

# Persona

... a complicated system of relations between individual consciousness and society, fittingly enough a kind of mask, designed on the one hand to make a definite impression upon others, and, on the other, to conceal the true nature of the individual.

Carl Jung "The Relations between the Ego and the Unconscious" (1928).

# Persona

- The situated presented self
- Links up with types and places in the social landscape

# Persona is inseparable from style

- Style as bricolage (Hebdige 1984)
- Interpreting meaning in the social landscape

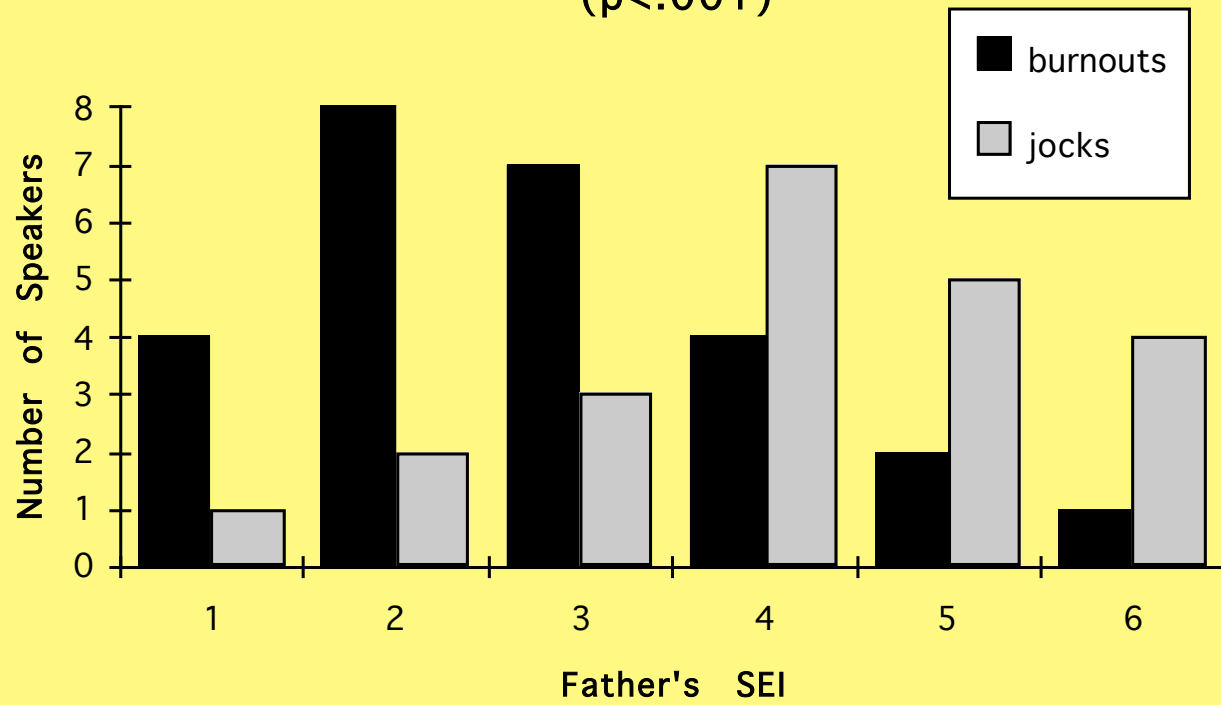
# Semiotic processes of linguistic differentiation

Irvine and Gal (2000:37-39)

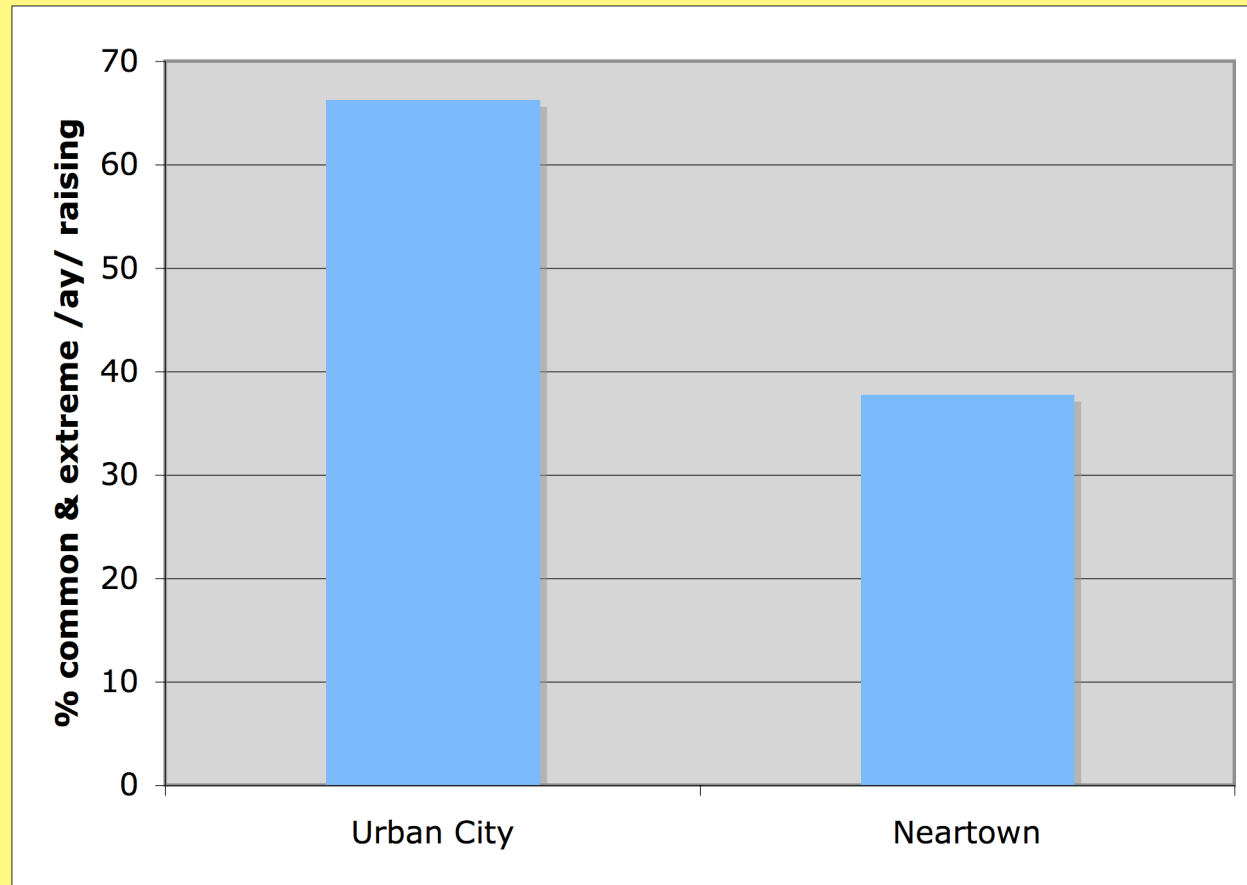
- *Iconization*: “Linguistic features that index social groups or activities appear to be iconic representations of them, as if a linguistic feature somehow depicted or displayed a social group’s inherent nature or essence.”
- *Fractal Recursivity*: “involves the projection of an opposition, salient at some level of relationship, onto some other level.”
- *Erasure*: “the process in which ideology, in simplifying the sociolinguistic field, renders some persons or activities (or sociolinguistic phenomena) invisible.”

