

Contents

Preface	v
Chapter 1 Introduction	1
Chapter 2 Speech style and perceived status (I): some conceptual distinctions	9
The standardization process	9
Two types of standard speech styles	15
Context-related standards	16
Class-related standards	21
Chapter 3 Speech style and perceived status (II): empirical studies	24
Britain	24
United States of America	37
French Canada	46
Chapter 4 Speech style and perceived personality (I): the Canadian studies	52
Chapter 5 Speech style and perceived personality (II): other cultures	66
Britain	66
A cross-national study	71
The Welsh language	74
The United States of America	78
Speech style and group self-esteem	86
Chapter 6 Speech style and attitudes	90
Content quality	90
Persuasiveness	91

British studies of persuasive speech	92
Co-operation	100
Employment	105
Education	107
Speech style in medical and legal contexts	110
Chapter 7 The dynamics of speech style	112
Endogenous factors	119
Exogenous factors	121
(1) Topic	122
(a) Salience	122
(b) Emotionality	122
(c) Technicality	125
(d) Abstraction	126
(e) Humorousness	126
(2) General context	127
(3) Formality-informality	130
(4) Privacy, purpose and familiarity	134
Chapter 8 The influence of the receiver	136
Personal attributes of receiver	136
Sex	137
Age	137
Race	140
Social status	142
Reinforcement of verbal behaviour	146
Response matching	149
Chapter 9 A social psychological model of speech diversity	154
The accommodation model	157
Limitations of the accommodation model	166
Accommodation through accent	170
References	182
Author Index	207
Subject Index	215