

# The Categorization of Speech Stylization Patterns in Contemporary Japanese Popular Culture

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The aim of this presentation is to attempt a categorization of stylistics present in modern Japanese popular culture notably in such genres as *manga* comic books and *raito noberu* (also pronounced 'light novel' – illustrated derivative genre of *manga*). Both genres share the trait of being multimodal, i.e., consisting of more than one semiotic mode (Gibbons 2012:8), providing both textual and visual means of character stylization. This presentation incorporates a particularly complex Polish categorization of linguistic stylization strategies (Dubisz 1996) to attempt a categorization of Japanese popular culture stylistics described as *yakuwarigo* in multiple preceding academic publications (notably in Kinsui et al. 2014, Kinsui and Yamakido 2015).

For categorizing such stylizations, fictional utterances from selected works of *manga* and *raito noberu* were analyzed and categorized. From the perspective of linguistic variety, the main criteria taken into consideration were sociolinguistic criteria such as gender, age and profession and dialectological criteria of region or exact place of origin. Other criteria considered crucial for the categorization of stylistic strategies were the represented world of the source text and relations between textual and visual character stylizations. As a result, the classification of speech stylization was enhanced with kinds and types of stylizations observed in selected genres of Japanese popular culture. This attempt broadened the understanding of possible stylization patterns that could be considered in future analyses of speech stylization in other genres of text.

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