

# Contents

<i>List of figures and tables</i>	vii
<i>Preface and acknowledgements</i>	ix
<i>Transcription conventions</i>	xiii

1. Introduction	1
1.1 Locating 'style'	1
1.2 Variationism in sociolinguistics	4
1.3 Style in sociolinguistics and in stylistics	9
1.4 Social meaning	18
1.5 Methods and data for researching sociolinguistic style	24
1.6 Style in late-modernity	29
1.7 Later chapters	31
2. Style and meaning in sociolinguistic structure	32
2.1 Stylistic stratification	32
2.2 Limits of the stratification model for style	37
2.3 'Standard' and 'non-standard'	42
2.4 'Non-standard' speech as 'deviation'	45
2.5 Social structure and social practice	47
3. Style for audiences	54
3.1 Talking heads versus social interaction	54
3.2 Audience design	58
3.3 Communication accommodation theory	62
3.4 Some studies of audience design and speech accommodation	64
3.5 Limits of audience-focused perspectives	74
4. Sociolinguistic resources for styling	82
4.1 Speech repertoires	82
4.2 The ideological basis of variation	85
4.3 Habitus and semantic style	89
4.4 Language attitudes and meanings for variation	93

4.5	Metalinguage, critical distance and performativity	99
4.6	Sociolinguistic resources?	103
5.	Styling social identities	106
5.1	Social identity, culture and discourse	106
5.2	Acts of identity	108
5.3	Identity contextualisation processes	111
5.4	Framing social class in the travel agency	115
5.5	Styling place	121
5.6	Voicing ethnicities	126
5.7	Indexing gender and sexuality	132
5.8	Crossing	137
5.9	Omissions	145
6.	High performance and identity stylisation	146
6.1	Theorising high performance	146
6.2	Stylisation	149
6.3	Decontextualisation	155
6.4	Voicing political antagonism - Nye	156
6.5	Drag and cross-dressing performances	163
6.6	Exposed dialects	171
7.	Coda: Style and social reality	177
7.1	Change within change	177
7.2	The authentic speaker	180
7.3	The media(tisa)tion of style	184
	<i>References</i>	189
	<i>Index</i>	206