

REMINDERS

Course Website:

<http://www.stanford.edu/~eckert/Institute2011/>

(note changes)

My office hours:

After class in the laughing goat

and ...

If you haven't filled out a card yet, DO. NOW.

Today's Class

- The Honey Badger
 - What are the resources Randall uses?
 - What do these resources index?
 - How do the resources combine to construct a style?
- More about indexicality
 - Meaning, discourse and ideology

The Honey Badger



What styles is Randall drawing on, and what resources go with those styles?

TOP LEVEL: GENRE.

- Style as distinctiveness – there has to be something to compare this with. It isn't just gay vs. straight speech. The choice of this genre allows for a particular set of distinctions, constructing a particular gay style.
- What particular comedic type of flamboyant gay man is he doing here? And what's its relation to the nature film genre?
- IRVINE, JUDITH. 2001. Style as distinctiveness: The culture and ideology of linguistic differentiation. Stylistic variation in language, ed. by Penelope Eckert and John Rickford, 21-43. Cambridge: Cambridge University Press.

David Attenborough

<http://www.youtube.com/watch?v=c81bcjyfn6U>

Scientific/Academic

- Terminology
- Fairly dispassionate
- Standard language
- Unsqueamish

Animal Enthusiast

- Emphasize strengths
- Non-judgmental

Other contrasts:

The slowass sloth

<http://www.youtube.com/watch?v=mycVIhK9JCM>

<http://www.rawstory.com/rawreplay/2011/07/parody-marcus-and-michele-bachmann-on-saving-marriage/>

Randall's construction of a gay nature narrator is an opportunity to make comedy about gay style. But what gay style is funny and why?

What kind of persona is Randall constructing?

- What are the main characteristics he's constructing for this narrator?
 - And why?
- What are the resources he's using?
 - Where do they come from?
 - What do they index in this style?
 - How do they manage to index that?
 - Does each resource work alone?
- How else could the resources be used?
- How has the Honey Badger style affected the larger sociolinguistic landscape?

b-r-i-c-o-l-a-g-e

- Suppose a woman were to do this – would it sound gay?
- Suppose I did it. What kind of persona would be evoked? How would these various features work? What features wouldn't work?

ATTITUDE

- Edgy
- Sassy
- Playful
- Carefree
- Youthful
- Immature
- Excitable
- Animated
- Nonchalant
- Dramatic
- Flamboyant
- Squeamish
- Prissy
- Careful
- Sexualized
- Feminine
- Queeny
- Diva
- Gay
- Unscientific
- Anti-intellectual
- Anti-establishment
- Unfamiliar (with HB)

Violations of scriptedness

- Stream of consciousness
- Willful engagement.
- Self-interruption
- Register Shifts: “Meanwhile the poisonous venom is seeping through the honey badger's body, and it passes out. Look at that sleepy fuck.”

Violation of objectivity

- Disgust
 - Is it “feminine” disgust?
- Voicing the animals
 - Does he voice the Honey Badger?
 - Honey Badger don’t care ...
 - What persona does he give the Honey Badger?
- profanity
- Intensifiers
- Exclamatives (after pauses)

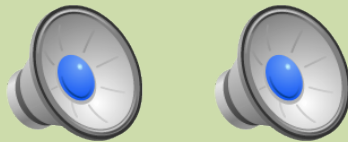
What does he get from New York vowels?

- Honey badger is scrappy – honey badger don't care.
- /aeh/ nasty 
- /oh/ long 

What does he get from California vowels?

- /uw/ fronting

- eeuw



- What do you say stupid?



- Is the /I/ backing California too?

- Give a shit



High Frequency Consonants

- /s/
 - This is the honey badger
- Affricated /t,d/ release
 - The animal kingdom
 - Until



What's the significance of Glottalling?

