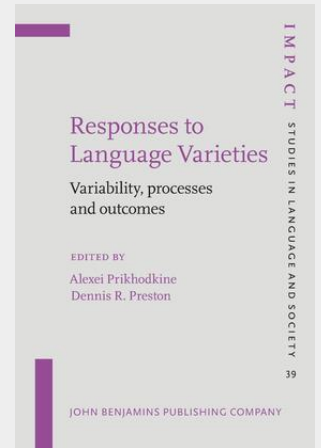


Responses to Language Varieties

Variability, processes and outcomes

This book is about responses to language variety — their variability, shape, and content, as well as the variable cognitive and neural pathways underlying them. The chapters explore access to, processing of, and outcomes of that diversity and complexity. Many traditions are represented: from social psychology come classic experimental methods as well as more current discourse-based analyses; anthropology is represented in indexicality, iconization, recursivity, erasure, enregisterment, and ideologies; the sociolinguistic focus on specific rather than global elements that trigger responses is highlighted. The individual chapters address a variety of questions concerning language attitude, belief, and ideology, in some cases singly, in others with a more general focus, including attempts to relate one style of research to another. If we accept the fact that individuals house great variability in the underlying cognitive structures that inform responses, it follows that no single way of eliciting and studying them will do. This book provides a tour of the emerging tools that have been productive in such investigations.



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