

Theme

Taal & Tongval: Language Variation in the Low Countries is a peer-reviewed journal devoted to **the study of language variation in the Netherlands and Flanders, in neighbouring areas and in languages related to Dutch**, which organises an annual one-day colloquium on a current topic in variationist linguistics (cf. <http://www.taalentongval.eu>). The 2014 edition of the annual *Taal & Tongval* colloquium takes place in Ghent on November 28 and is devoted to the topic of **'(De)standardisation in Europe: qualitative and quantitative approaches'**.

Since a couple of decades societal factors such as immigration, globalisation, democratisation and informalisation have led to a **changing, perhaps weakened position of European standard languages** (cfr. Deumert & Vandenbussche 2003). In Denmark and Germany, for instance, standard languages are said to be increasingly affected by **demotisation** (Coupland & Kristiansen 2011, Auer & Spiekermann 2011, Davies 2012, Svenstrup 2013), implying that “the ‘standard ideology’ as such stays intact, while the valorization of ways of speaking changes” (Coupland & Kristiansen 2011:28). Other speech communities, however, such as Norway, would be marked by **destandardisation**, i.e. the process whereby “the established standard language loses its position as the one and only ‘best language’” (Coupland & Kristiansen 2011:28). **These changes challenge the present mainly production focused research methodologies and the contexts in which language variation is traditionally studied.** New, more experimental methods have recently been introduced to document the European standard language situations, along with new contexts (e.g. the media) in which language use, attitudes and ideologies can be studied (Soukup 2012, 2013). Those methods and contexts have been described and used by (among others) the members of the SLICE-network, a network of European sociolinguists focusing on “Standard Language Ideology in Contemporary Europe” (cfr. Kristiansen & Coupland 2011, Kristiansen & Grondelaers 2013).

In the Dutch language area the standard language is at present also undergoing change. In the Netherlands *Poldernederlands* is for instance said to be an important competitor for the existing standard language (Stroop 1998, Van Bezooijen 2001). To what degree this relatively new language variety has to be seen as an instance of either destandardisation or demotisation is however unclear; the current research into *Poldernederlands* seems to be only partly embedded in the international context. In Flanders, the traditional position of the standard language is mainly challenged by the functional elaboration of *tussentaal* (literally ‘in-between-language’), i.e. the intermediate registers in between standard language and dialect. **As is the case for Poldernederlands, discussion remains on the question whether the elaboration of tussentaal constitutes an instance of destandardisation or of demotisation** (Plevoets

2008, Grondelaers & Van Hout 2011, Van Hoof & Jaspers 2012). **Experimental and mediacentred approaches are increasingly used to shed light on this issue** (Grondelaers & Van Hout 2011, Impe et al. 2009, Geeraerts & Van de Velde 2013, Speelman et al. 2013), while innovative lectometric methods allow insight into the stratigraphy of Dutch language varieties (Geeraerts et al. 1999, Speelman et al. 2003). However, several questions still remain unanswered with the present methodologies; fine-tuning the present techniques is warranted to elucidate various aspects of the changes in progress. **The Dutch language area is an ideal breeding ground to experiment with such methodological innovations**, as in the relatively small language area, a wide diversity in language ideologies and attitudes can be observed (Grondelaers, Van Hout & Speelman 2011).

The 2014 edition of the Taal & Tongval colloquium aims at bringing together researchers to debate about standard language ideologies and the ways in which these are best studied. More specifically **the following questions will be at the centre of discussion**:

- (1) Which **methods** can be implemented to gain insight into standard language use and standard language ideologies? Do new, experimental methods yield results comparable to those of traditional methods?
- (2) What can the different methods tell us about the **standard language situation**, both in the Dutch language area and beyond? To what degree do we find **traces of destandardisation and demotisation**?
- (3) What are **interesting contexts** to study standard language ideologies in?

These and other topics will be further explored in the colloquium, which will host invited talks by **Winifred Davies** (Aberystwyth University), **Stefan Grondelaers** (Radboud University Nijmegen), **Tore Kristiansen** (University of Copenhagen) and **Barbara Soukup** (University of Vienna). In addition, there are 14 regular paper presentations, in three parallel sessions.

Local organising committee

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Anne-Sophie Ghyselen (Ghent University)
Chloé Lybaert (Ghent University)
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Programme