– Give a shit

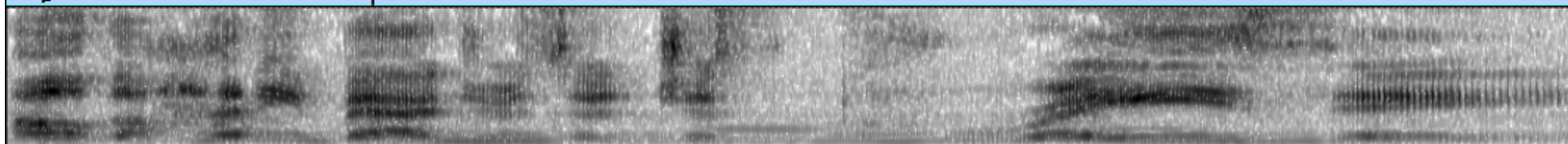
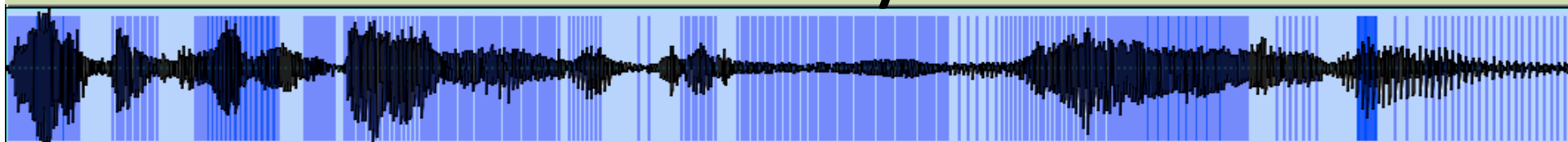


– Bitten



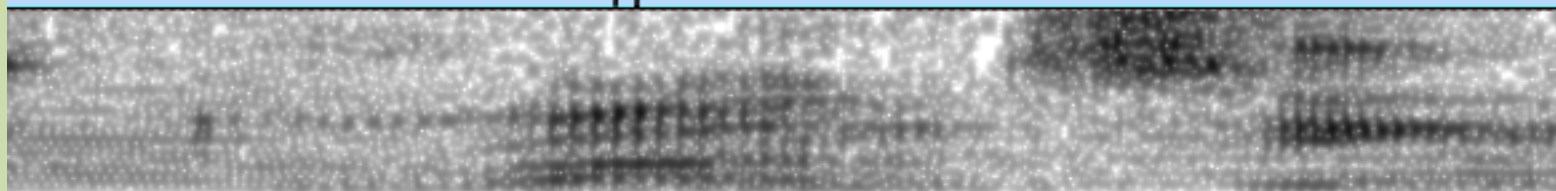
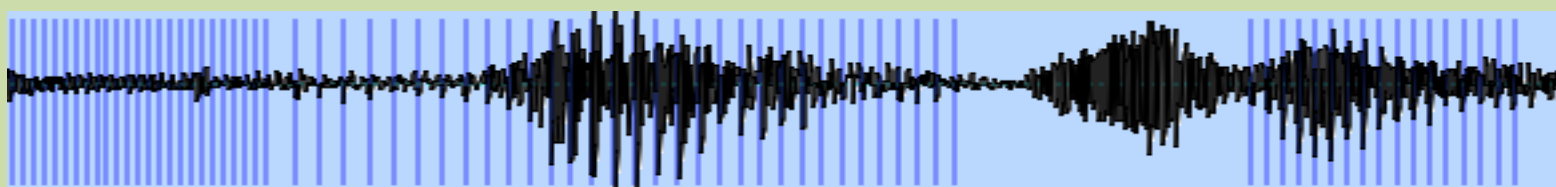


Syllabification



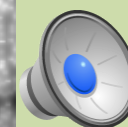
oh the honey badgers are just crazy

oh	th	e	h	o	ey	b	a	d	er	s	are	j	u	s	c	r	a	z	y
131ms	102	156ms	100	212ms	222ms	85	248ms	779ms							535ms				

