge (The subject and power: 212)

# Foucault

## Power and freedom

- Power as a mode of action upon actions.
- To govern is to structure the possible field of action of others.
- Power is exercised only over free subjects, and only insofar as they are free.

(The Subject and Power, 221)

# Pastoral Power

- Power that administers life, not death
- Salvation → taking on different meanings
  - Health
  - Well-being (sufficient wealth, standard of living)
  - Security
  - Protection against accidents

(The Subject of Power, 214)

# Disciplinary power

the meticulous control of the operation of the  
body

- Spatialization
- Minute control of activity
- Repetitive exercises
- Detailed hierarchies
- Normalizing judgments

**--The body as the target of power**  
**--Power exercised directly on the individual**  
**(docile) body**

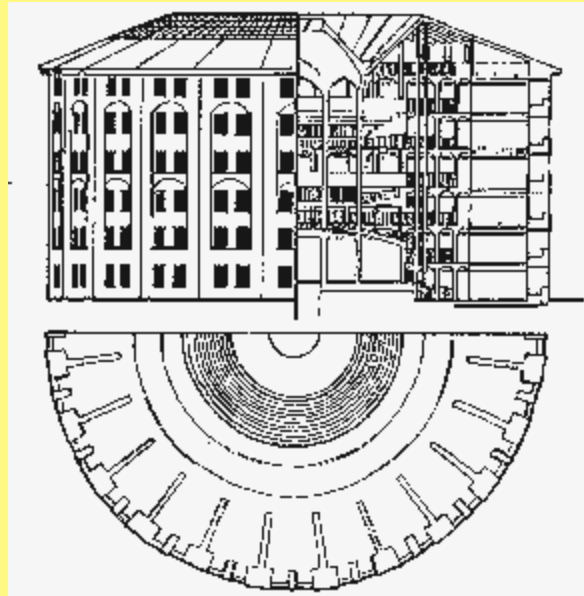
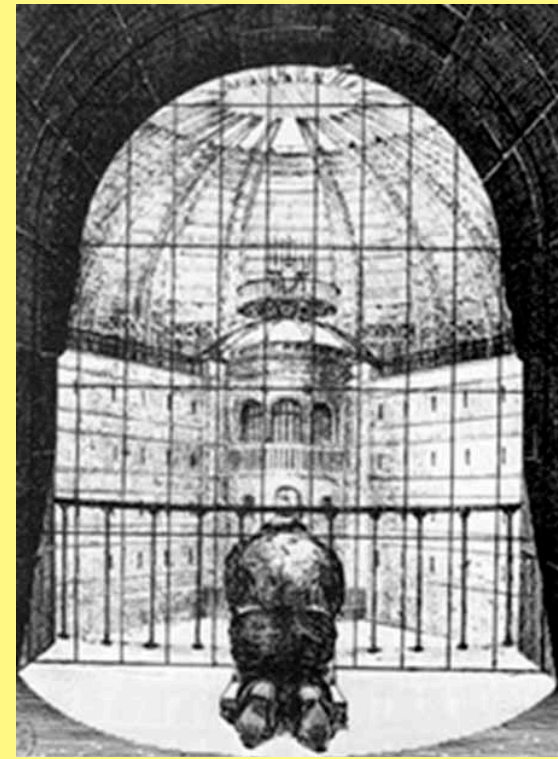
# Docile body

- A body is docile that may be subjected, used, transformed and improved (Discipline and Punish, 136)

# The Panopticon

A model for an ideal prison proposed by Jeremy Bentham (1748-1832), English philosopher and reformer, particularly known for his theory of utilitarianism.

“Hence the major effect of the Panopticon: to induce in the inmate a state of conscious and permanent visibility that assures the automatic functioning of power. So to arrange things that the surveillance is permanent in its effects, even if it is discontinuous in its action; that the perfection of power should tend to render its actual exercise unnecessary; that this architectural apparatus should be a machine for creating and sustaining a power relation independent of the person who operates it; in short, that the inmates should be caught up in a power situation of which they are themselves the bearers” (Disc&Pun, 201)



# The Panopticon



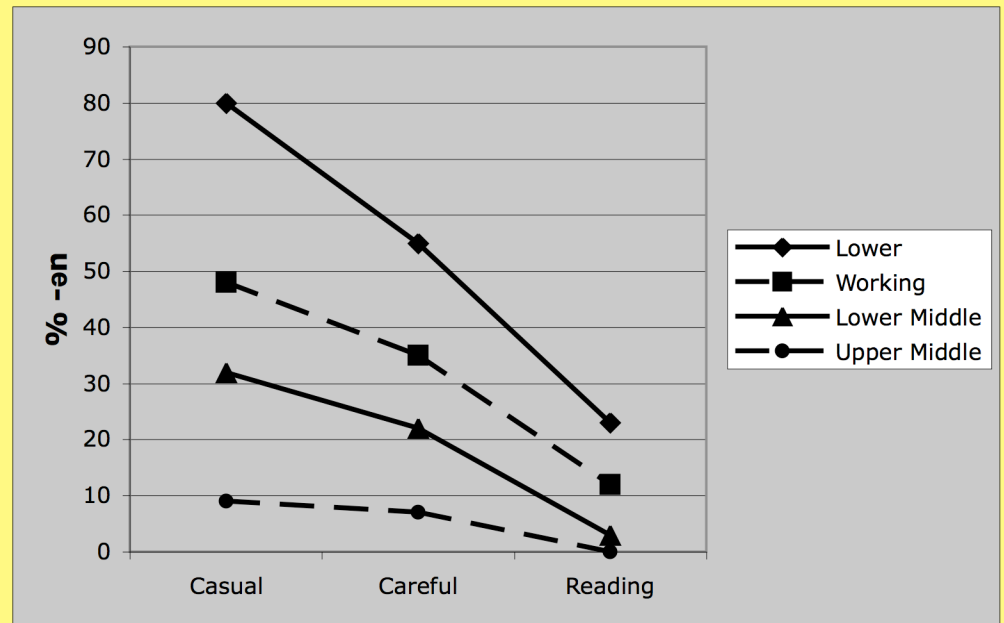
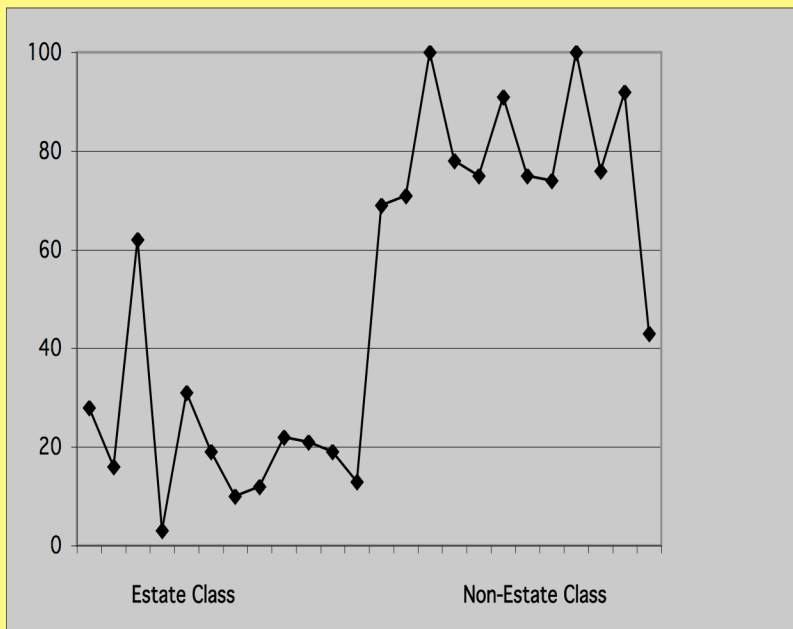
# The Panopticon



