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REASONS FOR THE EMERGENCE OF SOCIAL DIALECTS IN A LANGUAGE

Summary. This article deals with social dialects, or sociolects that refer to the varieties of language associated with specific social groups. Considering that sociolects are the varieties of language most closely associated with specific social groups, they identify the social identity of the speakers. Such dialects emerge as a consequence of a number of sociocultural, economic, and linguistic variables, reflecting the processes of social structure and identity. Additionally, dialects arising as a result of complex sociocultural, economic, and linguistic contact are expression and reflection of complex, dynamic social structures. This article explains the various reasons that lead to the emergence and development of social dialects, taking into account the influence of social stratification, occupation, ethnicity, education, age, and gender.

Specific emphasis is placed on the role of language as an overarching instrument in constructing and demarcating social identity, underlining its significance as an instrument for constructing membership in certain groups while simultaneously demarcating social boundaries. This article synthesizes the theoretical frameworks with concrete linguistic examples to present an integrated analysis of the processes involved in the formation of social dialects. Such an analysis clarifies the interdependence between society and language, hence making it possible for one to realize more easily how sociolects not only reflect but also impact the social and cultural worlds they grow in. Such an analysis outlines the interdependence of language and society, therefore enabling one to appreciate how sociolects not only reflect but even shape the cultural and social landscapes in which they evolve. In contrast to regional dialects, which come into existence due to geographical causes, social dialects come into being under the influence of sociological and cultural factors.

Key words: social dialects, sociolects, social stratification, occupational language, ethnicity, generational language, gender and language, sociolinguistics.

Statement of the problem. Language is not a monolithic system but a dynamic, flexible tool that reflects human society. It is quite natural that languages always show variation, and the most significant type of linguistic variation is social dialects. Social dialects are varieties of language adopted by particular social groups: class, profession, ethnicity, age, and the like.

Sociolinguistics' concern is to examine these social dialects, which can reveal an even more profound relationship between language and society. "The point of view of the present study is that one cannot understand the development of a language change apart from the social community in which it occurs" [1, p. 3]. This paper seeks to identify those key factors that result in the formation of social dialects.

It attempts to describe the major reasons behind the emergence of social dialects: social stratification, occupation, ethnicity, education, age, and gender; meanwhile, social identity is presented as well, along with language as a marker of belonging. Both the theoretical frameworks and the real-life examples will give the notion of how and why the development of social dialects does take place in this article.

One of the main causes of the emergence of social dialects is social stratification, where society is divided into hierarchies according to economic, occupational, or social class. Members of different classes may use quite different varieties when speaking. "Language is not simply a means of communicating ... It is also a very important means of establishing and maintaining relationships with other people" [2, p. 3].

– Non-standard grammar, vocabulary, and pronunciation may characterize the lower-class dialects.

– Upper-class dialects are usually more formal, polished by education and exposure to prestige varieties of language.

For example, the work of William Labov on New York City speech demonstrated a clear correlation between socioeconomic status and linguistic variation. The representatives of higher classes showed a stronger tendency to use rhotic pronunciation, which was considered prestigious.

Analysis of recent research and publications. Social dialects in general have interested many authors. In linguistics, researchers who have conducted extensive research on this topic include Trudgill P., Schmidt U., Eckert P., Tannen D. and others.

Task statement. The main topic of the presented article is the consideration of the influence of social dialects on language.

Outline of the main material of the study. Social stratification is an important factor in the development and distinction of social dialects. As societies are organized into hierarchical structures, based on such factors as wealth, power, occupation, education, and social prestige, different linguistic patterns emerge within these layers. These patterns, often referred to as sociolects, reflect the specific social realities and identities of the groups that use them. Social stratification refers to a systematic ranking of individuals and groups within a society. Divisions created within society include those that deal with accessing resources, opportunities, and social networks. These divisions are associated with the way in which a person communicates and have produced linguistic differentiation. The speech form adopted by upper-class groups becomes prestigious to denote superiority over the working class; in addition, working-class groups maintain or develop linguistic features to reflect solidarity and cultural bonding within the group. Language is also a badge of identity, not just a means of communication. Members of various social classes tend to generate speech patterns that reflect their socioeconomic standing. For instance,

vocabulary, accent, grammar, and pronunciation often sharply vary across classes. Such variations can serve as both in-group signals and out-group barriers, reinforcing social boundaries [3].

