Contents

Pr	eface and Acknowledgments	vii
A Note on the Linguistic Conventions Used in <i>Vox Popular</i> Keywords Found in Each Chapter		x xiv
	Mad Men in a Modern Family World	1
	Why Does a Linguist Care about Mad Men	
	or Modern Family?	3
	Narrative Media as a Site for Linguistic Exploration	12
	Language Variation in the Narrative Media	20
2	Exploring Language and Language Variation	25
	Introduction	25
	Languages and Dialects	27
	The Components of a Grammar	32
	All the Systems Work as a System	34
	Systems of Variation	40
	Language Change	47
3	Studying Language Variation in the Media	55
	Introduction	55
	Formulating a Research Question	56
	Turning Narrative Media into Data	57
	Analytic Orientation	58
	Transcribing Your Data	61
	Coding Your Data	66
	Constructing a Corpus	69
	Quantitative Methods	70
	Qualitative Methods	75
	Triangulating Your Evidence with Different Analytic Approaches	82

vi Contents

4	Dimensions of Variation	85
-	Introduction	85
	Non-Linguistic/Linguistic	90
	Spoken/Written	93
	Non-Standard/Standard	97
	Informal/Formal	101
	Unplanned/Planned	104
	Local/Global	107
	Private/Public	110
	Putting It All Together	114
5	Making Language Variation Meaningful	119
	Introduction	119
	Meaning	120
	Indexical Meaning	124
	Ideology	130
	Ideology about Language	133
	Ideology, Indexicality, and Power	138
6	Language Variation and Characterization	154
	Introduction	154
	Characterization and Language	156
	Realness and Authenticity	160
	Identity and Identification	163
	Relational Identity	164
	Norms and Types	168
	Social Personae	172
	Indexical Authenticity	176
7	Language as Narrative Action	183
	Introduction	183
	Performance and Speech Acts	185
	Language as a Plot Device	193
	Switching as Action	196
	Taboo Language as Action	205
8	Connecting to the Audience	221
	Introduction	221
	Audiences	222
	Audience Design	226
	Setting Expectations for Viewers	230
	Enregisterment	236
	Stylization	242
	Interacting with Audiovisual Media	246
	The End	253

Index