

# РОЗДІЛ IV

## Соціолінгвістика

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### Language as a Primary Medium of Social Behaviour

*The research has been carried out at the Department of Foreign Languages for the Faculties of Natural Sciences, Ivan Franko National University of Lviv*

In this paper the main factors of language variation in society are highlighted, current views on linguistic variation in Media are outlined, the importance of sociological investigation is determined.

**Key words:** language, sociolinguistics, dialect, social behavior, variation, impact, interaction, language variety, distinctiveness.

**Басюк Т. С. Мова як первинний засіб вираження соціальної поведінки.** Розглянуто основні чинники мовних видозмін у суспільстві, висвітлено сучасні погляди на мовні зміни у ЗМІ (засобах масової інформації), визначено доцільність соціологічних досліджень.

**Ключові слова:** мова, соціолінгвістика, діалект, соціальна поведінка, різновид, вплив, взаємодія, мовне різноманіття, відмінність.

**Басюк Т. С. Язык как первичный способ выражение социального поведения.** Рассматриваются основные факторы разновидности речи в обществе, освещаются современные мнения на разнообразие речи в средствах массовой информации, устанавливается важность социолингвистического исследования.

**Ключевые слова:** язык, социолингвистика, диалект, социальное поведение, разновидность, влияние, взаимодействие, языковое многообразие, отличие.

**Basic materials and argumentation of investigation results.** Using a language constantly – a spoken or a printed one – a man is linked to others via shared norms of behavior. The sociology of language examines the interaction between these two aspects of human behavior: the use of language and the social organization of behavior. The more society develops the more signs it leaves on its language. Language is the best «mirror» which reflects people's behavior, interaction, social negotiations.

Language is one of the most powerful emblems of social behavior. In the normal transfer of information through language, we use language to send vital social messages about who we are, where we come from, and who we associate with [8, 6]. It is often shocking to realize how extensively we may judge a person's background, character, and intentions basing simply upon the person's language, dialect, or, in some instances, even the choice of a single word.

Given the social role of language, it stands to reason that one strand of language study should concentrate on the role of language in society. It is not easy to determine when sociolinguistics actually started. One could agree with Halliday (1973) that 'the linguist's interest always extended to language as social behavior', particularly, when one thinks of such linguists as J. R. Firth who introduced the term 'sociological linguistics' in 1935 and the important work of K. L. Pike (1954–1960) [3, 4]. Language in relation to a unified theory of the structure of human behavior. So, let's have a deeper look into what sociolinguistic is, what it studies and what it is related to.

Sociolinguistics studies the relationship between language and society. It reveals the way language works in different communities, groups of people, classes or in any speaking environment [2, 7]. Good

examples of it can be dialects, teenagers language men and women language, language of certain social classes, the language of Afro-Americans.

#### **Dialects.**

This is a complex and often misunderstood concept. For linguists a dialect is the collection of attributes (phonetic, phonological, syntactic, morphological, and semantic) that makes one group of speakers noticeably different from another group of speakers of the same language [5]. In brief the term **dialect** refers to any variety of a language.

Linguists use the term *dialect* as a neutral term to refer to the systematic usage of a group of speakers – those in a particular region or social class, for instance-and that the term has within linguistics none of the negative connotations which it sometimes has in everyday usage (for instance, meaning "nonstandard" or "substandard" speech, or the speech of people from other regions besides one's own). Everyone speaks a dialect-at least one [9].

#### **Teenagers language**

«Teenage is a multifaceted language, says Powell-Lunder. Learning the language involves interpreting both what your teen is saying to you with words, as well as what their body language is telling you» [3, 2]. In each generation teens tend to have a language all to themselves based on what is going on in their culture. «It's a way they can feel empowered. If they can use words that older people and outsiders cannot understand it is a very important part of creating a powerful, attractive, sophisticated identity. There is the sense of their own culture» [3, 3] This kind of language is full of slang, often rapper slang, shortenings, internet language that sometimes can be difficult for understanding for other social classes. «They talk about *'bling bling* (jewellery) and *hench* (strong, tough, a strong male) and these are all coming from black speech because it's the coolest speech in terms of music culture» [10]. Teen speech can be confusing for everyone who is not a teen. **For example** : «*My phone got jacked today*» (**jacked** – stolen), «*That music is really nang*» (**nang** – brilliant) or «*You can go round Lisa's house on your jays*» (**jays** – on your own) [9].

