

**WHEN LATE-MODERNITY IS... LATE.
BEST LANGUAGE IN POST-COMMUNIST LITHUANIAN
MEDIA AND COMMUNITY**

Loreta Vaicekauskienė

Cercle Linguistique de Copenhague

2019-12-06

“Revolutionen i hovedet” (Jensen, Jørgensen 2008: 8)

Mass media became a tool for democratisation and emancipation
(Svendsen 2018, Olesen 2018)

[...] is the Danish situation **A VANGUARD EXAMPLE** of tendencies that are general to most European communities under (similar) contemporary societal and linguistic conditions? (Grondelaers & Kristiansen 2013: 27)

Conversations between strangers
in TV series (Schoroškaitė 2018)

Vous → **Tu**

| DK | 1967 | 2016 |
|----|----------------------|-----------------------|
| | De: 100 % du: 0 % | De: 2 % du: 98 % |
| LT | 1970-71 | 2017 |
| | Jūs: 94 % tu: 6 % | Jūs: 90 % tu: 10 % |

The Danish media have taken over the democratic “low” Copenhagen and the “low” Copenhagen has raised in value in the community



Modified mermaid, Copenhagen 2019
personal archive

[...] is the Danish situation a vanguard example of tendencies that are general to most European communities **UNDER (SIMILAR)** contemporary societal and linguistic **CONDITIONS?**

(Grondelaers & Kristiansen 2013: 27)

- A whole social layer of educated and critical minds was erased or forced to emigrate.
- Modernisation processes replaced with social engineering, the society imprisoned in stagnation (Norkus 2014; Vaiseta 2014: 10–11).



“Tarybų Lietuva” [Soviet Lithuania] 1980-02,
lrt.lt

The Soviet state was a very hierarchical and subordinating society, oppressing any manifestation of individuality and based on propaganda and censorship (Pečiulis 2013: 116).



“Tarybų Lietuva” [Soviet Lithuania] 1965 –30
Spalis, lrt.lt

It was the „post-modern, narcissistic culture of self-enhancement, self-enjoyment [...] and life defined in terms of consumer styles that finally exposed the obsolescence of ‚steel-per-head‘ philosophy stubbornly preached and practiced under communism“ (Bauman 1993: 17).



About 1976, personal archive by Viktorija Maning, published in NŽ-A 2019

Live and democratic speech styles of the opposition gained symbolic capital during the era of 'glasnost' and were spread by the media (Gorham 2014: 17-18, 48-74; cf. Hedin 2005).



1991, britannica.com

- liberalization of market;
establishment of democratic rule
- political irony and criticism,
liberating (sexual) discourses in the
media

-
- modernist traditional values, old
and new sociocultural restrictions
produced by the general public
(Kareniauskaitė 2011, Švarplys 2013)



If the SLICE theory works...

