

‘The Tyne-Wear Derby’: analysing indexicality and identity in the North-east of England.

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Research into variation and change in the North-east of England has often focussed on issues of local and regional identity (Beal (2004), Burbano-Elizondo (forthcoming), Llamas (2000), Watt (2002). Whilst the popular perception, reflected in the media, is that local identity, indexed by the names ‘Geordie’, ‘Mackem’ and ‘Smoggie’ for citizens of Tyneside, Wearside and Teesside respectively, is more important than ‘Northern’ or ‘North-eastern’ regional identity, some of the sociolinguistic studies present a more complex picture. In this paper, we present and evaluate qualitative and quantitative approaches to the study of indexicality and identity, comparing material from the Tyneside Linguistic Survey ([www.ncl.ac.uk/necte](http://www.ncl.ac.uk/necte)) and Burbano-Elizondo’s ongoing study of language and identity in Sunderland.

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Watt, D. (2002). ‘I don’t speak with a Geordie accent, I speak, like, the Northern accent’: contact-induced levelling in the Tyneside vowel system. *Journal of Sociolinguistics* 6(1): 44-63.