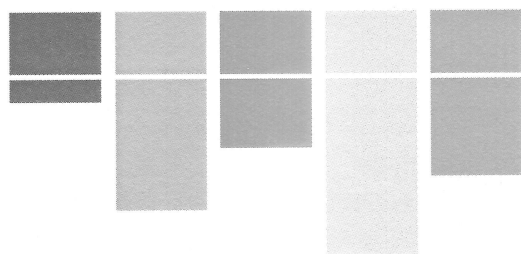


VII KRAKOWSKA KONFERENCJA
KOGNITYWISTYCZNA

JĘZYK



CERTIFICATE

This is to certify that Mr

Gergely Szabó

has actively participated in the VII Cracow Cognitive Science Conference

"Language" and delivered a talk:

'How to express myself nicely?' – Language Ideologies Behind Obscenities

Cracow, 24-25 IV 2015

dr hab. Adam Chuderski
Scientific Supervisor of Jagiellonian
University's Cognitive Science
Students' Association

Marek Pędziwiatr
Main Coordinator of VII Cracow
Cognitive Science Conference

Magdalena Matyjek
President of Jagiellonian
University's Cognitive Science
Students' Association



Copernicus
Center



Rocznik
Kognitywistyczny

"Neurolingwistyka Praktyczna"
Magazine



ZFN Zagadnienia Filozoficzne
w Nauce

www.kkk7.pl

‘How to express myself nicely?’ – Language Ideologies Behind Obscenities

Gergely Szabó

Faculty of Humanities, Eötvös Loránd University, Múzeum Boulevard, Budapest, Hungary
gergely.szabo9@yahoo.com

The presentation examines language ideologies [1] which are explicated or presented implicitly [2] in metalanguage discourses about Hungarian obscenities. I interpret obscenity as a stylistic choice in the sociocognitive theoretical frame of style [3]. We can define language ideologies as notions, which appears in discursive practises, have impact on our language behaviour and linguistic activity, moreover they determine and ground our attitudes constructed about others’ language use [4]. The research examined qualitatively three communities with the same age group, but in possession of different sociocultural factors.

The question of my research and its approach from this theoretical standpoint are relevant because what we judge as obscene it is influenced by an ideologically conceptualized normative point of view. This is that point of view, which prompt us to define obscenity’s prototypical category, what includes lexemes and constructions which can seem to be improper, insulting or impolite for one of the participants of a given discourse.

The examined communities are made up by young adults who belong together because of their educational institution and their specialization – the sample consists of a law student, an electrotechnician and a nurse group. In data acquisition I applied the method of survey and interview. The surveys included attitude research mostly, nevertheless interview questions achieved examination of language ideologies [5].

This presentation focuses on the results of interviews which are sorted to this main categories: decay of language and language use, language ideologies connected to standardization [6], indexicality and ideologies drawing up the ‘beauty’ of Hungarian language. The aim of my presentation is – in addition to show language ideologies related to Hungarian obscenities – to point out some particular functional mechanism of ideologies.

References

- [1] Woolard, K. A., Schieffelin, B. B., 1998, ‘Language Ideology’, *Annual Review of Anthropology*, vol. 23., 55–82.
- [2] Tsitsipis, L. D., 2003, ‘Implicit linguistic ideology of the erasure of Arvanitika (Greek-Albanian) discourse’, *Journal of Pragmatics*, vol. 35., no. 4., 539–558.
- [3] Tolcsvai Nagy, G., 2005, *A cognitive theory of style*, P. Lang, Frankfurt am Main.
- [4] Gal, S., 2002, ‘Language Ideologies and Linguistic Diversity: Where Culture Meets Power.’, eds. Keresztes, Maticsák, *A magyar nyelv idegenben*, University of Debrecen, Debrecen, 197–204.
- [5] Laihonen, P., 2008, ‘Language ideologies in interviews: A conversation analysis approach’, *Journal of Sociolinguistics*, vol. 12., no. 5., 668–693.
- [6] Milroy, J., 2001, ‘Language ideologies and consequences of standardization’, *Journal of Sociolinguistics*, vol. 5., no. 4., 530–555.