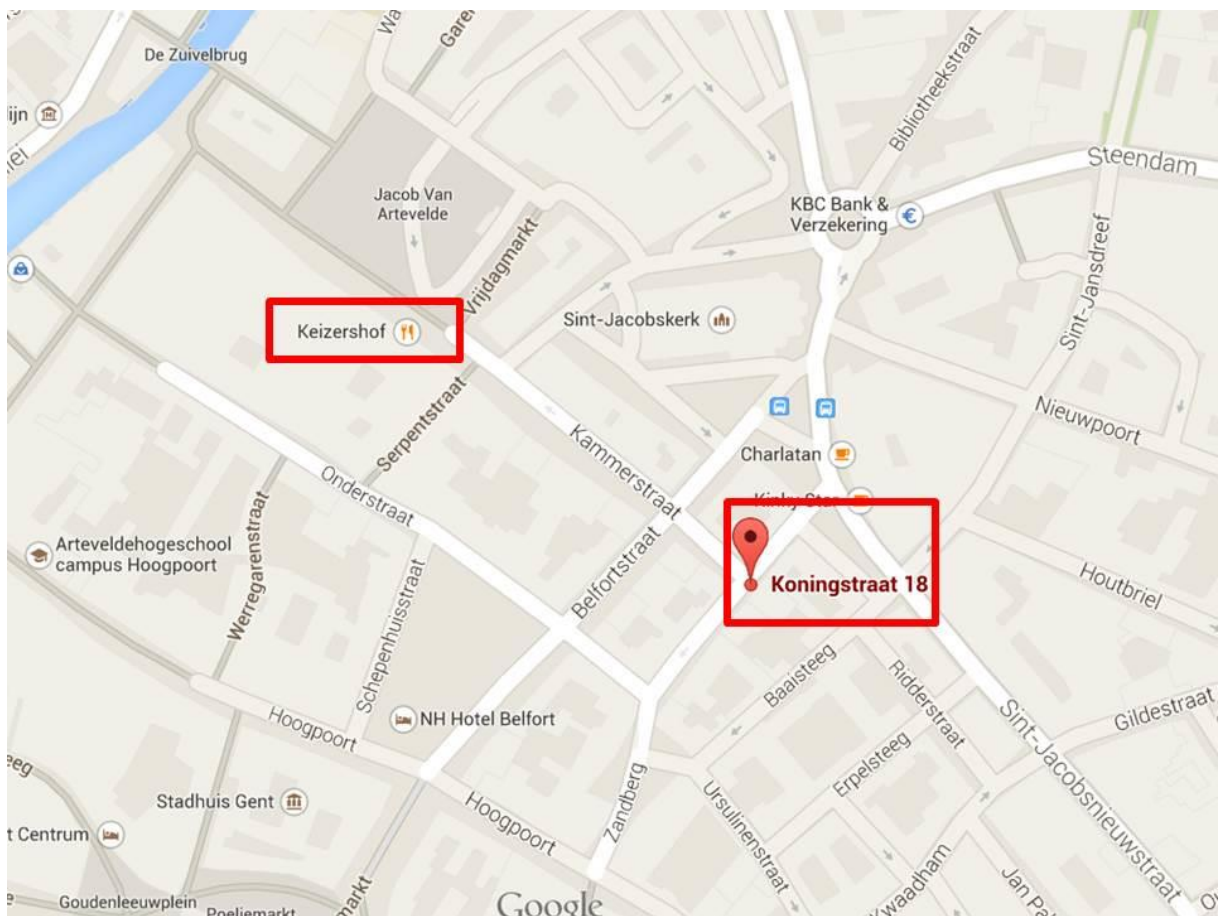
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09.00-09.15	<i>Steven Delarue, Anne-Sophie Ghyselen, Chloé Lybaert, Jacques Van Keymeulen</i> Welcome and introduction <i>Grote zaal</i>		
09.15-10.00	<i>Tore Kristiansen</i> (De)standardisation, demotisation, and other -isations: discussing how to define them and study them <i>Grote zaal</i>		
10.00-10.45	<i>Stefan Grondelaers</i> Destandardisation is not destandardisation. The role of dynamism in standard language (in)coherence <i>Grote zaal</i>		
10.45-11.15	Coffee break		
	<i>Grote zaal</i>	<i>Tapijtenzaal</i>	<i>Rode salon</i>
	Chair: Jacques Van Keymeulen	Chair: Inge Van Lancker	Chair: Liesbet Triest
11.15-11.45	Dirk Geeraerts & Dirk Spielman <i>A lectometric definition of demotisation and destandardisation</i>	Sarah Van Hoof & Jürgen Jaspers <i>The mediated performance of standard and nonstandard speech styles: variable indexicalities in late 1970s and early 1980s Flemish TV fiction</i>	Diana Maria Camps <i>Standardisation in a minority language context: the case of Limburgish</i>
11.45-12.15	Gerda Odendaal <i>Restandardisation: the answer to destandardisation?</i>		Stefania Marzo & Eline Zenner <i>Contemporary urban vernaculars and language ideologies in Flanders: the case of Cité Dutch</i>
12.15-14.00	Lunch break		

14.00-14.45	Barbara Soukup Doing 'speaking the standard' in the media – with sociolinguists in hot pursuit <i>Grote zaal</i>		
	<i>Grote zaal</i>	<i>Tapijtenzaal</i>	<i>Rode salon</i>
	Chair: Steven Delarue	Chair: Johan De Caluwe	Chair: Chloé Lybaert
14.45-15.15	Inge Van Lancker <i>Demotisation or destandardisation in Flanders? Linguistic ethnography can shed (some) light</i>	Laura Rosseel, Dirk Geeraerts & Dirk Speelman <i>Exploring new methods to measure implicit language attitudes: the Affect Misattribution Procedure</i>	Eva Vandemeulebroucke & Mieke Van Herreweghe <i>Een standaardtaal voor de Vlaamse Gebarentaal: verstoten of omarmen?</i>
15.15-15.45	Ulrike Vogl <i>Learning (standard) languages in the Low Countries and beyond: a students' perspective</i>	Gunther De Vogelaer <i>Old speech styles, new genres: Vernacular language use in Low Countries hip hop</i>	Benny De Decker & Reinhild Vandekerckhove <i>Chatspeak and destandardisation: the case of Flemish adolescent Dutch</i>
15.45-16.15	Coffee break		
16.15-16.45	Eline Zenner, Dorien Van De Mieroop & Stefania Marzo <i>Language regards and child-directed speech. Colloquial Belgian Dutch in Flemish households</i>	Heike Wiese <i>The interaction of standard language ideology and 'us'/'them'-dichotomies: insights from the public debate on new urban dialects</i>	
16.45-17.30	Winifred Davies What is the object of investigation in standard language research? A critical approach <i>Grote zaal</i>		
17.30-18.30	Conclusion and reception		

Lunch & dinner

For lunch (12.15-14.00), we offer sandwiches, soup and a beverage (€8) at *Het Keizershof* (Vrijdagmarkt 47, at a two minutes' walk from the colloquium venue). The **conference dinner** (19.00-) will take place at the same restaurant; there will be choice between a vegetarian, fish and meat menu (€30). Registration for lunch and dinner is closed.



Abstracts

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Standardisation in a minority language context: the case of Limburgish

Diana Maria Camps
University of Oslo
Rode Salon, 11.15-11.45

This contribution proposes that an interesting context in which to study language ideologies is the minority language setting. Standard language ideology which is so pervasive in national languages is often transferred to a minority language context (Gal, 2006). In the Netherlands, the recognition of Limburgish under the European Charter for Regional or Minority Languages (henceforth, the Charter) has reinvigorated prescriptive efforts in promoting a spelling standard. Woolard (2008), among others, has pointed to standard languages as associated with anonymity while minority languages are valued because of their close first order indexical links with place and community. Standardizing a minority language brings these competing ideologies of anonymity and authenticity into conflict. Hence, this paper aims to focus the discussion on how a written standard for Limburgish is negotiated by users.

Language policy and planning (LPP) literature has shown that often there are unintended or unforeseen consequences of language policies. As language standards are always designed with implicit or explicit users in mind, the relationship between the user and the standard is of utmost importance. Drawing on Haugen's notion of *implementation*, Coupland and Kristiansen (2011) highlight a distinction between acceptance of a standard and diffusion, and raise questions with respect to the significance accorded to each of these criteria. Although focusing primarily on spoken language within a speech community, this holds true for written standards as well. Overt attitudes towards a standard and actual usage of such a standard may not align and thus lead to different conclusions about its success with respect to implementation. I propose that a focus on non-use may provide new insights to LPP and analyses of language standardization. Drawing on theories from the field of Science and Technology Studies, I highlight non-users as a relevant social group and provide analytical categories for conceptualizing non-users (Wyatt, 2003). To illustrate this, I will provide examples from observations, interviews, and focus groups conducted in Limburg in 2013-2014.

