

# The study of sociolinguistics and the implication of social factors

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**Abstract:** The article mainly discusses the impacts of social factors in different dimensions in sociolinguistics. Moreover, it analyses the use of sociolinguistics in various positions and the relationship between language and the context in which it is used.

**Keywords:** dialects, communication, sociolinguistics, linguistic variation, social status, social context

Sociolinguistics is study of the relationship between language and society. It reveals the research of the sociological aspects of language and the impact of various social factors such as geographical location, gender, age, ethnicity, occupation, as well as, it conducts the influence of language use in community. It is important to say about geographical status which can impact into speaking, i.e. it can be called dialects. Contemporary studies shows that the English accents and dialects have always had regional and social bases. Especially, In the United Kingdom dialects diversify from region to region and have different pronunciation, vocabulary, grammar compared to Standard English. While the aims of traditional and vibrational dimensions in sociolinguistics are different in many ways, both of them can share an interest understanding patterns of linguistic variation. Thus, the aims of sociolinguistics is to find out how is a language applied in society.

Jeff Johnson from interesting research notes that an example of sociolinguistics is a study of Spanish and English being spoken together as Spanglish. Additionally, in French speaking nations (outside of Québec), there is a strong tendency to borrow English words related to business, communications and show-business. Terms such as business, newsletter, homepage and many others are used as-is, even though perfectly adequate French words already exist. This type of Anglicism is used to confer the speaker a veneer of modernity and know-how.

When we talk of sociolinguistics, two terms catch our attention i.e. “Socio” or “pertaining to society” and “linguistics or “pertaining to language”. A layman can guess that sociolinguistics has something to do with language and society. Technically, sociolinguistics is the branch of linguistics that deals with the study of language in relation to society. Language and society are like hand and glove. They

are inter related as language can't exist without society. Sociolinguistics can throw much light both on the nature of language and the nature of society. We talk in different styles in different social contexts. Let us take an example of Hari when he talks with his boss in the office.

Hari : Good afternoon, sir.

Boss : There is a meeting at 7.00pm, I want you to be around.

Hari : Yes sir, I will surely be here.

This response reflects Hari's awareness of the social factors which influence the choice of appropriate ways of speaking in different social contexts. Sociolinguistics is concerned with the relationship between language and the context in which it is used.

Sociolinguistics often examine the values that hearers place on variations in language, the regulation of linguistic behavior, language standardization, and educational and governmental policies concerning language. Sociolinguists also commonly study dialect, which is the regional, social, or ethnic variation of a language. For example, the primary language in the United States is English. People who live in the South, however, often vary in the way they speak and the words they use compared to people who live in the Northwest, even though it is all the same language. There are different dialects of English, depending on what region of the country you are in ( Eble, C. 2005). As Coulmas defines, it is the study of choice and "the principal task of Sociolinguistics is to uncover, describe and interpret the socially motivated" choices an individual makes ( Caulmas. F. 2013).

Researching to find out Sociolinguistics into fieldwork lays into the recording of speech within a natural context, such as a family dinner conversation. The goal of fieldwork is to capture the way people actually talk in casual settings. This gives researchers the best possible representation of the natural linguistic world.

The biggest challenge to collecting data is that when people know they're being listened to, they tend to pay more attention to their speech than normal, or they begin to treat researchers formally. This gives us warped data - we end up learning nothing about the community besides how they talk when they're kind of nervous! The best way we know how to get around this problem is through a Sociolinguistic Interview, which is an interview style designed to be as natural and casual as possible.

We do this kind of research to understand as fully as possible how people in a community speak to one another. Studying language in social contexts like this can reveal patterns in the way people talk that socially-devoid research can completely miss (J. Holmes, 2001).

Sociolinguists explain why we speak differently in different social contexts. According to Fishman sociolinguists are interested in knowing "who speaks, which language to whom and when". To elaborate what Fishman has said, it matters to sociolinguists;

a) who the speaker is, what his role in society is;

b) which language he/she is using, whether it is formal or informal, dialect or standard;

c) who the listener is, whether he/she is a boss, a peer or a subordinate, a father, a mother, a sibling, or a child;

d) when people are speaking, what the situation is, whether it is outside the office or in the office, at home or outside the home, in a meeting or at a party.

For example: Look at the following conversation:

Salesperson: May I help you?

Karan: Yes. Do you have these shoes in size seven?

Salesperson: I'm not sure. If you can't find them on the rack, they may be out of stock. But let me look in the stockroom.

Karan: Thanks. I'd like to try on a pair if you have them.

Salesperson: I'll be right back.

Karan walks into a shoe store. She wants to buy a pair of new shoes for herself... What is the setting given above? Do you think we follow some social norms when we use language in real life situations be it with friends, parents, elders, seniors or colleagues?

There is a difference in the way we speak to our friends and the way we speak to our relatives, teachers, or others of professional status.

When telling your friend that you like his/her shirt, you say: "Cool shirt, I like that!" When telling the friend of your elder brother/sister that you like his/her shirt, you say: "You look very nice today, I really like that shirt."

Investigations of the different manners in which social construction and phonetic design come together incorporate individual, complex, social, sociocultural and humanistic view points. (M.Nasirova 2021)

To sum up, Sociolinguistics is a two way street, how society affects language and how language affects society. Rain, - if you live in a desert culture is a blessed word, while if you live in cold damp east of England, it can be quite depressing. Emotional valence varies across cultures. So sociolinguistics really is a branch of cognitive neuroscience, or at least a close relative.

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