

# Language Ideologies: Bridging the Gap between Social Structures and Local Practices

## Introduction to the Colloquium

Brigitta Busch · Jürgen Spitzmüller  
University of Vienna · Department of Linguistics

Sociolinguistics Symposium 21  
Murcia, 16/06/2016

## Introduction to the Colloquium

Busch/Spitzmüller

### Bridging what?

Stance and  
Metapragmatics

Indexical Anchors

Programme

- **Local indexicality** – *stance and social positions*
- **Social indexicality** – *language ideologies*

- **Local indexicality** – *stance and social positions*
- **Social indexicality** – *language ideologies*

- **Davies, Bronwyn/Harré, Rom (1990)**. Positioning. The Discourse Production of Selves. In: *Journal for the Theory of Social Behaviour* 20/1, pp. 43–63.
- **Wortham, Stanton (2000)**. Interactional Positioning and Narrative Self-Construction. In: *Narrative Inquiry* 19/157-184 .
- **Englebretson, Robert (ed.) (2007)**. *Stancetaking in Discourse. Subjectivity, Evaluation, Interaction*. Amsterdam/Philadelphia: Benjamins (Pragmatics & Beyond, N. S. 164).
- **Deppermann, Arnulf (2015)**. Positioning. In: Anna de Fina/Alexandra Georgakopoulou (eds.): *The Handbook of Narrative Analysis*. Oxford: Wiley Blackwell, pp. 369–387.
- amongst many more

- Bamberg, Michael (1997). Positioning Between Structure and Performance. In: *Journal of Narrative and Life History* 7/1-4, pp. 335–342.
- Bamberg, Michael/Georgakopoulou, Alexandra (2008). Small Stories as a New Perspective in Narrative and Identity Analysis. In: *Text and Talk* 28/3, pp. 377–396.
- De Fina, Anna (2013). Positioning Level 3. Connecting Local Identity Displays to Macro Social Processes. In: *Narrative Inquiry* 23/1, pp. 40–61.
- and others

- Silverstein, Michael (1979). Language Structure and Linguistic Ideology. In: Paul R. Cline/William Hanks/Carol Hofbauer (eds.): *The Elements: A Parasession on Linguistic Units and Levels*. Chicago: Chicago Linguistic Society, pp. 193–247.
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- etc. etc. etc.

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- **Johnstone, Barbara (2007).** Linking Dialect and Identity Through Stancetaking. In: Robert Englebretson (ed.): *Stancetaking in Discourse. Subjectivity, Evaluation, Interaction.* Amsterdam/Philadelphia: Benjamins (Pragmatics & Beyond, N. S. 164), pp. 49–68.
- **Jaffe, Alexandra (ed.) (2009).** *Stance. Sociolinguistic Perspectives.* New York: Oxford University Press (Oxford Studies in Sociolinguistics).



“‘Positioning’ is designed as an alternative to studying the subject in terms of an overarching identity. [...] Positioning is a non-essentialist and practice-bound concept. Positions are accomplished by social practice [...]. Practices are routine, habitual ways of speaking and interacting, which are sensitive to situational contingencies. [...] Positions are meaningful, semiotically structured ascriptions.”

.....  
Deppermann, Arnulf (2015). Positioning. In: Anna de Fina/Alexandra Georgakopoulou (eds.): *The Handbook of Narrative Analysis*. Oxford: Wiley Blackwell, pp. 369–387, quot.: pp. 369–370.

“Stance is a public act by a social actor, achieved dialogically through overt communicative means, of simultaneously evaluating objects, positioning subjects (self and others), and aligning with other subjects, with respect to any salient dimension of the sociocultural field.”

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Du Bois, John W. (2007). The Stance Triangle. In: Robert Englebretson (ed.): *Stancetaking in Discourse. Subjectivity, Evaluation, Interaction*. Amsterdam/Philadelphia: Benjamins (Pragmatics & Beyond, N. S. 164), pp. 139–182, quot.: p. 163.

“I evaluate something, and thereby position myself, and thereby align with you.”