# The Modern Panopticon



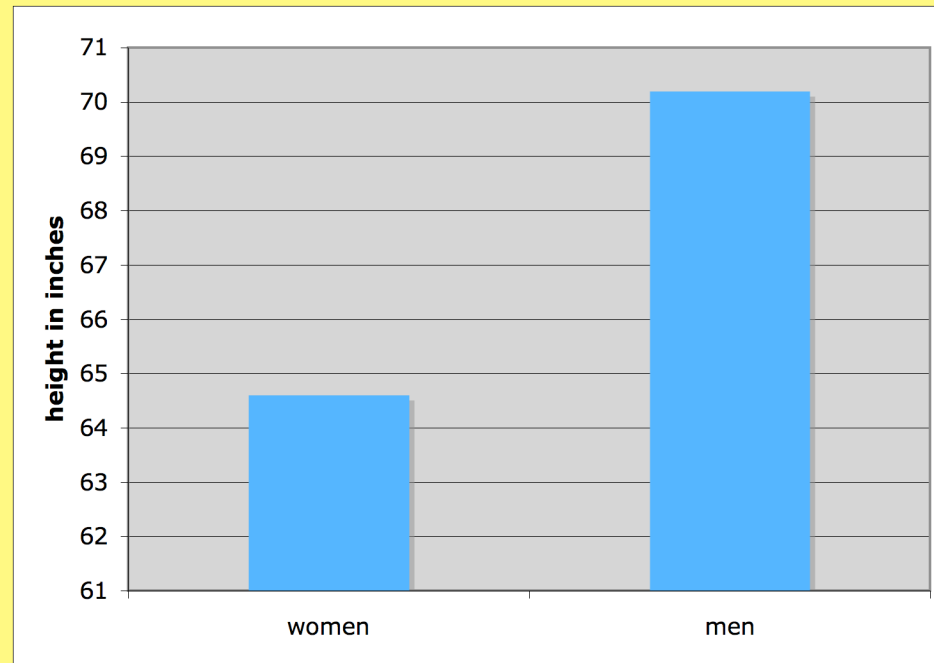
# Where does power fit in the study of variation?



Where there is power, there  
is resistance

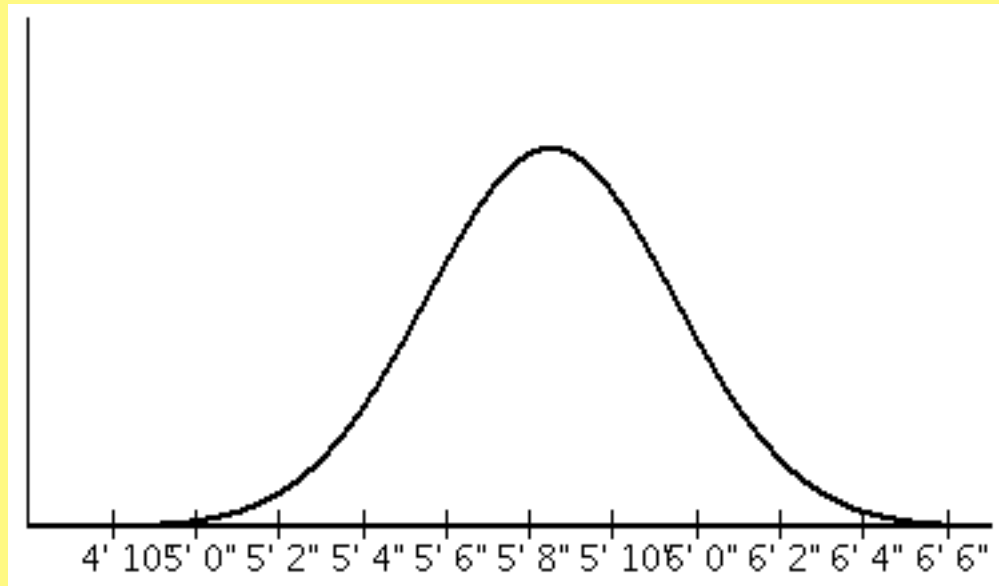
(The history of sexuality, 97)

# Erasure, iconicity, recursivity

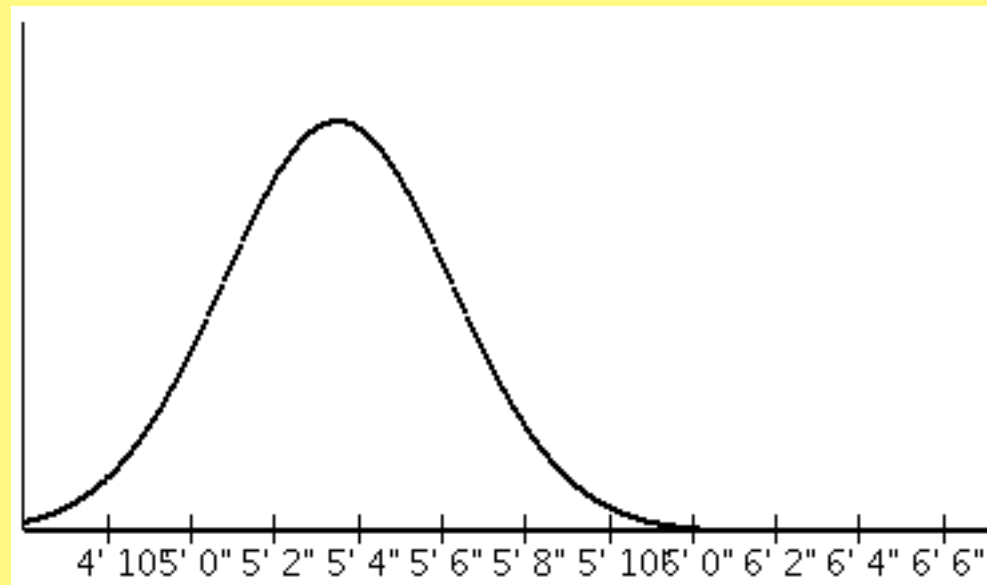


Average height of white people 20-39 years

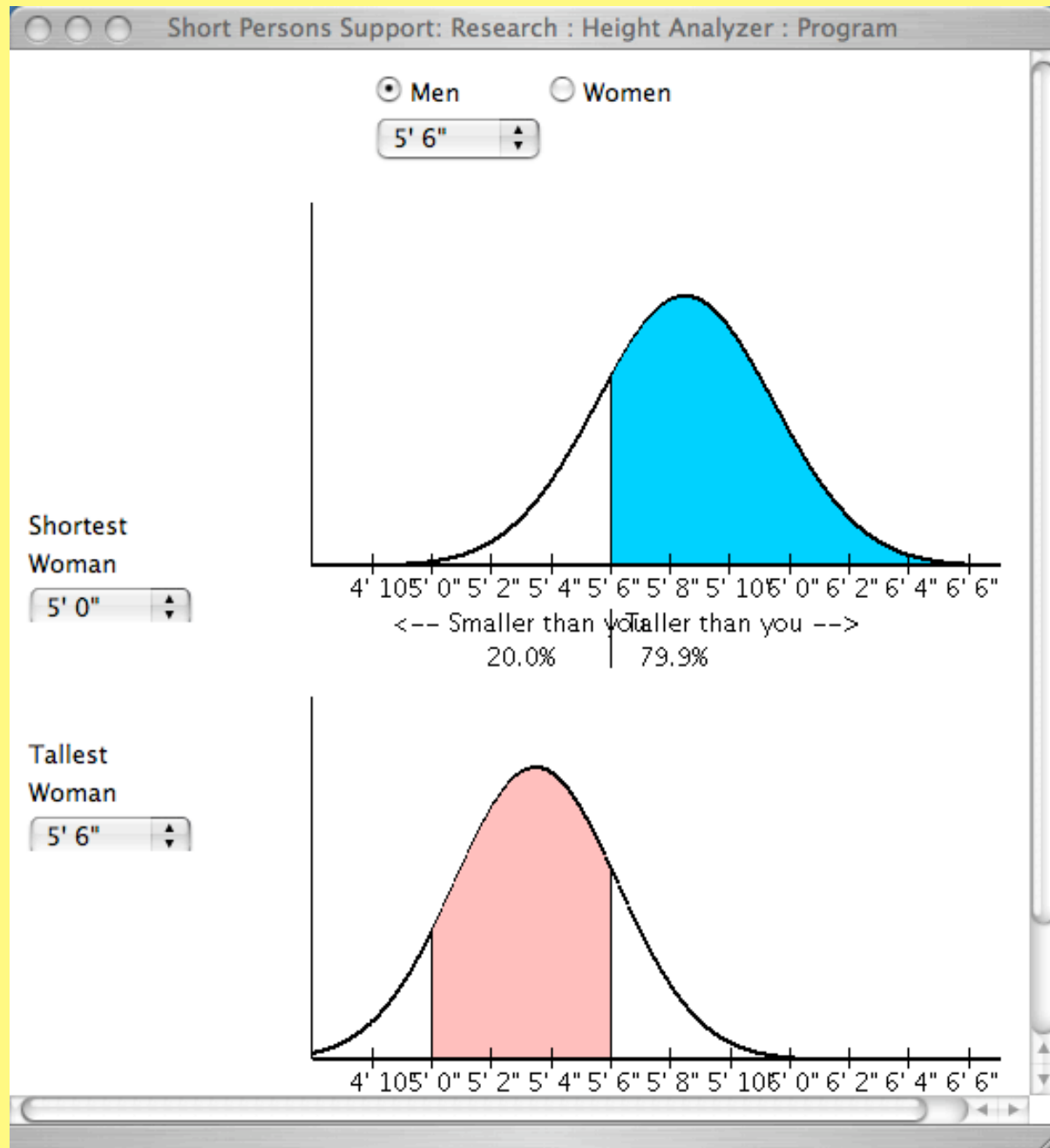
men's height



women's height



Why don't we see more couples in which the woman is taller?



