

Ageism: stereotyping and discriminating against individuals or groups on the basis of their age

- (Kite et. al, 1005) Meta-analysis revealed that while both positive and negative stereotypes exist for people of all age ranges, the stereotypes for older people are more negative due to

- Increase in tendency to medicalise the elderly (seen as patients instead of people with wisdom and life experiences) because of the development of the profitable medical industry that targets older people because they are more likely to seek it and they have the means to afford it

- Growing proportion of individuals over the age of 65, could lead the younger generation to view them as a burden

Worsened by the coinage and popularisation of terms such as “ageing population” that can imply heavier responsibility on the younger generation to support the future world.

- In the media, portrayal of older adults that emphasise frailty, confusion and grumpiness is commonplace as a way to humour and entertain younger audiences. Modern day society as a whole also views ageing as undesirable, especially when it is evident from physical appearance shown through the fact that “anti-ageing” is a multi-billion dollar industry that continues to grow

Use of labels such as “hag”, “geezer”, “grumpy old man” in media

The search for positive terms for older adults – “old”, “senior”, “elderly” are all negatively connotated to be associated with frailty and limitation. The idea of being labelled or categorised as “old” is often offensive, so much so that in 2016 two-thirds of the Marist Poll respondents considered the age 65 to be “middle-aged” or even “young”. The preferred term is slowly becoming “older people”, giving the impression that the addressee is not labelled old but simply relatively older than others.

- The use of positive lexis and euphemisms to represent ageing process as active and positive in contributing to society; associating the older generation with positive traits

Examples from Singapore: “active ageing”, “pioneer generation” usually coined by the generation in an active effort to preserve and acknowledge the contributions and retained capability of older adults

Elderspeak / ageist language: a simplified speech register that is often used with older adults driven by stereotypical perceptions of older adults implying that they need to be specially accommodated for; often used with intentions to improve care but usually comes across as disrespectful and condescending to older adults whose self-perception can be negatively affected

- Common characteristics: slowing speech, kinship terms, speaking louder
- Referred to as “infantilization” of communication, done based on the stereotype that an older is like a child with limited capacity of understanding and assumptions of other impairments such as hearing loss
- This humiliates older adults, lowering their self-esteem which can cause resentment towards caregivers and social isolation
- LFs:
 - Reduction of length and complexity of utterances
 - More sentence fragments
 - Lexis with simple meanings
 - Simple lexis (less than 3 syllables)
 - More utterances per turn and per topic
 - More repetitions
 - Use of inclusive pronouns “we” “you” “us” instead of “you”
 - Making statements sound like questions
 - Adding kinship terms/pet names
- Prosody: Reduction of speed in utterances, longer pauses, louder volume, exaggerated intonation

Labels for different age groups: each generation has specific associated attributes that contribute to stereotyping

- Lost Generation (1883-1900)
- Greatest Generation (1901-1927)
- Silent Generation (1928-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Millennials (1981-1996)
- Generation Z (1997-2012)
- Generation Alpha (2013 onwards)
- Essentialising: the way which stereotypes reduce members of a social group to a supposed essence or attribute
- Naturalising: suggests that these qualities are absolutely inherent and not amenable to change in the characters or personalities of the stereotyped groups

Observations of age and youth:

- When speakers are young, the influence of the overt norm is likely to be relatively weak but peer pressure will be strong

- In the middle years, people's lives tend to become more public and they are expected to adapt to the norms and values of the mainstream society
- For older people. The pressure to conform to societal norms may be weakened once more

Youthspeak: covert prestige, valued by youths when speaking to each other but is often frowned upon by older more conservative adults

- To create an identity, provide a sense of belonging and create a separation between an in-group and out-group
 - Recognised by other social groups

#Genzmarketing "Letting Gen Z write our script"

2024 Oxford dictionary word of the year's shortlist included terms such as "brain rot", "demure" and "lore" because of its prevalent current use in Gen Z slang

- **Draws on shared experiences**

Video games: "NPC", "sidequest", "Where we dropping?" instead of "where are we going?" from PUBG

- **Example for influence of shared social practice: High School Ethnography**
(Eckert, 2000) Eckert defined groups in terms of social practices – common activities a group did together. She identified 2 very different friendship groups, the Jocks and the Burnouts; both groups contained individuals with a mix of social class based on parental occupation, housing, etc. The Jocks actively engaged in and enjoyed school life, characterised by being school-oriented, showing respect for authority and taking part in school activities and clubs. On the other hand, the Burnouts were the opposite, they chose not to be involved in school activities and engaged in reckless behaviour; they were described to be anti-school, anti-authority, and often showed involvement in bad behaviour through drinking, drugs and sex.
 - Eckert's results showed that people tend to speak more like their friends who they shared social practice with, rather than people in the same demographic (in this case, social class)
 - Investigated sound change focusing on the backing and lowering of (uh) where the Burnouts' had an overwhelming lead which proved her hypothesis since the Burnouts' had more contact with peers closer to the city while the Jocks' were limited mostly to peers from their community
 - Adolescence the stage where there is a societal expectation to separate from the nuclear family and develop individual identity, for most this separation happens communally within the age cohort as it provides the social structure for identity development independently from the family structure

