



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ

Факультет гуманитарных наук
Направление обучения:
Фундаментальная и прикладная лингвистика

The emergence of sociolinguistics: where, when and why?

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Welsh signs



Why is it studied?

- The media's promotion of sociolinguistics creates a buzz of interest around the topic, leading the public to take an interest into sociolinguistics;
- Examining the way in which people use language in different social contexts can begin to explain how language works and the workings of social relationships in a community.

When and where?

- First attempt: Indian language – 50BC
- 19th and 20th centuries: **dialectology**
- Indian and Japanese linguists: first conducted study into relationship between language and society in the 1930s
- 1952: the term '*sociolinguistics*' was coined by Haver Currier
- 1960: western scholars, such as William Labov and Basil Bernstein became interested in sociolinguistics

Reasons (1)

- the contradiction between the linguistic postulates and the reality;
- all languages are equal in terms of structure; all speakers have similar language skills;
- in real life – languages are not equal in their functions and status; some people have better command of the language than the other.

Reasons (2)

- sociolinguistics appeared in response to social needs;
- the process of decolonization.





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Спасибо за внимание!

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