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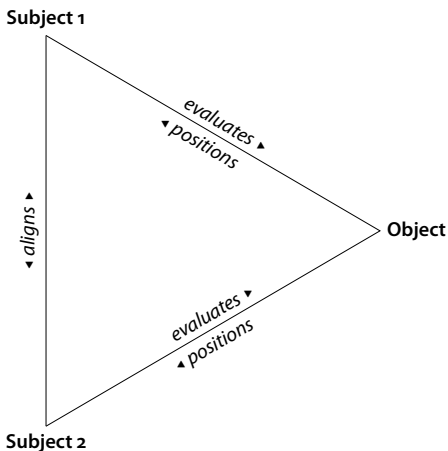
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# The Stance Triangle

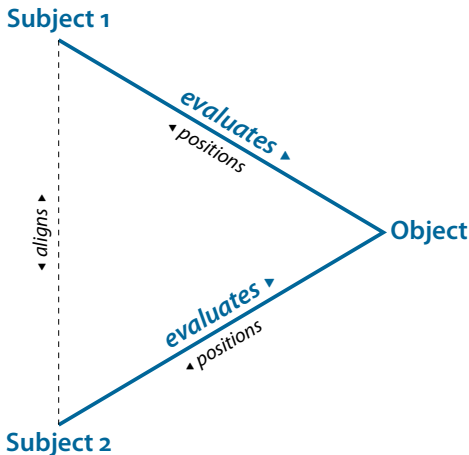
Introduction to  
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Busch/Spitzmüller

Bridging what?

Stance and  
Metapragmatics

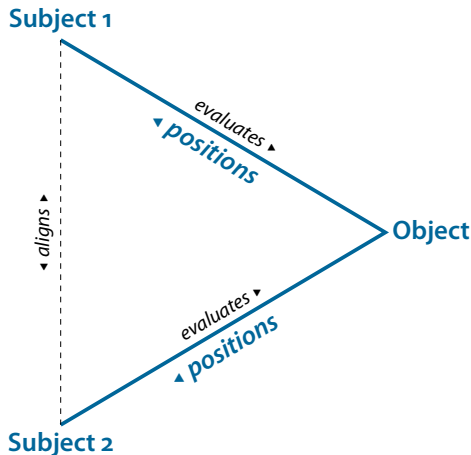
Indexical Anchors

Programme



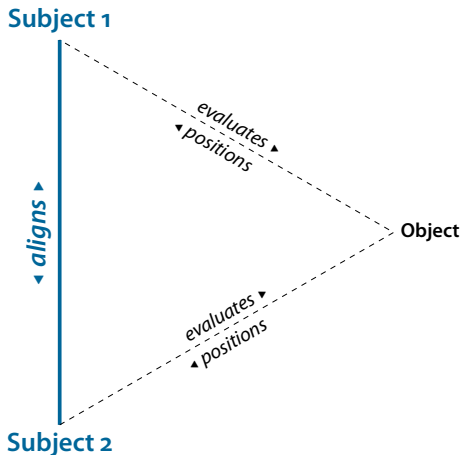
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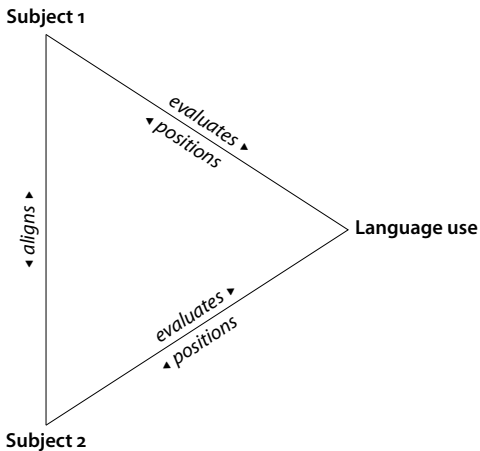
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# The Stance Triangle – Adapted