#### **Men and women language**

Differences in women's and men's speech are another source of variation which can result in linguistic change [1, 5]. Sometimes it is women who are the innovators, leading a linguistic change, and sometimes it is men. In general, women tend to introduce the prestige forms, whereas men tend to lead changes in the opposite direction, introducing new vernacular forms.

The usage of minimal responses such as *'umh'* and *'yeah'*, may serve as one of short examples of communicative behavior of men and women. Men, on the other hand generally use them less frequently, especially expressing agreement [1].

#### **Social classes language**

Differences of status and power are the essence of social class distinctions. Members of the group with most social status, for example, tend to introduce changes into a speech community from neighboring communities which have greater status and prestige in people's eyes. So, upper-class London speech has prestige in the eyes of many people from outside London. Middle-class people in Norwich who visit London regularly are more likely to introduce prestigious new London pronunciation. Lower-class speakers are influential in spreading less conscious linguistic changes. In particular, lower-class men often adopt speech forms from nearby local workers to express solidarity, rather than status or prestige [4, 20].

#### **Afro American Vernacular English (AAVE)**

This type of language is also called Ebonics (a blend of *ebony* and *phonics*), which is stated to be a language, not a dialect. AAE is a systematic language variety, with patterns of pronunciation, grammar, vocabulary and usage that extends far beyond slang [10]. Afro Americans do not need a distinct variety or code as a symbolic way of differentiating themselves from the majority group. They are visibly different. These linguistic differences act as symbols of ethnicity. They express the sense of cultural distinctiveness of many Afro-Americans. Ebonics is not merely just the use of urban or slang words but rather it is the manipulation and transformation of the English language [10].

**For example** : «*Don't be tellin' me dat I can't talk good cuz I speak ebonics*» (Don't tell me that I'm unable to speak well just because I speak ebonics) [10].

«*She don't be eatin'*» (She isn't usually/sometimes eating) [10].

#### **Language and Media**

As it was mentioned previously language is influenced by many factors such as class, society, gender, as well as the developments in science and political circumstances. One major influence however is and has

been the media. From the very first manuscript up to today's use of internet language media has always played a major part in influencing language. We can distinguish between the language of newspapers, broadcasting, news, computer communication.

The media reflects all aspects of the human condition and makes available to the public many varieties of language already well-known elsewhere, such as those associated with religion, politics, science, literature and the more topic – directed aspects of conversation [2, 15]. Therefore, the language as well as the layout of a newspaper reflects the social group of people that are intended to read it. (Tabloids like *The Sun* are written in a simple language with large catchy headlines and many colored pictures. It is supposed to be read by working class people whereas more serious papers like *the Guardians and the Times* are expected to be read by middle class) [2, 23]. Thus, there is no such a thing as specific newspaper language, the language used in the printed news is adopted to its readership and it reflects the values of a culture. As well as *news papers, magazines, TV* (in other words broadcasting) also made great influence on people's manner of speaking.

The 'traditional sociolinguists' response to the potential impact of the television on language is clearly formulated in the work of the distinguished sociolinguists [9]. Peter Trudgill argues that a key process of language change is *diffusion* or the spreading of linguistic innovations across geographical regions. He admits that television may act as a source for new lexis and idioms, or as a model for speakers of a dialect to acquire the core phonology and syntax of the standard variety of a language [8, 4].

Many people adopt the speech style they hear on TV. James Milroy, for instance, observed in a study on the working class in northern island that the speech of women, who often stay at home, is closer to the standard than the speech of women who have extensive kin-ties in their area. These women then use a more localized and nonstandard speech variety [5, 14].

