INTRODUCTION
TO SOCIOLINGUISTICS

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Sociolinguistics?

Socio → society, Linguistics → language

Wolfram (1991), Sociolinguistics is the study of language in relation to society.

Wardhaugh (1992), Sociolinguistics is the study of language variation and that the purpose of such study is to find out what variation tells about language and speakers’ knowledge of language.

So, sociolinguistics is one strand of language study which concentrates on the role of language in society.
The importance of Sociolinguistics?

Sociolinguistics has become an increasingly important and popular field of study as certain cultures around the world expand their communication base and intergroup and interpersonal relations take on escalating significance.
The basic notion of sociolinguistics is language use symbolically represents fundamental dimensions of social behavior and human interaction.

The ways in which language reflects behavior can often be complex and subtle.
Language as social behavior?

Language is the most powerful emblems of social behavior. In the transfer of information, language is used to send vital social message about who we are, where we come from, and who we associate with.

Ex: It’s shocking to judge a person’s background character and intention based upon the person’s language, dialect or even the choice of a single word.
Language as social behavior ....

The relation between language and society affects a wide range of encounters from broadly based international relations to narrowly defined international relationships.

Ex: Sociolinguists might investigate language attitudes among large populations on a national level.
Language as social behavior ....

A slightly different concern with language and society focuses more closely on the effect of particular kinds of social situations on language structure.

In examining language context situations, it needs to examine the details of a particular language, and the social and linguistics details that show how bilingual speakers use each language and switch them.
Language as social behavior ....

Another approach to language and society focuses on the situations and uses of languages as an activity in its own right.

The study of language in its social context tells about how to organize the social relationships within a particular community.

Ex: The choice of words in conducting communication involves cultural values, norms of politeness, deference, and status.
Language as social activity ....

In approaching language as social activity, it is possible to focus on discovering the specific patterns or social rules for conducting conversation and discourse.

Ex: Describing the rules for opening and closing conversation, how to take conversational turns, or how to tell a story or joke.
Language in relation to culture

It’s possible to examine how people manage their language in relation to their cultural background and their goal of interaction. It means people should use appropriate language in doing interaction among the society.

Ex: The difference ways of conversation of mixed gender and single gender, how different power relations manifest themselves in language forms, etc.
Sociolinguists’ purpose of investigation

The sociolinguists’ purpose of doing investigation is to gain an understanding of the values and viewpoints of a community in order to explain the behaviors and attitudes of its members.

Ex: The difference ways of conversation of mixed gender and single gender, how different power relations manifest themselves in language forms, etc.
Two trends of Characteristics of Sociolinguistics Development

1) The rise of particular specializations within sociolinguistics has coincided with the issues of social and political issues.

2) Specialists examining the role of language and society apply the results of their studies to the social, educational, and political problems.

Thus, sociolinguistics offers a unique opportunity to bring together theory, description, and application in the study of language.
The variety of relation between language and society

1) Social structure may either influence or determine linguistic structure and/or behavior. The varieties of language that speakers use reflect such matters as their regional, social, or ethnic origin and even their sex. The particular ways of speaking, choices of words, and even rules for conversing are sometimes determined by certain social requirements.
The variety of relation between language and society ....

2) Linguistic structure and/or behavior may either influence or determine social structure.

3) Bi-directional influence: language and society may influence each other.

4) There is no relation between linguistic structure and social structure and that each is independent of the other.
Field of Sociolinguistic

Gumperz (1971) states that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur.

Social structure may be measured by reference to such factors as social class and educational background.

Linguistic structure may be related to verbal behavior and performance.
Sincerely, we say ....

Thank you, dear!

Thank you, dear!