

Loanword variation and perception: A case of methodological choices and experimental outcomes

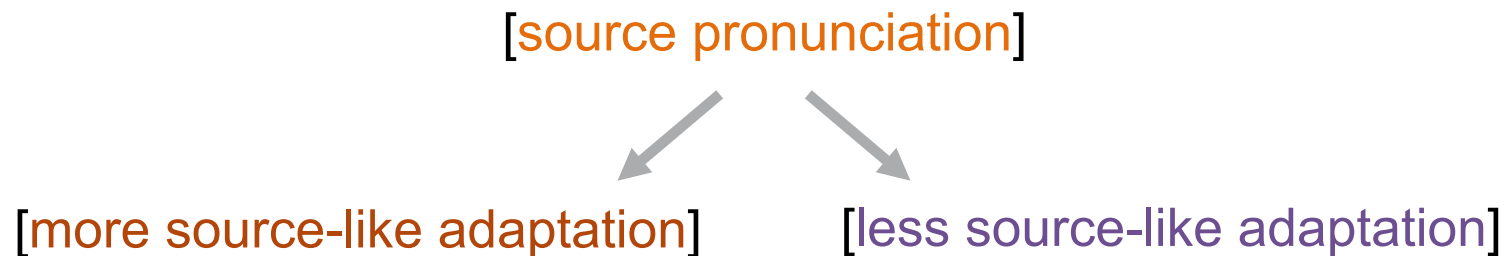
Zack Jagers



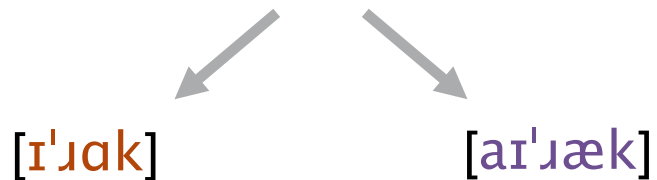
LSA Annual Meeting, Salt Lake City UT
6 January 2018

Introduction

- Loanword variation



e.g., Iraq [ʕi'raq]



Introduction

○ Loanword variation

- production

- social indexations
- indexical order (Silverstein 2003)

- perception

- social indexations and evaluations
- comparison to production
- different methods of elicitation (considering metalinguistic awareness)

Background

- Variation in production
 - Intensity of language contact
 - degree of bilingualism of the individual (Kang 2010, de Jong and Cho 2012)
 - community-level bilingualism (Poplack et al. 1988, San Giacomo and Peperkamp 2008, Friesner 2009)

Background

- Variation in production
 - Intensity of language contact
 - Other social factors related to language contact
 - source-directed attitude (Weinreich 1968:27, Thomason 2001, Lev-Ari et al. 2014)
 - receptiveness to language contact
 - purist ideology (Poplack et al. 1988, Thomason 2001)
 - self-reported multilingualism (Silva et al. 2011)

Background

- Variation in production
 - Intensity of language contact
 - Other social factors related to language contact
 - Further disconnected indexations
 - socioeconomic status and prestige (Boberg 1999)
 - political identity (Hall-Lew et al. 2010, 2012)
 - global-/national-ist ideology and persona (Silva et al. 2011*, Jagers 2016, 2017)

Background

- Variation in production
 - Indexical order
(Silverstein 2003)

Background

- Variation in production
 - Indexical order
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(Hall-Lew et al. 2010)