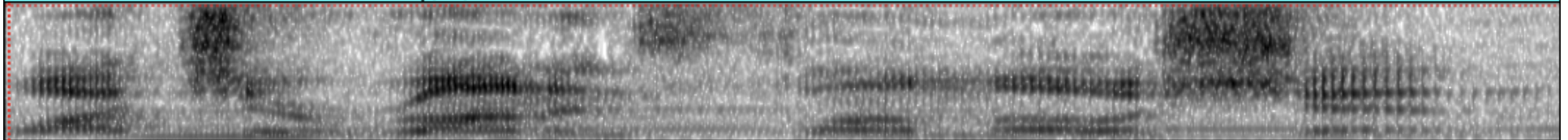
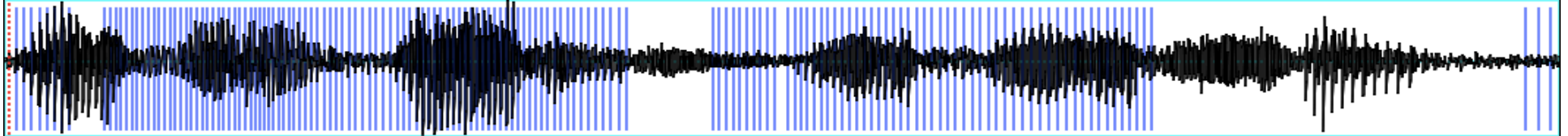


look and it's just grunting and eeuw eating snakes

g	r	un	ting
54 ms	113 ms	159 ms	201 ms

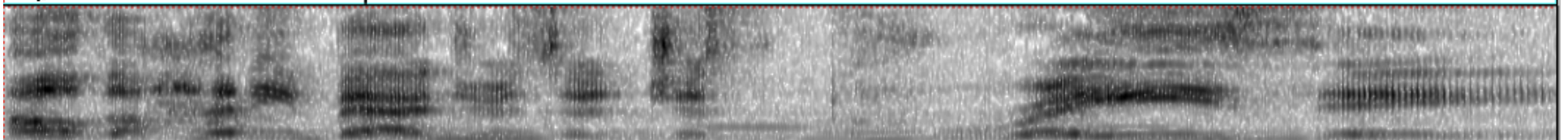
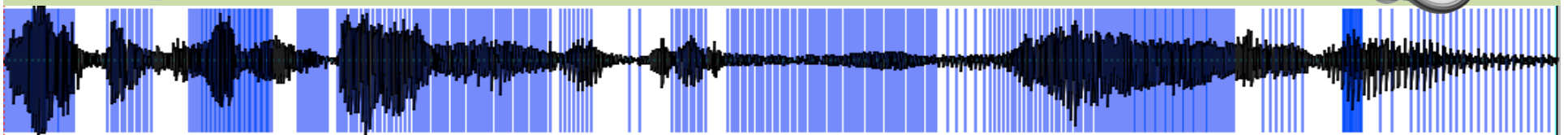
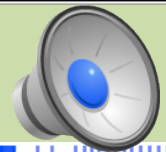


Lengthening



watch it run in slow motion

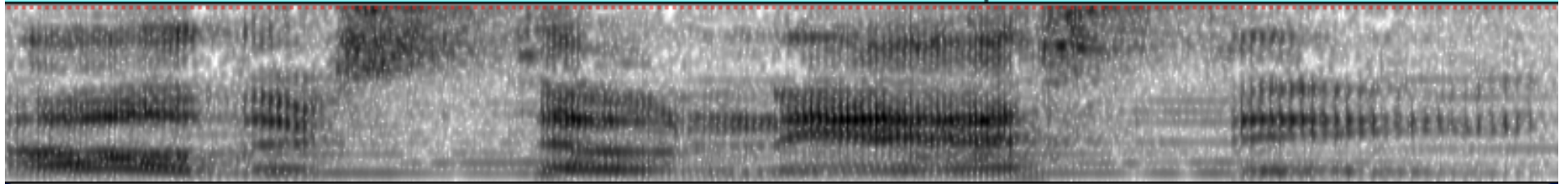
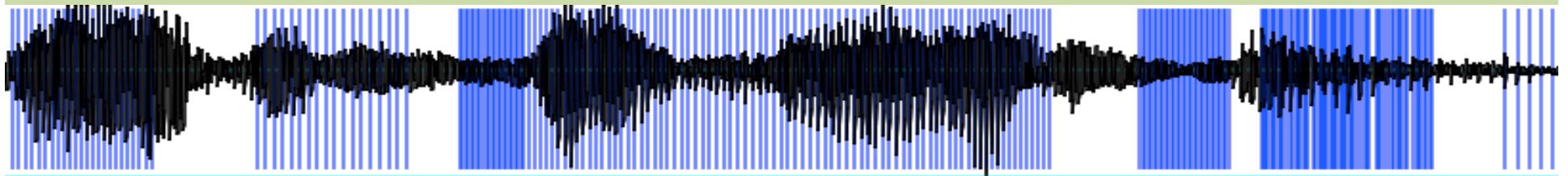
watch	it	run	in	slow	mo	tion
236ms	135ms	156ms	86ms	282ms	219ms	414ms