- Adolescent conformity / “peer pressure” results from the high stakes of peer interaction for adolescents because these relationships become the main alternative to family. Additionally, the anxiety over separation from the security of the family contributes to the emotional investment in the evolving substitute. This surfaces as a careful monitoring of all aspects of social behaviour and an intense involvement in such systems of identity symbols as adornment and musical taste; so the emotional investment in social identity during adolescence far surpasses that at any other life stage
- It is reasonable to assume that the rapid development of social structure in preadolescence and adolescence is intimately associated with the development of patterns of linguistic variation, and that the social significance of variants for adolescents would be associated with the system of social differentiation arising within the cohort

Multicultural London English (MLE): the youthspeak of London youth, heavily influenced by Jamaican creole but now has a wider range of linguistic influences from Hindi, Turkish, Urdu and other languages, but it has emerged as a relatively uniform variety regardless of the ethnicity of its users; also known as London Jamaican or Jafaican (roughly translated to ‘fake Jamaican’ has been used in the media where it likely originated)

- Cuts across social class but is primarily spoken by youth in the working class, white youth like it because of the fear of being perceived as elitist or too posh
- Heavily influenced by black use of English in its lexicography and accent, it then carries an appeal due to the allure of black culture that is perceived as rebellious, hard, masculine and sexy
 - Accent of MLE is black irrespective of the speaker’s colour
 - Many users of MLE no longer consider MLE as a black variety of English

(Baron, 2008) Language whateverism: a laissez-faire attitude towards following the rules of standard English

- Baron proposed that there is a possible explanation for the decline in the upholding of standards of English even in formal or professional registers, that is that a new generation of language users are raised to be indifferent about language rules – or the need for consistency in linguistic usages
 - Proposes that this behaviour is a natural reflection of:
 - 1) Changing educational policies: encourage self-expression “in their own words”, increasingly informal (feel less need to conform to rules of standard), and non-normative

- 2) Shifts in social agendas towards multiculturalism: to celebrate change, diversity, and inclusivity
 - 3) Move in academia towards philosophical relativism
 - 4) NCT: influencing offline discourse
 - 5) Increased demand for writing to be produced quickly: typewriters, keyboards allow people to write and share documents much more quickly even without reflecting about what they have written
- Gave a few plausible outcomes:
 - Writing will increasingly become an instrument for recording informal speech rather than a distinct form of linguistic representation
 - As a literate society, people will continue to write but will revert back to an attitude that is more indifferent towards differences in spelling and grammar
 - Language will play a reduced role as a status marker
 - Suggests that if linguistic entropy continues to snowball, society will find itself in a position of defending the inherent regularity of linguistic systems, while finding that culturally-accommodating, technology-savvy, and clock-driven language users are increasingly unable to understand one another

Mutual intelligibility from the perspective of other generations of youth:

- With each generation, more innovations are introduced to Youthspeak based on what is popular within that particular generation

Gen Alpha:

- Skibidi: no fixed definition
 "That's so skibidi" can describe something good
 "Skibidi Ohio rizz" refers to something bad
 Has been said to have multiple sources but most commonly for Gen Alpha, it is said to likely come from a series called Skibidi toilet which is an animated series about people who live in toilets with creepily long necks
- Ohio: cringey or weird
 "Only in Ohio" from the homophobic reference that strange or weird things happen in Ohio
- Aura points
- Fanum tax: stealing food
 Originated from a Youtuber Kai Cenat whose friend, Fanum, 'taxes' people by stealing their food
- Rizz
 A phonetic spelling of the shortened 'charisma'
- W and L

Originally was an acronym for 'win' and 'lose' respectively but has since developed its own meaning, increasingly used as an adjective 'W rizz' and 'L pizza' to describe good and bad respectively. They have been lexicalised, one of the rare single letter abbreviations to be lexicalised

- LOL and HAHA or hehe as an onomatopoeia now acts as a social lubricant

Child-directed speech: the way a person's linguistic characteristics alter when talking to infant or children; subgroups include baby talk and parentese

- Baby talk and parentese share similar linguistic features but baby talk usually refers to coddling speech that can include unintelligible vocabulary and cooing serving as entertainment for the baby, whereas parentese is promoted as a variety that more closely follows the rules and structure of the standard that claims to boost the language development of children
 - LFs:
 - Exclamations
 - High pitch
 - Exaggerated intonation
 - Simplified vocabulary
 - Avoidance of pronouns
 - Baby talk words
 - Expansion: recasting the child's utterance into the phonologically or grammatically correct form
 - Prompt questions: guiding towards an answer, usually yes or no
 - Framing: the repeated use of the same word in several syntactic contexts
 - Slow speech
 - Pauses
 - Short sentences
 - Repetitions
 - Diminutives
 - Reduplications
 - Often includes the use of exaggerated facial expressions
- Ms Rachel, a Youtuber with 10.9M subscribers that makes baby and toddler learning videos, is a popular example of the use of baby talk or parentese.

Grammaticalization of features that may have originated from Youthspeak:

- "Be like" as a quotative verb
- Multiple negation
- "Like" as a discourse marker

(Rapton, 1995) Language crossing: practice of using a linguistic variety that belongs to another group, usually the outgroup use of a minority variety

- White suburban teenagers using AAVE speech markers to affiliate with hip-hop culture
- Pejorative secondary foreigner talk: mocking of a foreign accent to convey distance from a particular ethnic group
- Senator Fatima Payman used Youthspeak in her recent speech about Australia's proposed social media ban for teenagers to reach the young people 'by using their language'
 - This has been called 'cringe' or 'based' following the trend whereby older people outside of the in-group using Gen Z slang makes the slang uncool, and also unauthentic