then the Lithuanian data would evidence **an earlier stage of development.**

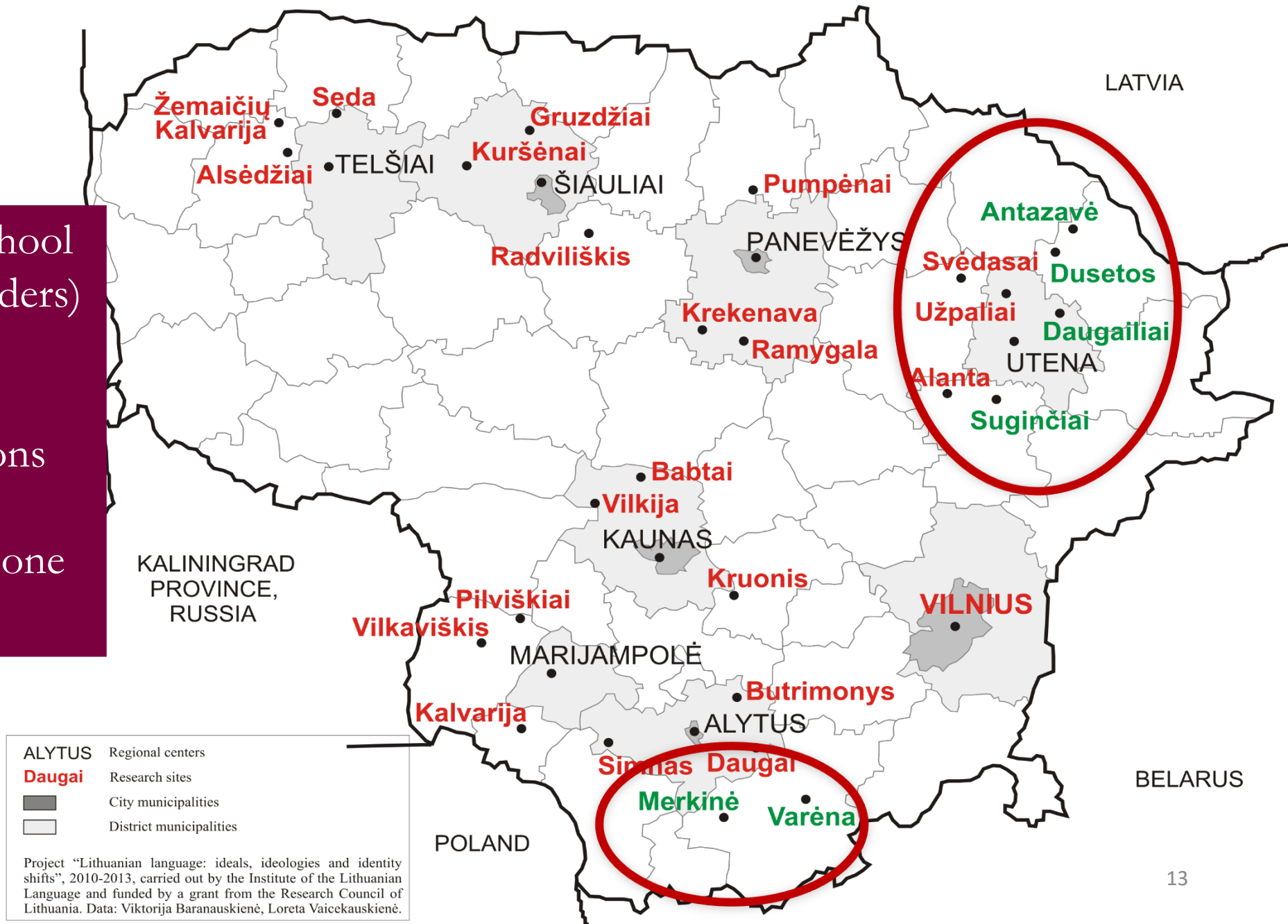


**BEST LANGUAGE OF THE COMMUNITY: SPEAKER
EVALUATION EXPERIMENT**

LANGUAGE ATTITUDE EXPERIMENTS WITH LITHUANIAN ADOLESCENTS: RESEARCH SITES, 2012-2013

Upper-secondary school students (9-10th graders)
N = 1700

29 schools in 7 regions
and capital Vilnius
125-226 students in one region



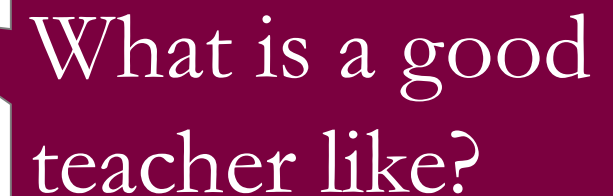
- ALYTUS Regional centers
- Daugai** Research sites
- City municipalities
- District municipalities

Project "Lithuanian language: ideals, ideologies and identity shifts", 2010-2013, carried out by the Institute of the Lithuanian Language and funded by a grant from the Research Council of Lithuania. Data: Viktorija Baranauskienė, Loretta Vaicekauskienė.

(1) **SL** (2) **Vilnius speech** and (3) **local region speech**

2 m. and 2 f. **student/teacher** voices for each variety

In total 4 x 3, 12 voices, approx. 15 sec each.



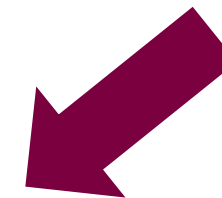
What is a good
teacher like?

| | |
|---------------|---|
| INTELLIGENT | SUPERIORITY: CONSERVATIVE COPENHAGEN |
| CONSCIENTIOUS | |
| GOAL-DIRECTED | |
| TRUSTWORTHY | |
| SELF-ASSURED | DYNAMISM: MODERN COPENHAGEN |
| NICE | |
| COOL | |
| FASCINATING | |



