



Review of socio-psycho linguistic models in marketing. Application to code-switching and Foreign Language Display (FLD)



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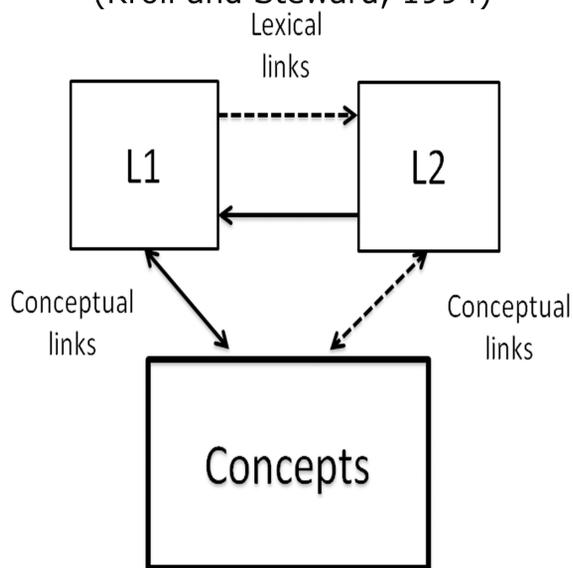


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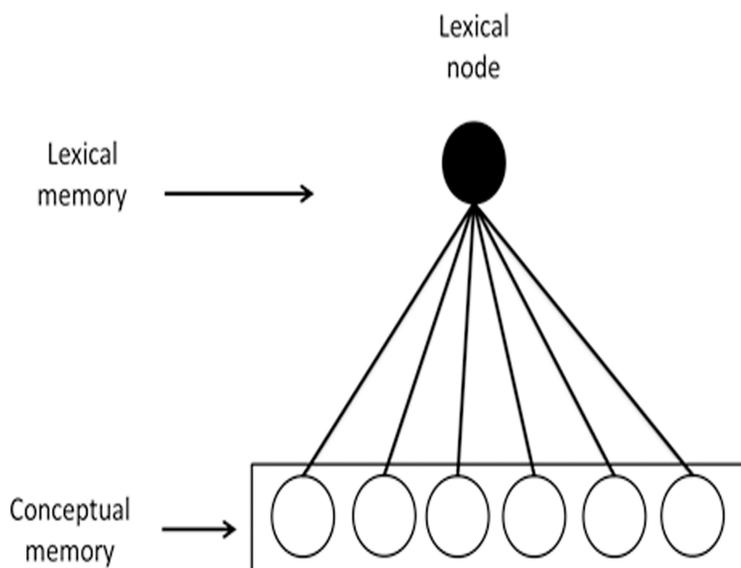
Main objective: Starting from the Linguistic Relativism Theory from Sapir-Worf, we intend to analyze the most relevant and current theoretical models in the field of marketing where language is taken as a moderating factor. Those models are the Markedness Model (Myer-Scotton, 1991, 1993 and 1999), the Model of Symbolic Associations of Foreign Languages (Hornikx and Starren, 2006), the Revised Hierarchical Model (Kroll and Stewart, 1994) and the Conceptual Features Model (De Groot, 1992).

PSYCHOLINGUISTIC APPROACH

Revised Hierarchical Model (Kroll and Stewart, 1994)



Conceptual Features Model (de Groot, 1992)

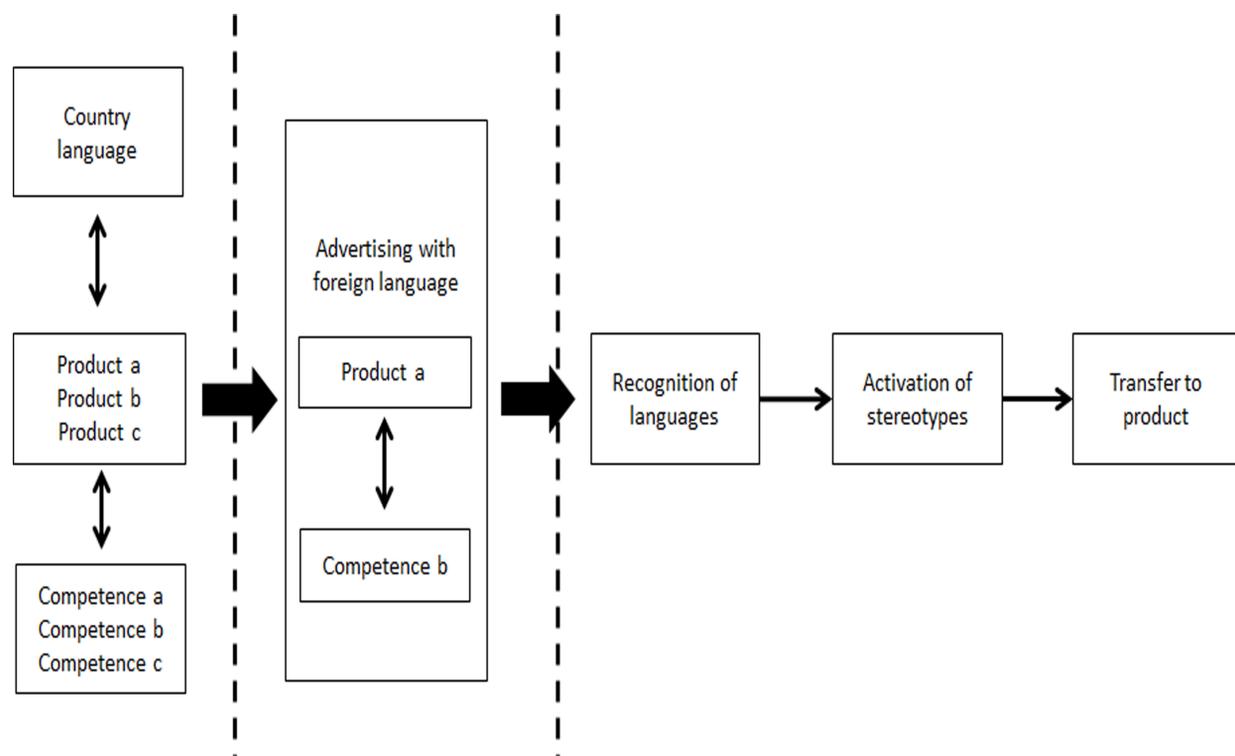


SOCIOLINGUISTIC APPROACH

The Markedness Model (Myers-Scotton, 1991, 2006):

- 1) The language selected in a conversation or communication has purposes to serve.
- 2) There is an abstract social codes called Rights and Obligations Set prevailing in a given society to determine a linguistic choice "unmarked" or "marked".
- 3) An unmarked choice code is generally the expected mode of communication in a given situation, the linguistic reflection of any Rights and Obligations Set.
- 4) Generally Speaking, a marked choice is a negotiation about the speaker person and the speaker relation to other participants. This, making a marked choice, is a negotiation about either the solidarity or power dimension (or both)

Model of Symbolic Associations of Foreign Languages (Hornkix and Starren, 2006)



CONCLUSIONS

- 1) The origin of the current research is the Linguistic Relativism of Sapir-Worf (Sapir, 1949; Worf, 1956), in a psycholinguistic approach and in a sociolinguistic one.
- 2) The sociolinguistic approach takes as the mainstay the Markedness Model (Myers-Scotton, 1991)
- 3) The psycholinguistic approach is based on the Revised Hierarchical Model (Kroll and Stewart, 1994) and in the Conceptual Features Model (De Groot, 1992).