# SES

Category Affiliation and Father's SEI  
( $p < .001$ )

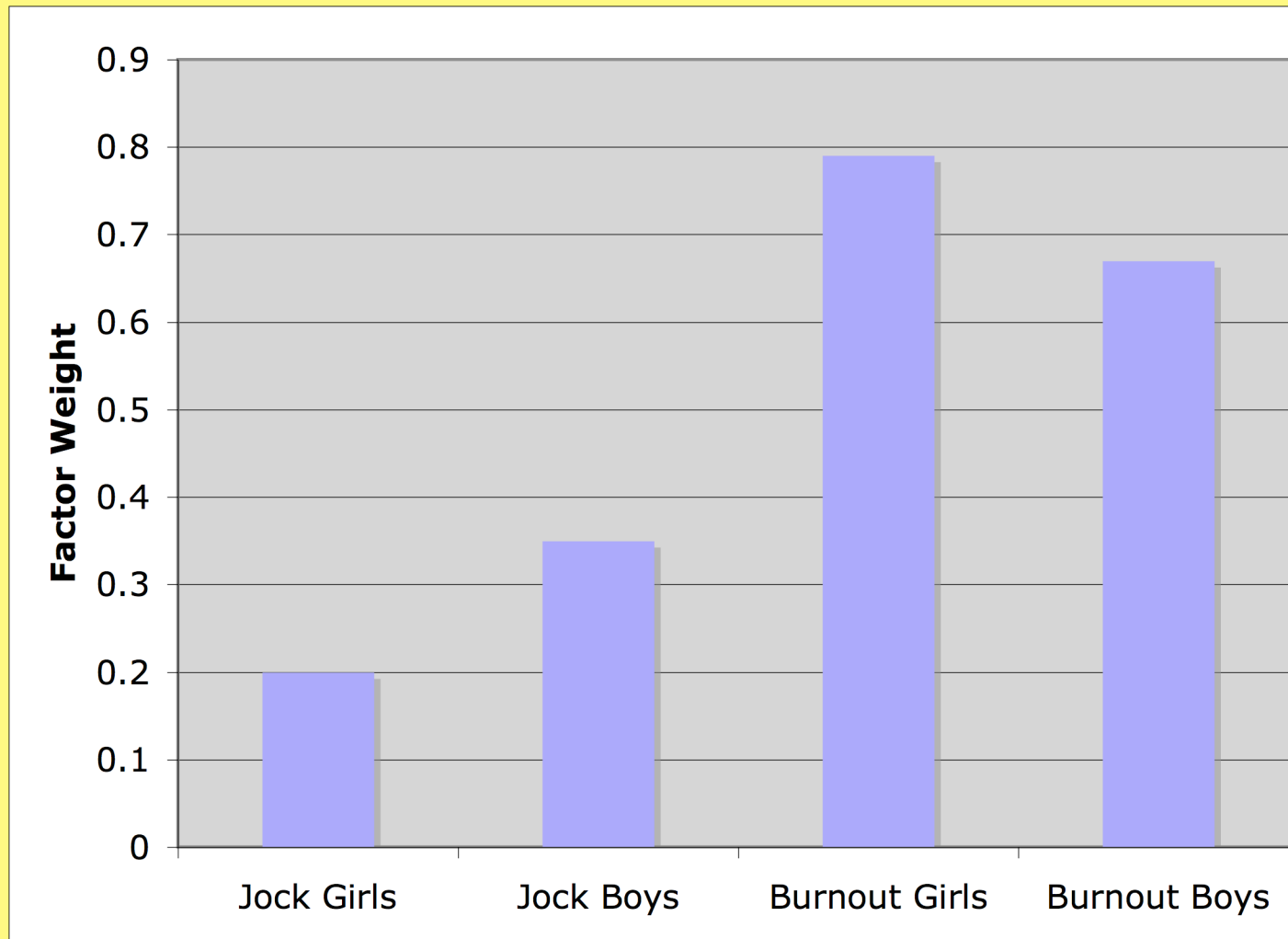


# Detroit area /ay/ raising

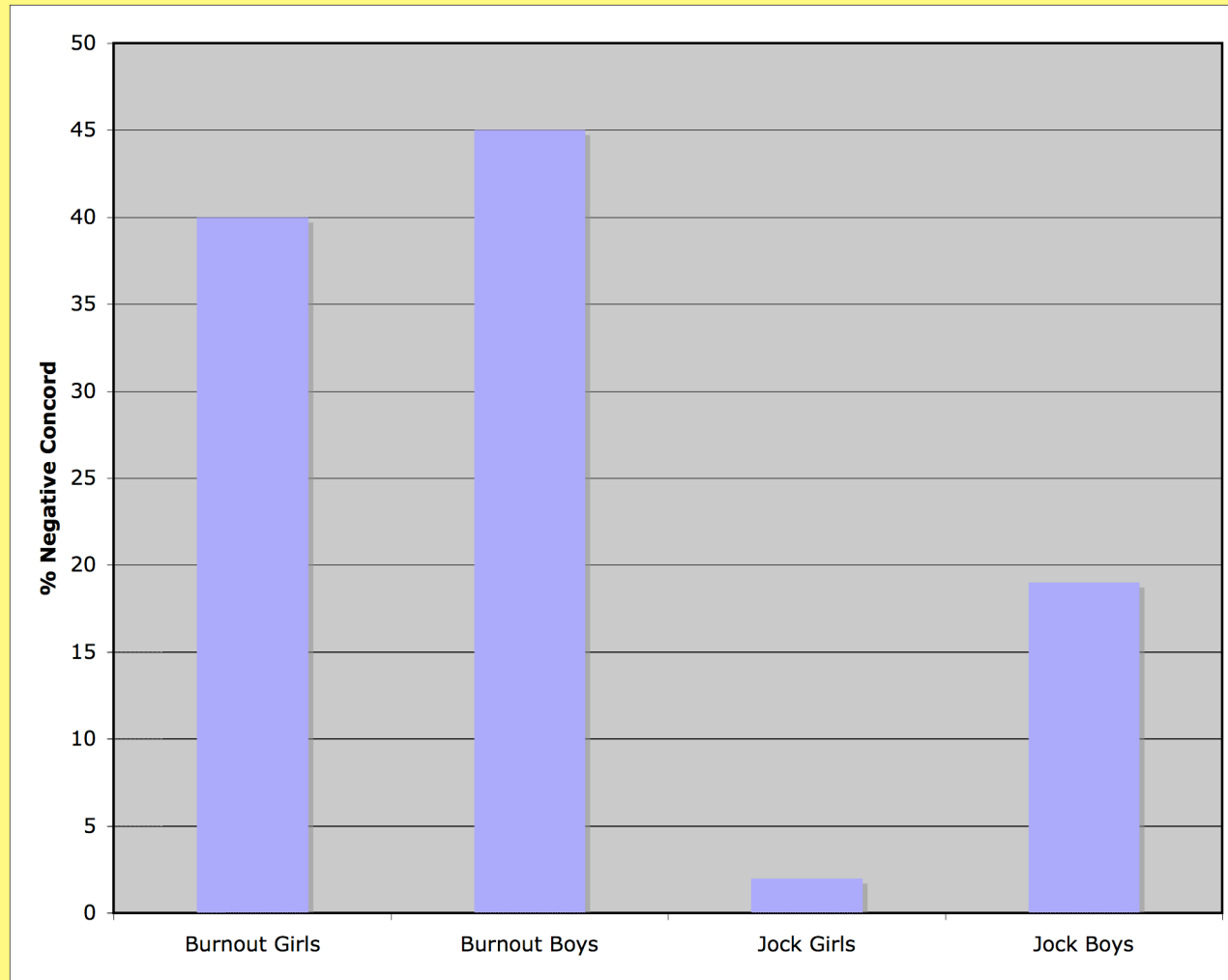


Eckert, P. (2000). Linguistic variation as social practice. Oxford, Blackwell.