oh the honey badgers are just crazy

oh	the	ho	ney	ba	dgers	are	just	c	r	a	z	y
131ms	102	156ms	100	212ms	222ms	85	248ms	779ms			535ms	

Oh they're so nasty



oh they're so nasty

oh	they're	so	nas	ty
161 ms	123 ms	307 ms	420 ms	349 ms

L+H L%

- Watch it run in slow motion



- It's pretty badass



What do we get from working with data like these?

- Stereotypes are landmarks in the indexical landscape.
- Social “icons” make the structure of the social world visible. (e.g. burned-out burnouts)
- Media representations paint popular prototypes.
- Parody points out hot spots in the social world.
 - BARRETT, RUSTY. 1994. "She is *not* white woman": The appropriation of white women's language by African American drag queens. *Cultural Performances: Proceedings of the third Berkeley women and language conference*, ed. by Mary Bucholtz, A.C. Liang, Laurel A. Sutton and Caitlin Hines, 1-14. Berkeley: Berkeley Women and Language Group.

Back to indexical orders

- The resources that Randall uses take on meaning within the style he is constructing.
- Each style that makes use of an index, by recontextualizing it, adds a new point of departure for an indexical order.
- It is, then, available for others to use to slightly different, but related, effect.

Standard uses of *ain't*

Things ain't what they used to be.

If it ain't broke, don't fix it.

X it ain't.

You ain't seen nothing yet.

It ain't gonna happen.

Grano, T. (2004). Linguistic Play and the Vernacular Way: The Use of Ain't on CNN.com. Unpublished ms.

What does *ain't* mean?

an article from the *Chronicle of Higher Education* quoting a dean at a prestigious Eastern university:

“Any junior scholar who pays attention to teaching at the expense of research ain’t going to get tenure.”

... to suggest that a fact is just obvious on the face of things.

Nunberg, G. (September 11, 2002). Ain't misbehavin'. Fresh Air, National Public Radio.

Mock Spanish: *Mañana*

... the use of lexical elements recognizable as Spanish in jocular and pejorative contexts, not only conveys the easygoing colloquial persona of the speaker but also carries a presupposition, a “deep background,” a fully naturalized set of understandings of persons in Spanish-speaking populations that is required to appreciate the humor of Mock Spanish.

And Mock Spanish is not only presupposing. It projects entailments as well, which may be worked out by novices to retrieve those inferences that are required to make its tokens intelligible. This indirect indexical function is the reproduction and production of negative racist stereotypes of Spanish speakers ...

HILL, JANE. 2005. Intertextuality as source and evidence for indirect indexical meanings. *Journal of linguistic anthropology*, 15.113-24.

Referential index: Tongzhi

‘Comrade’

respect, equality, resistance



‘Member of sexual minority’

Chinese, solidarity, resistance

Wong, Andrew and Zhang, Qing. 2000. The linguistic construction of the tongzhi community. *Journal of linguistic anthropology*, 10.248-76.

WONG, ANDREW. 2005. The re-appropriation of Tongzhi. *Language in society*, 34.763-93.

Hussy...

- The word hussy describes a particular kind of woman.
- Some web definitions:
 - A woman considered brazen or immoral.
 - A saucy or impudent girl.
 - Adulteress: a woman adulterer

Until the 16th Century, hussy meant 'housewife'

Then it took on negative connotations.