References

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What is the object of investigation in standard language research? A critical approach

Winifred Davies
Aberystwyth University
Grote zaal, 16.45-17.30

In sociolinguistics the notion of destandardisation seems to imply that a recognisable and widely accepted standard has been achieved / produced, from which one then distances oneself. However, this is an assumption that does not necessarily reflect reality: even in what appear to be what Milroy (2001) calls 'standard language cultures' or where the standard language ideology appears to be safely ensconced as the dominant ideology, the degree of acceptance of a concrete variety as standard, especially for speech, or the extent of the knowledge of what that standard variety actually consists of, may be lower than generally assumed. In societies such as Germany where there is a comprehensive codex, the tendency to assume that the standard is clearly identifiable and demarcated from other varieties may be even stronger. However, as Auer (1997) points out, it is not clear that the codified variety of spoken German has ever been particularly widely accepted or influential as a model or a guide for usage in the speech community.

In this paper I will present some evidence to show that even speakers regarded as norm authorities have quite variable ideas about what counts as standard German. I will also discuss Auer's statement and try to ascertain what standardisation has meant in the German context: when we talk of a standard from which speakers move (destandardisation) what are we referring to? The fact that terms like 'Gebrauchsstandard' (standard by use) have been coined suggests that the codified standard variety is an ideal rather than a real part of speakers' repertoires. I will also discuss briefly the extent to which some of the variability we see in contemporary German is the result of recent moves away from an achieved standard or has, rather, always co-existed alongside the (codified, written) standard.

Chatspeak and destandardisation: the case of Flemish adolescent Dutch

Benny De Decker
Antwerp University
Reinhild Vandekerckhove
Antwerp University
Rode salon, 15.15-15.45

Flemish geolinguistic and sociolinguistic research has strongly focussed on the development and spread of Flemish *tussentaal* or ‘intermediate language’ in the past decades. It has been hypothesized that the inherently variable and heterogeneous *tussentaal* is subject to a (sub)standardization process: a range of generally acknowledged ‘pan-Flemish’ dialectal features is supposed to give shape to a homogenizing and thus increasingly stable core of this non-standard variety (e.g. Taeldeman 2008), which might acquire the status of alternative/new ‘best language’ in Flanders (cf. the concept of *demotisation*). This present paper reports on the use of twelve of these potentially pan-Flemish substandard features by present-day Flemish teenagers. The quantitative analyses are conducted on a large corpus of informal chat conversations, which comprises more than two million words. Both the central Brabantic area and the eastern and western peripheral provinces are represented in the corpus.

The outcomes of the data analysis do not offer unambiguous support for the homogenization hypothesis. Rather, they seem to be symptomatic of a destandardisation of colloquial written Dutch, leading to massive variation. Yet, this need not imply that there is no stable core in Flemish colloquial speech or that demotisation is a concept that is not applicable to present day Flemish Dutch at all. Chat language simply does not seem to be a medium for ‘best language’ practice. Chat sessions generally consist of very informal conversations in closed-network peer groups. Extreme linguistic variation and localization are not only tolerated, but even cultivated. In other words, we need to question the impact of the medium.

From a more general methodological perspective, it is worth investigating to what extent research on written chat data offers a valid alternative for variational linguistic research on spoken language. Informal computer-mediated communication has led to massive intrusion of non-standard, colloquial language use in written media (see e.g. Herring 2001; Tagliamonte & Denis 2008). However, chatspeak is at the same time subject to genre-specific and medium-related conventions, requirements (such as an urge for conciseness, for the development of compensatory expressive strategies) and limitations (e.g. interference of writing automatisms). Some of these stimulate the use of particular regional and spoken language features while others might hamper them. Consequently, chatspeak is a primary and obvious source for the study of so-called ‘new vernacular’ but a challenging one for ‘old vernacular’ (Androutsopoulos 2011).

References

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- Herring, S. 2001. 'Computer-mediated Discourse'. D. Schiffrin, D. Tannen & H. Hamilton (eds), *The Handbook of Discourse Analysis*. Oxford: Blackwell, 612-634.
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- Tagliamonte, S. & D. Denis. 2008. 'Linguistic ruin? Lol! Instant Messaging and Teen language', *American Speech* 83: 3-34.

Old speech styles, new genres: Vernacular language use in Low Countries hip hop

Gunther De Vogelaer
University of Münster
Tapijtenzaal, 15.15-15.45

The notion of destandardisation seems to imply a turning point in language history, which is situated in relatively recent years at least according to some scholars. If destandardisation, however, is indeed defined as the process by which “the established standard language loses its position as the one and only ‘best language’” (Coupland & Kristiansen 2011:28), then every development in which an increasing tolerance towards or usage of alternative varieties is observed, would count as a manifestation of destandardisation. With respect to the Low Countries, this would include not only the penetration of varieties such as Poldernederlands and Verkavelingsvlaams/tussentaal in national broadcasting, but also older phenomena traditionally subsumed under the header ‘dialect renaissance’, such as the use of regional varieties of Dutch in written language (both in popular culture, e.g. in comics, and in ‘high culture’, e.g. in bible translations), in theatre and TV fiction, or in popular music (e.g., Grijp 2001, Kloots & Smits 2011).

Assuming that dialect renaissance phenomena and developments subsumed under labels such as destandardisation and demotisation are indeed one-of-a-kind, we will discuss linguistic practices in a music genre that has a relatively short history in the Low Countries, viz. hip hop. Having emerged from ethnically diverse (i.e. African American) communities in urban areas in the US, the genre has become a global cultural paradigm that has been appropriated in various local settings (Alim, Ibrahim & Pennycook 2009). In the Low Countries it was adopted, from the 1990s onwards, by many artists choosing to perform predominantly or exclusively in their native languages. As a result, hip hop lyrics in the Netherlands and Flanders are variably positioned in the space between standard and nonstandard varieties of Dutch, as well as of English and of immigrant languages, Standard Dutch not being entirely absent from the genre but being part of complex heteroglossic repertoires. In this process, regional varieties of Dutch acquire values which, at least at first sight, differ considerably from the traditional indexical values (folklore, rural authenticity, intimacy, nostalgia) they are associated with in other genres of pop music.

We will try to reveal some of these vernacular values by means of a qualitative analysis of the repertoires of two rap collectives operating in the urbanised, central regions of the Netherlands and Flanders. Adopting a sociolinguistic and discourse-analytical approach, we examine the videoclip of Osdorp Posse (from Amsterdam) and NoMoBs (from Antwerp), focusing on how the artists deploy different types of vernacular language use, in combination with other textual and visual semiotic resources, to style their social identities.