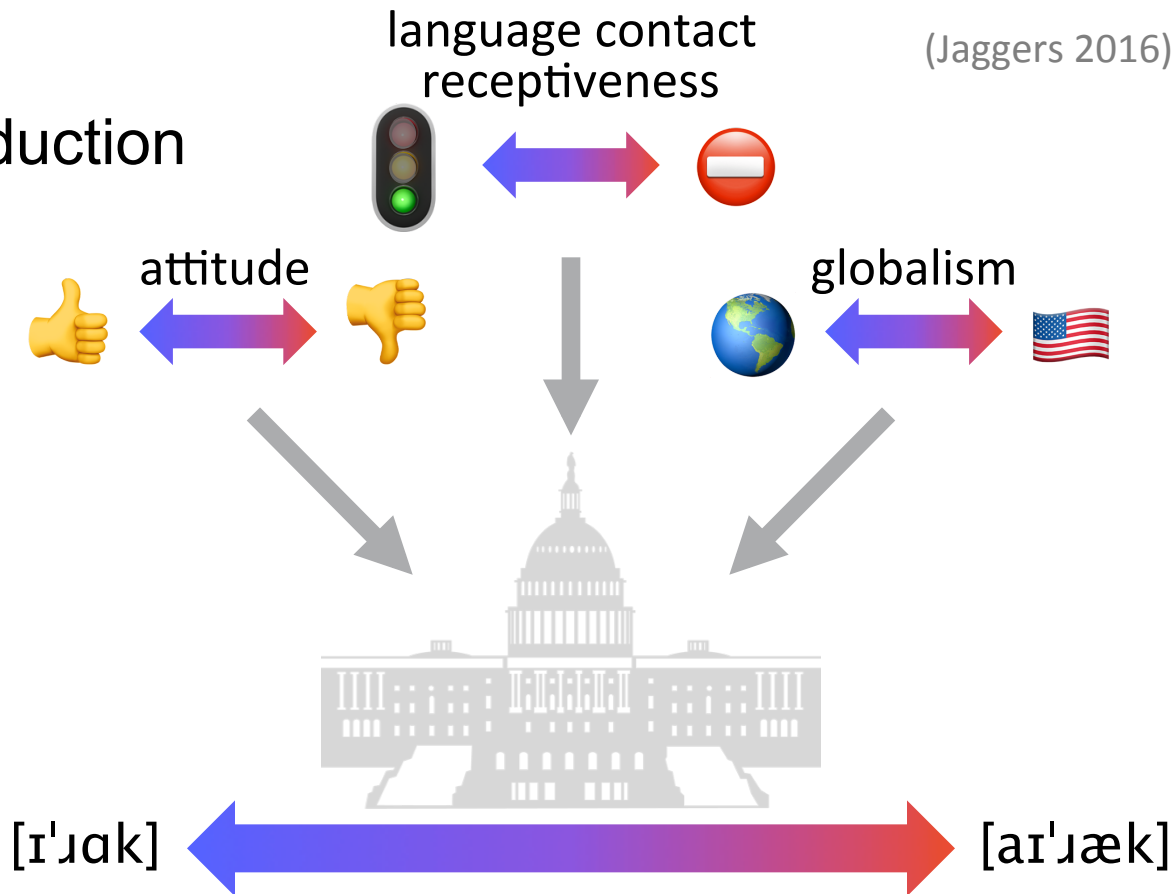


[ɪ'ʌk] ←→ [ɑɪ'ʌæk]

Background

- Variation in production

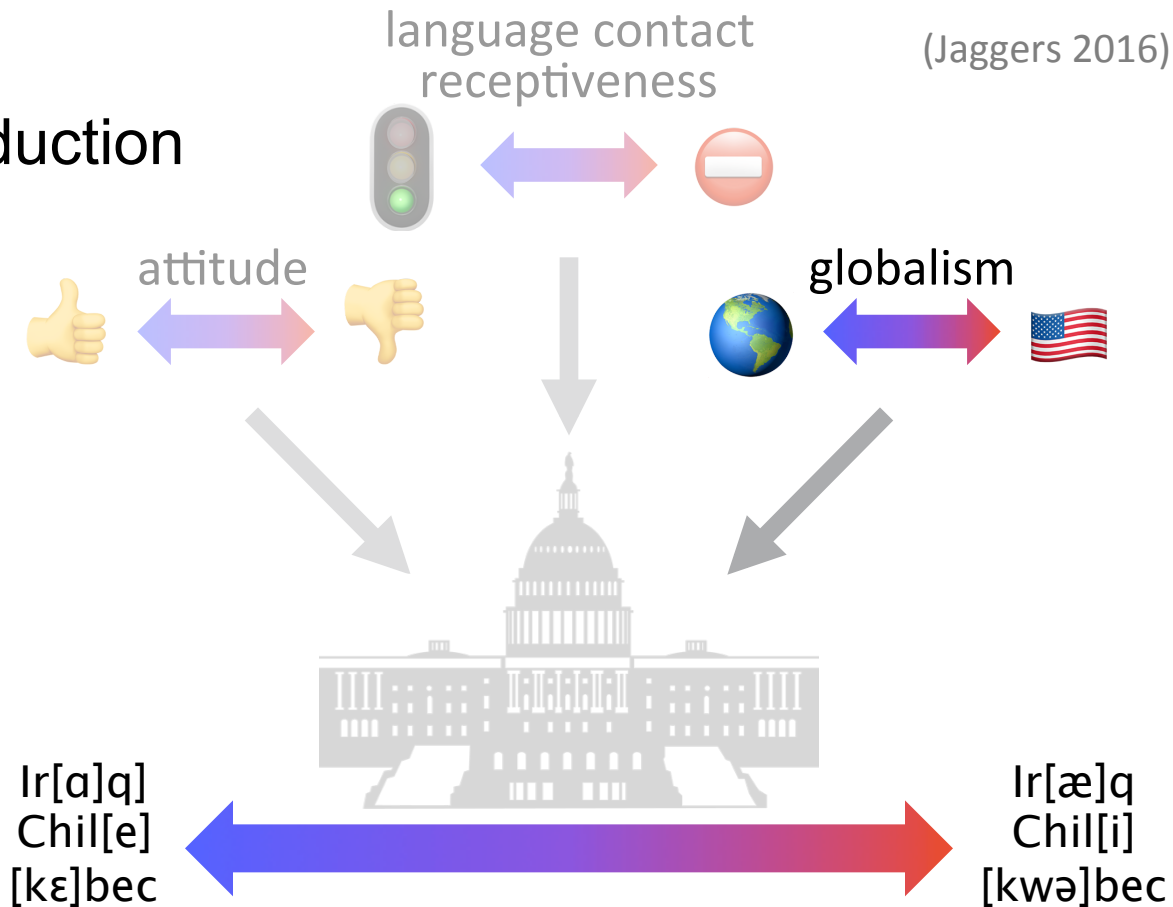
- Indexical order
(Silverstein 2003)