Therefore the language that is heard on TV or the radio has its impact on society. The language displayed in the media is used as a tool to convey messages. Linguists are interested in the way language is used in the media, in its changes within society and the effects it has on it. There's no doubt, that media has ever been as influential as it is today. Most people spend many hours per day in front of the TV set; probably they hear more language from the media than they do in their conversations. That is why we can say that society is influenced by their language that occurs in the media. It was clearly seen on Milroy's Belfast example about women being influenced by television. But the language used in the media has also influenced society in the other way. This becomes evident due to frequent public complaints concerning the way in which language is used in the media [5]. For instance, people expect broadcasters to speak the standard variety called Received Pronunciation (RP). Until recently, the BBC has only employed RP speakers as announcers but nowadays RP is not as prestigious as it used to be, announcers with other accents are also heard on TV [5, 16].

It seems that nowadays any modern person can not live without advanced technologies. Of course, a computer takes the first place among them. Another big step in computer history came with the internet. A lot of the things we use our computers for have to do with writing or reading, with communication and so called 'electronic language'. It is not surprising that our lives have changed. The language we speak was greatly influenced as well. Of course it concerns not all the people, but mostly teenagers, students and working class. A lot of new words, word formations, phrasal verbs, abbreviations were coined. **For example, hook up, boot up, glitch, blow away:**

– *I did a system restore, and that ended up **blowing away** all the updated drivers I had installed...* [10].

– *Will the computer **boot up** without all these...* [10].

Abbreviations is one more factor that made a great impact on language use. There are a number of dictionaries which explain their meaning, thus it is impossible to mention them all, as with development of advanced technologies new and new acronyms are coined.

*WEIN* – What Else Is New

*NOTB* – None Of Their Business

*INAH* – I Need A Hug

Moreover new slang coinages are created every day and they can be understandable not only among some definite social classes but also among some separate groups.

CMC (COMPUTER MEDIATED COMUNICATION) means that human beings communicate with each other by means of computer [7, 2]. The most popular form of written CMC, that almost everybody is familiar with, are email and chat. Concerning CMC, the question is whether CMC has more in common with spoken or with written language. And this question is not only something that concerns a few linguists as

any teenager who has made his or her first experience in online chatting knows that CMC uses not the same language as in books but something similar to spoken language.

**Conclusions.** The language serves as a portrait-building to each personality, identifying the place and the role in society. Examining the way people speak in different social contexts provides a wealth of information about the way language works, as well as the social relationships in a community. We can consider language and society as two inevitably interacting phenomena that reflect all possible changes in human's activities and life.

**Perspectives for further investigation.** The relationship between the language and society has always been a matter of vital importance and interest within sociolinguistics, discourse analysis and other disciplines. As we know, language is a subject of constant development, new words, word combinations and structures appear day by day presenting the social variable of various groups. Such new phenomena demand further investigations in the sphere of sociolinguistics.

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### **Розвиток фразеологізмів німецької мови на позначення ціннісного ставлення до праці: діахронічний аспект**

*Роботу виконано на кафедрі німецької філології КНЛУ*

Статтю присвячено дослідженню діахронічного аспекту вираження національно-культурної специфіки ставлення до праці в німецькій фразеології.

**Ключові слова:** ціннісна картина світу, фразеологічна картина світу, лінгвокультурний концепт, діахронічний аспект, ставлення до праці.

**Демянюк О. А. Развитие фразеологизмов немецкого языка, обозначающих отношение к труду: диахронический аспект.** Стаття посвящена исследованию диахронического аспекта выражения национально-культурной специфики отношения к труду в немецкой фразеологии.

**Ключевые слова:** ценностная картина мира, фразеологическая картина мира, лингвокультурный аспект, диахронический аспект, отношение к труду.

**Demianiuk O. A. Diachronic Aspect of Evolution of the German Language Idioms, that Represent Their Attitude to Work.** The article is devoted to investigation of diachronic aspect of national-cultural peculiarities of German idioms to represent the attitude to work.

**Key words:** axiological picture of the world, phraseological picture of the world, lingvo-cultural aspect, diachronic aspect, attitude to work.

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