Tohoku Dialects as a Speech of Rednecks
—Language Crossing in Japanese TV Programs—

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Abstract

This paper analyzes quite recent examples of language crossing from standard Japanese into Tohoku dialects, which show that crossing in this case reflects hierarchy of language. Language crossing in these examples plays a crucial role in reinforcing stigmatization of Tohoku dialects. Even in the boom of dialects and localization movement, Tohoku dialects, which function as symbolic resources in the media, are suffering from negative stereotyped images such as rural uneducated farmers, i.e.rednecks.

key words: Tohoku dialects, standard Japanese, language crossing, symbolic function, stereotyped image, gender, media