

Tiedekunta-Fakultet-Faculty Faculty of Social Sciences		Laitos-Institution-Department Department of Sociology	
Tekijä-Författare-Author Salminen, Esa			
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<p>Tiivistelmä-Referat-Abstract</p> <p>The study is about language use in three commercial, youth-oriented radio stations in Lusaka, the capital of the Republic of Zambia. The study analyses the speech style of Zambian radio presenters and disc jockeys aged between 20 and 35, and the functions and meanings of this speech style, that approximates Black American youth speech.</p> <p>The study is based on analysis of radio recordings, interviews with radio presenters and radio listeners, as well as ethnographic observation data, coupled with statistical demographic and economic data. The ethnographic material was gathered during a three year period between June 2002 and July 2005, the recordings and interviews mostly during the last six months of this period.</p> <p>The main finding of the study is that speech style for the 'radio speech community' is a form of social capital, and it is used to gain upward social mobility and employment, but also sought for as an end in itself, as a building block of a modernistic identity.</p> <p>The study shows how the social group of the radio presenters is in a unique position in Zambia: its members are able to use verbal talent and an identity-building project as a means of subsistence in an impoverished economical context. This finding is compared with other studies on modernisation, namely in historical Europe and contemporary Congo (Brazzaville).</p> <p>The main theoretical sources for the study consist of sociolinguistics and linguistic anthropology, in the works of Charles Briggs, Erwing Goffman, William Labov and John Gumperz; as well as social and anthropological theorists, of which the main ones cited in the study are Pierre Bourdieu, Jonathan Friedman, Mike Featherstone and Peter Burke. Other sources include census statistics, education policy papers of the Government of the Republic of Zambia and the United Nations Human Development Report.</p>			
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