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This single-volume guide equips students of sociolinguistics with a full set of methodological tools including data collection and analysis techniques, explained in clear and accessible terms by leading experts. It features project suggestions, troubleshooting tips, and data assessment across diverse languages.

- Explores an array of anthropological and scientific methods that cover the full spectrum of contemporary sociolinguistics, from the study of style and discourse analysis to the study of phonetics
- Details the types of data available, and explains collection methods ranging from sociolinguistic interviews to linguistic landscapes
- Provides comprehensive coverage of data analysis, subdivided into segments on linguistic and sociocultural techniques, and linked to numerous languages
- Includes useful summaries, seasoned advice and troubleshooting tips, ideas for research projects, and a full directory of supplementary reading



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