

The Copenhagen Linguistic Circle, Sociolinguistic seminar, December 6, 2019

# What makes a standard language? Changing evaluations across Europe

Introducing the seminar

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# SLICE = Standard Language Ideology in Contemporary Europe / a Changing Europe

Two exploratory workshops (held at Schæffergården in 2009)

- financed by the Nordic Research Foundation for the Human and Social Sciences, NOS-HS
- financial support also from the Foundation for Danish-Norwegian Cooperation

→ established a European network of scholars interested in the Question:

**What happens to 'standard language' (the SLI/SL complex)  
in the era of Globalisation / Late Modernity ?**  
... with a particular focus on SLI

Era of Nation State Building / Modernity ... (the Renaissance →)

– **SLI/SL** ... **grows stronger !**

Era of Globalisation / Late Modernity ... (the 1960s →)

– **SLI/SL** ... (1) **weakens** (de-standardisation) ?  
(2) stays strong but **changes** (demotisation) ?

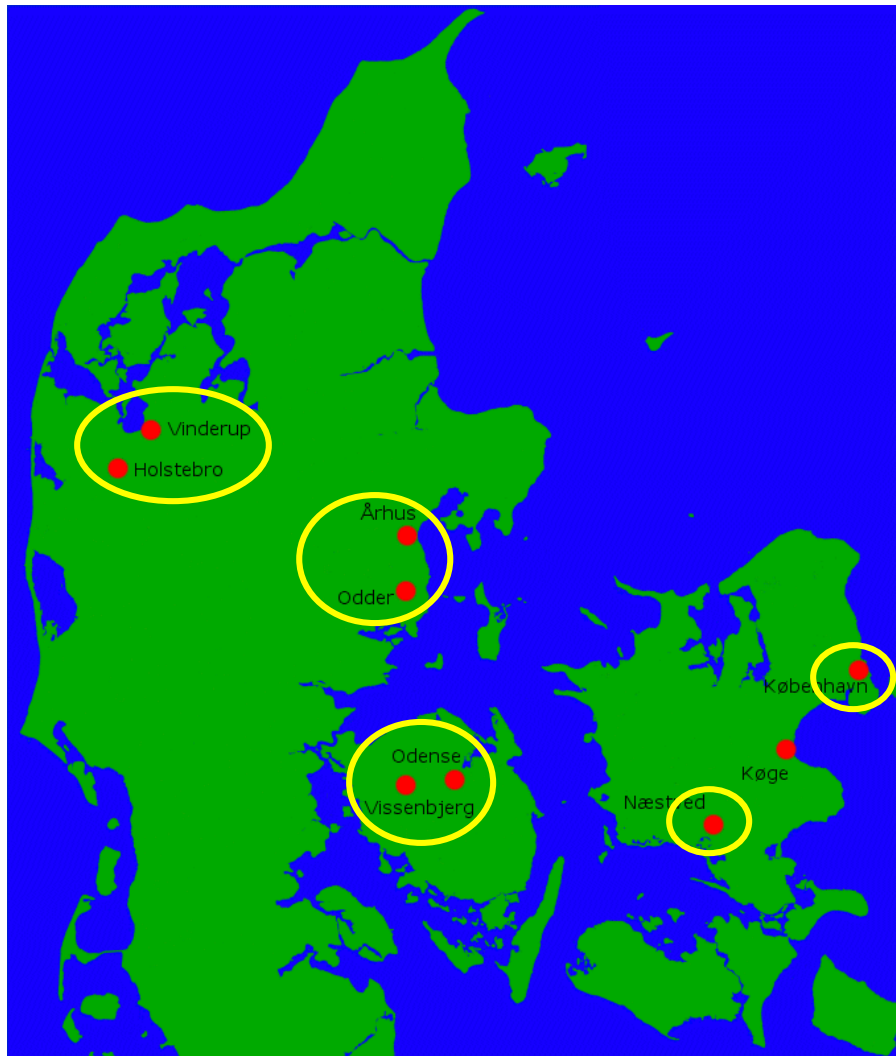
Background

=

LANCHART's findings in  
Denmark

# LANCHART communities

(- with possible near-by norm centres)



Sealand:

**Copenhagen**

**Næstved**

Funen:

**Vissenbjerg** (- Odense)

Jutland:

**Odder** (- Århus)

**Vinderup** (- Holstebro)

## USE:

Young people's speech – outside of Copenhagen – varies in two dimensions

## USE

**vitality**  
hierarchy

1. **Modern**
2. **Conservative**
3. **Local**

### **Local**

variants  
(predominantly prosody  
in young people's speech)



**L-S**  
**variables**



### **Modern**

variants  
- traditionally  
'low'



**CBS variables**



### **Conservative**

variants  
- traditionally  
'high'  
= THE standard

CBS = Copenhagen-Based Standard

## IDEOLOGY – Label ranking:

Young people's **explicit**  
‘evaluative hierarchisation’ of

**name** (of Local dialect)

**rigsdansk** (= Conservative)

**københavnsk** (= Modern)

## IDEOLOGY

**explicit**  
**hierarchy**

1. Local

2. Conservative

3. Modern

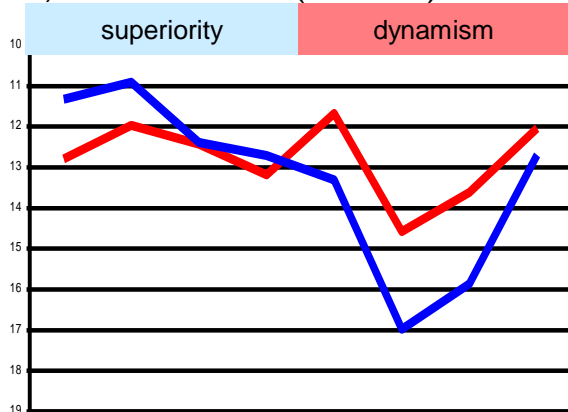
### Sjælland/ Sealand

### Fyn/ Funen

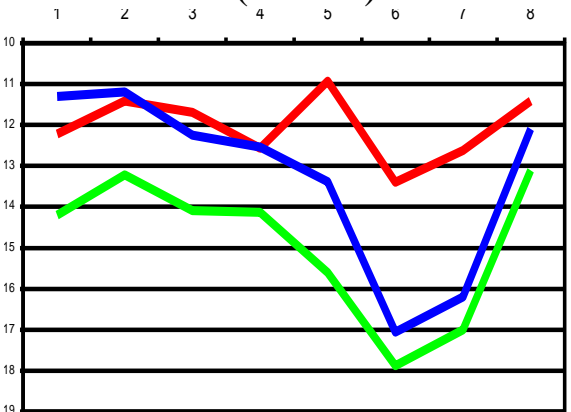
### Jylland/ Jutland

	København	Næstved	Vissenbjerg	Odder	Vinderup
1	<b>københavnsk 1,57</b>	sjællandsk 1,50	fynsk 2,09	østjysk 2,26	midtjysk 3,00
2	sjællandsk 2,53	<b>københavnsk 2,67</b>	odenseansk 2,09	århousiansk 2,53	vestjysk 3,52
3	rigsdansk 3,28	rigsdansk 3,72	rigsdansk 3,54	rigsdansk 4,91	rigsdansk 4,86
4	fynsk 4,78	lol-falstersk 4,14	jysk 4,48	<b>københavnsk 5,41</b>	nordjysk 5,01
5	århousiansk 5,12	fynsk 4,50	sjællandsk 5,00	nordjysk 5,57	århousiansk 5,56
6	jysk 5,13	jysk 5,39	<b>københavnsk 5,02</b>	vestjysk 5,86	østjysk 5,60
7	bornholmsk 5,59	bornholmsk 6,02	bornholmsk 5,89	sjællandsk 5,95	sønderjysk 6,91
8				fynsk 6,73	fynsk 7,21
9				sønderjysk 7,09	sjællandsk 7,27
10				bornholmsk 8,73	<b>københavnsk 7,63</b>
11					bornholmsk 9,32
	p<0,001 n=135, chi <sup>2</sup> =412, df=6	p<0,001 n=163, chi <sup>2</sup> =502, df=6	p<0,001 n=54, chi <sup>2</sup> =151, df=6	p<0,001 n=172, chi <sup>2</sup> =645, df=9	p<0,001 n=81, chi <sup>2</sup> =261, df=10