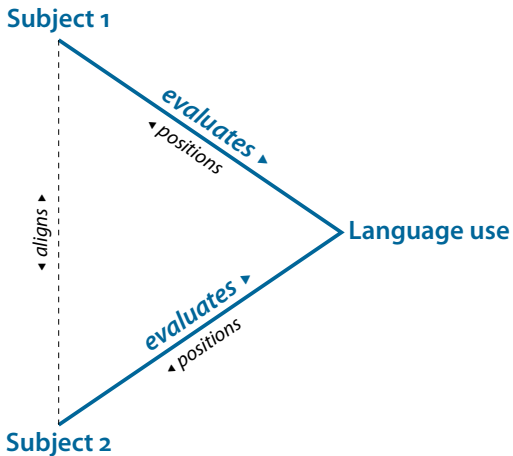
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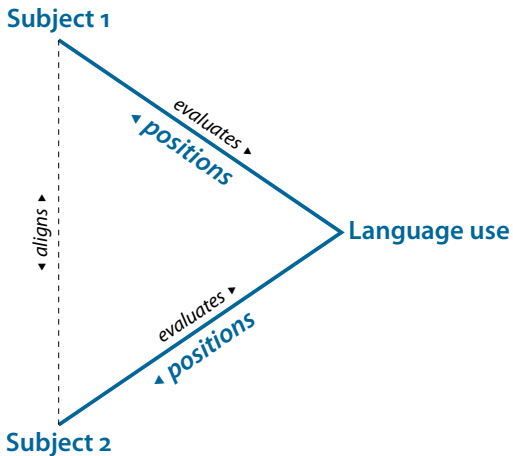
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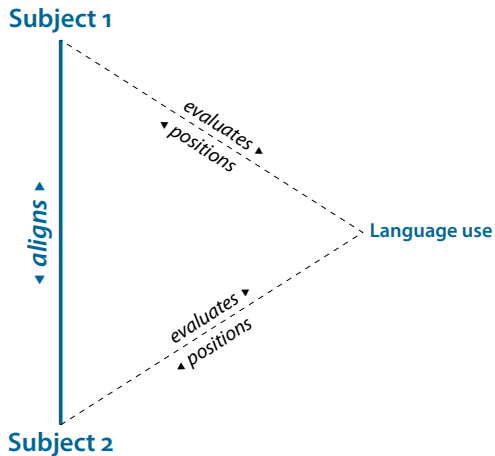
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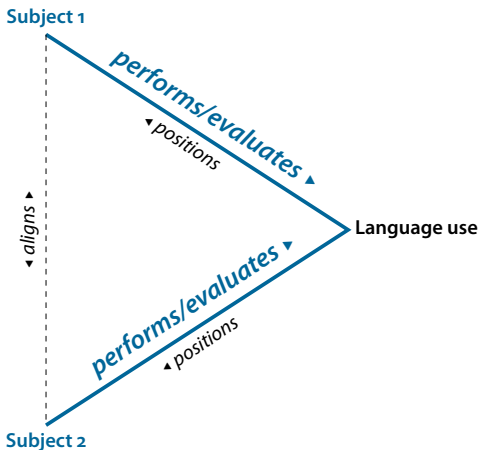
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1. *Adequation and distinction*
2. *Authentication and denaturalization*
3. *Authorization and illegitimation*

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Bucholtz, Mary/Hall, Kira (2006). Language and Identity. In: Alessandro Duranti (ed.): *A Companion to Linguistic Anthropology*. Oxford/Cambridge: Blackwell (Blackwell Companions to Anthropology), pp. 369–394, quot.: pp. 382–387.

“What is the rubric called ‘identity’ a name for? What are the things it names? It is a way of talking about the emblematic functions of signs in behavior. An *emblem* is a thing to which a social persona is attached. It involves three elements; (1) a **perceivable thing**, or diacritic; (2) a **social persona**; (3) **someone for whom it is an emblem** (i. e., someone who can read that persona from that thing). When a thing/diacritic is widely recognized as an emblem – when many people view it as marking the same social persona – I will say that it is **enregistered as an emblem**, or is an *enregistered emblem*. ‘**Enregistered**’ just means ‘**widely recognized**,’ and there are degrees of it.”

.....  
*Agha, Asif (2007). Language and Social Relations. Cambridge: Cambridge University Press (Studies in the Social and Cultural Foundations of Language 24), p. 235.*

“registers [are] culture-internal models of personhood linked to speech forms”

.....  
*Agha, Asif (2007). Language and Social Relations. Cambridge: Cambridge University Press (Studies in the Social and Cultural Foundations of Language 24), p. 135.*

“*Enregisterment*: processes and practices whereby performable signs become recognized (and regrouped) as belonging to distinct, differentially valorized semiotic registers by a population.”

