FOURTH EDITION

COMPANION @ WEBSITE

ROUTLEDGE

LANGUAGE, SOCIETY & POWER

AN INTRODUCTION

ANNABELLE MOONEY
and
BETSY EVANS

Language, Society and Power

Language, Society and Power is the essential introductory text to studying language in a variety of social contexts.

This book examines the ways language functions, how it influences thought and how it varies according to age, ethnicity, class and gender. It considers whether representations of people and their language matter, explores how identity is constructed and performed, and considers the creative potential of language in the media, politics and everyday talk.

This fourth edition has been completely revised to include recent developments in theory and research and offers the following features:

- a range of new and engaging international examples drawn from everyday life – including material from social media and newspapers, cartoons, YouTube and television
- two new chapters which cover Linguistic Landscapes, including signs, graffiti and the internet; and Global Englishes, exploring variation in and attitudes to English around the world
- updated and expanded student research projects and further reading sections for each chapter
- a brand new companion website that includes video and audio clips, links to articles and further reading for students and professors.

Language, Society and Power is a must-read for students of English language and linguistics, media, communication, cultural studies, sociology and psychology.

Annabelle Mooney is a Reader in the Department of Media, Culture and Language at the University of Roehampton, UK.

Betsy Evans is an Associate Professor of Linguistics at the University of Washington, USA.

Praise for this edition:

'*Language Society and Power* stands out as the most exciting and unique introductory textbook available, primarily because it engages students where they live – this is language in the real world! The latest fourth edition offers a terrific range of recent case studies from around the globe. Each chapter leads students directly into theoretical ideas and analytic strategies applicable to their own research projects. The new addition of a companion multi-media website offers both students and professors a wide range of materials for lively and interactive classroom use.'

Brenda Farnell, *University of Illinois, USA*

'Since it was first published, this book has been the clearest and most student-friendly introduction to sociolinguistics I know of. This new edition brings the discussion up to date, including the role of the internet and social media, and the place of English in the world. I strongly recommend it to any teacher of sociolinguistics.'

Jonathan White, *Dalarna University, Sweden*

'The latest edition of Language, Society and Power offers an accessible, up-to-date and entertaining introduction to key concepts in sociolinguistics. It is sure – like its predecessors – to become an instant reading-list favourite.'

Mike Pearce, *University of Sunderland, UK*

'This new edition of Language, Society and Power is a great read and a fact-filled foundation for study. The story of the social lives of language is described with skill, humor, and artistry. In this new edition the story is brought up to date and expanded to cover Englishes around the world. It's a fascinating look at a twenty-first-century phenomenon.'

Richard F. Young, *University of Wisconsin-Madison, USA*

Language, Society and Power

An Introduction

Fourth Edition

Annabelle Mooney and Betsy Evans

Routledge
Taylor & Francis Group
LONDON AND NEW YORK

Contents

List of figures xii
List of images xiii
List of tables xiv
List of newspapers, magazines and news outlets xv
Transcription conventions xvi
Preface to the fourth edition xvii
Preface to the third edition xix
Preface to the second edition xxi
Preface to the first edition xxiii
Acknowledgements xxv

1 Language? 1
1.1 Introduction 1
1.2 Why study language? 2
1.3 What is language? 3
1.3.1 Language: a system 3
1.3.2 Language: a system with variation 5
1.3.3 The potential to create new meanings 6
1.4 The 'rules' of language: prescription vs description 7
1.5 Language: multiple functions 11
1.6 Power 13
1.6.1 Ideology 16
1.6.2 Interpellation 17
1.7 Powerful language? 18
1.8 Summary 18
Further reading 19

2 Language thought and representation 20
2.1 Introduction 20
2.2 Language as a system of representation 21
2.2.1 Different kinds of language 22
2.2.2 Signs and structure 24
2.3 The Sapir-Whorf hypothesis 26
2.3.1 Linguistic diversity 26
2.3.2 Dyirbal 27
2.3.3 Linguistic relativism and determinism 28
2.3.4 Colour 30

2.4 One language many worlds 31
2.5 A model for analysing language 35
2.5.1 Transitivity 36
2.6 'Political correctness' 38
2.7 Summary 40
Further reading 40

3 Language and politics 42
3.1 Introduction 42
3.2 What is 'politics'? 43
3.3 Politics and ideology 43
3.4 Three persuasive strategies 45
3.5 Grass roots politics: introducing more linguistic tools 45
3.5.1 Contrasts 46
3.5.2 Three part lists and parallelism 46
3.5.3 Pronouns 49
3.5.4 Presupposition 49
3.5.5 Metaphor and intertextuality 50
3.6 Words and weapons: the politics of war 51
3.6.1 Toys and ideology 54
3.7 Extending metaphor 55
3.7.1 Student as customer 57
3.8 Silly citizenship 59
3.8.1 'That's just my opinion!' 60
3.9 Summary 62
Further reading 62

4 Language and the media 63
4.1 Introduction 63
4.2 Mass media 64
4.3 Manufacture of consent 64
4.3.1 Filtering the facts 65
4.4 Semantic unity 69
4.4.1 Strategic communication 70
4.5 News values 72
4.5.1 Actors and events 72
4.6 Experts and the news 74
4.7 News online 77
4.7.1 Presenting news on the internet 79
4.8 New ways of 'doing' news: Twitter and the citizen journalist 82
4.9 Summary 85
Further reading 85

5 Linguistic landscapes 86
5.1 Introduction 86
5.2 Defining the linguistic landscape 86
5.2.1 Space and meaning 90