



LIFESPANS & STYLES  
Undergraduate Papers in Sociolinguistics

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Volume 6

Issue 1

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2020

## Editorial

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ISSN: 2057-1720

doi: 10.2218/l.s.v6i1.2020.4396

This paper is available at: <http://journals.ed.ac.uk/lifespansstyles>

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## Editorial

Lauren Hall-Lew

Welcome to the first issue of Volume 6 of *Lifespans & Styles: Undergraduate Papers in Sociolinguistics*. This issue includes three papers that continue the journal's mission of showcasing excellence in undergraduate research in sociolinguistics. What's more, even though these papers were all researched prior to the COVID-19 pandemic, all stand as excellent examples of the kind of sociolinguistic research that can be done during a period of lockdown and social distancing: one is an analysis of a television show (Greene), one is an analysis of films and a television serial (Chan), and one is an analysis of a pre-existing linguistic corpus (Titheridge). These add to a number of papers in *L&S* that exemplify the kind of sociolinguistic research projects that are possible without face-to-face data collection.

Jacqueline Hirsh Greene (University of New Mexico) opens the current volume with an analysis of Yiddish loanwords in the television series *The Marvelous Mrs. Maisel*. Greene analyses the indexicality of different types of loanwords, particularly considering their conventional meanings and how they are invoked to construct irony or other new indexicalities. Greene demonstrates how Yiddish loanwords are used in different international contexts to achieve different discursive functions.

Charlene Peishan Chan (National University of Singapore) also looks at scripted speech, here examining the variable use of English, Cantonese, and Putonghua in Hong Kong film and television. Her analysis uncovers several consistent themes of language use by character type, offering robust evidence about the language attitudes and ideologies by and about Hong Kong. By analysing productions before and after the handover of 1997, Chan further identifies a strengthening of the existing ideologies around Cantonese and Putonghua, but a change in the ideologies towards English.

Zoé Titheridge (The University of Edinburgh) adds to earlier research in this journal on /t/-glottaling in Scotland (Miller 2019) in her analyses of John Esling's (1978) corpus of interviews from Edinburgh. In 1975, John Esling interviewed men in Edinburgh with a range of occupations and educational backgrounds for a ground-breaking analysis of social class and vowel quality. Recently, John was generous in giving me and my colleagues access to his original recordings, many of which are now transcribed and available for analysis. In 2019, the students on my *Sociolinguistics* course worked together on coding medial- and final-/t/ production across a class-stratified subsample of this corpus. Titheridge is the first to present her own analysis of the results, which turn out to be remarkably consistent with the literature in some ways, but not all.

Students and teachers who are currently facing the prospect of online learning and teaching in the coming academic year are invited to consult these contributions and as well as previous issues of the journal for possible project ideas. Like the papers in the current issue, many of these are also based on television data (Dickson and Turner 2015, Saigusa 2016, Cham 2016, Blackwood 2017, Bakker 2018, Ochsner 2018, Miller 2019), film data (Shaw and Crocker 2015), or a pre-existing corpus (Blount 2018). Others are based on audio from radio (Michaelov 2017), podcasts (Geere et al. 2015), or various different genres (Ingold 2017). Quite often these have been sourced from YouTube (Barker 2016, Dahou and Hamlin 2016, Kementchedjhieva 2016, Lei and Liu 2016, Purse and McGill 2016, Wallace 2016, Yudytska 2016, Daw and Zhou 2017, Esposito 2017, Maged Mina and Kerla 2017). In addition, Lee (2017) presents an analysis of "YouTube voice", taking the platform as a site for genre creation rather than just a resource for accessing previously released content. Schimpff (2019) presents the results of an online matched guise experiment. And Dokovova (2016) is actually a short, longitudinal analysis of the author's own voice. The range of sociolinguistic methods available to students during lockdown is actually quite broad, and we hope our archives might inspire future work in these areas.

This journal continues to be made possible by generous financial support from the Linguistics and English Language subject area, in the School of Psychology, Philosophy, and Language Sciences (PPLS), at the University of Edinburgh. Further financial support for *Lifespans and Styles* comes from the *PPLS Teaching and Learning Initiative Fund*. We are ever thankful to our copyeditor Dr Marion Nao and our volunteer Editorial Board (Lily Blount, Maria Dokovova, Alexandra Hofbauer, Joel Merry, Ruaridh Purse, Anna Scrimgeour, Annika Schimpff, and Francesca Shaw). Thanks as always to the fantastic Open Journal Systems support staff at the University of Edinburgh.

Lauren Hall-Lew  
Editor

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