.....  
*Agha, Asif (2007). Language and Social Relations. Cambridge: Cambridge University Press (Studies in the Social and Cultural Foundations of Language 24), p. 81.*

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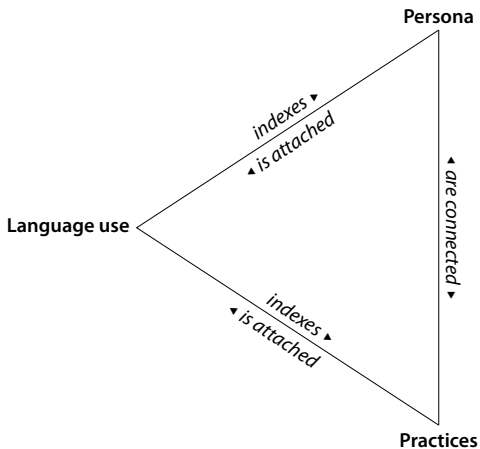
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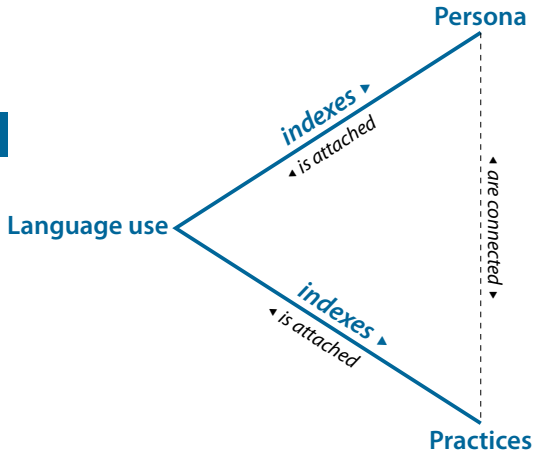
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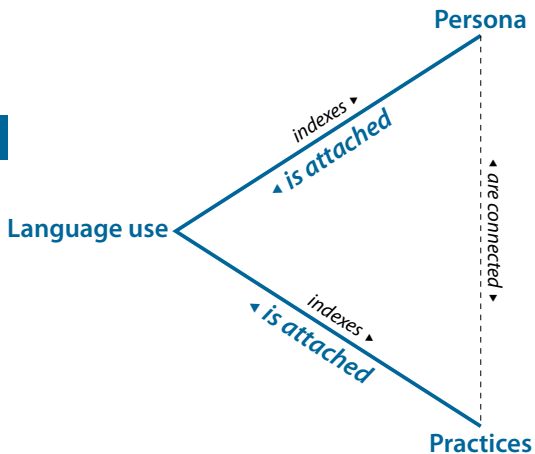
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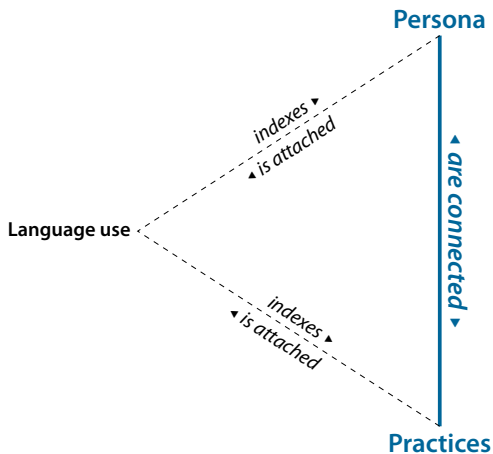