The precise history of this process of pejoration is not clear, but what is clear is that it happened in discourse. It happened in the course of daily interaction.

An interesting thought experiment - imagine the conversations

MCCONNELL-GINET, S. 1989. The sexual (re)production of meaning: A discourse-based theory. *Language, Gender and Professional Writing: Theoretical Approaches and Guidelines for Nonsexist Usage*, ed. by F.W. Frank and P.A. Treichler, 35-50. New York: MLA.

This is part of a larger project in which terms for women are pejorated.

- Asymmetric pairs: *master* - *mistress*
- Words that used to simply refer to a female: *wench*, *bitch*, Spanish *puta*
- Words that originally applied to women and men: *harlot* ('riff-raff'), *prude* ('virtuous')

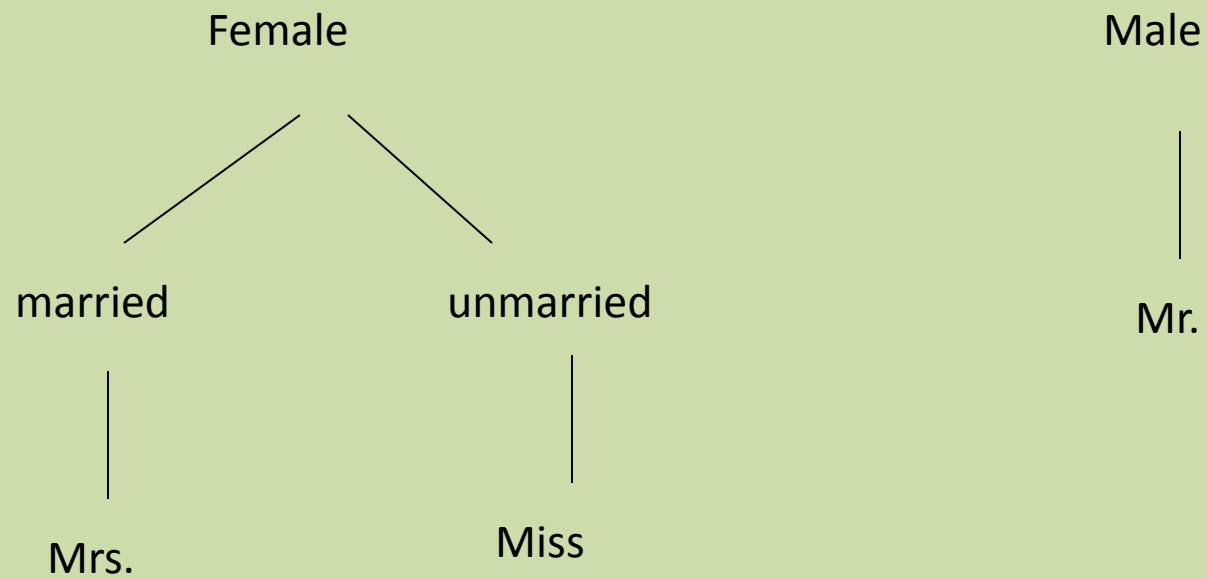
Discourse

The meaning of a statement depends on what precedes and follows it – both in the long and the short term.

Statements emerge and exist within a field of discourse. A discursive formation continually generates new statements, some of which bring about change in the formation, some of which are refused. The two together describe the formation.

FOUCAULT, MICHEL. 1980. The history of sexuality. New York: Vintage Books.
1970. The order of things. New York: Pantheon (French version 1966)

Ms



An innovation is launched into the dominant gender discourse

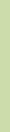
Ms

Female



Ms

Male



Mr.

Ms

Female

married

unmarried

unspecified

Mrs.

Miss

n+1 = non-feminist

Ms

n+1=feminist

Male

Mr.



Liberal > Card-carrying liberal

Ebonics > Teenbonics



Interpellation

the process by which ideology addresses the pre-ideological individual and produces him or her as a subject proper

ALTHUSSER, LOUIS. 1971. Lenin and philosophy and other essays. New York and London: Monthly Review Press.