I LL HAVE A DOUBLE-DOUBLE, PLEASE THE ROLE OF TIM HORT# " ' Ł" (fli ! AŽŁ" fi # F THE CANADIAN IDENTITY

The seemingly simple question "What is a Canadian?" is often answered by blank expressions. The varied geography, regions and ethnicity of Canada, the second largest country in the world, leave its citizens searching for a unifying identity, grasping to things that could potentially help define them as "Canadian." Canada prides itself on its multicultural society, which, however, raises a question: If what we have in common is diversity, do we really have anything in common? There are popular notions about Canadian characteristics, things recognised internally and externally as uniquely Canadian. The two traditionally considered

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claim to being a distinct society within Canada where French is the official language. Canadians are divided by history, region, religion and especially language. With the aim Afghanistan a little easier ("Tim Hortons in Kandahar," 2008). To Canadian soldiers, a "double-double" was like Canada in a cup.

Canadians affection for and attachment to Tim Hortons is reflected in the language they speak. In 2004, "double-double" was added to the *Canadian Oxford Dictionary* ("Double-double," 2004). "Double-double," referring to a coffee with two creams and two sugars, began as a term used exclusively in Tim Hortons coffee shops and has become a generic Canadian term forming an isogloss at the Canada-US border. Although "double double" is the only example of Tim Hortons lingo to be included in a dictionary, there are many other phrases that originated at Tim Hortons that are now in common use. Examples include "triple-triple," for three creams and three sugars, "four by four," for four creams and sugars (an order popular in Kandahar), "ice cap," for iced cappuccino, and "timbit," for a bite-sized doughnut. "Timbits" can also be used to refer to young children, especially those participating in the Timbit Minor Sports Program. The fact that these terms have become part of the everyday speech of Canadians is a testament to the impact and penetration of Tim Hortons in Canadian culture.

Canadian diversity has resulted in the lack of a cohesive national identity. Nevertheless, Canadians seem to agree on three aspects of their identity: their separateness from the United States, their love of hockey, and their affection for Tim Hortons coffee and baked goods. Tim Hortons secured its position in Canada by associating itself with the other established aspects of the Canadian identity. The lack of a more concrete Canadian identity enabled Tim Hortons to fill the void. By doing so, Tim Hortons has become part of the answer to the question "What makes a Canadian?" Canadians can now accurately be described as a people who drink their double-doubles while watching a hockey match between the United States and Canada. (And we all know who they re cheering for.)

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