Linguistics 70: Language in Society
Winter 2009

Term project: paper guidelines

5-7 pages. Longer if necessary.

Introduction: briefly describe…
- what linguistic issue are you dealing with?
- what are some common folk linguistic attitudes about this issue?
- is there anything negative about these folk linguistic attitudes that your project intends to address?

Body:
- establish a case for creating your message
  - describe in more detail the kinds of folk linguistic attitudes that are commonly held pertaining to the linguistic issue you are dealing with.
- describe the form of message
  - what medium? why did you choose this medium?
  - do you use visual cues?
  - a slogan of any kind?
  - do you use any kind of linguistic data?
  - do you mention any kinds of attitudes about the linguistic data?
  - do you mention stereotypes about users of the linguistic pattern?
  - for any aspect of the message you mention, also tell why you use it.
- describe the goal of the message
  - what do you hope the message will accomplish? what do you expect readers/viewers to learn from it?
  - do you present an alternative attitude about the linguistic issue?
  - do you manage to respond to (or even refute) the common folk linguistic attitude that you are trying to address?

Conclusion:
- relate the message to class concepts
  - folk linguistic beliefs
  - language ideology
  - empirical linguistic research
- contrast the folk linguistic belief(s) that you are addressing with the attitude you are presenting as a desirable alternative