References

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A lectometric definition of demotisation and destandardisation

Dirk Geeraerts

KU Leuven

Dirk Speelman

KU Leuven

Grote zaal, 11.15-11.45

The purpose of our talk is to explore the possibilities of operationalizing the notions demotization and destandardization in the context of the sociolectometric approach initiated in Geeraerts, Grondelaers & Speelman (1999) and further developed in a.o. Speelman, Grondelaers & Geeraerts (2003) and Ruetten, Geeraerts, Peirsman & Speelman (2014). We will argue that demotization can be easily defined, but that destandardization needs to be made more precise.

Let t_1 and t_2 be two points in time, and S_1 and S_2 two situations of speech ordered along a formality dimension, such that language varieties or features held in higher esteem are more likely to occur in S_1 than S_2 , more specifically, such that S_1 may be thought of as a typical standard language situation and S_2 as a more informal situation. If $U(x,y)$ is a lectometric measure of the type used in the above publications, i.e. quantifying the degree of similarity between the linguistic behavior found in situations x and y , then demotization is defined by the configuration [a], whereas standardization involves configuration [b].

$$[a] U(S_1t_1, S_2t_1) < U(S_1t_2, S_2t_2) \ \& \ U(S_2t_1, S_1t_2) < U(S_1t_1, S_2t_2)$$

$$[b] U(S_1t_1, S_2t_1) < U(S_1t_2, S_2t_2) \ \& \ U(S_1t_1, S_2t_2) < U(S_2t_1, S_1t_2)$$

$$[c] U(S_1t_1, S_2t_1) = U(S_1t_2, S_2t_2) \ \& \ U(S_2t_1, S_1t_2) < U(S_1t_1, S_2t_2)$$

$$[d] U(S_1t_1, S_2t_1) = U(S_1t_2, S_2t_2) \ \& \ U(S_1t_1, S_2t_2) < U(S_2t_1, S_1t_2)$$

A comparison with the theoretically possible configurations [c] and [d] reveals that standardization as just defined involves two dimensions: a narrowing of the stratificational continuum, and a downward convergence. De-standardization could then be defined along the first dimension as a broadening of the stratificational continuum, but it seems more likely that scholars using the concept of destandardization are thinking along slightly different lines, with destandardization signalling a downward convergence accompanied by an increased heterogeneity (as may be measured by the I measure in Geeraerts, Grondelaers & Speelman 1999, or the average standard deviation for each of the linguistic variables included in the U measure).

If this is correct, then it becomes an empirical question whether there can be cases of demotization that are not also cases of destandardization: is destandardization a proper subset of demotization, or are the two categories co-extensive? We will illustrate this

argumentation with a recently updated version of the dataset used in Geeraerts, Grondelaers & Speelman (1999).

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Destandardisation is not destandardisation. The role of dynamism in standard language (in)coherence

Stefan Grondelaers

Radboud University Nijmegen

Grote zaal, 10.00-10.45

The increasing variability in Europe's standard languages (Kristiansen & Coupland 2011; Kristiansen & Grondelaers 2013) is often interpreted as amounting to destandardization, and even to the death of the standard language idea(l) (Van der Horst 2008; Stroop 2010). The experimental research I have carried out with Roeland van Hout, Paul van Gent and Dirk Speelman is geared towards detecting the factors which account for this variability in The Netherlands and Flanders. Our investigations build on a number of theoretical and methodological assumptions:

- A prototypical “standard language” is *vital* as far as its production is concerned (i.e. used by the majority of community members in all situations which call for some neutrality and formality – see also Auer 2005), but also *prestigious*, i.e. associated with high status, income and education perceptions, and hierarchized as the best language in the available repertoire of varieties.
- There is a causal relation between perception and production, to the extent that positively evaluated variants/varieties are produced more frequently and more persistently than the negatively evaluated options (Grondelaers & Kristiansen 2013).
- It is imperative to investigate both production vitality and prestige perceptions on the basis of quantitative data; the former on the basis of frequency counts, the latter on the basis of experimental techniques (such as the speaker evaluation design) which afford access into the covert and private perceptions which motor standard language change.

We illustrate this program with research into the unusually complex standard language situation in Flanders, where the decreasing use, but ongoing perceptual dominance of the official standard, and the unstoppable vitality of an overtly stigmatized colloquial variety called *Tussentaal* have stirred up controversy and debate. While there is abundant corpus evidence for the fact that *Tussentaal* is increasingly spoken by demographic groups previously devoted to Standard Dutch (Plevoets 2009), previous speaker evaluation experiments (Impe et al. 2007; Vandekerckhove and Cuvelier 2007) did not uncover any prestige perceptions to explain this production vitality.

We report a recent speaker evaluation experiment which did not return any traditional prestige perceptions either, but confirmed that specific *Tussentaal* features elicit *modern prestige*, pertaining to the coolness, the assertiveness and the trendiness of media personalities. Following Kristiansen (2009) and the studies in Kristiansen and

Grondelaers (2013), we will claim that it is these modern prestige perceptions which (co-)determine the production vitality of a number of European non-standard phenomena.

While our data demonstrate the inevitability of a quantitative approach to uncover the modern prestige considerations which represent the missing link between language perception and language production, we are well aware of the limited contextual sensitivity of rigidly controlled experimental methods. In addition to enduring attempts to fine-tune the currently available tools in order to access subtle(r) social meanings, we will make recommendations on how collaboration with more qualitatively inspired research(ers) could lead to a more accurate view of the present-day dynamics in Europe's standard languages.

(De)standardisation, demotisation, and other -isations: discussing how to define them and study them

Tore Kristiansen
University of Copenhagen
Grote zaal, 09.15-10.00

As noticed in the invitation to this conference, I have been involved in discussing '(de)standardisation' within the SLICE network (Standard Language Ideology in Contemporary Europe). The basic idea of SLICE is that the nature and role of language standardisation and standard languages are likely to change in the era of what we call 'globalisation' and 'late modernity'.

The spelling '(de)standardisation' may be read in two ways. On the one hand, it may be read as a shortcut way of talking about both standardisation and destandardisation. On the other hand, it may be read as a way of saying that destandardisation is unlikely to exist. The research approach to the issue is to compare a series of European countries by conducting both experimental studies and media studies, with a particular focus on the language-ideological aspect of (de)standardisation.

In general, the area of research where present-day processes of (de)standardisation are in focus features a flourishing terminology: standardisation, destandardisation, demotisation, restandardisation, vernacularisation... I have a feeling that we quite often talk at cross purposes in our discussions about these processes (-isations). The choice of terms does not matter much in itself, of course, but I think it is important that we try to be explicit and clear about how we understand the terms we use. Otherwise, our comparisons across communities will be hampered; it becomes difficult to decide whether and how processes of language (de)standardisation are different, or the same.

In my talk I shall overview relevant SLICE work and try to explicate and clarify my own -isations.

