40th Annual Linguistics Colloquium

When: Saturday, Apr 29th 9 am – 4pm
Where: Scripps Cottage (Next to the Koi pond on campus)

Featured Speaker:
Dr. Kathryn Woolard, UCSD (1:15-2:30pm)

Language: Attitudes to Ideologies

Studies of language attitudes and ideologies show that listeners project personal qualities onto unfamiliar speakers and make consequential decisions about them on the basis of previously conceived linguistic typifications. But when do such typifications affect the perceiver’s own speech? This presentation argues that to answer that question, we need another link in the ideological chain between what can be measured as linguistic attitudes or characterized as sociolinguistic indexicality and an individual's linguistic practice. This presentation sketches a model and illustrates it with some of my research in Catalonia as it evolved across 35 years from a focus on language attitudes to language ideologies.

Open to all majors!
For more information, visit: LSA.SDSU.EDU