

Delia, Jesse G. "Dialects and the Effects of Stereotypes on Interpersonal Attraction and Cognitive Process in Impression Formation." Quarterly Journal of Speech. Volume 58, Issue 3 (October 1972). Communications of Mass Media Complete. EBSCOhost. Manchester College Library, North Manchester, IN. 5 December 2005
<<http://www.ebscohost.com>>.

This article discusses the stereotypes we form from the impressions we make about others by just hearing them speak. There have been several studies done that show, "individuals make evaluative and stereotypic assessments of others on the basis of regional or national speech characteristics" (287). This article furthers the findings of the previous research by creating two separate studies. The first study attempted to illustrate whether stereotypic assessments are made of one another on the basis of American dialect similarity or dissimilarity. Two separate predictions were made prior to the study. The first prediction was that an impression is formed of an unknown person based on their speech and from that impression the individual will stereotype the person under the conditions of "dialect incongruence." That stereotype will classify that individual in terms of "regional identification and beliefs, attitudes, and values" (288). The other prediction was that if the dialect is similar to the person evaluating the speech he/she will make no stereotype. There would be "dialect congruence." This study clearly shows dialect to be a cue principally to a region-relevant stereotype encompassing the user's probable identification with the particular region and its prevalent attitudes and values (289). Study two furthered the findings of study one. Questions were asked of the participants that were categorized as four dependent measures. They are as follows, (1) dialects and the perception of similarity, (2) interpersonal attraction and the perception of anticipated communication, (3) the structural components of impressions, and (4) other information gained from the post-impression questionnaire (291). The participants answered the questions based on what they heard from the speaker. The article concludes by stating that one often stereotypes based on dialect that is different from their own. When the dialect is similar to that of their own, stereotyping does not occur. It also talks about complex and noncomplex subjects. Complex subjects would include those who are educated and noncomplex subjects are those who are not. The more educated we become the less we tend to stereotype someone based on their pattern of speech.

This article can be related to the Hamilton article because they both discuss the issue of stereotyping based on someone's dialect.