<http://www.shortsupport.org/Research/analyzer.html>



GOFFMAN, ERVING. 1976. Gender advertisements. *Studies in the Anthropology of Visual Communication*, 3.69-154.

# misrecognition





**Where are you  
seeing fat?**

ANYONE WILLING TO TRY  
WHAT REPORTERS SAID  
COULD BE THE NEXT  
**"MAGIC BULLET"**  
OF WEIGHT LOSS

*Serious Inquiries Only Please*

**TRY IT NOW!**





Why do girls want pink frilly dresses?

# Prom

**Brooke Hogan** has been dropped like a bad habit from an upcoming annual addition of **Prom Magazine** due to her scantily clad (and some say highly photoshopped) body emblazoned on the cover of the November issue of **FHM**:

After Hogan posed for FHM's November issue wearing nothing but a skimpy bikini, the teen-focused mag elected to drop her from its cover, stating it felt her image was not appropriate for the Prom audience.

"We don't feel up to taking thousands of telephone calls from the upset mothers of our young promers," spokesman **Aaron Bernick** said in a statement.

The magazine said that **Ashley Tisdale** will step in for Hogan, but that the switch would push back its November deadline and delay publication until January 2007.







Talbot, Mary. 1992. A synthetic sisterhood: False friends in a teenage magazine. *Locating Power: Proceedings of the Second Berkeley Women and Language Conference*, ed. by Kira Hall, Mary Bucholtz and Birch Moonwomon, 573-80. Berkeley: Berkeley Women and Language Group.



# Transactional relationships

Penny: Do people spend a lot of time with their boyfriends?

Rachel: Not really. Sometimes like the boyfriends, you know, won't talk to you and stuff. Sometimes.



# Northern California Shift

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# Northern California Shift

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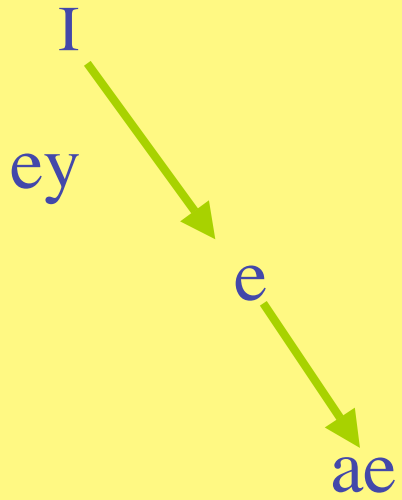
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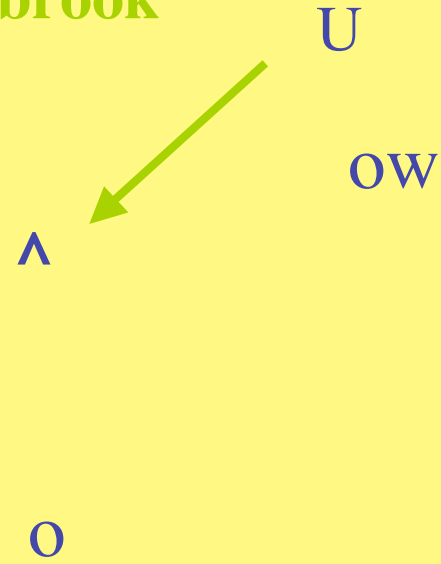


# Northern California Shift

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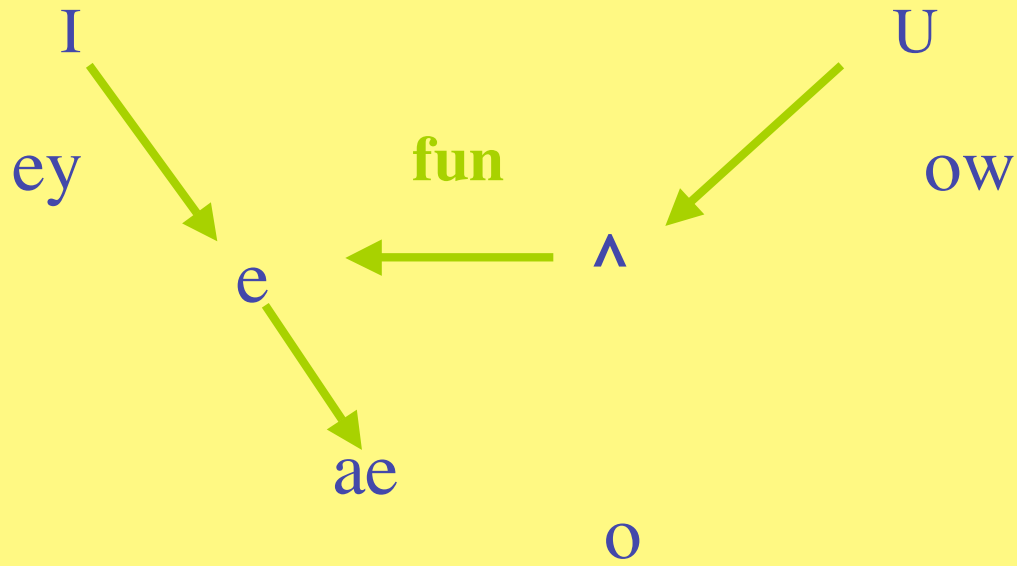
brook



