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Nota di contenuto	The messy reality of style shifting / Kimberly Jones and Tsuyoshi Ono -- Style shifts in Japanese academic consultations / Haruko Minegishi Cook -- Interpersonal functions of style shift: the use of plain and masu forms in faculty meetings / Naomi Geyer -- Speech style shift as an interactional discourse strategy: the use and non-use of desu/-masu in Japanese conversational interviews / Shoko Ikuta -- Playing with multiple voices: emotivity and creativity in Japanese style mixture / Senko K. Maynard -- Riyuu 'reason for nai desu and other semi-polite forms / Mutsuko Endo Hudson -- Masen or nai desu, that is the question: a case study into Japanese conversational discourse / Satoshi Uehara and Etsuko Fukushima -- The power of femininity: can Japanese gender variation signify contradictory social meanings? / Yuka Matsugu -- Tuning speech style and persona / Yoshiko Matsumoto -- Speech style and the use of regional (Yamaguchi) and standard Japanese in conversations / Shigeko Okamoto -- "Involved" speech style and deictic management of spatio-temporal and textual reference: a case of ko/so-deictics in Japanese / Kuniyoshi Kataoka -- Variation in prosodic focus of the Japanese negative nai: issues of language specificity,

interactive style, and social situations / Shoji Takano.

Sommario/riassunto

This innovative and interdisciplinary book on style shifting in Japanese brings together a wide range of perspectives and methodologies—including discourse analysis, sociolinguistics, cognitive linguistics, and functional linguistics—to look at a variety of types of style shifting in both spoken and written Japanese discourse. Though diverse in approach, the contributions all reflect the belief that language use is inextricably linked to both context and language structure in mutually constitutive relationships. Topics covered include shifting between "polite" and "plain" styles, the emergence of a "semi-polite" style, speakers' strategic use of gendered styles or regional dialects, shifting between different deictic expressions, and prosodic shifting. This careful and detailed examination advances our understanding of the complex phenomenon of style shifting not only in Japanese, but also more generally, and will be of interest to researchers and students in fields such as linguistics, linguistic anthropology, communication studies, and second language acquisition and teaching.