SLICE references

<http://lanchart.hum.ku.dk/research/slice/>

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Contemporary urban vernaculars and language ideologies in Flanders: the case of Cité Dutch

Stefania Marzo

KU Leuven

Eline Zenner

KU Leuven

Rode salon, 11.45-12.15

In the past 20 years, sociolinguists have amply documented so-called *contemporary urban vernaculars* (henceforth CUVs, Rampton 2011), which are used by and being spread among youngsters in multicultural working-class neighborhoods in Europe (e.g. Cheshire et al. 2011; Nortier/Svendsen 2014). A great deal of ethnographic research on CUVs has studied how established policies and structures affect local practices among youngsters and how youngsters, through their local interactional practices, react against, or play with, these established routines and ideologies (e.g. Jaspers 2011).

These studies have revealed a fundamental dialectic relationship between the linguistic practices of migrant youngsters and the prevailing (standard) language ideologies in different European contexts. However, little is known about this dialectic relationship in the broader speech community, because very few studies have focused on the perception of these CUVs on a broader scale and no research has been carried out on the interplay between the perception of CUVs and the actual use of it.

In this paper we seek to fill this gap and get a broader insight into the dialectic relationship between CUVs and language ideologies in Flanders, by focusing on a particular case of CUV used in the Belgian province Limburg, viz. Cité Dutch. We will analyze the position of Cité Dutch compared to other Flemish varieties (in particular standard Dutch and regional Limburg Dutch) and in this way shed more light on standard and non standard language use among youngsters in Flanders and on language ideologies among Flemish speakers with both migrant and non migrant roots.

To this end, we analyzed the perception of and the attitudes toward different Dutch varieties among speakers in Flanders and compared these results with actual language use of Flemish youngsters.

First, we set up a perception study including an indirect speaker evaluation experiment and a direct perception test. For the speaker evaluation experiment we asked 100 respondents to rate three samples (on a Likert scale): one in 'standard' (neutral) Dutch, one with a regional Limburg accent and one with a regional Limburg accent with a few Cité Dutch features. The respondents originate from three different regions in Flanders (Limburg, Brabant, West-Flanders). In a second direct questionnaire, we asked the respondents to give the origin of the speaker and to situate the variety geographically (province and/or city).

The results of this perception experiment will be compared to actual language use. For this part of the study, we will draw on a corpus of naturally-occurring interactions of 20 youngsters residing in Limburg. These interactions are coded for a series of social and interactional factors (speaker, hearer, emotional involvement) and for two linguistic variables. We analyzed one Cité Dutch variant - the palatalization of [s] and [z] in [ʃ] and [ʒ] in first syllable position [s] (e.g. *stijl* 'style', pronounced as [ʃtɛil] instead of [steil]) - and one regional Limburg variant (deletion of final -t in postconsonantic positions. The alternations between Cité Dutch, regional Limburg Dutch and Standard Dutch will be analyzed with an in-depth quantitative analysis of the distribution of the variants across speakers (relying on mixed effect regression modeling).

The comparison of these data offers a new and more comprehensive insight on standard and non standard language use among youngsters in Limburg and on the relationship between prevailing language ideologies and the emerging urban vernaculars in Flanders.

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Restandardisation: the answer to destandardisation?

Gerda Odendaal
Stellenbosch University
Grote zaal, 11.45-12.15

The 80s and 90s of the previous century saw several international political and social developments that gave rise to the ideology of democracy, which focuses on things such as equal human rights and human dignity. These include, among others, the end of communism, the opening of borders and a subsequent development towards political integration in Europe, as well as the end of Apartheid in South Africa (Clyne 1993:11). Furthermore, globalisation gave rise to a worldwide ethnic Renaissance with a focus on the nurturing of diversity (Huss & Lindgren 2011:11). These developments led to the increased valuing and validation of variation, which includes language variation (Clyne 1993:22). Given these worldwide changes in society, Van der Horst (2009:6, 10) is of the opinion that, based on cultural-historical grounds, we can be quite certain that there is a trend towards destandardisation.

Given this trend, Van der Horst (2008:303) believes that we will soon have to make do without standard language. Is this the end of standard languages then? It has been shown that a language's chances of survival, as well as further development and revival, are strengthened if the language has a standardised variety (Odendaal 1992:21). The aim of this paper is to show that destandardisation does not have to lead to the end of standard languages, but rather, that standard languages should be reconceptualised through a process of restandardisation in order to be relevant in a democratic society characterised by tolerance and the nurturing of diversity. By defining it as democratising language planning, this paper will show how restandardisation can be utilised as a tool to reform the standard language in order to make it a democratic tool of communication that serves the entire speech community and in which all the speakers of the different varieties of a language are represented. Against the backdrop of relevant literature on restandardisation, standardisation and destandardisation, this paper aims to represent a broader perspective on language planning "in a larger context of political resolution" (Dasgupta 1990:222- 223), by showing that restandardisation demands a more holistic approach to standardisation than was undertaken in the past, in which all stakeholders and external factors are constantly being considered.

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Exploring new methods to measure implicit language attitudes: the Affect Misattribution Procedure

Laura Rosseel

KU Leuven

Dirk Geeraerts

KU Leuven

Dirk Speelman

KU Leuven

Tapijtenzaal, 14.45-15.15

In this talk we will present an overview of experimental paradigms originating in social psychology that might be useful for revivifying indirect linguistic attitude research (a field that has seen only minor methodological innovations since its inception in the 1960s). In particular, we will suggest that the AMP paradigm offers an interesting perspective. Despite the abundance of new methods to explore implicit attitudes in social psychology in recent decades (Wittenbrink & Swarz 2007), the application of these techniques in linguistics has been limited. The first steps in the direction of adapting implicit techniques from social psychology for linguistic research have been taken by Pantos (2010), Redinger (2010) and Campbell-Kibler (2012, 2013) for the Implicit Association Test (IAT) and by Speelman et al. (2013) for the affective priming paradigm (AP), both obtaining promising results.

However, when it comes to the potential these implicit measures hold for linguistic research, only the surface has been scratched. Moreover, many more implicit techniques are used in various fields of social psychology. Just a few examples are the Go-No Go Association Task (Nosek and Banaji 2001), the Single Category IAT (Teige-Mocigemba et al. 2010), the semantic priming paradigm (Wentura & Degner 2010), the Identification Extrinsic Affective Simon Task (De Houwer & De Bruycker 2007) and the Affect Misattribution Procedure (AMP, Payne et al. 2005). This last measure seems especially promising. The AMP is based on the attribution of feelings to the wrong source when two events occur closely together. In a classic AMP experiment, subjects are presented with an affectively charged prime picture which is subsequently replaced by an ambiguous symbol such as a Chinese ideograph. Respondents are asked to guess whether the ideograph has a positive or negative meaning in Chinese. It has been shown that the proportion of positive answers to the ideographs following positive stimuli is higher than following negative stimuli, and vice versa, as a result of the misattribution of the affect evoked by the prime, despite the fact that respondents are warned against the influence of the primes.