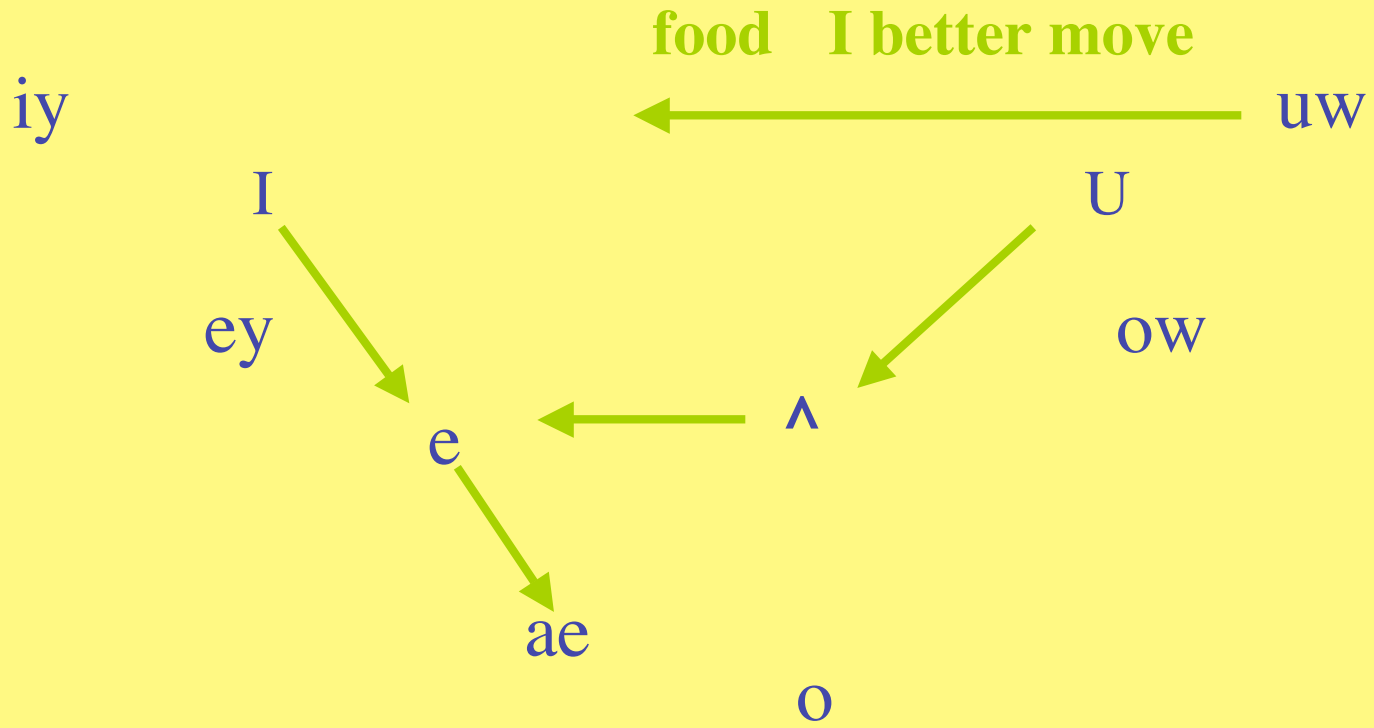
# Northern California Shift

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# Northern California Shift



# Northern California Shift

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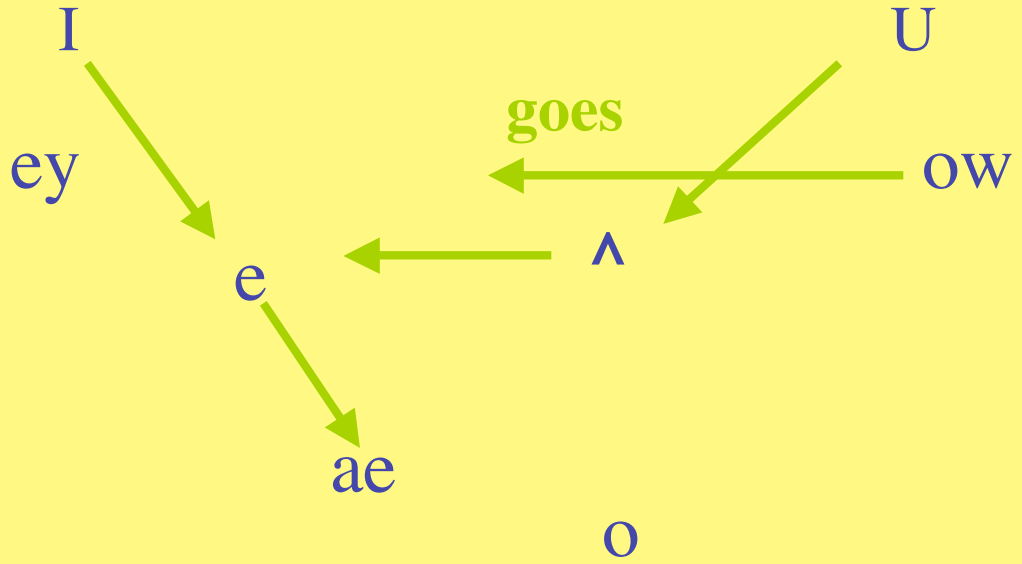
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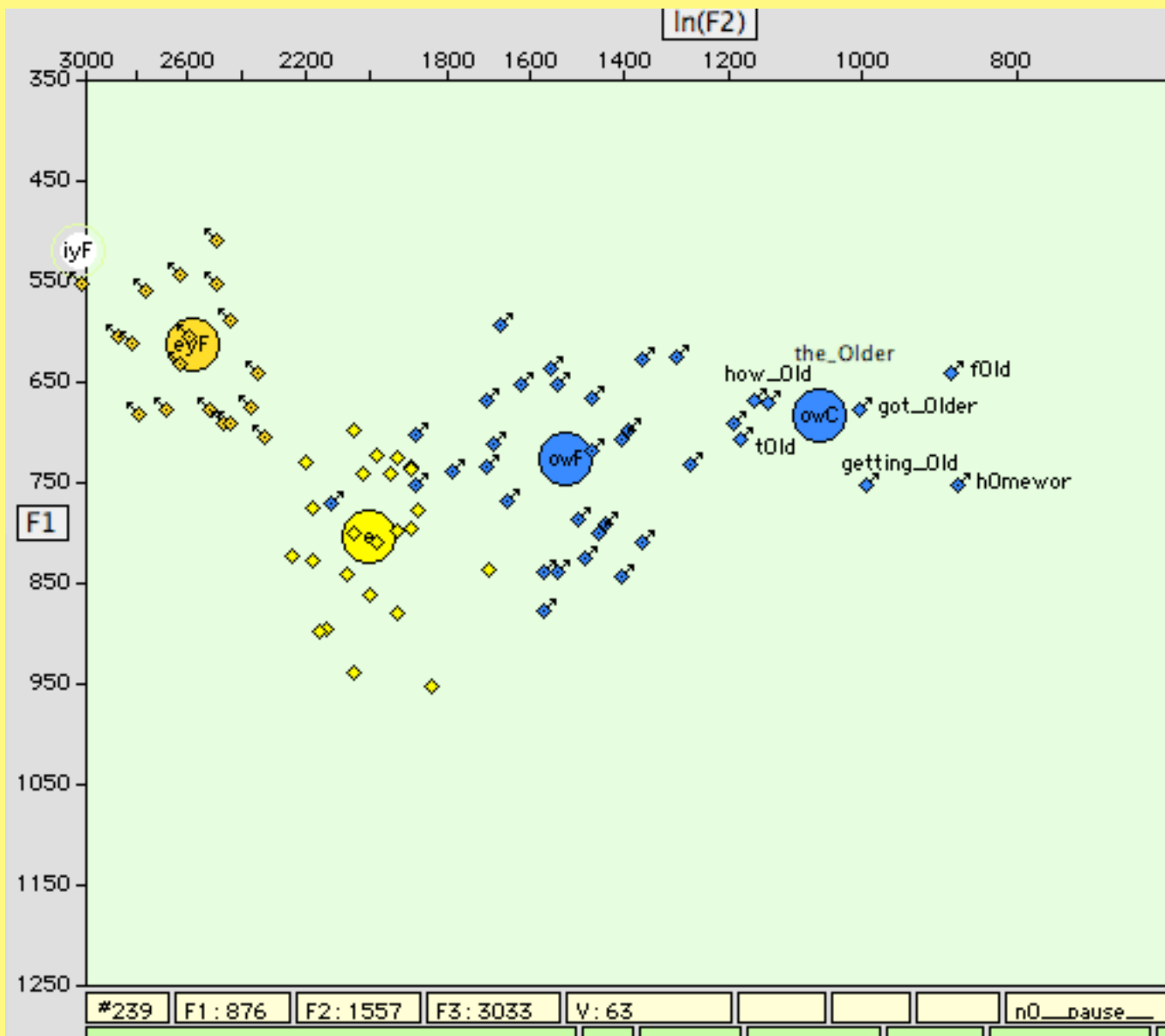
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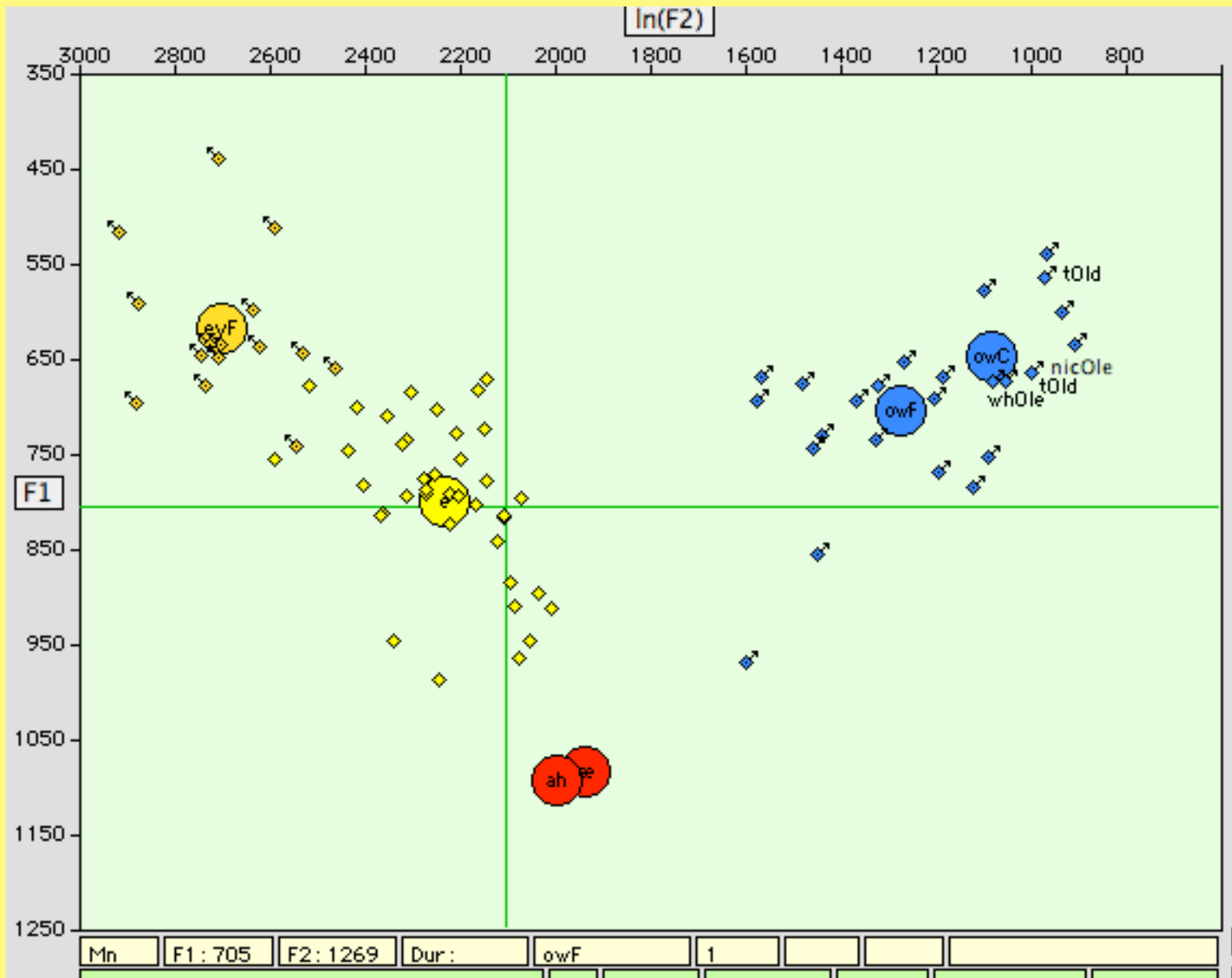
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# Elmira's /ow