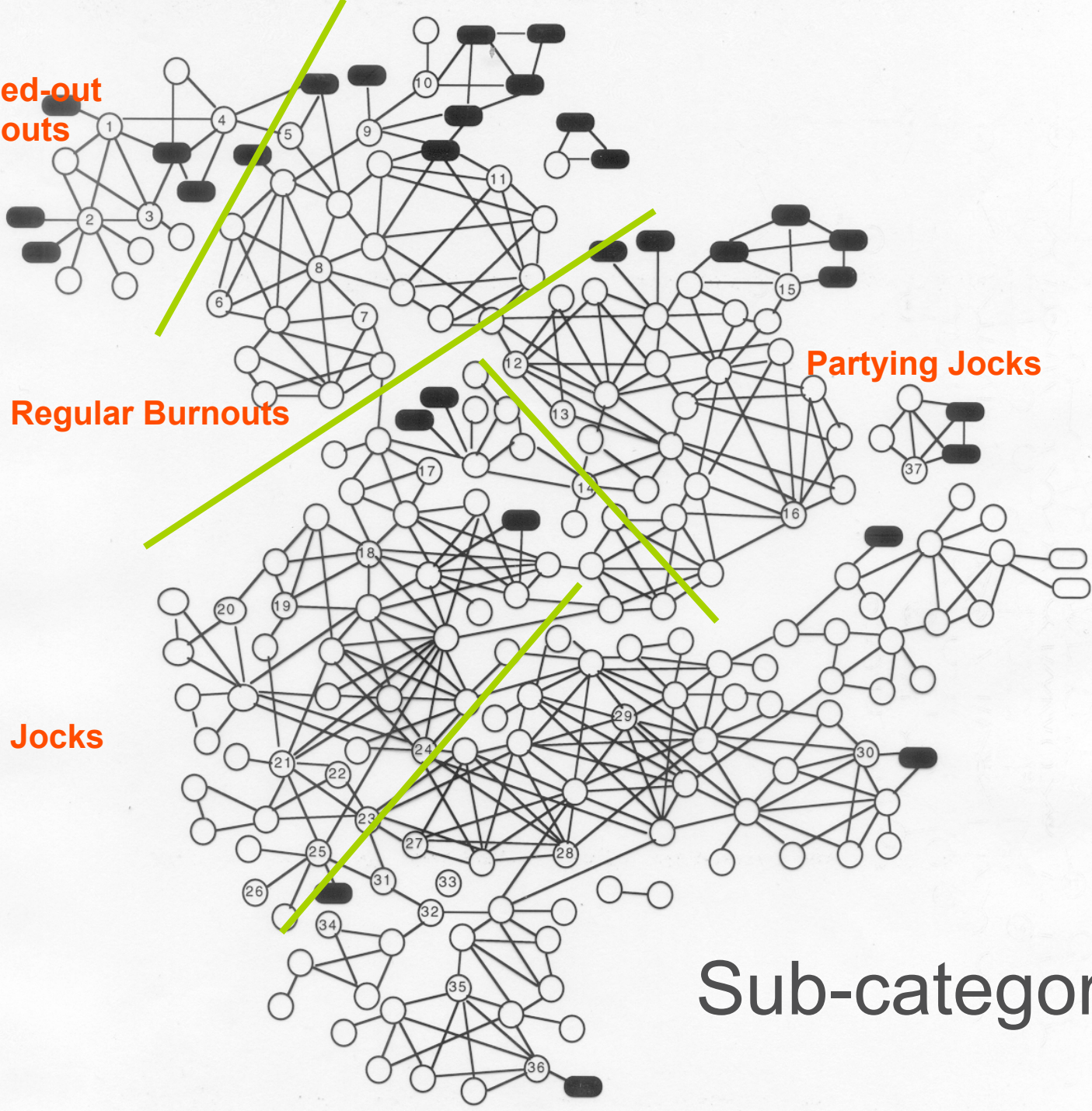
# Belten High extreme /ay/ raising



# Negative Concord



**Burned-out  
Burnouts**



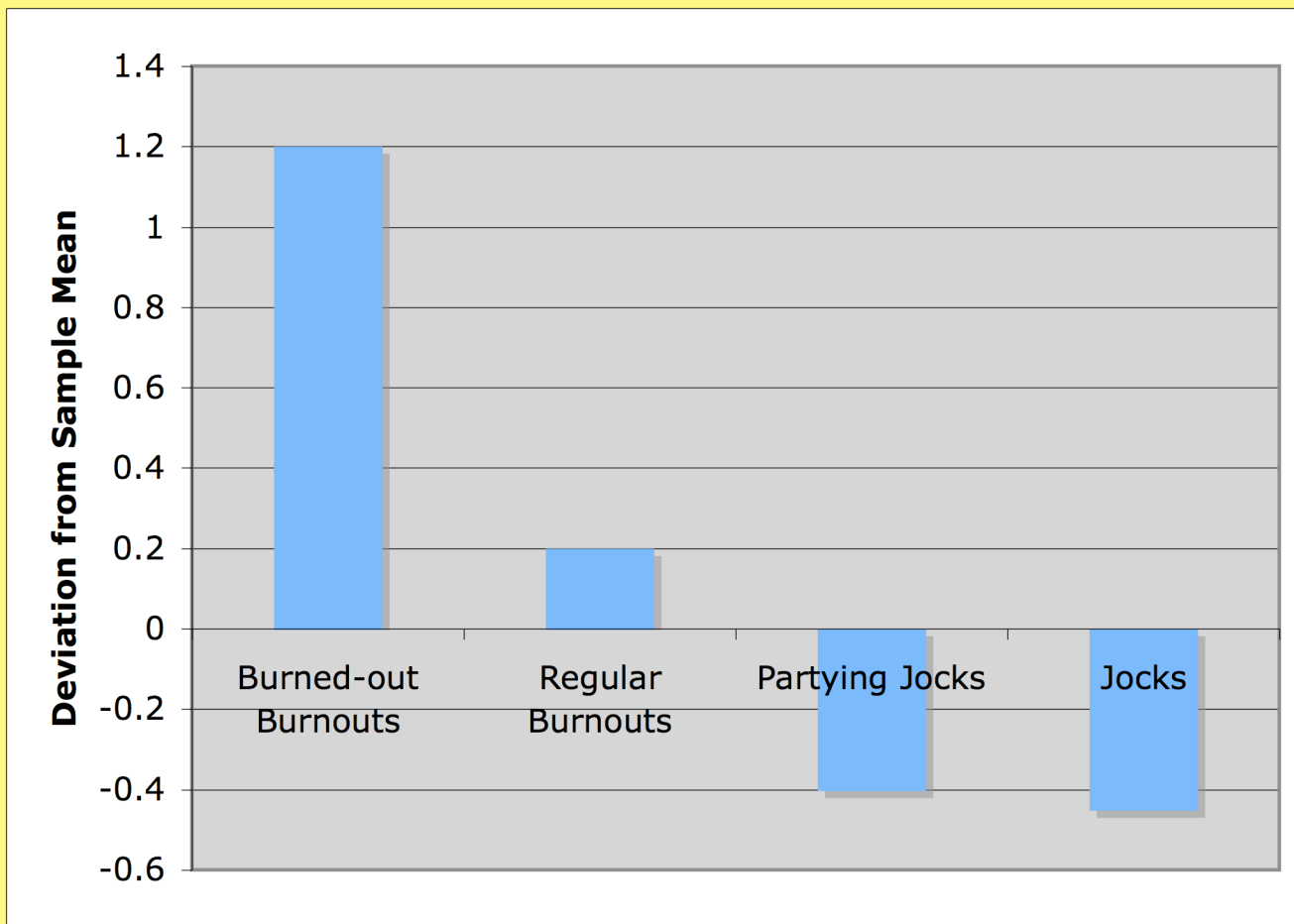
**Regular Burnouts**

**Partying Jocks**

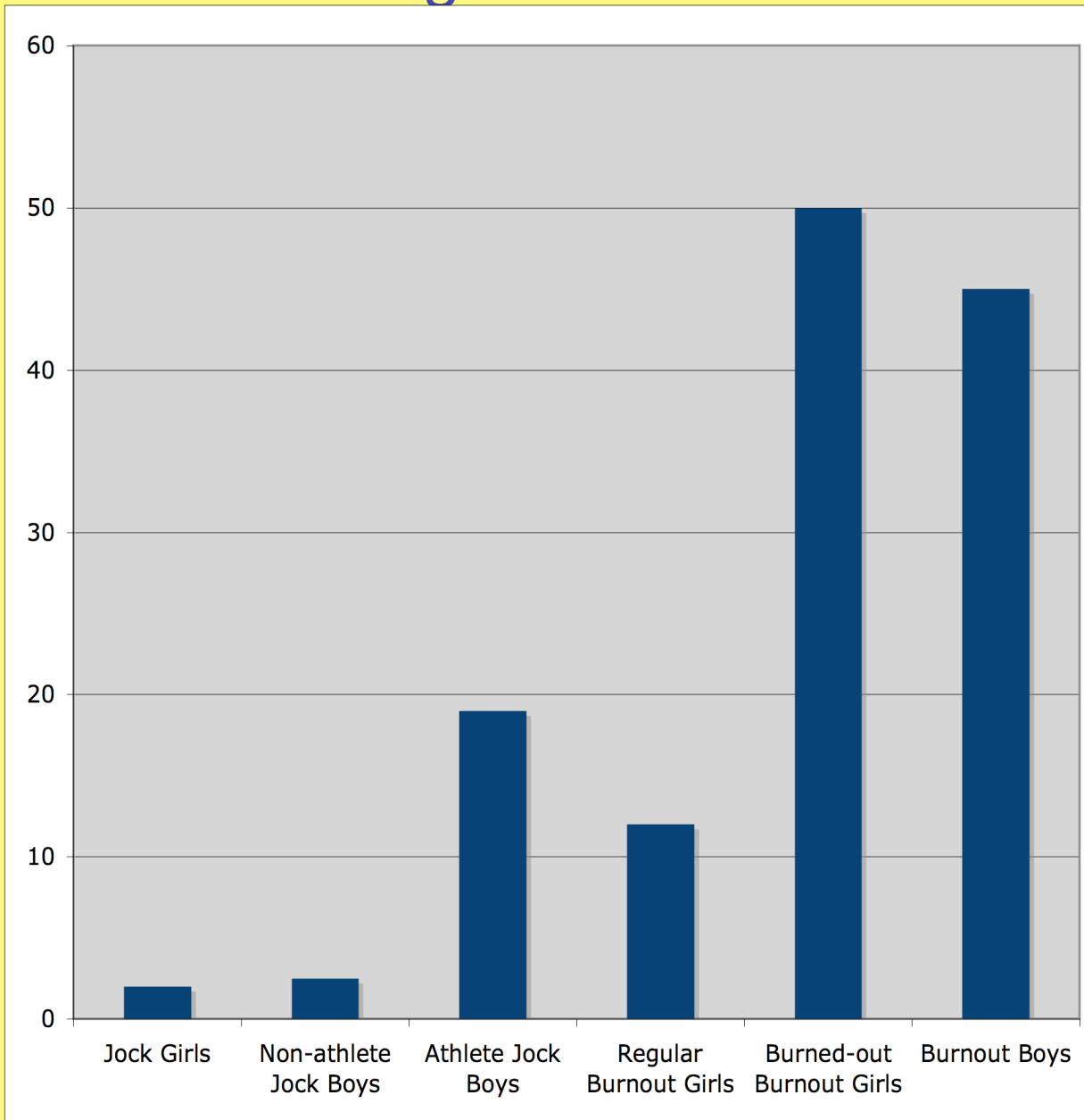
**Jocks**

**Sub-categories**

# Recursivity



# % Negative Concord



# Iconization and the lexicon

I I was **hyped** cause I was all stoned you know I'm just



Yeah her dad her dad was gonna make us go to juvie  
for the **night** I'm eeuw. My mom she woulda come  
picked us up though.



Me and her our whole **life** we've got in so much  
trouble together.



# discourse marker...

And I'm supposed to be uh put out in this world. How am I going to make it? I don't even know about nothing. I don't know about mortgages and shit like that. All they teach you is adjectives . oh, **right** we're gonna grow up and have to learn about (laughter) yeah.



They pull me out of the car you know and they're goin' like **that** to me and *a- all* of a sudden they wail these **handcuffs** on me

(Jeez)

*//* was **hyped** because **I** was all stoned you know *I'm just goin'* "oh my God" you know *I* was **flippin'** out and then and then they take me and ah xx **I'd walk** through the **mall** with **handcuffs** on **everyone starin'** at me you know, **me** and Jill were going "oh my God."

("Hi, Mom")



# Towards an indexical field for /ay/

burnout  
independent anti-  
institutional  
white urban  
street  
smart uneducated  
trouble working  
class  
tough alienated  
problems

# Degrees of articulation

- Hyper-articulation: exaggeration of speech sounds.