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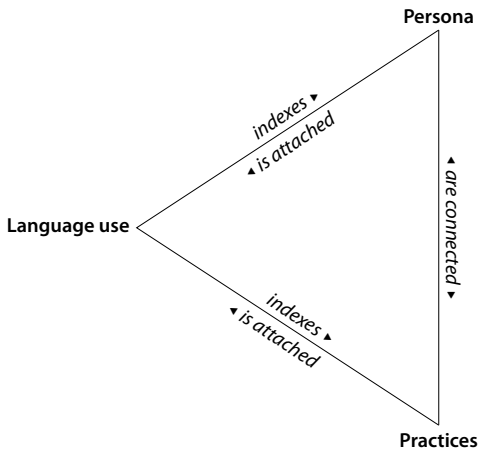
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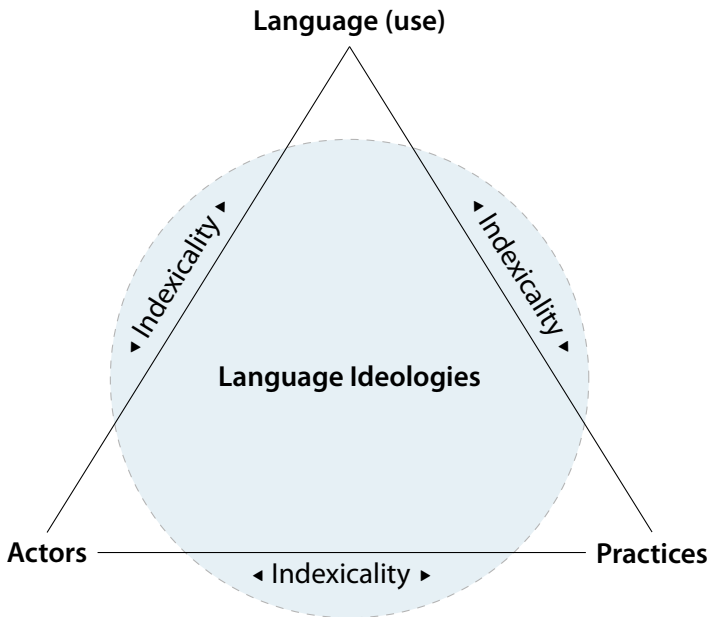
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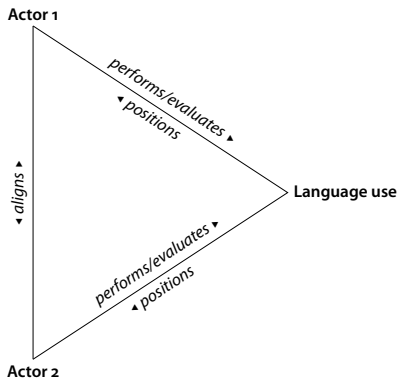
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Cf. [Spitzmüller, Jürgen \(2015\)](#). Graphic Variation and Graphic Ideologies: A Metapragmatic Approach. In: *Social Semiotics* 25/2 (thematic issue "Typographic Landscapes", ed. by Johan Järlehed and Adam Jaworski), pp. 126–141.