**KØBENHAVN (N=136)**



**NÆSTVED (N=183)**



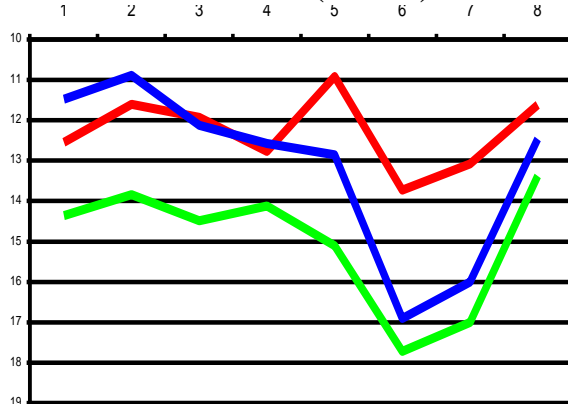
**IDEOLOGY – Speaker evaluation experiment:**

Young people's

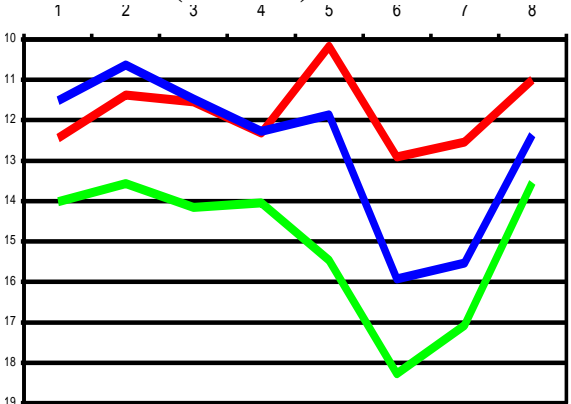
**implicit**

'evaluative hierarchisation' of the (C/M/L)-variation

**VISSENBJERG (N=54)**



**ODDER (N=174)**



**IDEOLOGY**

**Implicit hierarchy**

SUPERIORITY

DYNAMISM

1. Conserv.

1. Modern

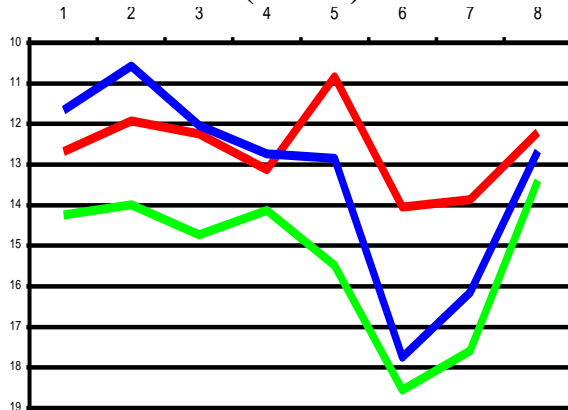
2. Modern

2. Conserv.

3. Local

3. Local

**VINDERUP (N=85)**



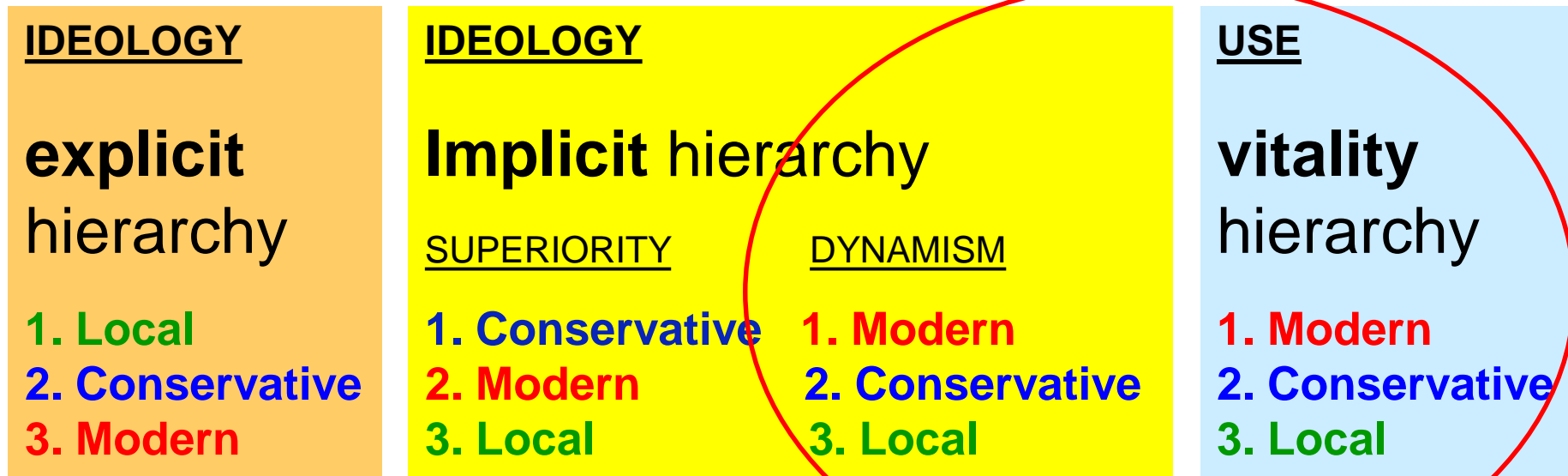
superiority

1. intelligent–stupid
2. conscientious–happy-go-lucky
3. goal-directed–dull
4. trustworthy–untrustworthy

dynamism

5. selfassured–uncertain
6. fascinating–boring
7. cool–uncool
8. nice–repulsive

# Hierarchisations



## Hypotheses:

The nation-wide (among adolescents) ...

- \* high vitality of **Modern** in terms of use
- \* implicit upgrading of **Modern** to 'best' language in terms of dynamism

... indicates that change in use (de-/standardisation)...

(1) → is **driven by implicit attitudes**

(2) → is a **media-effect**



→ The big LANCHART-question:  
Danish situation special or general?

If...

the upgrading of **MODERN**

i.e. speech with

– traditionally 'low' (capital city-?) features

– + new 'young' features

is linked to the development of late-modern **broadcast media**

Then...

**we should find this upgrading in other, comparable Late-Modern  
communities**

## Theoretical foundation

Kristiansen, Tore and Nikolas Coupland (eds.). 2011. *Standard Languages and Language Standards in a Changing Europe*. Oslo: Novus Press.



## Experimental strand

Kristiansen, Tore and Stefan Grondelaers (eds). 2013. *Language (De)standardisation in Late Modern Europe: Experimental Studies*. Oslo: Novus Press.