Background

- Variation in production

- Indexical order
(Silverstein 2003)



Background

- Considering perception

- Are the same indexations activated for the listener?

- perception may line up with production (e.g., Campbell-Kibler 2007, Staum Casasanto 2009)
 - or it may not (e.g., Niedzielski 1999, Boughton 2006)

Background

- Considering perception
 - Are the same indexations activated for the listener?
 - Does this variable carry additional *evaluations*?
 - ‘pleasantness’ and ‘correctness’ (Preston 1999)
 - possible impacts or ramifications (e.g., Rubin and Smith 1990, Purnell, Idsardi, and Baugh 1999)

Background

- Considering perception

- Are the same indexations activated for the listener?
- Does this variable carry additional *evaluations*?
- Do aspects of the listener influence perception?
 - listener variety or social group (e.g., Kerswill and Williams 1999, Hay et al. 2006, Yuasa 2010)
 - context/assumptions (e.g., Niedzielski 1999, Hay et al. 2006)

Background

- Considering perception

- Are the same indexations activated for the listener?
- Does this variable carry additional *evaluations*?
- Do aspects of the listener influence perception?
- Does method matter (and how)?
 - matched-guise vs. metalinguistic commentary (comb'd: e.g., Coupland et al. 1999)
(Lambert et al. 1960) (Preston 1989)
 - How might differences in the results reflect nuances of indexicality?

Methods

- Online survey
- Participants
 - 400 participants (recruited via MTurk)
 - only eligible if native, monolingual speakers of American English

Methods



Task 1: Matched-guise

- Framing
 - Listen to news report; answer questions about report and reporter.
 - Instructed to listen with headphones in quiet area.

Methods

Task 1: Matched-guise

- Framing
- Stimulus
 - News report (~1min)
 - Mainstream US English
 - Re: international commerce
 - Variable placenames throughout
 - Manipulation:
 - hear all **unnativized** variants
 - or all **nativized** variants

	 more source-like (‘unnativized’)	 less source-like (‘nativized’)
Budapest	[ˈbʊdəpɛʃt]	[ˈbʊdəpɛst]
Chile	[ˈtʃɪle]	[ˈtʃɪli]
Colombia	[kɒˈlɒmbiə]	[kəˈlʌmbiə]
Iraq	[ɪˈrɑk]	[aɪˈræk]
Pakistan	[ˈpɑkɪstɑn]	[ˈpækɪstæn]
Paraguay	[ˈpɑrəɡwaɪ]	[ˈpæɹəɡwe]
Quebec	[kɛˈbɛk]	[kwəˈbɛk]
Shanghai	[ˈʃɑŋhaɪ]	[ˈʃæŋhaɪ]
Tanzania	[tɑnzəˈniə]	[tænzəˈniə]
Tokyo	[ˈtɒkjɔ]	[ˈtɒkiɔ]