# Selena's /ow/



# Nicole



Selena



Rachel

# Northern California Shift

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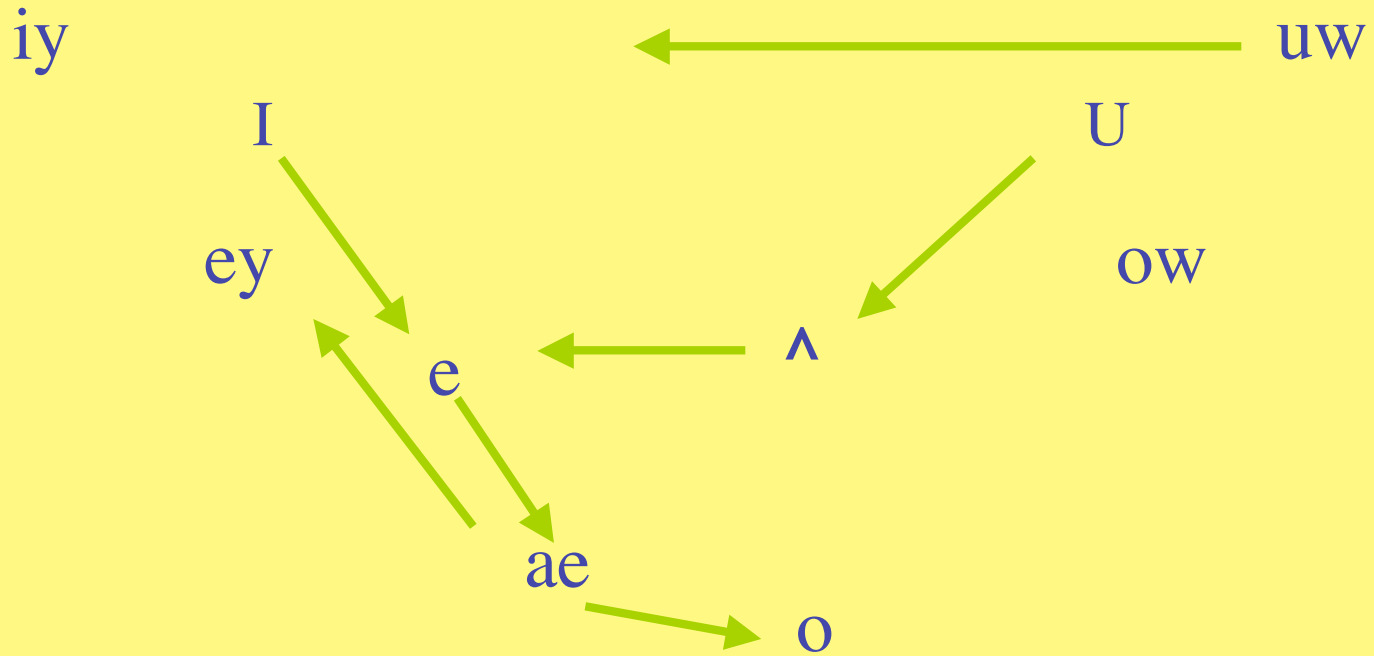
**stand**