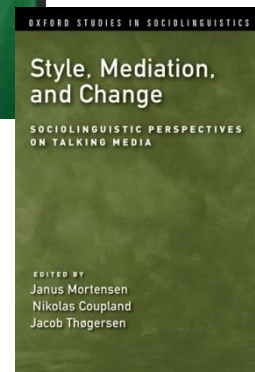


## Media strand

Thøgersen, Jacob, Nikolas Coupland and Janus Mortensen (eds.) 2016 *Style, Media and Language Ideologies*. Oslo: Novus Press.



Mortensen, Janus, Nikolas Coupland and Jacob Thøgersen (eds.) 2017 *Style, Mediation, and Change. Sociolinguistic Perspectives on Talking Media*. Oxford University Press.



# Standard Language Ideology in a Changing Europe

1960s...



2010s...

Broadcast Media



Social Media

Capital city speech  
with traditionally 'low' features



Urban linguistic practices  
with 'hybrid' features

→ **Modern  
dynamic 'best' language**

→ **consequences for the  
conception of the  
'norm-and-variation'  
relationship**

**?**

## **Program:**

13:00: Introduction (Tore Kristiansen, UCPH, Denmark)

13:15: Robert McKenzie (University of Northumbria, UK):  
Implicit-explicit language attitudes in England: Attitude change in apparent time data?

13:45: Jane Stuart-Smith (University of Glasgow, UK):  
Rethinking the role of the broadcast media in (de)standardization: Glasgow dialect meets ‘Mockney’.

14:15: Loreta Vaicekauskienė (Vilnius University, Lithuania):  
When late-modernity is... late. Best language in post-communist Lithuanian media and community.

14:45: Coffee break

15:15: Jacob Thøgersen, Nicolai Phrao & Janus Mortensen (UCPH, Denmark):  
State broadcasting as evidence of sociolinguistic change. How media language changes, and symbolic meaning changes with it.

15:45: Lian Malai Madsen & Andreas Stæhr (UCPH, Denmark):  
Linguistic diversity and standard ideology in Denmark.

16:15: Stefan Grondelaers (Radboud University Nijmegen, The Netherlands):  
Extending SLICE. From top-down to bottom-up, from survey to social media corpora.

16:45–17:30: Discussion