Language attitudes
Teacher: Bente Hannisdal

*Attitude* is a central concept in sociolinguistics and has been found to have important effects on language behaviour. The study of individual and collective reactions to linguistic varieties may uncover entrenched perceptions and value judgements of their speakers. This course deals with language attitudes and stereotypes as they are manifested in various attitudinal studies, in popular culture, and in society in general. It covers key methodological and empirical issues, with a focus on how language attitudes can be investigated and measured.

**Reading list**


Bayard, Donn. 1990. ‘God help us if we all sound like this’: Attitudes to New Zealand and other English accents. In Bell, A. and Holmes, J. (eds.) *New Zealand ways of speaking English*. Multilingual Matters. 67-96.


