

The History of Folk Linguistics and Historical Folk Linguistics

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First I want to show what I consider to be the natural shared interests of the study of folk linguistics, language ideology (within the anthropological linguistics tradition), and language attitudes (within the social psychology of language tradition). I consider these interests to be so deeply shared that I have elsewhere referred to the conflation of them as “language regard,” a conflation not only of shared research interests or goals but also of methodologies and interpretive and analytic tools.

Second, I want to place language regard research firmly within several sociolinguistic traditions: Hymesian ethnographic ones, Gumperzian interactive ones, and Labovian variationist ones.

Third, I want to distinguish and illustrate the difference in historical sociolinguistic approaches in general between 1) historical data that can be analyzed from a modern sociolinguistic perspective and 2) historical treatments of data that reflect sociolinguistic interest.

Finally, I will look at data of both these sorts with a focus on language regard issues.