LANGUAGE AND ATTITUDE

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Abstract

This article deals with Sociolinguistics, and focus on Language and Attitude, and includes about Theory of Attitude in Language, Language Attitude and Language Learning, and Application of Sociolinguistics.

Keywords: Sociolinguistics, Language, and Attitude.

Language in the primary means of human communication. It is a powerful social force that does more than convey intended referential information. It is also indicates both personal and social characteristics of the speaker. Depending on the particular listener, a speaker's accent, speech patterns, vocabulary, intonation etc, can serve as markers for evaluating that speaker's appearance, personality, social status and character, among other things.

Sociolinguistics is the study that relate the language and society. In sociolinguistics related to social factors, context, attitude etc. If we speak to different culture absolutely we have to know their rule or attitude for using their language. Some language attitude studies are strictly limited to attitudes toward the language it self. However, most often the concept of language attitudes includes attitudes toward speakers of particular language ; if the definiton is even further broadened, it can allow all kinds of behavior concerning language to be treated.

Theory of Attitude In Language

According to Behaviorism, attitudes are dependent variable what can be statiscally determined by observing actual behavior in social situations. This is also causes problems ; it can be questioned whether attitudes can be defined entirely in terms of the observable data (Dittmar 1976 : 181).

Hoveland, Janis & Kelly (1953), Attitudes are usually defined as a disposition or tendency to respond positively or negatively toward a certain things (idea, object, person, situation). Thjey encompass, or are closely related to, our opinion and beleifs and are based upon our experiences. Since attitudes often relate in some way to intercation with others, they represent an important link between cognitive and social psychology. As far as instruction is concerned, a great deal of learning involves acquiring or changing attitudes. Attitude change is especially relevant to management and sales training, provided one of the first major theories of attitudes change, developed in the framework of Hull's learning theory, and oriented towards the effect of persuasive communication. It is change in opinions can result in attitudes is no different in nature than any other verbal or motor skill, except that opinion relate to a single proposition wheares other skills involved a series of proposition. The acceptance of a new opinion (and hence attitude fromation) is dependent upon insentives that are ofered in the communication.

Festinger's theory of cognitive disconance is one of the best known and most researched frameworks pertaining to attitude change. According to this theory, attitude change caused by conflict among beliefs. A number of factors determine the strenght of the dissonance and hence how much effort is required to change attitudes. By manipulating these factors, attitude change can be facilitatedf or inhibited.

An attitude can be defined as a positive or negative valuation of people, obejcts, event, opinion of Bain (1927), an attitude is the relatively stable overt behavior of a person which affect his status, a which are different to a group are social attitudes or values in habit and vegetative proces as such, and totally ignores the hypothetical subjective states which have formerly been emphasized. It is how one judges any person , situation or object.

North (1932) has defined attitude as the totally of those states that lead to or point toward some particular activity of the organism. The attitude is therefore, the dynamic element in human behavior, the motive for activity. For Lumley (1928) an attitude is s susceptibly to certain kinds of stimuli and readiness to

respond repeatedly in a given way which are possible toward our world and the nparts iof it, which impinge upon us.

Language Attitude in Language Learning

Learners' attitude towards the language being learned have been reserached many times by language teachers and psychologists. Most of the researches agrred that favourable (positive) attitude towards the language will affect more positive result in the learning. In contrast, negative view to the language being learned will be more likely to caise negative result un this study.

Kind of Attitudes :

1. Attitude to language

    Intelligibility is also affected by attitudes. So people find it easier to understand language and dialect a spoken by people they like or admire. A closely relate point, at least for majority group member, is that people are more highly motivated, and consequently often more succesful, in acquiring a second languge when they feel positive towards implications both for politicians and language teacher.

    Attitudes to language are strongly influenced by social and political factors. Language planners must take account of attitudes when they select a suitable language for development as official or national language. Attitudes to Pidgiuns and creoles, for instance, present major impediment to their promotion and acceptance of official language, or for use in schools.

    Example :

    Ray is east Indian teenager whose linguistics repertoire includes patoils as well as standard English with the Landon accent. He has no illusions about his teacher's view about patois, the language variety that he speaks with his friends, "she'd rather we said nothing at all if we don't use "proper English". And as for Patois she hits the roof if she hears us using it at school. She calls it sloppy, ufly speech.

2. Attitude to standard English.

Standard English has an enourmous legacy of overt prestige. It has been regarded as a symbol of British nationhood. For well overt a century has been promoted as the only acceptable variety for use in all official domains, including education. By comparison vernacular dialects of English are down-graded. The political and social basis of these attitudes is clearly evident. While there is general agreement on the inferior status of vernacular dialect, many people are surprised to find that standard accents of English are so highly regarded by those who don't use them. Example :

a. *Next to our people our language is our greatest asset; itnit nthe essential ingredient of the Englishness of England.*

b. *English ouht to be the queen of the curriculum for any British child. It is one of bthe things that defined his or her nationality.*

The social basis of these attitudes is very clear. Though there are many notable exceptions, In Britain, local accents generally are more highly on characteristics such as friendliness and sense of humor, and other dimensions which measure solidarity or social attractiveness.

3. Attitudes to Vernacular forms of English

What is meant here is not "grammar", but a number of arbitrary, superficial rules of formal standard English. It is difficult to take a seriously the suggestion that using standard grammar encourages honesty, or that the use of vernacular forms has any connection with ingratitude.

Standard English used by educated people with relatively high social status. So middle-class children speak standard English, and children from other social group do not. Attitudes to language are important to sociolinguiostic for a stufy of reasons. Social tologists haven claimed that shared attitudes to speech or had speech norms is the crucial criterion in defining members of the same speech community. Attitudes to vernacular varieties, with implications for their academic prigress. Attitudes to language have implications in many social spheres and

illustrate well the ways in which sociolinguistics research often has an implied dimension.

Application of Sociolinguistics

Imagine you are sitting at home and the phone rings. You answer it and find yourself talking to a stranger on the other end of the line. What are you thinking as you listen into them? When you talk to someone, you start to form opinions about them, sometimes solely on the basisn of the way they talk (Chambers 2003 : 2-11). The last time you rang a service center to buy something over then phone, or to complain about something, you would haven spoken to a completer stranger . And yet, whitin minutes or even seconds, you probably composed quite a detailed picture of who you were talking to. Were they male or female? Where they a native speaker of English? You may also have strong ideas about whether they are 'nice'. 'friendly' and 'competent', or whether they are 'rude', 'disinterested' and stupid.

In other example, a sociolinguist might determine through study of social attitudes that a particular vernacular would not be considered appropriate language use in a business or professional setting. Sociolinguistics might also truth the grammar, phonetics, vocabulary, and other aspects of this sociolect much as dialectologists would study the same for a regional dialect.

The study of language variation is concerned with social contraints determining language in its contextual environment. Code-switching is the term given to the use of different varieties of language di different social situations.

William Labov is often regarded as the founder of the study of Socilinguistics. He is especially noted for introducing the quantitative studyt of language variation and change, making the sociology of language into scientic discipline.

Understanding languages in society means that one also has to understand to the social networks in which language in embeded. A social network is another way of describing a particular speech community in terms of relations between individual members in a community. A network could be loose or tight depending

on how members interact with each other. The looseness or tightness of a social network may affect speech patterns adopted by a speaker. A social network may apply to the macro level of a country or an city, but also to the interpersonal level of neighborhoods or a single family. Recently, social networks have been ormed by internet, through chat rooms, my space group, organizations, and online dating services.

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