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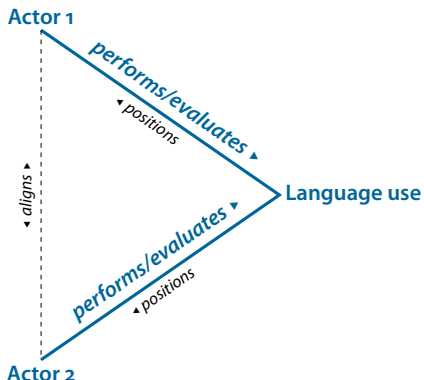
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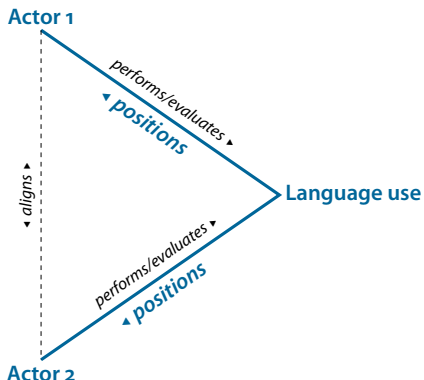
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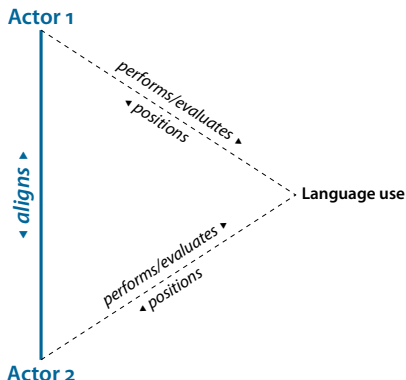
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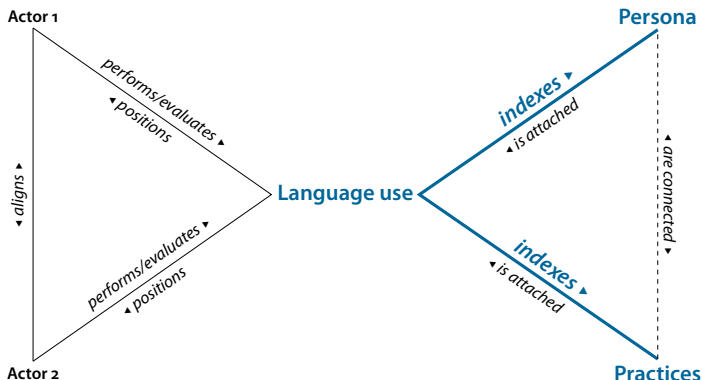
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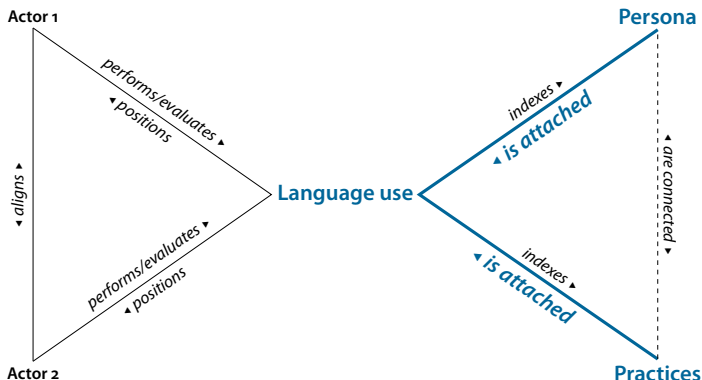