Methods

Task 1: Matched-guise

- Framing
- Stimulus
- Elicitation
 - Comprehension check
 - 7-point Likert scales re: evaluations of ‘pleasantness’ and ‘correctness’

How pleasant was the reporter to listen to?
very pleasant very unpleasant
1 2 3 4 5 6 7

How experienced did the reporter sound?
very inexperienced very experienced
1 2 3 4 5 6 7

How smart did the reporter sound?
very intelligent very unintelligent
1 2 3 4 5 6 7

How knowledgeable did the reporter seem regarding international current events?
very knowledgeable very unknowledgeable
1 2 3 4 5 6 7

How likely do you think it is that the reporter is multilingual (i.e., also speaks a language other than English) vs. monolingual (i.e., speaks only English)?
surely monolingual surely multilingual
1 2 3 4 5 6 7

What size station do you think this report might have been broadcast from?
small/local regional/national global/international
1 2 3 4 5 6 7

What political leaning do you think this station might have?
very liberal very conservative
1 2 3 4 5 6 7

How well could you understand the report?
impossible to understand easy to understand
1 2 3 4 5 6 7

How trustworthy do you think the report was?
very reliable very unreliable
1 2 3 4 5 6 7

Methods

Task 1: Matched-guise

- Framing
- Stimulus
- Elicitation
 - Comprehension check
 - 7-point Likert scales re: evaluations of ‘pleasantness’ and ‘correctness’;
relevant social indexations: global orientation, political orientation, multilingualism

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Methods

Interim task:

- Self-reported pronunciation

When you say the word 'Iraq', which does your pronunciation of the underlined vowel sound more similar to?

'rack'

'rock'

Methods

Task 2:

Metalinguistic ratings

If you heard someone speaking English pronounce 'Iraq', 'Quebec' and 'Chile', for example, as /eye-rack/, /kwuh-beck/ and /chill-ee/ instead of /ear-rock/, /keh-beck/ and /chee-lay/, how might you think about them along the following factors?

(Half of participants given reverse prompt.)

unkind 1 2 3 4 5 6 7 friendly

intelligent 1 2 3 4 5 6 7 unintelligent

educated 1 2 3 4 5 6 7 uneducated

lower-class upbringing 1 2 3 4 5 6 7 middle-class upbringing upper-class upbringing

