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LANGUAGE REGARD: WHAT IT'S ALL ABOUT

Vortrag am 30.01.10 um 18 Uhr c.t.
in Raum S004 / Schellingstraße 3 (VG)

Language regard is a term I first used in Preston (2010) to cover several approaches to nonlinguist perceptions of language. I was not satisfied with *language attitude* due to its limitation to evaluation. In fact, nonlinguists' beliefs about language are not necessarily evaluative, and behaviors related to even the folk linguistic aspects of language regard are by no means always overt. Even adding nonevaluative belief and implicit responses, however, will not cover all the territory I would like to include. Although language regard refers to beliefs about and responses to language details at any level and from any source, it also refers to the *organized* structure of such beliefs and responses from cognitive, sociolinguistic, and anthropological points of view. The notions of an *attitudinal cognitorium* from social psychology (Bassili & Brown 2005), an *indexical field* from sociolinguistics (Eckert 2008), and *language ideology* from the anthropological linguistic point of view (e.g., Woolard 1998) all try to capture the complex and interrelated networks of beliefs that lie behind all instances of regard.

In this talk I will try to show the differences and similarities behind these scholarly traditions but also expose their necessary interrelatedness. To do so I will use the notion of "linguistic insecurity" as a jumping-off point in an attempt to show the scope of language regard approaches.