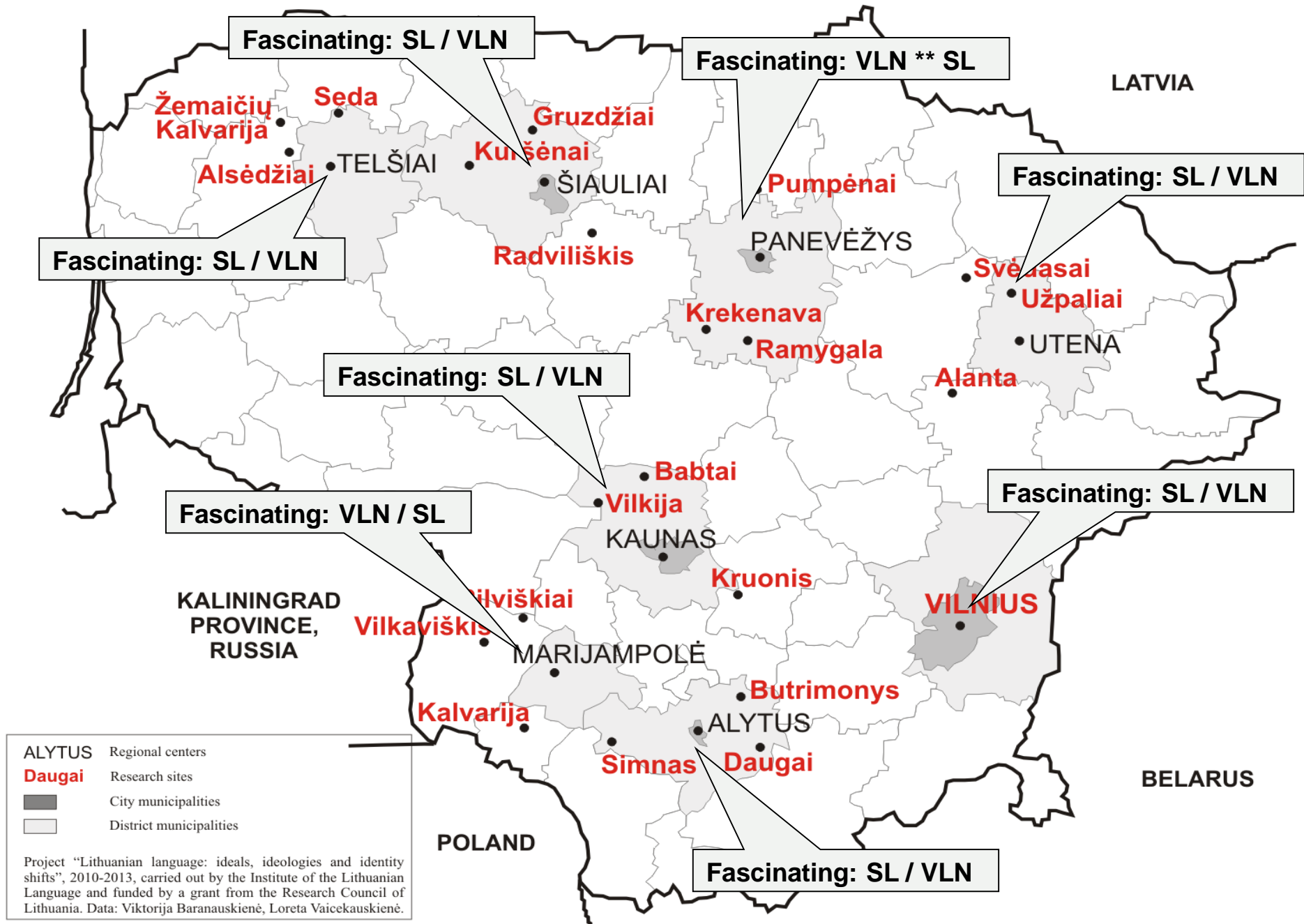
| STUDENT VOICES | SL | | VLN |
|----------------|------|-----|------|
| INTELLIGENT | 2.14 | *** | 2.43 |
| CONSCIENTIOUS | 2.45 | *** | 2.88 |
| GOAL-DIRECTED | 2.46 | *** | 2.85 |
| TRUSTWORTHY | 2.66 | *** | 2.92 |
| SELF-ASSURED | 2.39 | *** | 2.76 |
| NICE | 2.53 | *** | 2.64 |
| COOL | 3.40 | * | 3.47 |
| FASCINATING | 2.85 | / | 2.88 |

Labas!

