

List of Figures	x
List of Tables	xiv
Series Editor's Preface	xvi
Acknowledgements	xvii
Introduction	xviii
<b>Part I The Concept and Nature of Style</b>	<b>1</b>
<b>1 The Concept of Style</b>	<b>3</b>
1.1. Style in Rhetoric	3
1.1.1. Ancient Greece	4
1.1.2. The Roman world	7
1.1.3. The Middle Ages and modern times	10
1.2. Style in Stylistics and Semiotics	17
1.2.1. Textualists	19
1.2.2. Contextualists	24
1.2.3. Recent Developments	28
1.3. Style in Sociolinguistics	29
Notes	31
<b>2 The Nature of Style</b>	<b>33</b>
2.1. The Linguistic Meaning of Style: Resources and Mechanisms	33
2.1.1. Style, Register and Diaphasic Variation	33
2.1.2. Style, Dialect and Accent	36
2.1.3. Style and Genre	39
2.1.4. Style, Register, Slang, Cant and Jargon	41
2.1.5. Stylistic Devices	43
2.1.6. Style and the Study of Language Change	49
2.2. The Social Meaning of Style: Motivations	51
2.2.1. Style and Identity	54
2.2.2. Style and Ideology	57
Notes	61

<b>3 Situation-centered Approach: Attention Paid to Speech</b>	<b>65</b>
3.1. Social Determinism and Positivism	65
3.1.1. Sociolinguistic Tenets	65
3.1.2. Sociolinguistic Patterns	69
3.2. The Formality Continuum	77
3.2.1. Casual Style	78
3.2.2. Formal Style	78
3.2.3. Passage Reading Style	78
3.2.4. Word List Style	79
3.2.5. Minimal Pairs Style	80
3.2.6. The Style Decision Tree	80
3.3. Audio-monitoring: The Universal Factor	82
3.3.1. The Principle of Graded Style-shifting	83
3.3.2. The Principle of Range of Variability	84
3.3.3. The Principle of Socio-stylistic Differentiation	85
3.3.4. The Principle of Sociolinguistic Stratification	87
3.3.5. The Principle of Stylistic Variation	90
3.3.6. The Principle of Attention	90
3.3.7. The Vernacular Principle	90
3.3.8. The Principle of Formality	91
3.4. Limitations	91
Notes	93
<b>4 Audience-centered Approach: Audience Design</b>	<b>95</b>
4.1. Behaviorism and Social Psychological Theories	95
4.1.1. Language Attitudes	97
4.1.2. Social Identity Theory and the Linguistic Marketplace	99
4.1.3. Communication Accommodation Theory	101
4.2. Bakhtin and Dialogism	105
4.2.1. Centripetal and Centrifugal Language Forces	105
4.2.2. Heteroglossia and Multiple Voicing	107
4.2.3. Addressivity and Response	108
4.3. The Style Axiom: Audienceship and Responsiveness	109
4.3.1. Relational Activity	116
4.3.2. Sociolinguistic Marker	116
4.3.3. Responsiveness and Audienceship	118
4.3.4. Linguistic Repertoire	119
4.3.5. Style Axiom	120
4.3.6. Accommodative Competence	122
4.3.7. Discoursal Function	123
4.3.8. Initiative Axis	124
4.3.9. Referee Design	125
4.3.10. Field and Object of Study	126
4.4. Limitations	128
Notes	129

<b>5</b>	<b>Context-centered Approach: Functional Model</b>	<b>131</b>
5.1.	The Context of Situation and Contextualism	131
5.2.	Systemic Functional Model of Language	133
5.3.	Polylectal Grammar	134
5.4.	The Register Axiom	138
5.5.	Limitations	143
	Notes	144
<b>6</b>	<b>Speaker-centered Approach: Speaker Design</b>	<b>146</b>
6.1.	Social Constructionism	146
6.1.1.	Phenomenology	147
6.1.2.	Relativism	148
6.2.	Social Constructionist Sociolinguistics: Persona Management	148
6.2.1.	Indexicality, Social Meaning and Enregisterment	150
6.2.2.	Agency	157
6.2.3.	Performativity, Stylization, and Identity Construction	158
6.2.4.	Stance	173
6.2.5.	Authenticity	175
6.2.6.	Hyperdialectism vs. Hypervernacularization	179
6.2.7.	Crossing	181
6.3.	Limitations	182
	Notes	182
<b>7</b>	<b>Conclusion</b>	<b>185</b>
	Note	191
	References	192
	Index	221