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# Northern California Shift

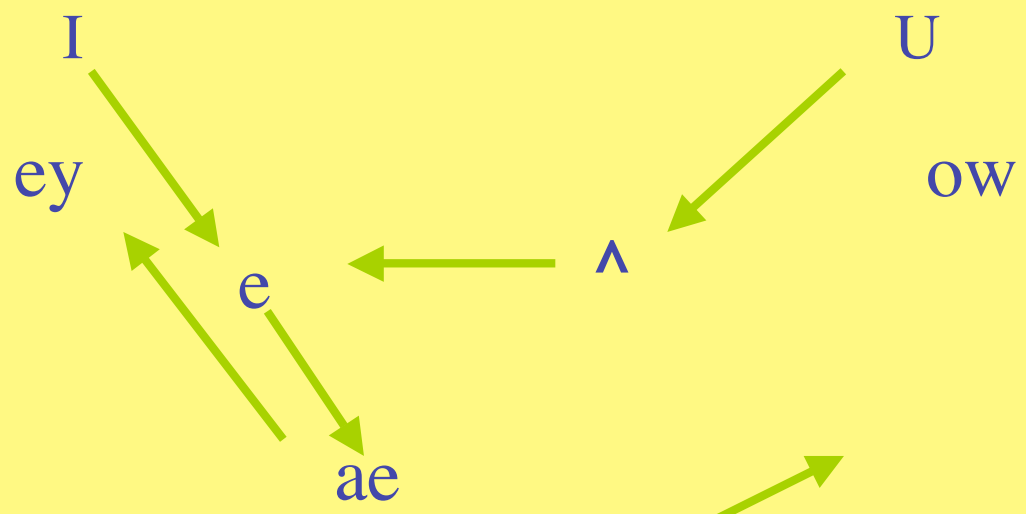


Act the coolest



# Northern California Shift

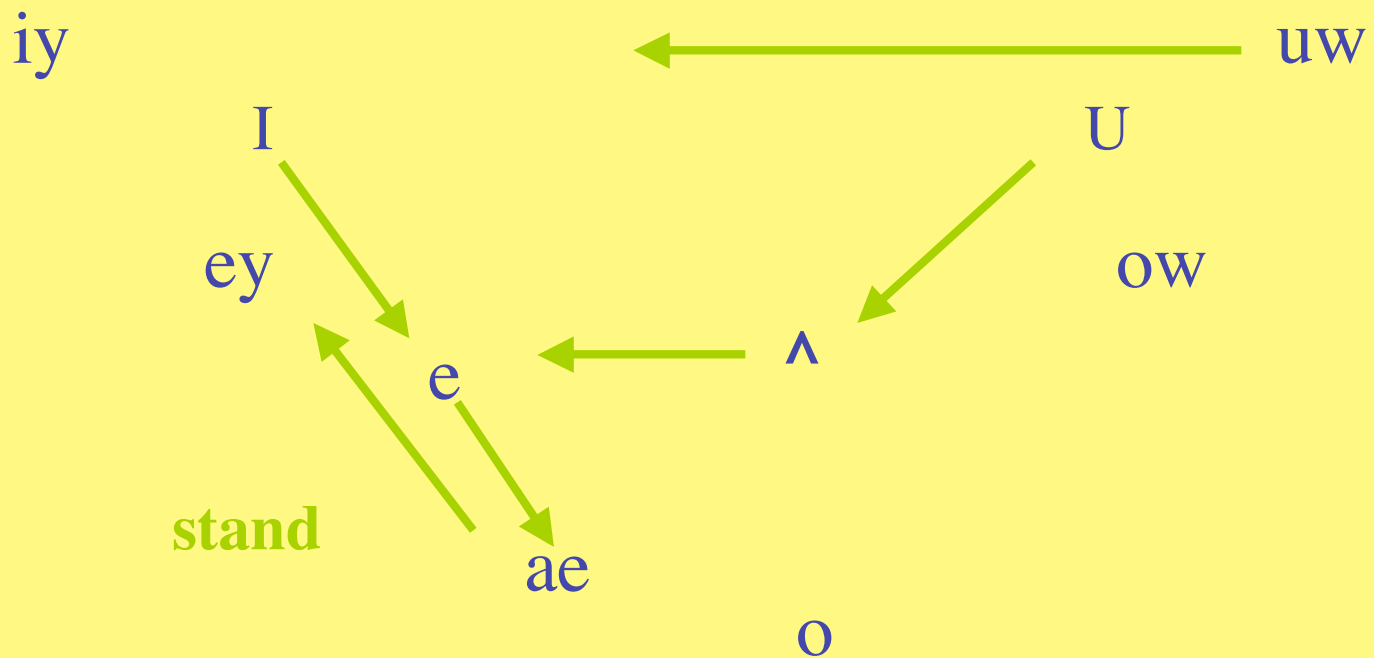
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my mom



# /ae/ before nasals



# /æ/ before nasals

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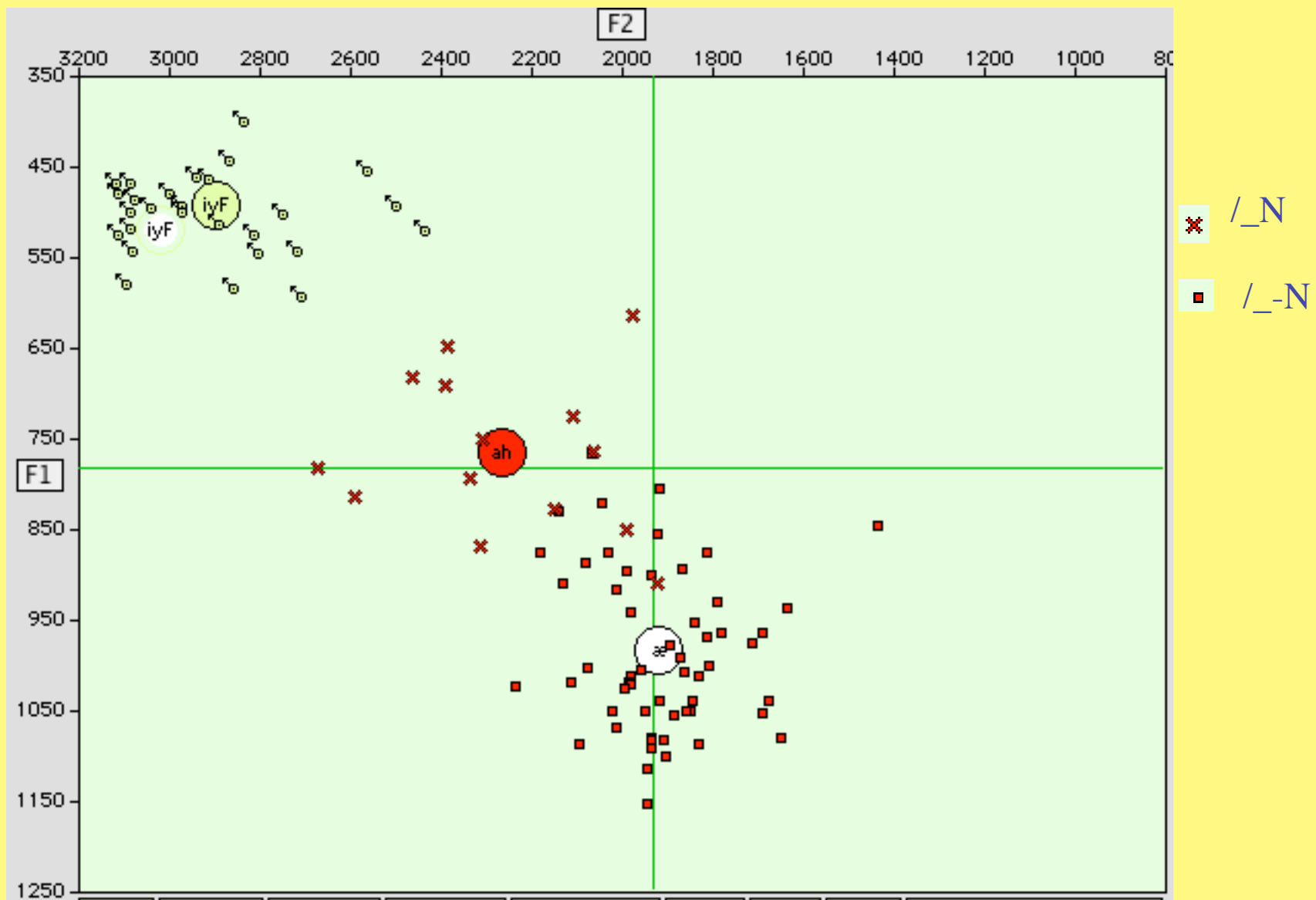
pot

