Contents

	Preface	IX
	Author's preface	XII
	SECTION I	
	Survey	I
1	The social study of language	
	The scope of enquiry	3
	Complementary approaches	
	The methods of enquiry	5 8
	What are the data?	8
	The sociolinguist at work	IO
	The approach in this book	13
2	The ethnography of speaking	
	and the structure of conversation	
	The ethnography of speaking	14
	The structure of conversations	16
	Politeness and politeness formulas	19
	Terms of address	20
3	Locating variation in speech	
	Speech communities and repertoires	24
	Dialect	27
4	Styles, gender, and social class	
	Styles	31
	Specialized varieties or registers and doma	
	Slang and solidarity	35

	Language and gender Social stratification Accommodation and audience design	36 39 41
5	Bilinguals and bilingualism	
•	Language socialization	44
	The description of bilingualism	45
	Bilingual competence	47
	Code switching and code mixing	49
6	Societal multilingualism	
	Multilingualism	51
	Language loyalty and reversing language shift	55
	Language and ethnic identity	57
	Language and politics	58
	Language rights	59
	Pidgins and creoles	61
	Diglossia	63
7	Applied sociolinguistics	
	Language policy and language planning	66
	Status planning	68
	Corpus planning	70
	Normativism and prescriptivism	72
	Language acquisition planning or language	R
	education policy	74
	Language diffusion policy or linguistic imperialism	75
	The spread of English—imperialism or hegemony?	76
	Conclusions	78
	SECTION 2	
	Readings	79
	SECTION 3	
		III
	SECTION 4	
	Service Statements and	121
	Asknowladgementa	10-
	Acknowledgements	127

j