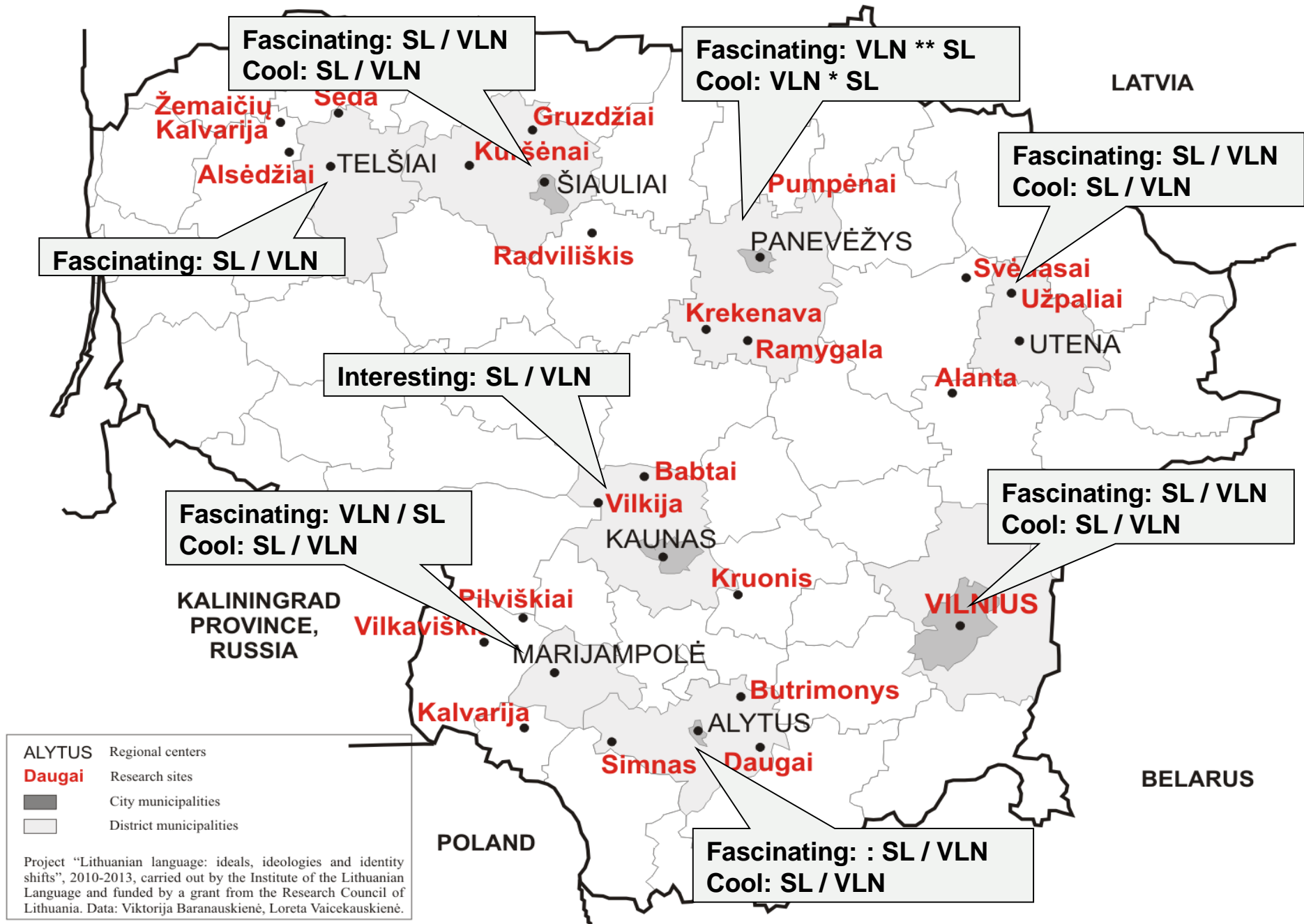


Integrated data of subconscious assessments of personality traits (the lower the mean score, the closer the voices' match to the indicated trait. Friedman test; Wilcoxon Signed Pair Test: / = no significance, * = $p < .05$, *** = $p < .001$)