humble 1 2 3 4 5 6 7 pretentious

politically liberal 1 2 3 4 5 6 7 politically conservative

narrow-minded 1 2 3 4 5 6 7 open-minded

likely monolingual 1 2 3 4 5 6 7 likely multilingual

Results

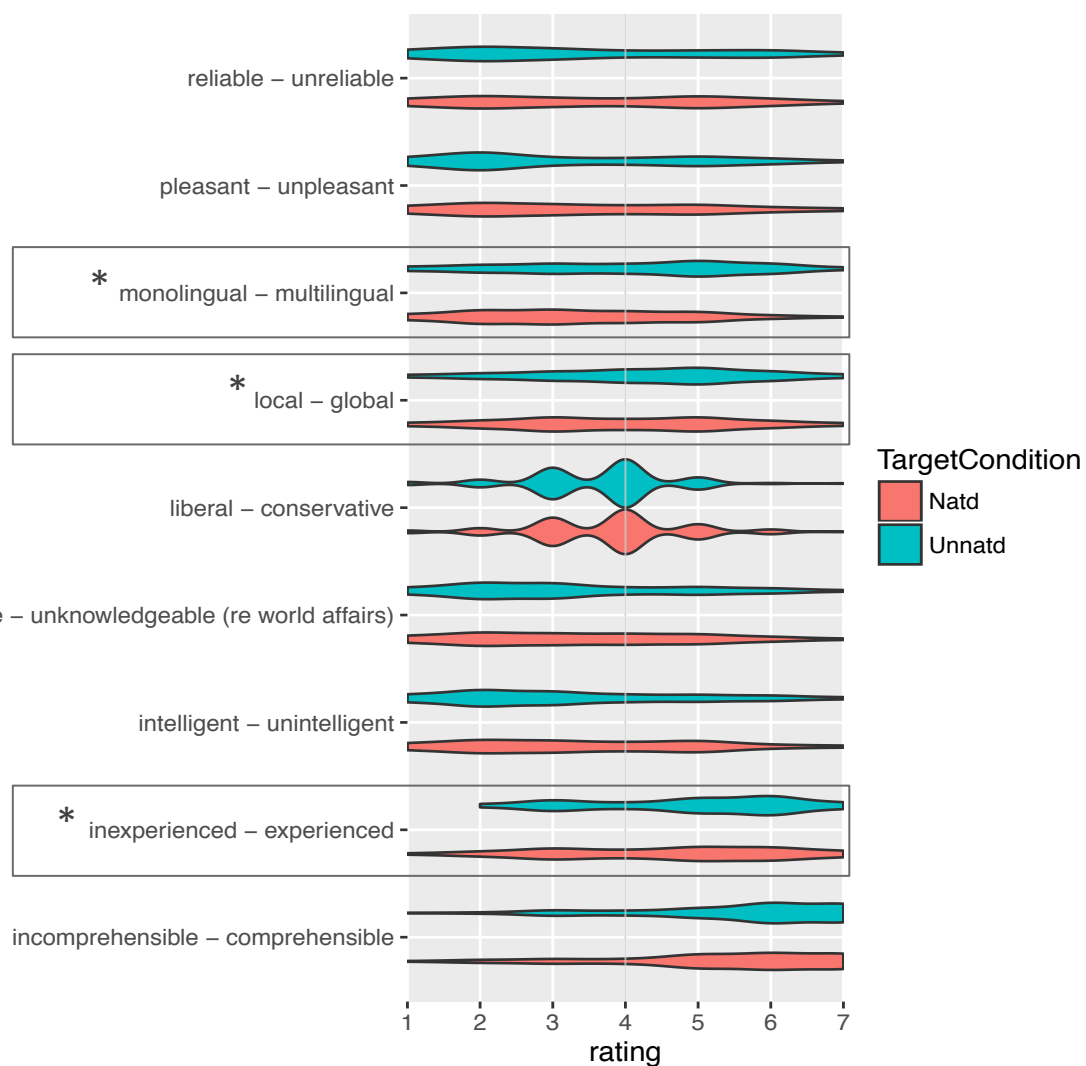
Task 1:

Matched-guise

- multilingualism
- global audience orientation
- reporting experience
- global linguistic market

(Bordieu 1977, Cameron 1999, Piller 2001, Heller 2003, Zhang 2005)