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- Hypo-articulation: undershooting the speech sound target.

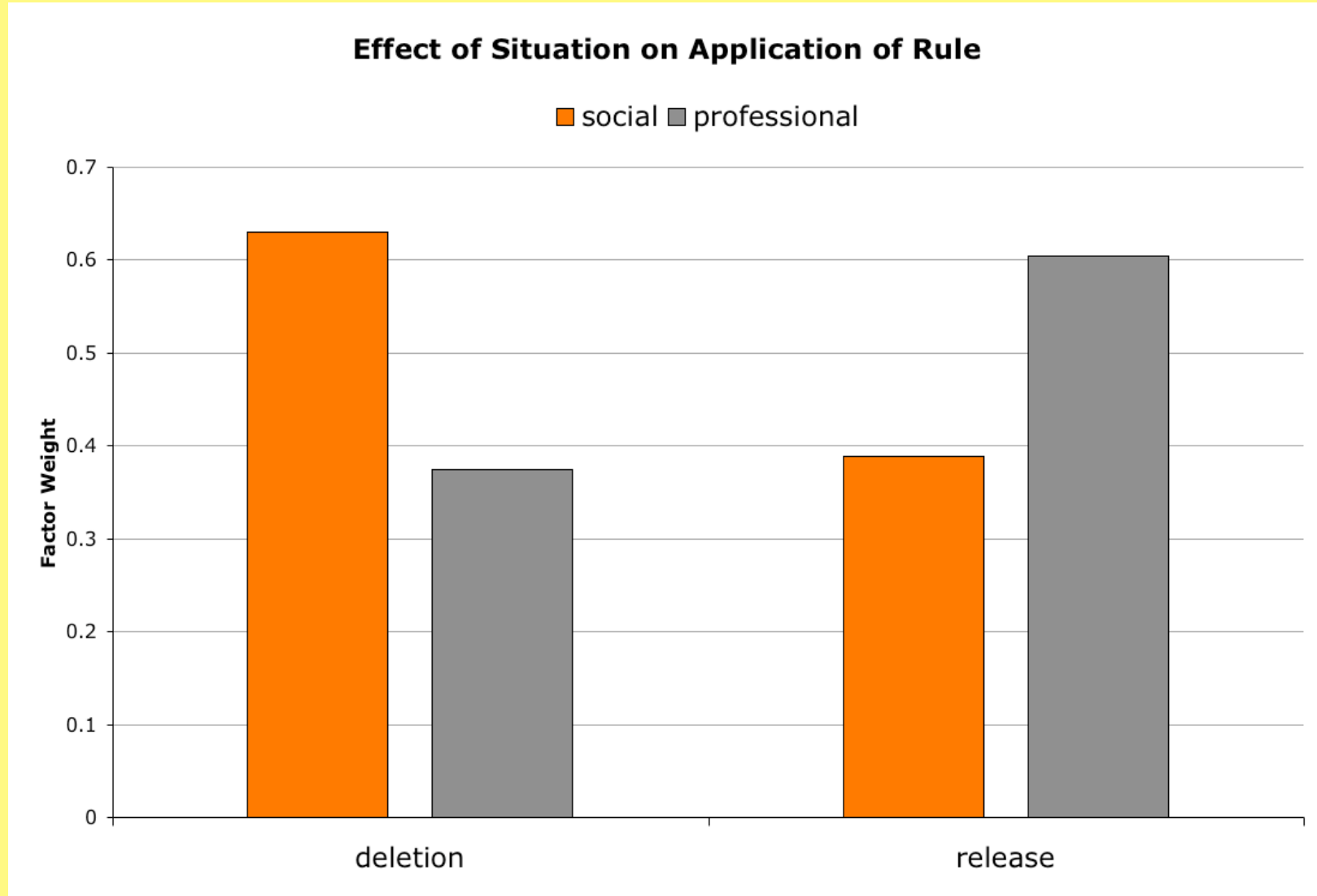
Related to, but not to be confused with,  
strength of articulation

- Fortition: strengthening of consonant  
e.g. /th,dh/- stopping
- Lenition: weakening of consonant

# Released Stops

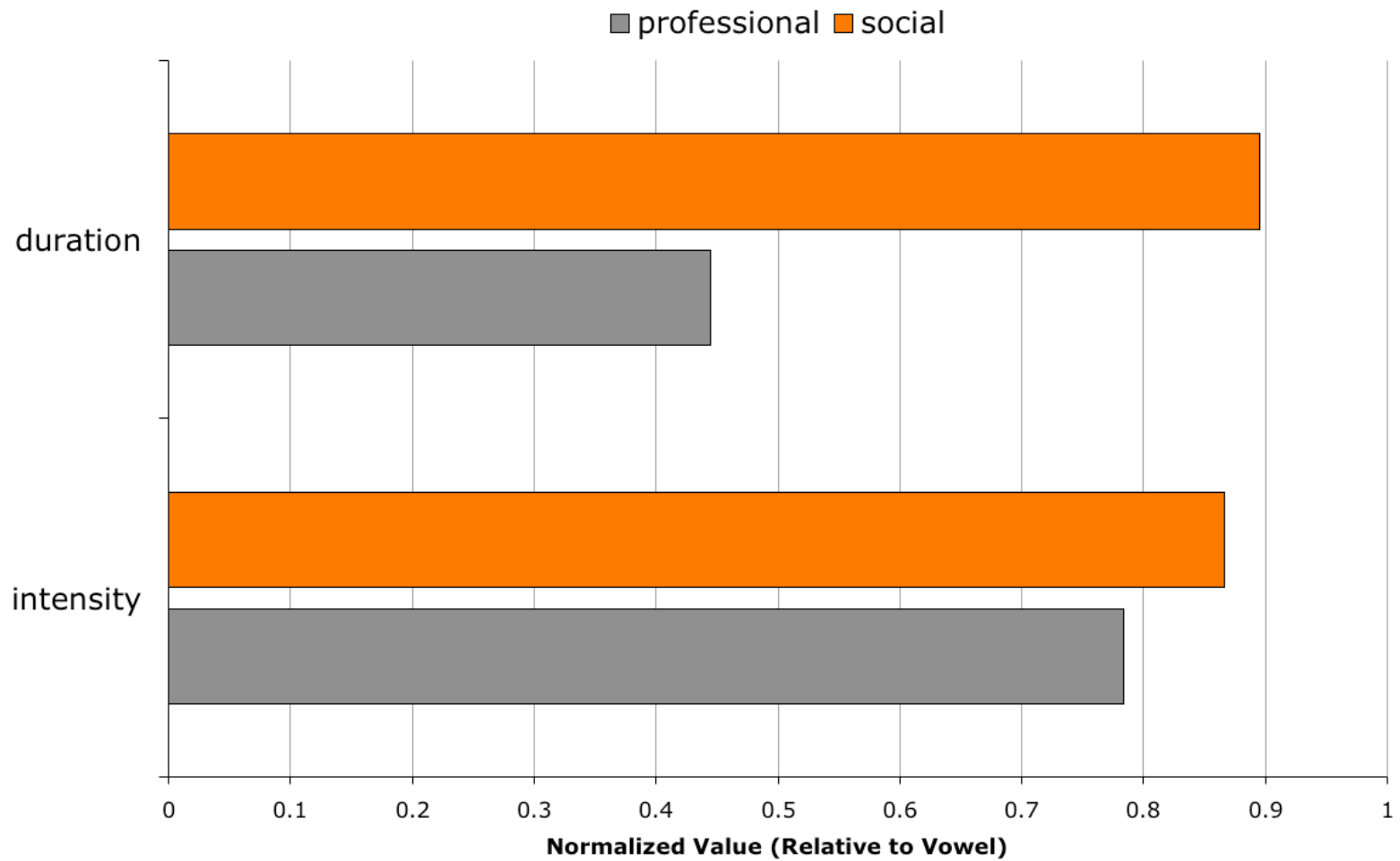
- Bucholtz (1996) - nerd girls
- Ashburn (2000) - science fiction fans
- Benor (2001) - Orthodox Jewish men
- Podesva et al. (2002) - competent (gay) lawyer
  
