In this paper I will show modes in which stylization works in the case of the Serbian rapper Marcelo. Referring to Samy H. Alim’s (2004) idea that speech style can be studied both as a sociolinguistic style and an interactional style, this paper looks at how Marcelo’s rap style repertoire is built through two different types of linguistic resources: lexical features and phono-semantic expressive features. By mixing these two resources, Marcelo is consciously and strategically constructing an individual linguistic and a (sub)-cultural style, while also giving a new trajectory to the rap lexicon.

In idiomatic constructions like Ustao sam na levu nogu i sapleo se o sarkazam (I’ve got up on the wrong side of the bed and I stepped on sarcasm) the rapper uses already existing resources from the standard Serbian lexicon in order to create a new idiomatic design through his linguistic laboratory.

According to Cutler (2007), recent works on language styles and stylization look at how individuals play with language resources to construct and project distinctive configurations of the self. Rappers in their own way are updating the local languages by employing vernacular and up-to-date slang expressions. By expanding the rap lexicon rappers are also participating in the recycling processes, where their imaginative stylistic creations are being used and reused by their fans and others.

References:

Keywords: style, stylization, rap lexicon.