Our aim is to adapt and test the AMP for use in linguistic research by replacing the traditional visual prime by an auditory stimulus. One advantage of this technique over the previously adapted IAT and AP is its comparatively simple implementation. The AMP can also easily be transformed into an explicit measure which allows comparison

of implicit and explicit attitudes in a methodologically ‘pure’ way, because the same stimuli are compared (Payne 2009). Finally, the possibility to go beyond simple good-bad evaluations of the stimuli (Imhoff et al. 2011) offers the potential to investigate dimensions such as superiority and dynamism which have proven highly relevant in recent (de)standardisation studies (e.g. Grondelaers & Kristiansen 2013, Grondelaers & Speelman 2013, Grondelaers & Van Hout 2014). Given the novelty of the AMP in linguistic research, the paper will present a systematic survey of the possibilities and difficulties of implementing the technique in linguistic attitude research. In addition, preliminary results of a pilot study investigating the perception of regional varieties of *Tussentaal* and standard Dutch using the AMP will be discussed in the light of (de)standardisation processes in Flanders and the possibilities new methods like the AMP can bring to the field.

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Doing 'speaking the standard' in the media – with sociolinguistics in hot pursuit

Barbara Soukup
University of Vienna
Grote zaal, 14.00-14.45

Germanophone Austria is characterized by a spectrum of variation seemingly similar to that of the Dutch language areas in the Netherlands and Belgium, with standard and dialect at the poles of a continuum, and more or less ad hoc intermediate ways of speaking in between. Further, like under many a standard language ideology (SLI – Milroy & Milroy 1985), speaking in the standard is strongly associated with public media and education in Austria (see Soukup & Moosmüller 2011). Yet dialectal features also occur quite frequently in these contexts; if perceptually salient, they may serve as instant contextualization devices for communication-strategic purposes in interactions where standard use is expected (Soukup 2009).

In this presentation, I use examples of rhetorical language choice in Austrian media contexts (TV discussions, newspaper writing) to address the following questions:

- (1) In situations where standard and non-standard/dialectal language use are complementary categories of perception while simultaneously forming a continuum in practice of production, how can we as sociolinguists methodologically tackle their differentiation in our data?
- (2) What kinds of empirical evidence can we adduce to investigate how (non-)standard language ideologies influence language choice via contextualization processes in (media) discourse data? What theoretical/ epistemological underpinnings are required for integrating qualitative and quantitative evidence in a research scheme?
- (3) Why and how are media contexts particularly interesting playing fields to study regarding language ideologies at work?

The upshot of my discussion will be an advocacy and exemplification of methodological interdisciplinarity in the study of SLI, in view of triangulation of findings but also comparability of research across different settings.

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Een standaardtaal voor de Vlaamse Gebarentaal: verstoten of omarmen?

Eva Vandemeulebroucke
Ghent University
Mieke Van Herreweghe
Ghent University
Rode salon, 14.45-15.15

Probleemstelling

Hoewel de benaming *Vlaamse Gebarentaal* of *VGT* de indruk wekt dat die naar een nationale of algemene taal verwijst, heeft de taal geen standaardvariëteit zoals het Nederlands. De term overkoepelt vijf regionale varianten die rond de dovenscholen zijn ontstaan en dus naast elkaar, min of meer binnen de verschillende Vlaamse provincies functioneren (De Weerdt et al. 2003). In 1997 heeft de Vlaamse Dovengemeenschap officieel een van bovenaf gestuurde standaardisatie afgewezen. Bij deze keuze speelde niet enkel de negatieve ervaring met de eerdere, lexicale unificatie tussen 1980 en 1994 (Buyens 1995) een rol, maar ook het gebrek aan lexicologisch diepteonderzoek van de Vlaamse Gebarentaal. Daarnaast bleek het onmogelijk te zijn om tot een consensus aangaande de meest geschikte, gestuurde standaardisatiemethode te komen (Van Herreweghe & Vermeerbergen 2009). Op de koop toe merkten De Weerdt e.a. (2003) in die periode op dat de verscheidene regionale varianten op lexicaal vlak spontaan aan het samenvloeien waren, waardoor de onderzoekers concludeerden dat VGT zich spontaan richting een standaardtaal aan het bewegen was. Toch blijkt de discussie omtrent een standaardgebarentaal en de verscheidene standaardisatieprocessen ruim vijftien jaar later nog niet geheel gestild. Het feit dat *Het journaal* op Eén en *Karrewiet* op Ketnet sinds december 2012 van VGT-tolken werden voorzien, maakt het onderwerp weer brandend actueel.

Onderzoeksvraag

Centraal in dit paper staat volgende onderzoeksvraag: Wat is de perceptie en attitude van de VGT-talige tegenover de talige variatie en standaardisatie binnen de Vlaamse Gebarentaal?

Methode

Aan de hand van interviews (in VGT met een VGT-tolk) met tien VGT-talige informanten, vijf vrouwen en vijf mannen uit de regio's Oost- en West-Vlaanderen, afgenomen in de loop van 2013, werd nagegaan hoe zij de concepten 'regionale variatie', 'standaardtaal' en 'standaardisatie' invullen, hoe ze ertegenover staan en welke factoren of evoluties hun attitude vormen. Deze informatie werd aangevuld met informatie verkregen tijdens een debat tussen VGT-taligen over het gebruik van de Vlaamse Gebarentaal op de VRT op “Werelddoenvendag” 2012.

Resultaten

Dove VGT-taligen staan niet geheel negatief tegenover het idee van een standaardtaal, al vullen ze het concept ietwat anders in dan horende, Nederlandstalige personen. De VGT-talige bevrageden beschouwen een standaardtaal namelijk niet als een formelere taal waaraan taalgebruikers een hogere status toebedelen. De variëteit wordt voornamelijk gedefinieerd als een taal waarvan het lexicon en de grammatica door weinig diversiteit worden gekenmerkt en waarin weinig tot geen hiaten (cf. Van Herreweghe & Vermeerbergen 2003) voorkomen. Verder is een standaardtaal voor hen gecodificeerd (cf. Van Herreweghe & Vermeerbergen 2002), neutraal bevonden door de taalgemeenschap en wordt ze nationaal door de taalgebruikers feilloos begrepen. De informanten lijken eerder een standaardtaal te willen, omdat die voor een expliciete normering van de taal zou kunnen zorgen, wat op haar beurt de taal voor verloedering en verarming zou kunnen behoeden. Verder zouden ze een standaardtaal ook nuttig vinden voor het publieke domein, met name in het onderwijs en in de media. Naar het voorbeeld van de horende wereld zou er meer sprake kunnen zijn van taaluniformiteit, de kwaliteit van de over te brengen boodschap zou niet verminderen en men zou sneller zeker zijn van een correcte informatieoverdracht. Verder zijn de informanten het erover eens dat de standaardgebarentaal in geen geval de eigen variant zou mogen verdrukken of vervangen. De VGT-standaardtaal zou dus een tweede variëteit moeten zijn voor de gebarentaligen in Vlaanderen, die naast de eigen omgangstaal zou kunnen functioneren.

