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**ABSTRACT:** *This paper explores William Labov's pioneering contributions to sociolinguistics, particularly his studies on language variation and its relationship to social factors. In his 1963 study, "The Social Motivation of a Sound Change," Labov examined the variation in the diphthongs [ai] and [au] among three social groups—Native Americans, Portuguese, and English families—on Martha's Vineyard. Labov identified systematic differences in pronunciation based on age, ethnicity, and geographical location, emphasizing how these social factors influence linguistic change.*

**Keywords:** *social motivation, ethnicity, up and down island, sound change, variation, social factors.*

**ANNOTATSIYA:** *Ushbu maqola Uilyam Labovning sotsiolingvistika sohasiga qo'shgan ulkan hissalarini, ayniqsa, til o'zgarishi va uning ijtimoiy omillar bilan bog'liqligini o'rganadi. Uning 1963-yildagi "Tovush o'zgarishining ijtimoiy motivatsiyasi" nomli tadqiqotida Labov, Martha's Vineyard orolida uchta ijtimoiy guruh — mahalliy amerikaliklar, portugal va ingliz oilalari o'rtasida [ai] va [au] diphtonglarining o'zgarishini o'rganib chiqdi. Labov yosh, millat va geografik joylashuv asosida talaffuzdagi tizimli farqlarni aniqladi va bu ijtimoiy omillarning til o'zgarishiga qanday ta'sir qilishini ta'kidladi.*

**Kalit so'zlar:** *ijtimoiy motivatsiya, millat, past va yuqori orol, tovush o'zgarishi, o'zgarish, ijtimoiy omillar.*

**АННОТАЦИЯ:** *В этой статье рассматриваются пионерские вклады Уильяма Лабова в социолингвистику, в частности его исследования языковых вариаций и их связи с социальными факторами. В своем исследовании 1963 года «Социальная мотивация изменения звука» Лабов изучил вариации в дифтонгах [ai] и [au] среди трех социальных групп — коренных американцев, португальцев и английских семей — на острове Марта-Виньярд. Лабов выявил систематические различия в произношении, основанные на возрасте, этнической принадлежности и географическом положении, подчеркивая, как эти социальные факторы влияют на языковые изменения.*

**Ключевые слова:** *социальная мотивация, этничность, изменение звука, вариация, социальные факторы.*

William Labov published “The Social Motivation of a Sound Change” work in 1963. He studied about sociolinguistics which is relationship between language change and





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social factors. He conducted research about variation of the diphthongs [ai] and [au] among three types of nation: Native Americans, Portuguese, and English families in the New England's Martha's Vineyard island. According to Mesthrie (2009) Labov took sixty-nine type-recorded interview with different dimensions including occupation, ethnicity, age and geographical locations. He analyses pronunciation and speech patterns to clear up patterns of change and variation. He finds systematic change and difference in the pronunciation of the [ai] and [au] diphthongs among various social groups, especially in age groups. Moreover, he conducted research in the two types of island, namely up and down island. He mentioned that up island is underdeveloped area and there are farms, some villages and homes while down island has small towns and wealthy people. According to study change and centralization of diphthongs are affected by social dynamics, with speaker's linguistic choices reflecting their positioning within the community and social identity, status, and solidarity.

In the 1972, William Labov carried out another exploring on the class of social about (r) sound in Lower East Side's department stores in New York. Eckert (2005) stated that quantitative research on variation of sociolinguistic have included in various three areas over years. Firstly, Labov was stimulated in the great extent variation's variables. (In many cases for phonological) In this study as well, Labov analyses how social factors affect the pronunciation of the (r) in the different community. He chose three large department stores, in highest, middle and lowest ranking of fashion scale. Sankoff (2009) mentioned that choosing the same place is a beneficial example of a longitudinal study, as we do not communicate and work with the same speakers, but with various speakers we have the same communication In this case, Labov's aim is to explore the relation between social factors such social factors and how to pronounce of the (r) among people in New York City. Labov used interview technique during his study. He asked people, who work there as costumer and employees of different social classes in the department, to pronounce words containing the (r) sound in the different contexts. Labov found that middle-class people tend to maintain pronunciation of the (r) sound regardless word position. In addition, Labov's study supported by hypotheses which social factors, like social class, affected the pronunciation of the (r). In both studies, Labov try to determine and demonstrate relationship between language variation and social factors.

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