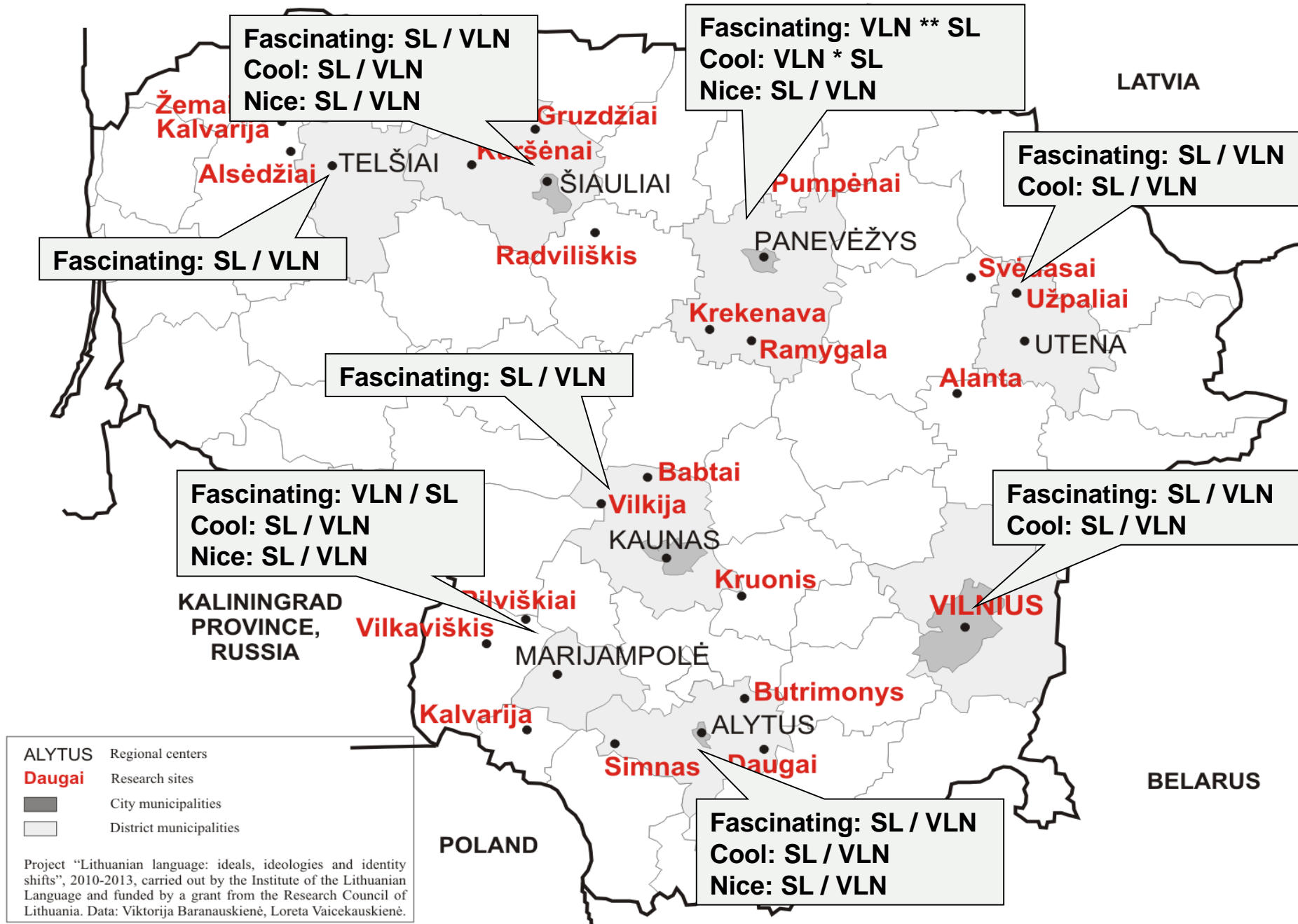
LANGUAGE ATTITUDE EXPERIMENTS WITH LITHUANIAN ADOLESCENTS: RESEARCH SITES, 2012



LANGUAGE ATTITUDE EXPERIMENTS WITH LITHUANIAN ADOLESCENTS: RESEARCH SITES, 2012

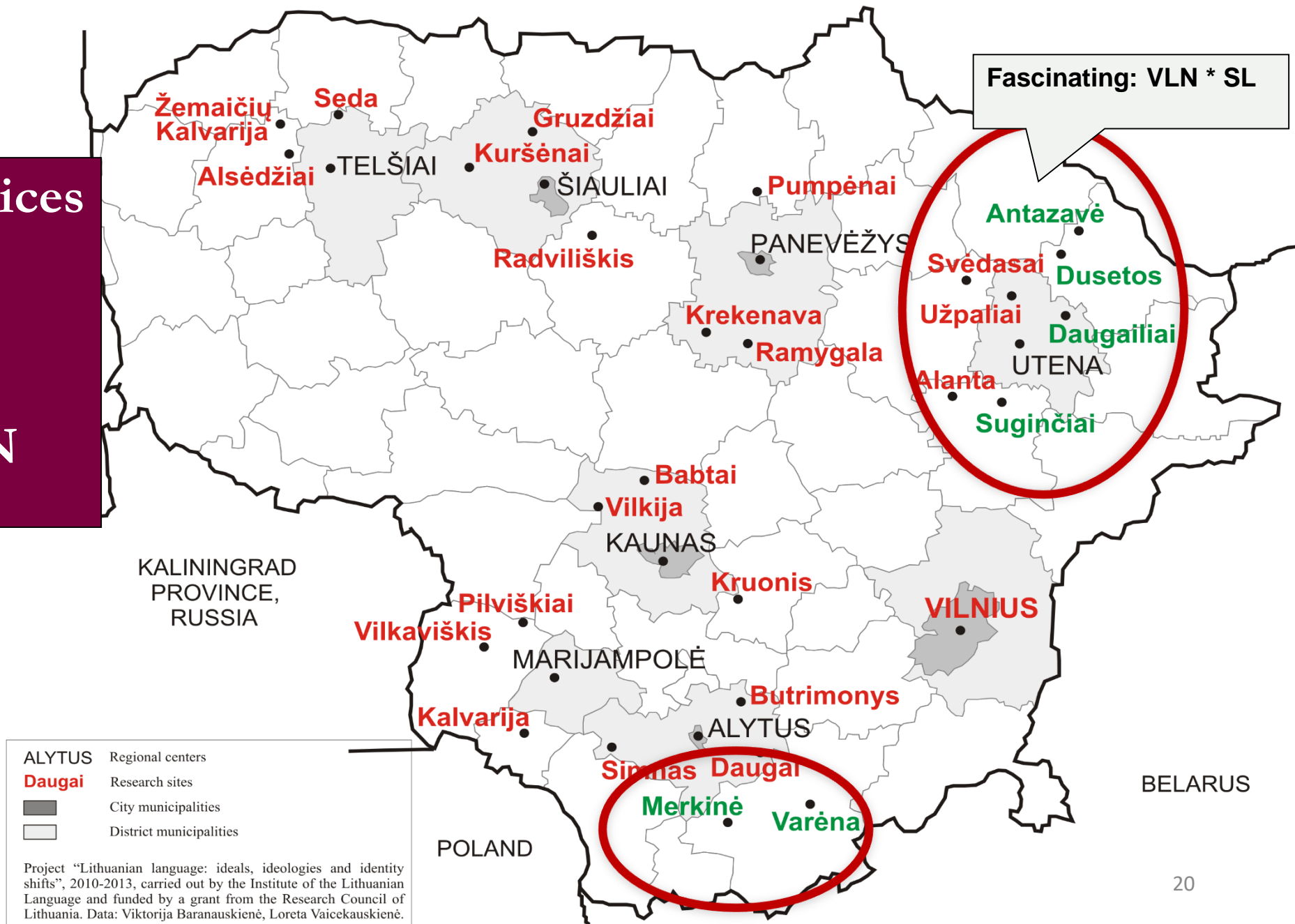


LANGUAGE ATTITUDE EXPERIMENTS WITH LITHUANIAN ADOLESCENTS: RESEARCH SITES, 2012



LANGUAGE ATTITUDE EXPERIMENTS WITH LITHUANIAN ADOLESCENTS: RESEARCH SITES, 2012-2013

Teachers' voices
 ↓
 SL / VLN



Project "Lithuanian language: ideals, ideologies and identity shifts", 2010-2013, carried out by the Institute of the Lithuanian Language and funded by a grant from the Research Council of Lithuania. Data: Viktorija Baranauskienė, Loretta Vaicekauskienė.

Can language development in the media provide a clue?

Since 1990: less control and restriction, more diversity

more spontaneous speech (Nevinskaitė 2017)

more colloquialisms (Tamaševičius 2017) and “forbidden” lexis (Nevinskaitė, Tamaševičius 2019)

more informal address forms (Girčienė 2017)

even more instances of laughter (Aleksandravičiūtė, Vaicekauskienė 2012)

How much of modern Vilnius speech in the media?