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The mediated performance of standard and nonstandard speech styles: variable indexicalities in late 1970s and early 1980s Flemish TV fiction

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Tapijtenzaal, 11.15-11.45

In recent years it has repeatedly been argued that the standard language and the ideology that sustains it have been undergoing changes in Flanders. Linguists have observed an increased tolerance towards nonstandard language use and a widening of the standard language norm (e.g. van der Horst 2010), and have provided experimental evidence that the intermediary type of language use commonly called *tussentaal* commands positive values, which may explain its use in an increasing number of domains (Grondelaers & Speelman 2013). Observations such as these have invited hypotheses that Flanders is undergoing a process of destandardization (van der Horst 2010, Willemys 2013, Grondelaers et al. 2011).

This contribution tests this hypothesis against a substantial body of data from a context which is claimed to be a key site for the positive validation of traditionally low-status speech styles, viz. the mass media (Kristiansen 2009, Coupland 2010), but in an era which is usually considered to predate the abovementioned changes, viz. the period around 1980, when the Flemish public broadcaster VRT still broadcast standard language propaganda. We have interactionally analysed the language used in TV fiction produced by the VRT between 1977 and 1985, and found that both standard and nonstandard speech styles in the genre exhibited variable indexicalities, going beyond straightforward associations of nonstandard speech with social stigma and Standard Dutch with prestige and high status.

While acknowledging that changed sociolinguistic conditions are at present increasingly colliding with traditional metadiscursive regimes, we wish to point out on the basis of our findings that hypotheses of destandardization run into difficulty if they portray ambiguity, lack of respect for the standard variety, or the attribution of prestige to nonstandard varieties as symptoms of a distinctly new linguistic era. Rather than having gone through an evolution from a “pro-standard consensus” to a “mixed ideological field” (Coupland & Kristiansen 2011: 32), the Flemish language ideological field seems to have been mixed already when standardization efforts were still in full sway.

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Demotisation or destandardisation in Flanders? Linguistic ethnography can shed (some) light

Inge Van Lancker
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Grote zaal, 14.45-15.15

Flemish linguists and opinion makers haven't always been welcoming the evolution, but it is clear now that "a standard variety of Belgian Dutch [...] is in any case losing ground to the variety of colloquial Belgian Dutch [...] referred to as *Tussentaal*" (literally *in-between-language*) (Grondelaers & van Hout, 2011). Ever since *tussentaal* came into the picture, linguists have been debating about whether this phenomenon will cause the current standard language ideology (SLI) in Flanders to evolve towards demotisation or destandardisation (Plevoets, 2008; Grondelaers & van Hout, 2011; Van Hoof & Jaspers, 2012). Since traditional sociolinguistic – mainly quantitative – descriptions of the complex situation do not seem to brighten up the discussion, it is recommendable to test other – more qualitative – approaches. As SLI's originate on a micro level in the heads of individual language users, linguistic ethnography seems to be the suited method to analyse SLI's in change.

Linguistic ethnography encourages us to dive into day-to-day practice where the (re)construction and negotiation of meaning happens (Eckert, 1997). From this day-to-day meaning (re)construction and negotiation on, changes in the SLI of a speech community can develop. The current research therefore intends to analyse language use and perceptions of pupils in a secondary school in Flanders using sociolinguistic-ethnographic methods. The study focusses on an educational setting since there, the functional elaboration of *tussentaal* stands in sharp contrast with the Flemish education ministry's renewed demands that all pupils speak Standard Dutch. Already, the research shows that the Flemish SLI is changing. Namely, at first sight, most of this pupils seem to abandon any kind of SLI. If this finding proves to be accurate and widely spread across Flanders, it would mean that the Flemish region is heading towards a situation of destandardisation. However, deeper analysis of the data and follow-up research is needed, since it is possible that the rejection of any kind of SLI is just a an expression of typical youth rebelliousness which will disappear as the pupils grow older.

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Learning (standard) languages in the Low Countries and beyond: a students' perspective

Ulrike Vogl
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Grote zaal, 15.15-15.45

In my current research, I focus on language learners at university level and their conceptions of being multilingual. How do university students think about language learning? What are their motives, experiences and expectations with regard to language learning? To what extent is their conception of multilingualism shaped by standard language ideology? In this paper I will, on the one hand, present preliminary results of a quantitative survey that targets university students enrolled in language / philological subjects (mainly from the Low Countries, with an additional European comparative perspective). It is one of the aims of this quantitative survey to identify types of students who differ in their conception of language and language learning ("more or less rooted in various aspects of standard language ideology"). I expect, among others, differences according to nationality, spatial mobility (the more mobile, the less attached to standard language ideology?) and urbanity (the more rural the more attached to standard language ideology?). On the other hand, I will, in this paper, discuss advantages and limitations of such a "traditional" attitudinal questionnaire for gaining insight into language ideologies of student populations across Europe. The rationale behind my research project is that the current student generation grew up in a radically changing communicative context, with technological innovations bringing about new forms of oral and written discourse. Moreover, present-day students profit from increasing opportunities of spatial mobility which enable them to travel for study, work and leisure. It is not yet clear, however, if this new mobility and flexibility also translates into a more mobile and flexible concept of language and language learning. Overall, my approach to the topic is from a historical perspective: In earlier research I focused on the rise of standard language ideology and its repercussions on present-day multilingual practices and attitudes in Europe. I see the view on language learning of today's university students as embedded in this standard language culture. I intend to find out to what extent their views on language are still shaped by standard language ideology and to what extent they exhibit different ways of conceptualizing language and language learning.