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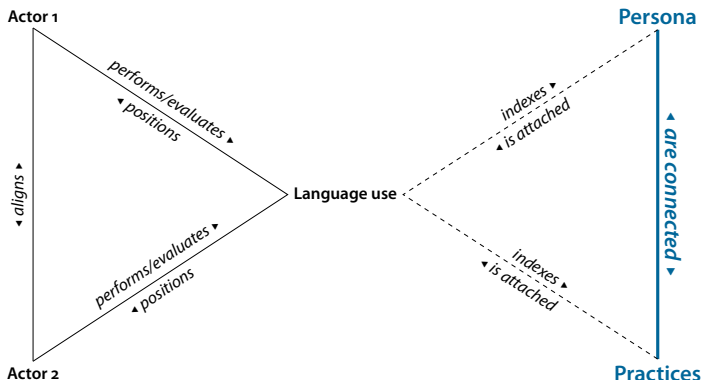
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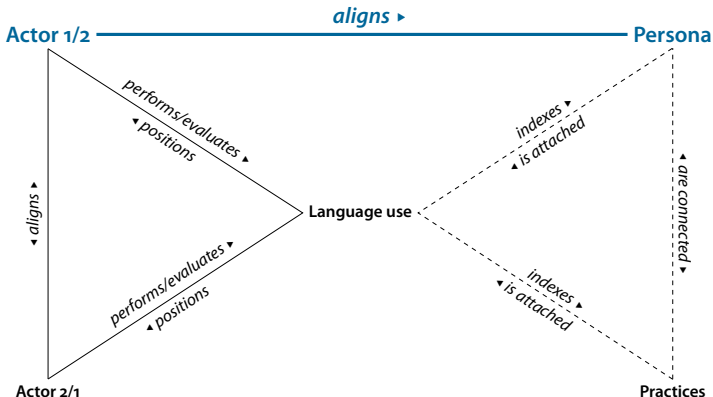
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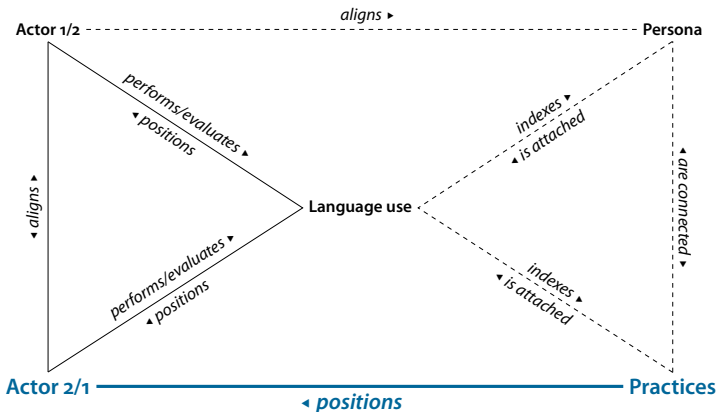
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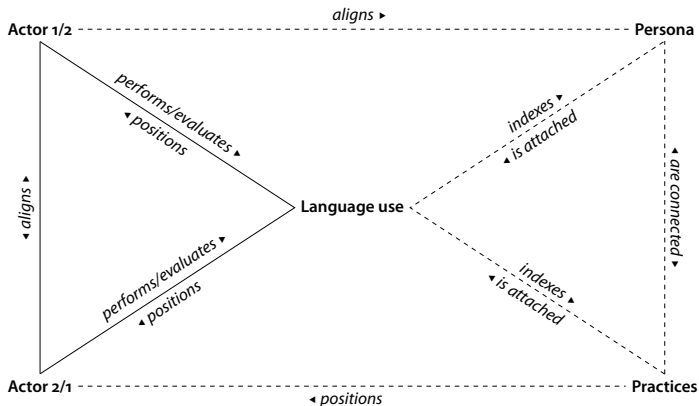
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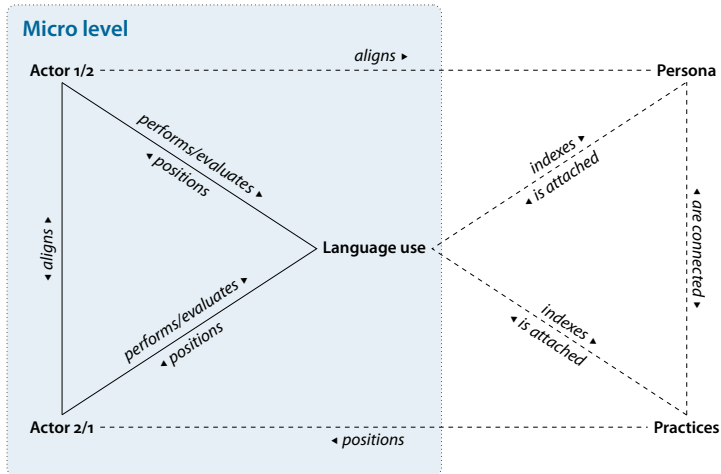
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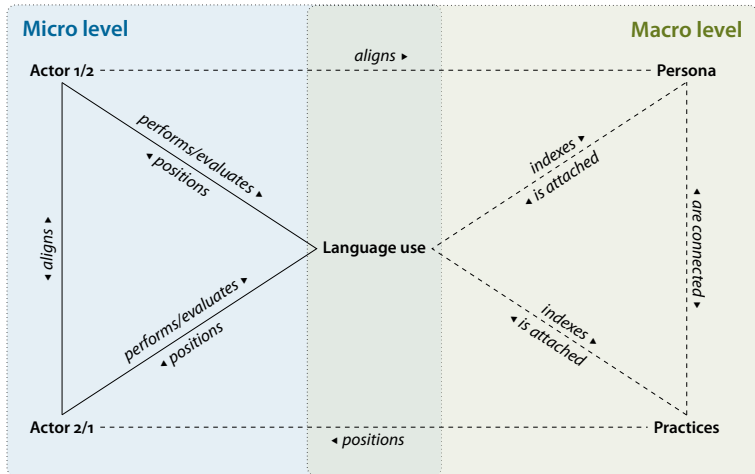