Occupation and economic status make significant contributions to the linguistic features of social dialects. The professional and managerial classes use formal registers and standardized language due to education and workplace norms. In contrast, those working as manual laborers or in informal sectors may employ colloquial language or jargon peculiar to their trade, thereby contributing to the distinctive sociolects.

Education plays a dual role in stratification and dialect formation: while access to education, especially higher education, would expose one to standardized language norms, often associated with social mobility, lack of access to education may be used to preserve regional or non-standardized dialects, which sharpen linguistic differences among social groups.

Social stratification also influences how dialects are perceived. Dialects associated with higher classes usually gain prestige, becoming standard or "correct" forms of language. Inverse to this, dialects linked with the lower classes might be stigmatized or seen as inferior and reinforce social stereotypes along with linguistic inequality.

Examples of social dialects that have been shaped by stratification include the contrast between Received Pronunciation and Cockney in England, with RP associated with the upper class and Cockney with working-class Londoners. In the United States, African American Vernacular English (AAVE) reflects the cultural and social history of African American communities shaped by historical and ongoing social inequalities.

Social stratification fuels social dialects as the basis for individualistic speech practices. It demonstrates itself within dialectical elements representative of group identity, preservation of traditional culture, and relational functions through which social order is negotiated. Investigation of the relationship between stratification and language deepens an understanding of the dynamics promoting cohesiveness, divisiveness, and change [4].

Occupation is a significant factor in the development of social dialects, as the specific linguistic needs and professional environments of different occupations often give rise to distinct forms of communication. These occupationally-driven language varieties not only facilitate efficiency and clarity within specific fields but also contribute to broader sociolect differences in society.

Professional jargon includes the terms, phrases, and expressions that are special to certain occupations or industries. Doctors use jargon such as the term "hypertension" to refer to high blood pressure; construction workers may develop local words for tools or procedures.

This kind of language does a number of things: it's efficient, using technical terms and abbreviations that speed things up among members of the same profession. Doctors use terms such as stat, BP, and MI to communicate quickly about complex ideas. Jargon provides precision, reducing ambiguity as professionals discuss intricate details pertinent to their work [5].

– **Exclusivity and Identity:** The usage of jargon could promote a sense of belonging in a profession, while on the other hand, make a distinction between insiders and outsiders.

Occupations often impact not only vocabulary but also more general aspects of language, including register and discourse style. Examples include:

– Lawyers often employ formal and tightly constrained language, which features archaic words and complex syntax.

– Tech workers and programmers might adopt casual but highly technical language, including acronyms (e.g., API, HTML) and colloquial terms like debugging or sandboxing.

– Blue-collar workers may use trade-specific terms or slang that reflect their practical skills and shared experiences, such as construction terms like joist or drywall.

Occupational dialects often coincide with social stratification. Some types of professional slang or registers are considered more prestigious because they are associated with better-paying or socially valued occupations. For example:

– Corporate and managerial language, which is often full of words and phrases emphasizing professionalism and efficiency, might be considered more prestigiously by society than the informal slang of manual labor industries.

The specific use of technical terms characteristic of professions dealing with certain areas of social activity—a doctor's, lawyer's, or engineer's rhetoric, for instance—already indicates education and profession in the social structure.

The professional jargon sometimes surpasses the frames of occupancy and gets into everyday vocabulary, changing social dialectics. For example:

Certain words such as synergy, leverage, and workflow today are commonly used in speaking and writing outside business perimeters.

