Style and Sociolinguistic Variation

edited by

Penelope Eckert and John R. Rickford

Stanford University

CAMBRIDGE UNIVERSITY PRESS
### Contents

- **List of figures**  
- **List of tables**  
- **List of contributors**  
- **Acknowledgments**  

Introduction: John R. Rickford and Penelope Eckert  

### Part I Anthropological approaches

1. "Style" as distinctiveness: the culture and ideology of linguistic differentiation  
   - **Judith T. Irvine**  
   - Page 21

2. Variety, style-shifting, and ideology  
   - **Susan Ervin-Tripp**  
   - Page 44

3. The ethnography of genre in a Mexican market: form, function, variation  
   - **Richard Bauman**  
   - Page 57

4. The question of genre  
   - **Ronald Macaulay**  
   - Page 78

### Part 2 Attention paid to speech

5. The anatomy of style-shifting  
   - **William Labov**  
   - Page 85

6. A dissection of style-shifting  
   - **John Baugh**  
   - Page 109

7. Style and social meaning  
   - **Penelope Eckert**  
   - Page 119

8. Zeroing in on multifunctionality and style  
   - **Elizabeth Closs Traugott**  
   - Page 127

- **List of contributors**  
  - xiii
- **Acknowledgments**  
  - xvi
Contents

Part 3 Audience design and self-identification

9 Back in style: reworking audience design 139
   ALLAN BELL

10 Primitives of a system for “style” and “register” 170
   MALCAH YAEGER-DROR

11 Language, situation, and the relational self: theorizing
dialect-style in sociolinguistics 185
   NIKOLAS COUPLAND

12 Couplandia and beyond 211
   HOWARD GILES

13 Style and stylizing from the perspective of a non-autonomous
   sociolinguistics 220
   JOHN R. RICKFORD

Part 4 Functionally motivated situational variation

14 Register variation and social dialect variation:
   the Register Axiom 235
   EDWARD FINEGAN AND DOUGLAS BIBER

15 Conversation, spoken language, and social identity 268
   LESLEY MILROY

16 Style and the psycholinguistics of sociolinguistics: the logical
   problem of language variation 279
   DENNIS R. PRESTON

References 305
Index 338