- Walters (1981) - gay men

Podesva, Robert. 2004. On constructing social meaning with stop release bursts. Paper presented at Sociolinguistics Symposium 15. Newcastle uponTyne.



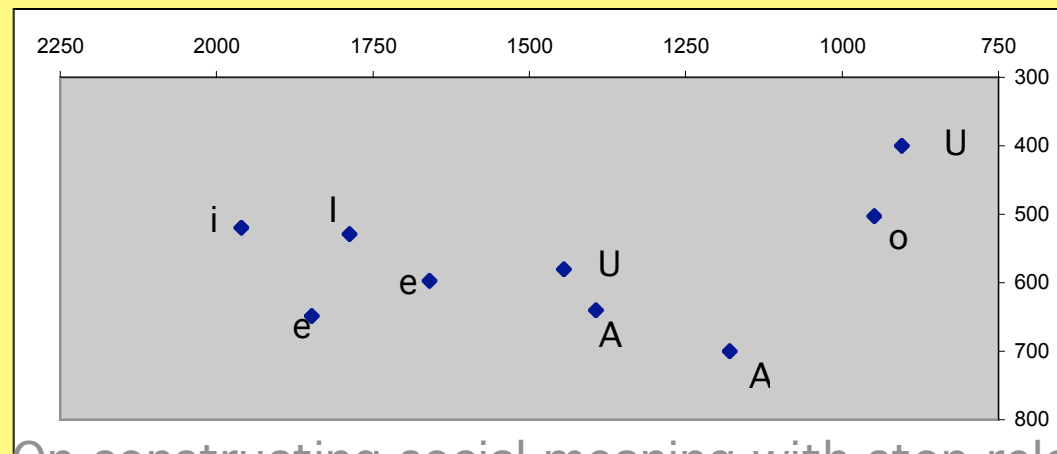
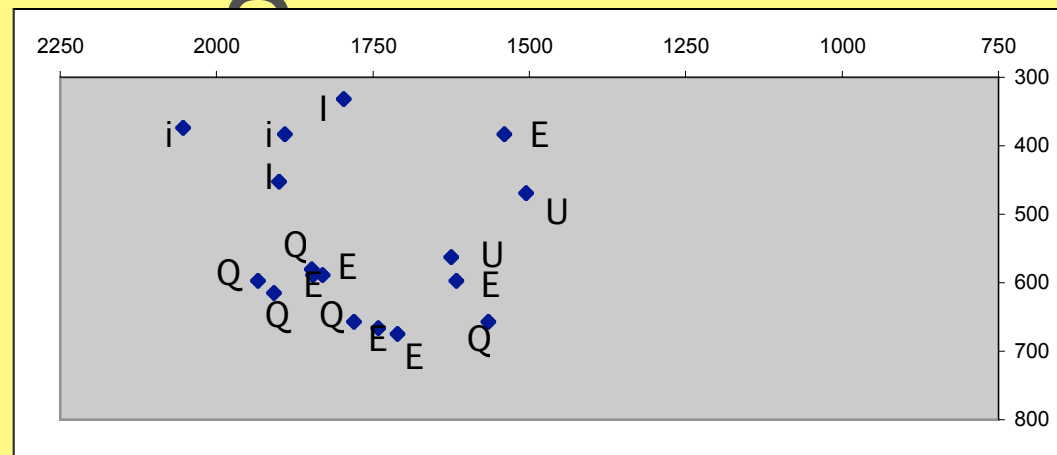
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### Acoustic Character of Bursts Across Situations



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# Heath's Pre-Burst Vowel



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# Linguistic Performances by Situation

## Barbecue with Friends

- Frequent -t/d deletion
- Long and intense release bursts
- Peripheral vowels
- High f0 values, wide f0 ranges, and steeper f0 slopes in falling declarative contours

## Interview with Patient

- Infrequent -t/d deletion
- Frequent released -t/d
- Frequent use of rising intonation contours

Podesva, Robert. 2004. On constructing social meaning with stop release bursts. Paper presented at Sociolinguistics Symposium 15. Newcastle uponTyne.

# The Phonetic Performance of 'Diva'

- Heath likes his clothes to be pressed just so.
- His hair has to be styled just so.
- And at least in the barbecue situation, his vowels and stops release bursts need to be pronounced just so.
- Heath's larger vowel space, his strongly released stops, and his appearance are the ingredients of Heath's 'diva' recipe.