– Military jargon, such as AWOL for absent without leave or scuttlebutt for rumor, has also diffused into general use.

Occupational dialects are often the result of group solidarity, where members of a particular profession develop a sense of community with one another. This can further interpersonal relationships at work and even function as a cultural preservative for a particular trade.

– Medical English: All over the world, healthcare professionals use the same set of medical terminologies rooted in Latin and Greek, making it a universal occupational dialect.

– Cockpit Communication in Aviation: To avoid misunderstandings and ensure clarity, pilots and air traffic controllers use standardized phrases such as Mayday or Roger.

– Corporate Buzzwords: Other examples of how workplace jargon sets wider social trends in language could be terms like actionable insights, low-hanging fruit, and deep dive.

Occupation and professional jargon significantly contribute to the formation of social dialects as they mold the way a person communicates within and even outside specific fields. In fact, these linguistic ways not only meet the pragmatic needs of occupational communication but also reflect broader social relations, such as stratification, identity, and cultural diffusion. The understanding of the role of occupational language offers grounds for insights into the relationship between work, society, and language change.

Language is one of the strongest methods of expressing and maintaining cultural and ethnic identity. An ethnic group often develops a social dialect that combines elements of their native language with the dominant regional language. For example, in the United States, African American Vernacular English (AAVE) developed as a sociolect based on the history of African Americans, using a grammar, phonology, and vocabulary all its own.

– Immigrant communities often develop "ethnolects" that reflect the blending of their heritage language and the dominant

societal language, such as Spanglish among Hispanic communities.

Social dialects associated with ethnicity are often imbued with profound cultural meaning and serve as a badge of membership and solidarity. The most flagrant symbols of ethnic and cultural identity are languages. The development of social dialects is mainly based on ethnicity and cultural identity since different communities have their own specific linguistic practices. Sociolects are used for communication, but they are also a form of marking heritage, identity, and solidarity. Ethnicity and culture affect language use in pronunciation, grammar, vocabulary, and conversational norms, usually indicative of historical, social, and cultural experiences of a group in question. "Ethnicity is considered the property of a group, associated with ancestry, culture, and language" [4, p. 4].

Members of ethnic groups very often identify themselves through varieties of speech or particular linguistic features that express their heritage and help them to maintain the continuity of their culture. These linguistic patterns are closely connected with shared values, beliefs, and histories, creating a sense of belonging within the group.

– Example: African American Vernacular English in the United States reflects cultural identity and historical experiences of African Americans, including resilience, creativity, and community solidarity. Ethnic groups in multilingual societies often contribute to the dominant language, either by creating hybrid dialects or adding loan words and syntactic structures from their mother tongues. This is especially the case with immigrant communities where the dominant language merges with heritage languages.

– Example: Spanglish is a blend of Spanish and English that shows how bilingual speakers manage their cultural and linguistic identities, creating a sociolect that reflects their dual heritage.

Ethnic dialects are often markers of in-group solidarity and a means of distinguishing one's group from others. A shared sociolect can be used to affirm the identity of members belonging to an ethnic group and reinforce social cohesion [6].

– Example: Punjabi-English code-switching in the UK is a resource for British South Asians to invoke a sense of in-group belonging.

Social dialects based on ethnicity are often the result of historical and sociopolitical situations, such as colonization, migration, segregation, or systemic inequality. These contexts influence linguistic development by fostering distinct linguistic traits within marginalized or isolated communities [7].

– Example: The creole languages of the Caribbean came about through the mixture of African languages with those of the European colonizers during the transatlantic slave trade, creating unique sociolects that reflect the complex history of the region.

Cultural Norms and Communicative Styles Cultural identity informs not only the structural features of language but also the ways individuals communicate, including their use of pragmatics, intonation, and body language. These culturally-specific communicative styles also give unique character to social dialects.

– Example: Indigenous languages in North America like Navajo frequently utilize metaphors and other storytelling techniques with rich cultural significance that often extend beyond their traditional usage when communicating in English.