Candace

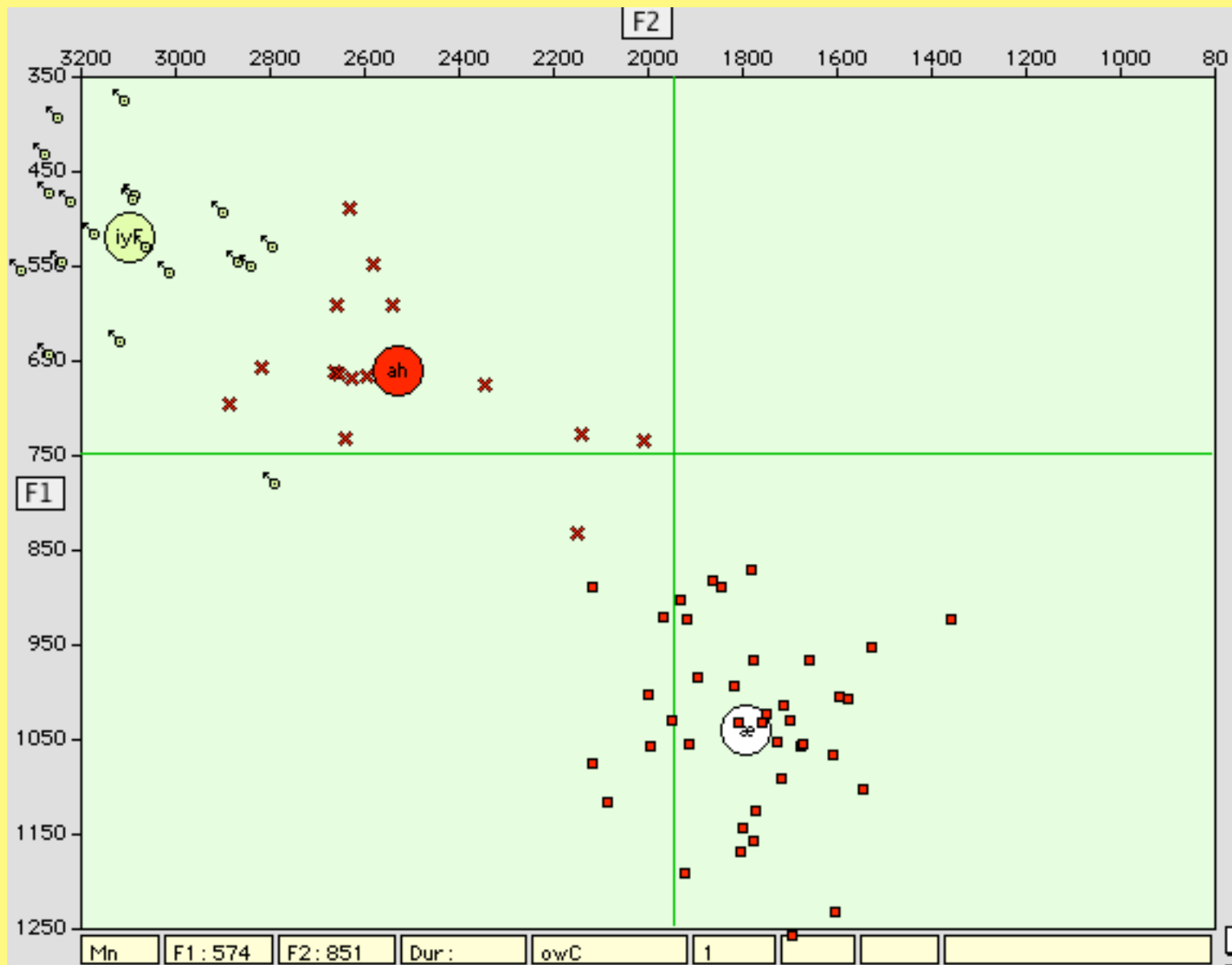
I slammed him into bars



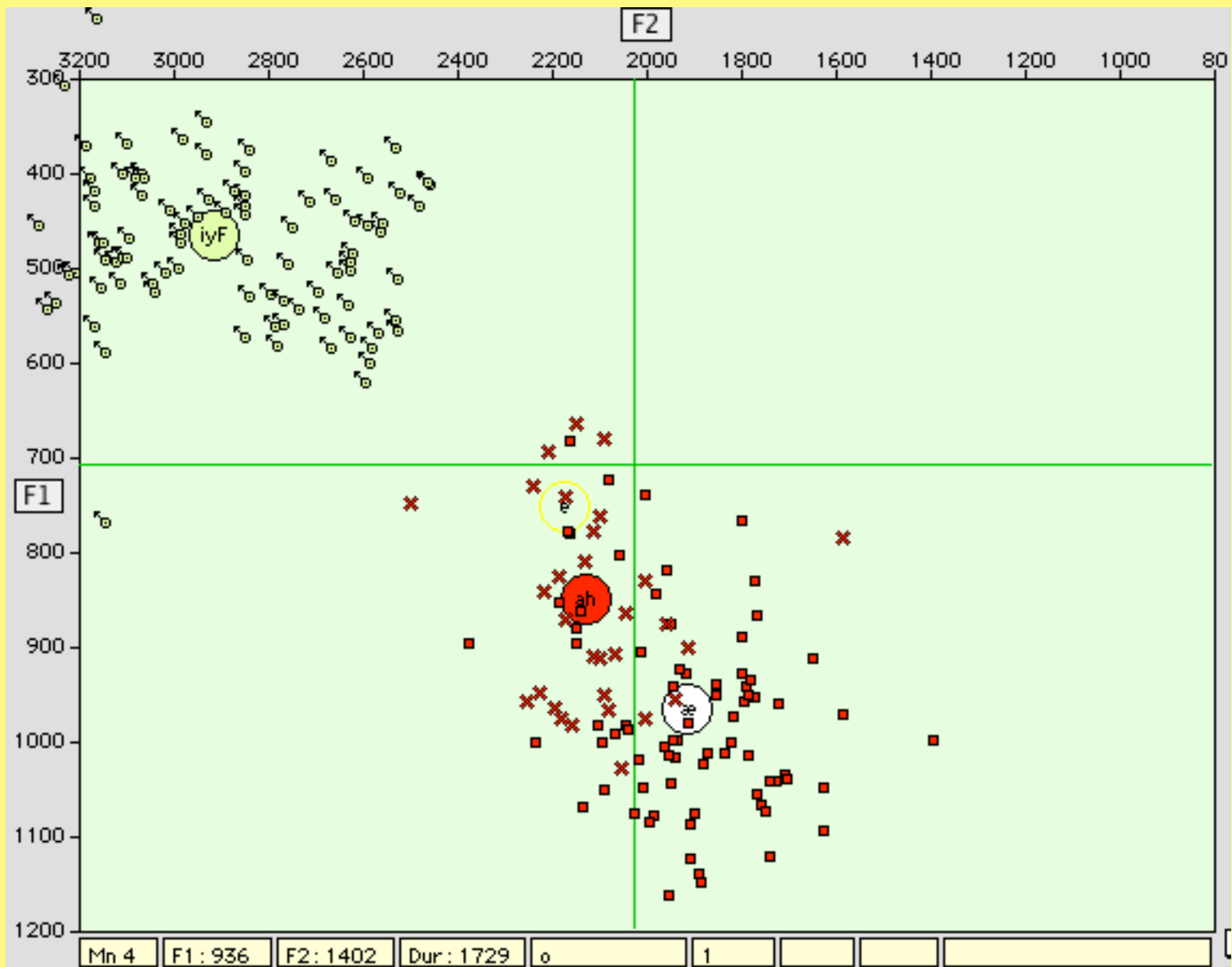
# Elmira's /ae/



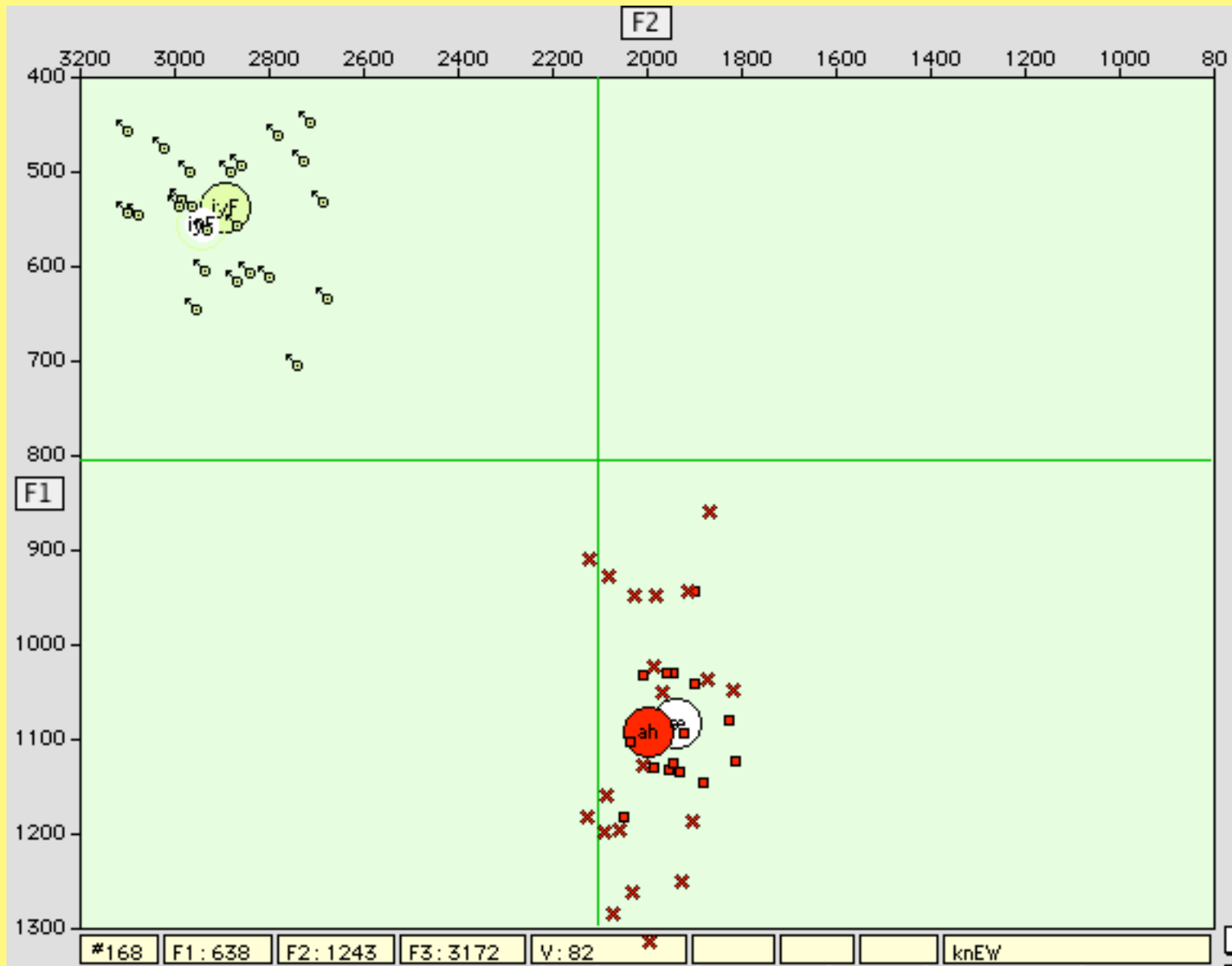
# Rachel's /ae/



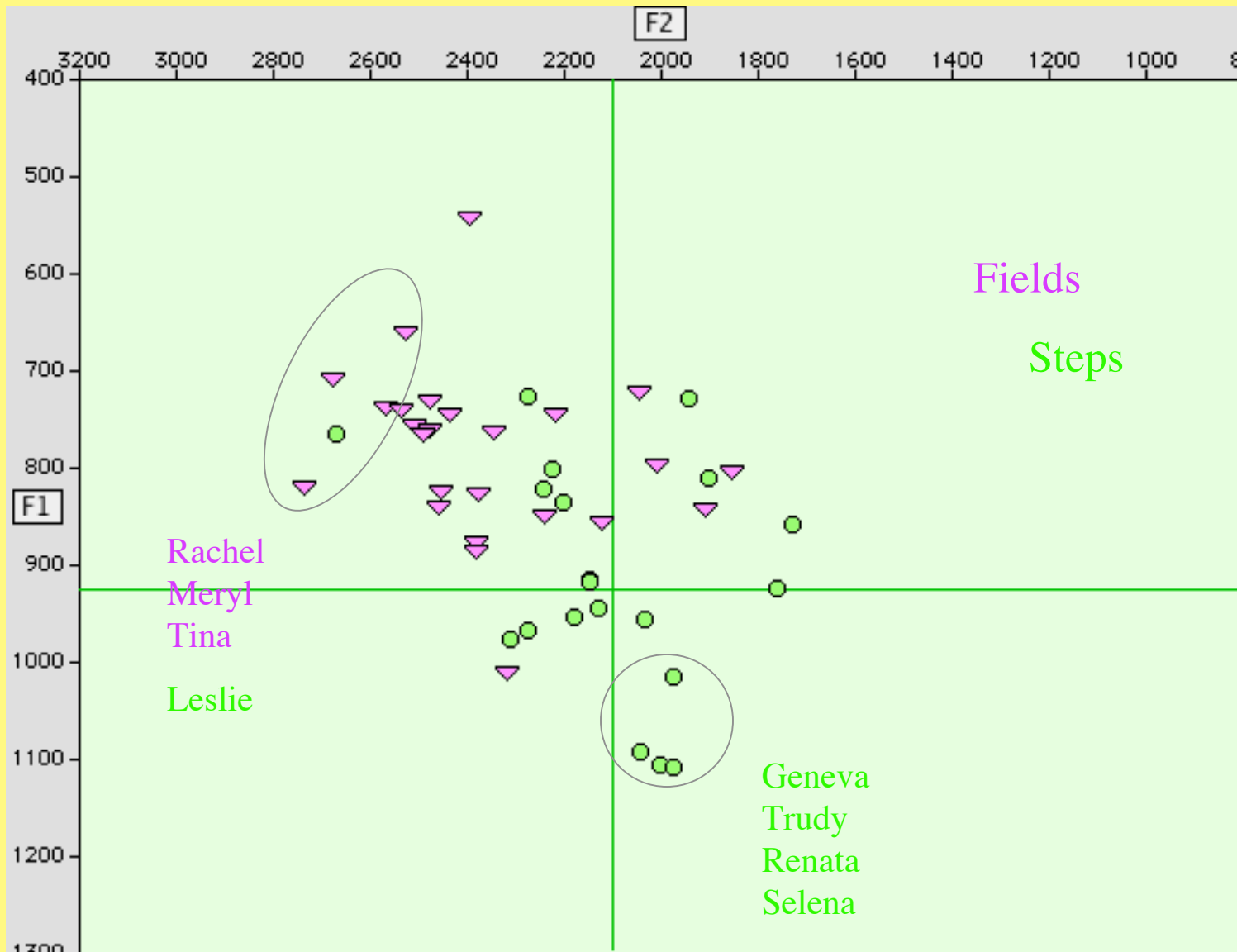