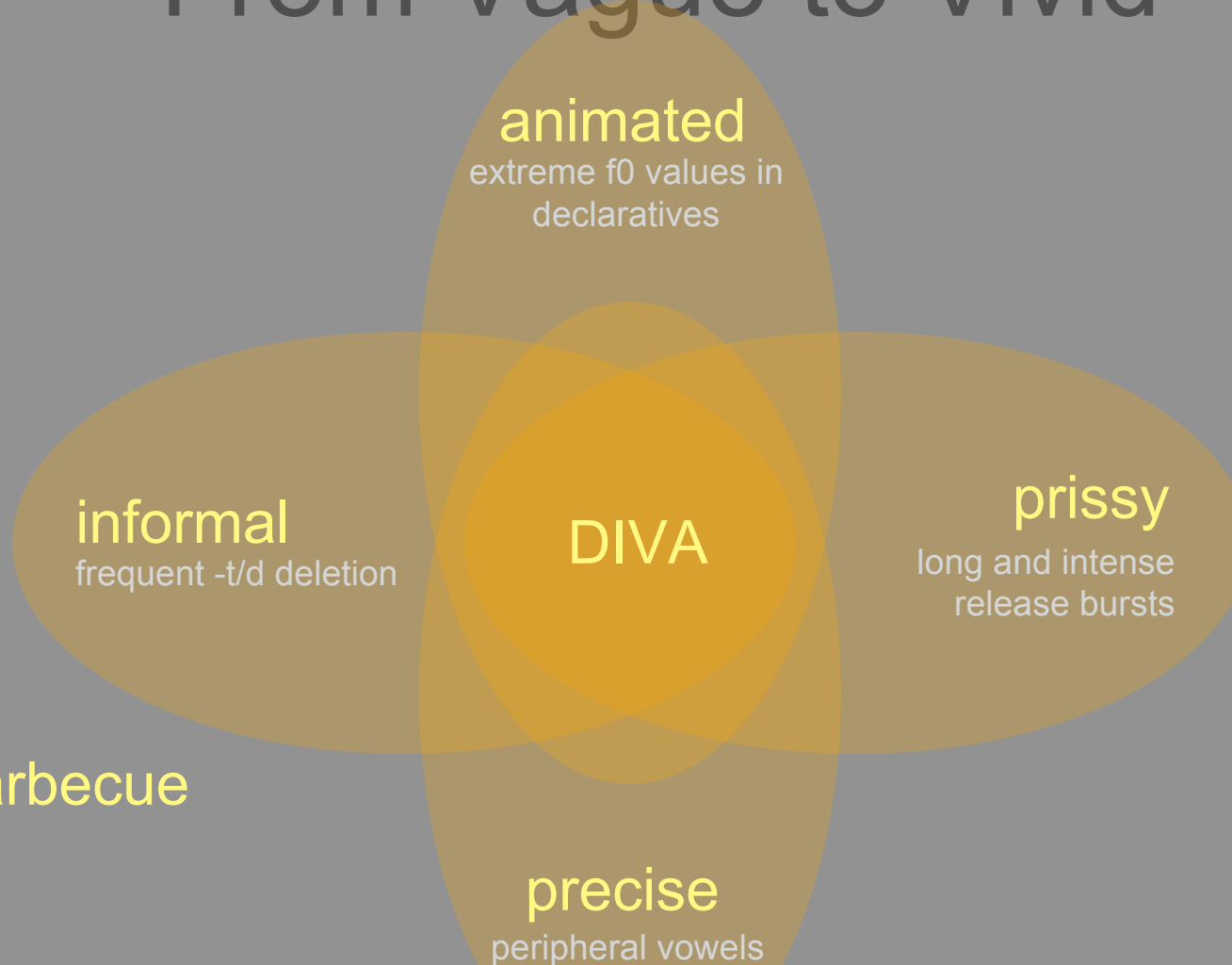
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Precise



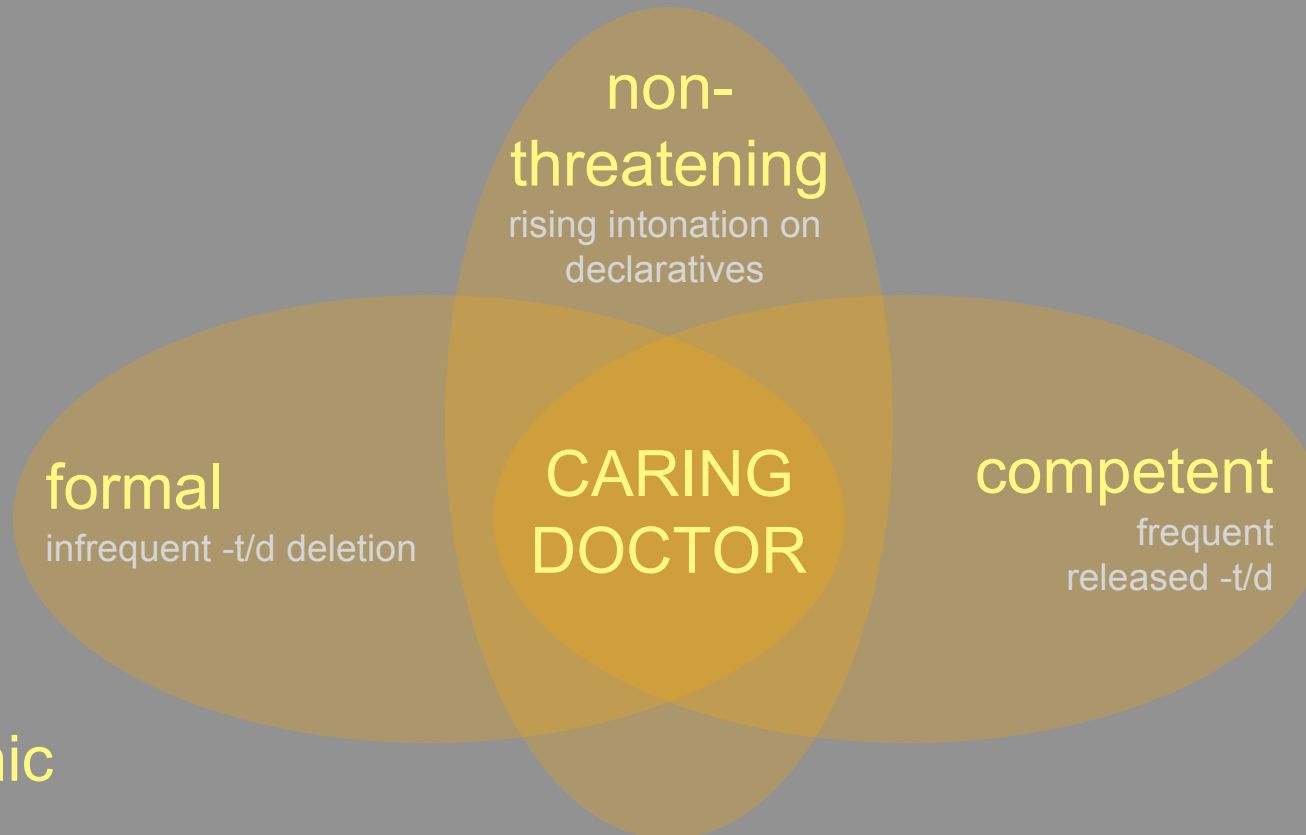
Prissy

# From Vague to Vivid



Podesva, Robert. 2004. On constructing social meaning with stop release bursts. Paper presented at Sociolinguistics Symposium 15. Newcastle uponTyne

# From Vague to Vivid



## In clinic

Podesva, Robert. 2004. On constructing social meaning with stop release bursts. Paper presented at Sociolinguistics Symposium 15. Newcastle uponTyne.

# The ideological space of articulation

- Clarity
- Emphasis
- British

# hypoarticulation

Name that word



He's a jackass and everything



It's fucked up it wasn't really fucked up she didn't  
even fight back I don't even know if she beat me up or  
nothing I think she did kick me I don't know I didn't  
feel it though you know



# hyperarticulation



What do these stop releases mean?



The glottal stop appears in many unrelated languages, figuring neither as phoneme nor as contextual variant, but as an expression of anger, hatred, or a firm attitude. Tomographic traces show that a strong glottal constriction accompanies the expression of hatred.