Dialects that are ethnic and cultural in nature are often stereotyped or stigmatized, especially in multi-cultural societies where

one dialect is considered the "standard." This linguistic discrimination can lead to the marginalization of ethnic groups and devaluation of their cultural heritage.

– Example: AAVE has long been stigmatized in both educational and professional settings, despite its rich linguistic complexity and cultural significance.

– Hinglish, Hindi + English: this is widely used in India. Hinglish really epitomizes how Indian cultural identity blends in with Global English, especially in urban and younger populations.

– Jewish Ethnic Dialects: Yiddish, language of the Ashkenazi Jews, influenced the variety of English adopted by Jewish immigrant communities in the United States with loan words and expressions like chutzpah and schlep.

– Hawaiian Pidgin is a creole that emerged in plantations of Hawaii with various ethnic workers and hence contains influences from different cultural and linguistic backgrounds: Hawaiian, Japanese, Chinese, Filipino, and Portuguese.

Conclusion. Ethnicity and cultural identity are an important part of the emergence of social dialects, those linguistic practices that preserve heritage and foster group solidarity. These dialects are used as powerful tools for stating identity, navigating cultural hybridity, and adapting to changes in society. However, they face challenges such as stigmatization and pressure to conform to linguistic norms, underscoring the need to value and respect the rich diversity of ethnic and cultural languages within society. The emergence of social dialects in a language reflects the natural course of things, considering social diversity and human identity. Social class, occupation, ethnicity, education, age, and gender are all contributing factors that help in the development of sociolects. While these dialects are used as mechanisms of communication, expression of identity, and group cohesion, they also present instances of social inequalities and stigmatization. Knowledge about social dialects allows linguists to appreciate the richness of variation in language and the dynamics of the relationship between the two.

Further research into the functions of technology, globalization, and shifting demographics will continue to provide valuable insight into how social dialects still evolve in today's modern world.

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Мунаввар З. Причини виникнення соціальних діалектів у мові

Анотація. У цій статті розглядаються соціальні діалекти, або соціолекти, які відносяться до різновидів мови, пов'язаних із певними соціальними групами. Враховуючи, що соціолекти є різновидами мови, що найбільш тісно пов'язані з певними соціальними групами, вони ідентифікують соціальну ідентичність тих, хто говорить. Такі діалекти виникають як наслідок

низки соціокультурних, економічних та мовних змінних, відбиваючи процеси соціальної структури та ідентичності. Крім того, діалекти, що виникають у результаті складних соціокультурних, економічних та мовних контактів, є виразом та відображенням складних, динамічних соціальних структур. У цій статті пояснюються різні причини, що призводять до виникнення та розвитку соціальних діалектів, беручи до уваги вплив соціальної стратифікації, роду занять, етнічної приналежності, освіти, віку та статі.

Особливий акцент робиться на ролі мови як всеосяжного інструменту у побудові та розмежуванні соціальної ідентичності, підкреслюючи його значення як інструменту для побудови членства у певних групах, одночасно розмежовуючи соціальні кордони. У цій статті теоретичні основи синтезуються з конкретними лінгвістичними

прикладми, щоб надати комплексний аналіз процесів, залучених у формування соціальних діалектів. Такий аналіз прояснює взаємозалежність між суспільством і мовою, тим самим дозволяючи людині легше зрозуміти, як соціолекти як відбивають, а й впливають соціальні і культурні світи, у яких розвиваються. Такий аналіз описує взаємозалежність мови та суспільства, тим самим дозволяючи людині оцінити, як соціолекти не лише відображають, а й формують культурні та соціальні ландшафти, в яких вони розвиваються. На відміну від регіональних діалектів, що виникають з географічних причин, соціальні діалекти виникають під впливом соціологічних і культурних чинників.

Ключові слова: соціальні діалекти, соціолекти, соціальна стратифікація, професійна мова, етнічна приналежність, поколінська мова, гендер та мова, соціолінгвістика.