# Merilee's /ae/



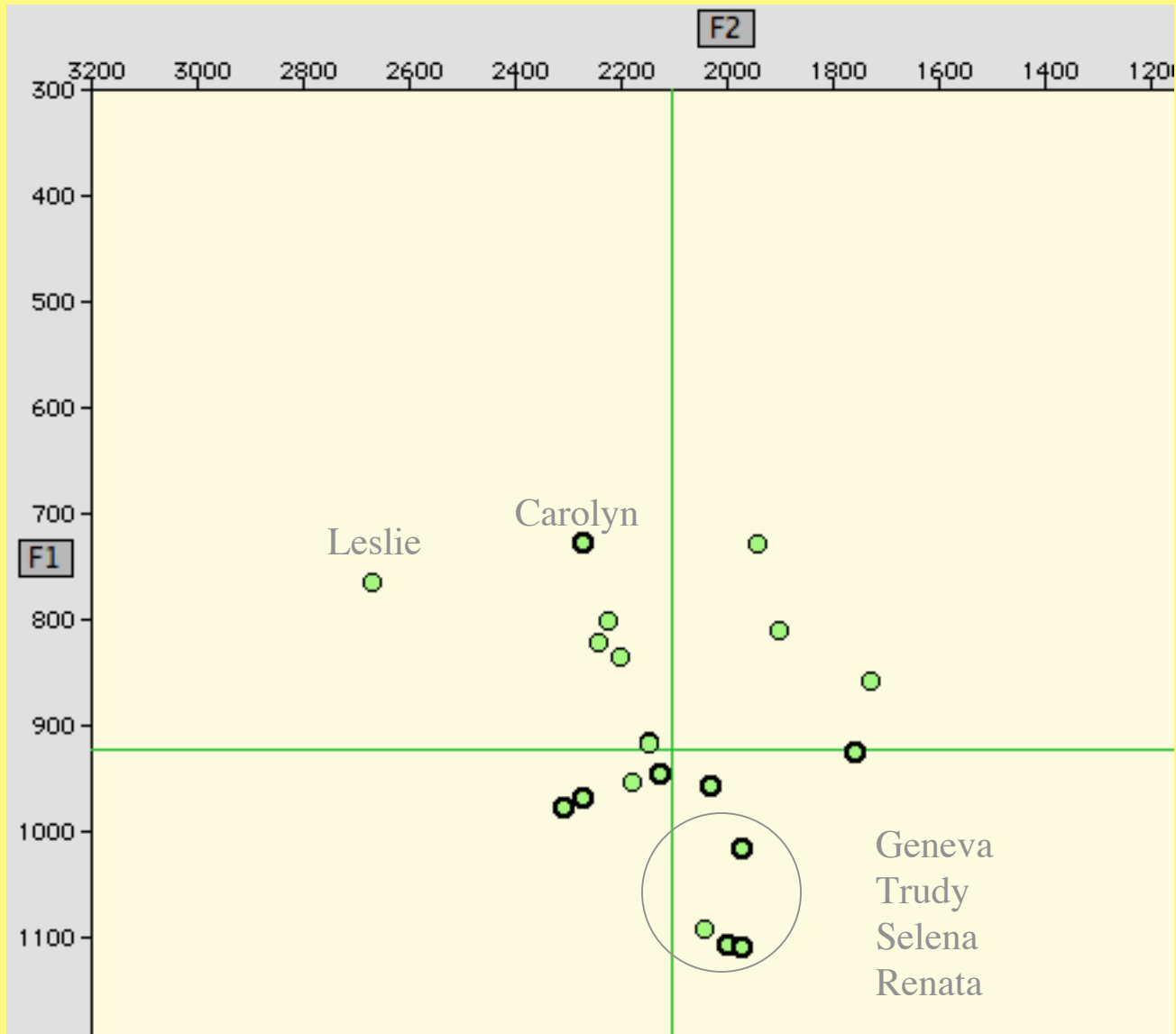
# Selena's /ae/



# /ae/ before nasals



# aeN Steps



Highlighted speakers  
are Latinas

# Ideology, power and indexical fields

- How is ideology embedded in the indexical field of stop release?



Indexical field for stop release