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**Introduction to  
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Busch/Spitzmüller

Bridging what?

Stance and  
Metapragmatics

**Indexical Anchors**

Programme

Subject

## Introduction to the Colloquium

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Bridging what?

Stance and  
Metapragmatics

**Indexical Anchors**

Programme

**Actors**

**Body**

**Subject**

**Time**

**Space**

## Introduction to the Colloquium

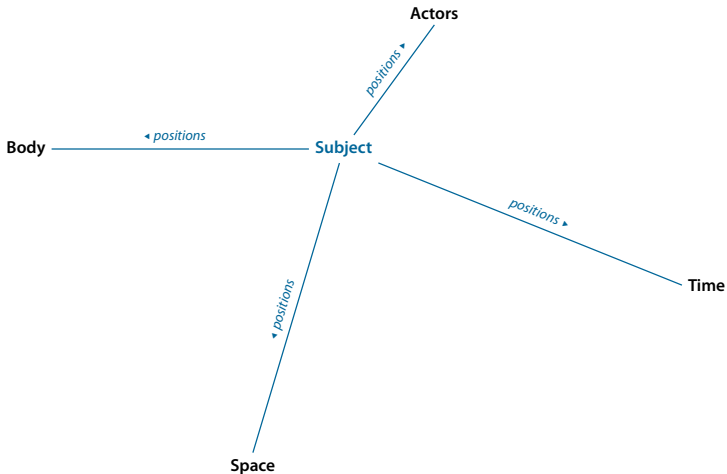
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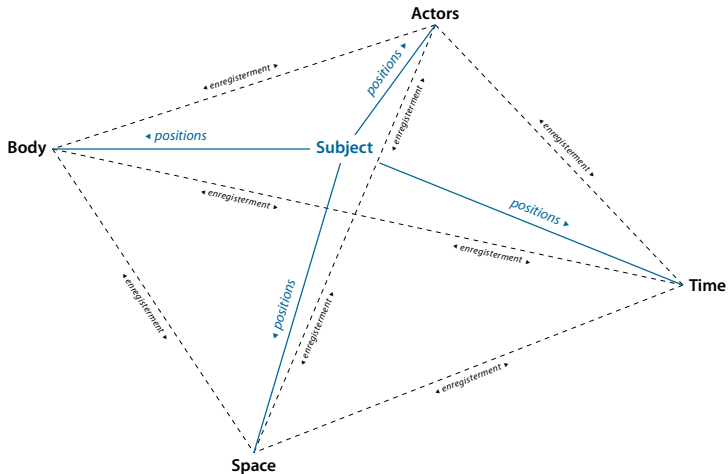
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“I say: the category of the subject is constitutive of all ideology, but at the same time and immediately I add that the category of the subject is only constitutive of all ideology insofar as all ideology has the function (which defines it) of ‘constituting’ concrete individuals as subjects. In the interaction of this double constitution exists the functioning of all ideology, ideology being nothing but its functioning in the material forms of existence of that functioning.”

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Althusser, Louis (1971). Ideology and Ideological State Apparatuses (Notes towards an Investigation). In: *Lenin and Philosophy, and Other Essays*, ed. by Louis Althusser. London: New Left Book, pp. 127–188 [Fr. orig.: *Idéologie et appareils idéologiques d'état* (Notes pour une recherche) in: *La Pensée* 151 (1970), p. 3–38], quot.: p. 15.

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"[...] I propose that agency begins where sovereignty wanes. The one who acts (who is not the same as the sovereign subject) acts precisely to the extent that he or she is constituted as an actor and, hence, operating within a linguistic field of enabling constraints from the outset."

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Butler, Judith (1997). *Excitable speech. A Politics of the Performative*.  
New York: Routledge, p. 16.

**Emi Otsuji/Alastair Pennycook (Univ. of Technology, Sydney):**  
Lingoing and languages: Interpreting the local construction of  
language ideologies

**Jonas Hassemer (Univ. of Vienna):** Resignifying social positions.  
Metapragmatics and the performativity of the subject

**Tim McNamara (Univ. of Melbourne):** Performativity and the  
gendered subject: Social structures and local practice

**Margarita Giannoutsou/Jannis Androutsopoulos (Univ. of Hamburg):**  
Investigating language ideologies in the production of  
academic discourse

**Ana Deumert (Univ. of Cape Town):** 'We need a new language' –  
Challenging the coloniality of language

**Alexandra Jaffe (California State Univ. Long Beach):** Concluding  
discussion



- **Agha, Asif (2003)**. The Social Life of a Cultural Value. In: *Language & Communication* 23, pp. 231–273.
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- Butler, Judith (1997). *Excitable speech. A Politics of the Performative*. New York: Routledge.
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