# Attitudes to varieties of Russian speech among young Russians

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The topic of my PhD project is young Russian speakers' attitudes to different varieties of Russian speech. I aim to find out whether speech from regional centres can be perceived as varieties of standard language, or whether the perception of standard language is restricted to normative speech from Moscow and St. Petersburg, through a verbal guise experiment. Similar studies on other European languages (cf. the SLICE project, Kristiansen and Coupland eds. 2011; Kristiansen and Grondelaers eds. 2013) provide basis for comparison. Earlier matched-guise and verbal guise experiments (Andrews 1995; Krause and Podrušnjak 2010), as well as studies on mental dialect maps (Krause et al. 2003) have shown that Russian dialect speakers and speakers of Standard Russian are judged differently. To which degree is this true when speech varieties differ only to a slight degree, and are evaluations different when the respondents are not aware that their attitudes are being measured?

I will ask 14-16 years old teenagers in Southern Russia to evaluate recordings of speech from different Russian regions. The two parts of the experiment aim to reveal respectively subconscious and conscious attitudes. My analysis will be focused on the following questions: Do Russians demonstrate two sets of attitudes, one conscious and one subconscious (cf. Kristiansen ed. 2006) To which degree are the speech varieties perceived as close to the standard language? How does perceived standardness relate to evaluations of the recorded speakers personal qualities?

In this paper I will present issues connected to data collection, such as the selection of speakers for the recordings and possible biases due to my role as an interviewer. The Russian standard language has very high prestige, including standard pronunciation, and people speak more standardized in front of a researcher (cf. Honselaar 1997). The experiment will be followed up by qualitative interviews.