The interaction of standard language ideology and 'us'/'them'-dichotomies: insights from the public debate on new urban dialects

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Present-day Europe, in particular in urban areas, sees an increasing linguistic diversity (or even 'superdiversity', cf. Vertovec 2007), a diversity that has led to the emergence of new ways of speaking including new variants of the majority languages. In sociolinguistics, these have been characterised as multiethnolects (Quist 2008), ethnic styles (Kern & Selting 2011), new urban dialects (Cheshire et al. 2011, Wiese 2012) or vernaculars (Rampon 2013). While from a linguistic point of view these developments add a new, interesting element to a dynamic linguistic landscape, the public view of such linguistic practices and their speakers is predominantly negative and often characterised by devaluation at linguistic and social levels. E.g., variants of Dutch spoken by adolescents in multiethnic neighbourhoods of Belgium and the Netherlands, initially labelled 'smurf lingo', are often associated with a restricted lexicon, grammatical errors, and an 'eroded sense of "proper", polite communication' (Cornips et al. 2014).

In general, public debates on topics of cultural diversity can also throw a light on language-related issues and the Othering of certain speakers or speech communities (cf., Blommaert & Verschuren 1998 for Belgium). In the case of new urban dialects, this can be particularly interesting since they are often set in a contrast to 'proper' or 'correct' language, which puts a spotlight on underlying standard language ideologies.

In my paper, I will present a case study from Germany that demonstrates this with evidence from a public debate that focused on the question whether Kiezdeutsch, a new vernacular from multiethnic urban neighbourhoods, could be characterised as a new German dialect ("Dialekt"). The debate, which peaked in 2012, yielded a wealth of data on attitudes towards linguistic variation, on what counts as 'proper German' and who is a legitimate speaker of a German dialect. As I will show, an analysis of key topoi in the debate reveals an underlying narrative on standard German as a 'high language' ("Hochsprache") with dialects that are owned by an in-group of German speakers that points to a close interaction of standard language ideology with social (including 'ethnic') and linguistic 'us'/'them'-dichotomies.

The empirical basis for my analysis is a corpus of spontaneous, non-elicited contributions to the public debate that were posted in reaction to media reports on Kiezdeutsch in the form of online readers' comments or personal emails. Compared to media reports proper, such productions are more informal and less controlled; they are frequently anonymous and undergo less internal or external editing, and thus provide us with a special means of access to opinions and sentiments elicited in the discussion of language-related topics. As I will argue, such postings provide a particularly valuable

empirical resource for investigations into standard language constructs ideologies and the construction of in- and out-groups on the linguistic plane.

Standaardtaalideologie en kind-gericht taalgebruik Tussentaal in Vlaamse gezinnen

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De lange en complexe standaardiseringsgeschiedenis van het Nederlands in Vlaanderen heeft gezorgd voor een opmerkelijke spanning tussen norm en gebruik. Voor zijn dagelijks taalgebruik vertrouwt de Vlaming op tussentaal, een supraregionale, maar substandaard variëteit van het Nederlands. Deze variëteit verschilt zowel op lexicologisch als op morfo-fonologisch en syntactisch vlak van de standaardvariëteit, die gekenmerkt wordt door een exonormatieve oriëntering op het taalgebruik in het Noorden. Door uitgebreide taalpedagogische en taalpolitieke inspanningen is de Vlaming zich daarbij terdege bewust van het feit dat zijn thuistaal verschilt van het Standaardnederlands (cf. onder meer Zenner et al. 2009, Spielman et al. 2013 voor tussentaalonderzoek).

De mate waarin de diachrone en geografische verspreiding van die tussentaal als destandaardisering, demotisering, of geen van beide, dient gecategoriseerd te worden, hangt in sterke mate af van de attitudes die de Vlaming koestert tegenover zijn eigen tussentaal, de (Noord-)Nederlandse norm en de verhouding tussen beide.

In deze paper bieden we een nieuw perspectief op deze attitudes door aandacht te vestigen op het kindgerichte taalgebruik van Vlaamse moeders en vaders. Meer specifiek werken we met een corpus van 20 gezinnen uit de provincies Vlaams-Brabant en Antwerpen, waarvan tien met een hogere en tien met een lagere socio-economische achtergrond. Alle kinderen in de gezinnen waren jonger dan tien. Elk gezin bezorgde ons ongeveer vier uur materiaal, opgenomen door de ouders zelf tijdens en rond etenstijd. Afsluitend werd een sociolinguïstisch interview afgenomen met moeder en vader.

De opnames werden getranscribeerd volgens de CHAT-conventies van het CHILDES-project (MacWhinney 2000). De resulterende transcripties werden gecodeerd voor verscheidene contextuele factoren (zoals spreker, hoorder, emotie en taalhandeling), en voor vier tussentaalkenmerken. Twee daarvan zijn duidelijke “stereotiepe” variabelen (Labov 1994): (1) jij/gij-alternantie (vgl. Plevoets et al. 2008); (2) -n flectie bij masculiene adnominale vormen (bv. *mijnen auto* vs. *mijn auto*). De andere variabelen, (3) t-deletie aan wordeinde (*da paard* vs. *dat paard*) en (4) h-procope (*mijn uis* vs. *mijn huis*), werden geselecteerd omdat ze opmerkelijk lager liggen op de schaal van bewustzijn (Labovs indicator-variabelen).

De alternanties werden zowel kwantitatief (via regressie-analyses) als kwalitatief (discoursanalyse) geanalyseerd. De resultaten van het kwantitatieve luik tonen een duidelijk effect voor de verschillende contextuele factoren op tussentaalgebruik. Eerst en vooral zien we sterkere variatie in het tussentaalgebruik van moeders dan in dat van vaders. Waar vaders doorgaans consistent zijn in hun tussentaalgebruik, verschuift het taalgebruik van de moeders in hun pedagogische functie. Kinderen worden vaker aangesproken met de standaardtaalvariant, partners vaker met tussentaalvarianten (cf. Foulkes et al. 2005). Die alternantie is echter in geen geval absoluut, en vooral in de moeder-kindgesprekken vinden we uitgesproken variatie tussen standaardtaal en tussentaal, waar ook contextuele factoren een impact op hebben. Tot slot valt op dat het effect van gesprekspartner veel sterker is voor de stereotiepe variabelen dan voor de indicatorvariabelen.

Die kwantitatieve resultaten worden in het kwalitatieve luik verder onderbouwd. Samen bieden de analyses een uniek beeld op standaardtaalgebruik en standaardtaalideologie binnen Vlaamse gezinnen. Vooral blijkt dat, meer dan dat ze eenzijdig de standaardtaalvariant willen aanleren, Vlaamse moeders pogen om hun kinderen bij te staan in het verwerven van de sociolinguïstische alternantie tussen tussentaal- en standaardtaalvarianten (vergelijk Smith et al. 2013). Op die manier onderstrepen onze resultaten de spanning tussen norm en gebruik, maar bewijzen ze tegelijkertijd hoe beide in Vlaanderen naast elkaar kunnen en blijven bestaan.

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