Unstressed

/i://u://e://o://æ://a:/

pronounced SHORT and NOT-TENSE

i.e. do not follow the writing

vyriausybė [viriausybě] ‘government’

Seimą [seima] ‘acc. Parliament’

įdomus [idomus] ‘fascinating’

posūkis [posukis] ‘turn’

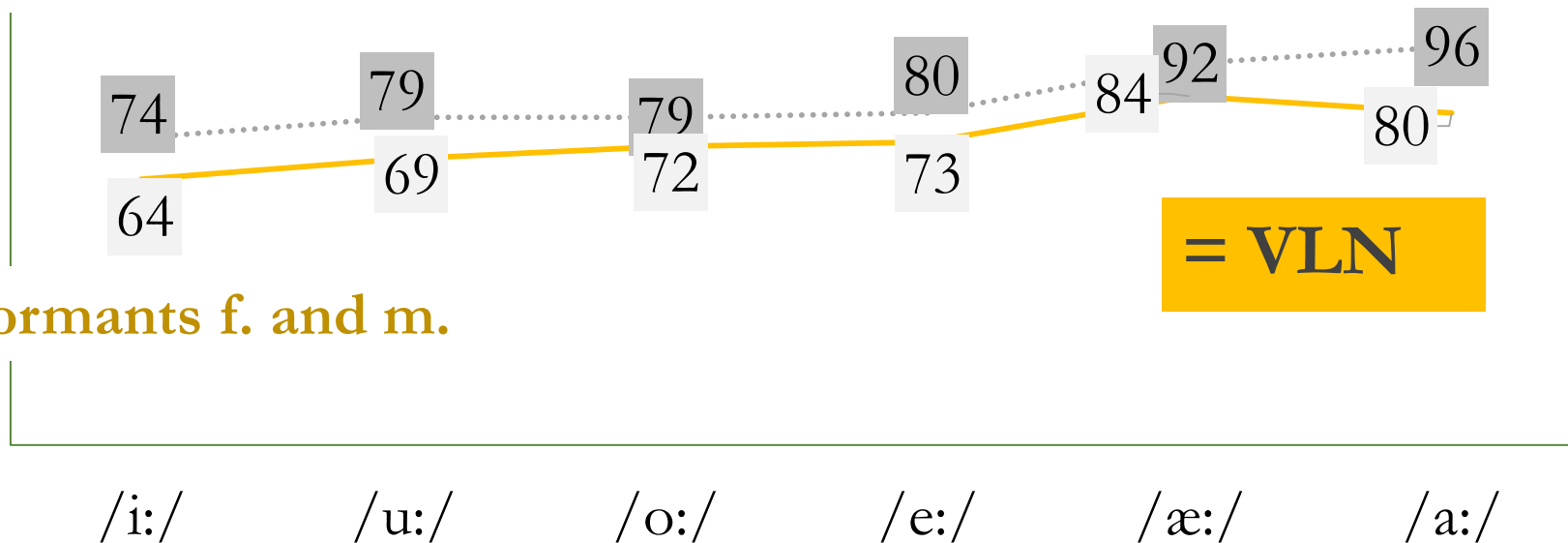
1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010

RADIJO IR TV KALBOS
TEKSTYNAS

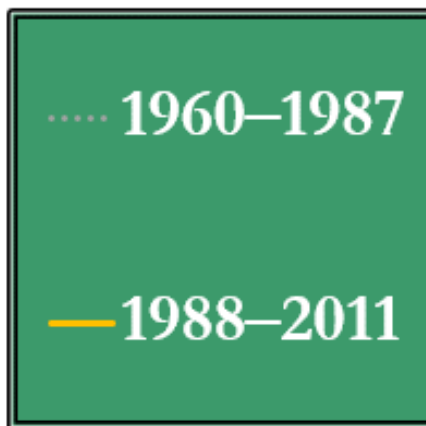
sociolinguvistika

TV AND RADIO HOSTS
PRAAT mean vowel duration (ms)
Čičirkaitė 2017

9 informants f. and m.



11 informants f. and m.



1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010

sociolinguvistika

RADIJO IR TV KALBOS
TEKSTYNAS

TV AND RADIO HOSTS
PRAAT vowel tenseness (F1, F2)
Čičirkaitė 2017

≠ VLN

| | | | |
|-----------------------|-----------|---|-----------|
| | 7 males | | 5 males |
| <i>/i:/ /e:/ /æ:/</i> | 1960–1987 | > | 1988–2011 |
| <i>/u:/ /o:/ /a:/</i> | 1960–1987 | / | 1988–2011 |

Tenseness
indexes
formal
style

SUPERIOR



(from Workchic.com)



DYNAMIC



Fascinating, cool, nice,
self-assured; even goal-
directed, trustworthy

CONSERVATIVE

MODERN



(from Workchic.com)

SUPERIOR



Eglė Bučelytė on 13 January, 1991

1990s

LESS SUPERIOR



21 c.