FÓNAGY, IVAN. 1971. The functions of vocal style. *Literary style: A symposium*, ed. by Seymour Chatman, 159-74. London and New York: Oxford University Press. p. 160

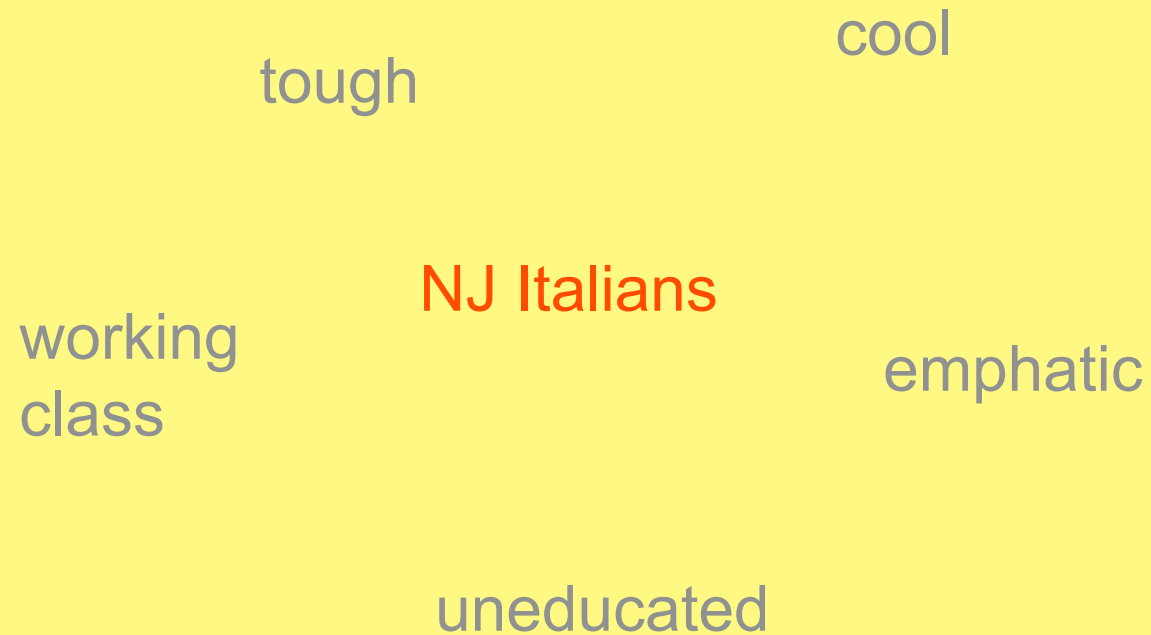
# True iconicity?

The biological functions of glottal occlusion, and the transfer of the anal libido to the glottal level seems associated with the “hard attack” of anger and hatred.

Yiddish  
Orthodox Jew  
School Teacher  
careful  
sophisticated  
elegant  
Gay Diva  
Nerd Girl  
intellectual  
learned  
articulate  
educated  
polite  
formal  
elegant  
prissy  
British  
pedantic  
precise  
excited  
Foreigner Talk  
**clear**  
snotty  
annoyed  
angry  
forceful  
**emphatic**  
threatening

Indexical field for stop release

# Indexical field for /th,dh/



# /o/ raising

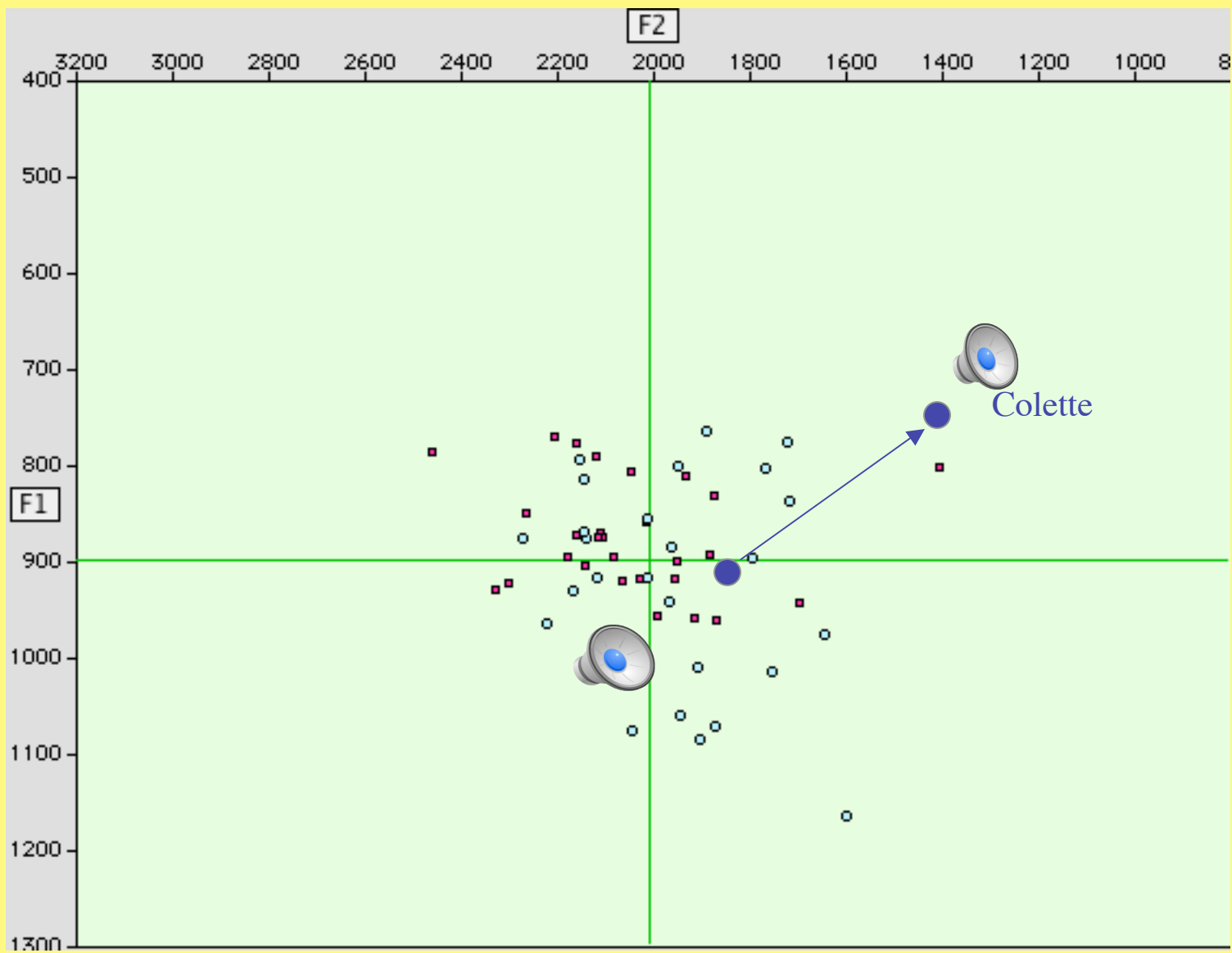


And we give him rides some like the one that I really know is Josh and he we give him rides after school



She got I forgot we got in this mad cause of Josh or something and um the next day cause she was spending the night I'm all "wait a minute why'd you get mad over a stupid boy"

# Colette's style excursion for /o/ and /ay/



And then he goes and then he brought all his friends brought him because he was so shy to tell me and then um um he came up to me and he's all "do you want to be with me" and I said "yes" and then he just he's all "OK" and then he just left.



# Kid talk

popcorn



boys



And I played one year of basketball but I  
didn't like it