scale

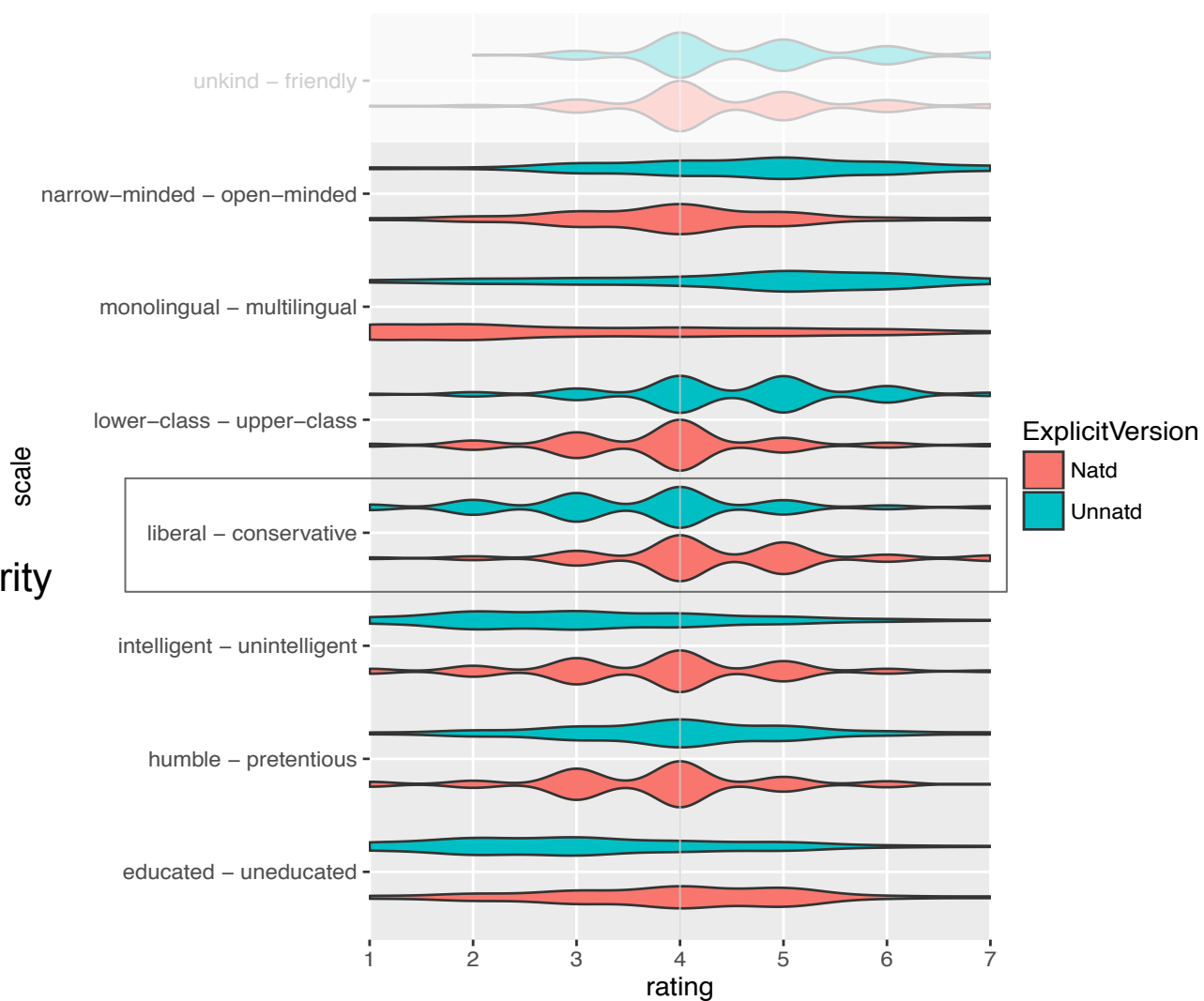


Results

Task 2:

Explicit ratings

- multilingualism
- open-mindedness
- prestige, linguistic security
- + political identity



Results

Considering factors of the participant:

- (no sig. effects identified in matched-guise results)
 - interaction w/ participant political identity
 - political identity – main effect: more source-like = more liberal
more so for listeners who identify as liberal
 - class/SES – main effect: more source-like = higher class
more so for listeners who identify as liberal
- in-group identifier and class/prestige marker

Results

Considering factors of the participant:

- (no sig. effects identified in matched-guise results)
 - interaction w/ participant political identity
 - condition as target-self match (w/ 'Iraq' self-reporting)
 - intelligence: mismatch = less intelligent
 - open-mindedness: mismatch = more narrow-minded
- in-group preference

Results

Considering factors of the participant:

- (no sig. effects identified in matched-guise results)
 - interaction w/ participant political identity
 - condition as target-self match (w/ 'Iraq' self-reporting)
 - intelligence: mismatch = less intelligent
interaction: stronger when eval. of less source-like ($p=.054$)
 - open-mindedness: mismatch = more narrow-minded
 - (political identity: mismatch = more conservative)
- in-group preference (and a hint at linguistic security)

Conclusions

Perception ~ Production:

- similar indexations and evaluations
 - globalism, global orientation, open-mindedness
 - multilingualism
 - prestige and linguistic security
 - political identity
- seeming asymmetries in *activation*
 - political identity activated only explicitly
 - some associations activated stronger for different listeners

Conclusions

Discussion

- Impact
 - The use of more source-like loanword pronunciations appears to carry capital in what might be considered the global linguistic market. (Bordieu 1977, Piller 2001, Zhang 2005)
 - However, this could cost capital at the national/local level.

POLITICO

Obama, a stickler for pronunciation

By CAROL E. LEE | 07/03/09 05:54 AM EDT | Updated 07/03/09 12:08 PM EDT

The Atlantic

A Roundup of Obama's Most Un-American Pronunciations

ERIC LEVENSON | JUN 5, 2014 |

Conclusions

Discussion

- Impact
- Theoretical implications
 - the global linguistic market and the relation of English to it
 - indexical order of loanword variation: political indexicality as a result of global-/ national-ism; but not just a mere byproduct
(indexical order and social reconstrual: Silverstein 2003; Eckert 2008)
 - indexical order and indexical activation
 - methodology and the use of explicit elicitation