CONSERVATIVE



Eglė Bučelytė on 13 January, 1991

1990s

Slight degree of
extension of the
traditional SL

**LESS CONSERVATIVE
MORE VARIANT
STANDARD**



21 c.

REFERENCES

- Aleksandravičiūtė, Skaistė, Vaicekauskienė Loreta. Juokai juokais, bet šiandien juokiamės daugiau ir kitaip: juokas kaip TV ir radijo diskurso bruožas 1960–2010 metais. *Darbai ir dienos* 58, 2012, 283–295.
- Bauman, Zygmunt, 1993: *A Postmodern Revolution*, Janina Frenzel-Zagorska (ed.) *From One-Party State to Democracy: Transition in Eastern Europe*. Amsterdam: Rodopi.
- Čičirkaitė, Ramunė (2017). Tarties standartas eteryje: koks jis ir kaip pakito? In Loreta Vaicekauskienė (ed.). *Lietuvių kalbos idealai: kaip keitėsi geriausios kalbos ideja*. Vilnius: Naujasis Židinys-Aidai, 259–276.
- Girčienė, Jurgita (2017). Adresato įvardijimo perversmas žiniasklaidoje. In Loreta Vaicekauskienė (ed.) *Ibid.*, 191–214.
- Gorham, Michael S., 2014: *After Newspeak: Language Culture and Politics in Russia from Gorbachev to Putin*. New York: Cornell University Press.

- Grondelaers, Stefan & Tore Kristiansen (2013). On the need to access deep evaluations when searching for the motor of standard language change. In Tore Kristiansen & Stefan Grondelaers (eds.). *Language (De)standardisation in Late Modern Europe: Experimental Studies*. Oslo: Novus, 9–52.
- Hedin, Tora (2005). *Changing identities: language variation on Czech television*. Stockholm University.
- Jensen, Steven L.B., Thomas Ekman Jørgensen, 2008: *1968 - og det der fulgte— studenteroprørets forudsætninger og konsekvenser*. Danmark: Gyldendal.
- Kareniauskaitė, Monika, 2011: S. Stoma kaip lietuviškosios postmodernybės testas. Žr. <https://www.delfi.lt/news/ringas/lit/mkareniauskaite-sstoma-kaip-lietuviskosios-postmodernybes-testas.d?id=51114169>
- Nevinskaitė, Laima, 2017: Kova už žodį. Persidengimų ir pertraukimų kaita. In Loreta Vaicekauskienė (ed.) *Ibid.*, 239–258.
- Nevinskaitė, Laima, Giedrius Tamaševičius (forthcoming 2019)

- Norkus, Zenonas (2014). *Du nepriklausomybės dvidešimtmečiai*. Vilnius: Aukso žuvis.
- Olesen, Mogens, 2018: Medier som miljø: Medium theory og medieøkologi. Palle Schantz Lauridsen, Erik Svendsen (red.) *Mediateori*. Samfundslitteratur, 66–87.
- Pečiulis, Žygintas, 2013: Sovietinės televizijos diskurso daugialypumas: oficialumo ir nuoširdumo drama. *Informacijos mokslai* 63, 113–128.
- Schoroškaitė, Vilija. (2018). *Skal vi ikke være dus? Formalitet som udtryk for høflighed på dansk og litauisk over tid*. Bacheloropgave. Vilnius Universitet.
- Svendsen, Erik, 2018: Mediehistorie. Palle Schantz Lauridsen, Erik Svendsen (red.) *Mediateori*. Samfundslitteratur, 88–109.
- Švarplys, Andrius, 2013: Who is telling it to whom? Economical, political, and cultural conditions for national narrative in after-post-communist Lithuania. *Darbai ir dienos* 60, 265–280.
- Tamaševičius, Giedrius, 2017: Neformalioji leksika eteryje, arba kuo toliau į mišką. In Loreta Vaicekauskienė (ed.) *Ibid.*, 213–235.
- Vaiseta, Tomas, 2014: *Nuobodulio visuomenė: Kasdienybė ir ideologija vėlyvuosiu sovietmečiu (1964–1984)*, Vilnius: Naujasis Židinys-Aidai.