

Attitudes towards English in Norwegian newspaper discourse

Anne-Line Graedler



Hedmark University College

Outline

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 - How is English referred to in the texts?
5. Summary, some ideas for further research

Background

Controversies related to English in Norway:

- Borrowing and code-switching
- Loss of usage domains
- English competence among Norwegians
- English as a global language, *lingua franca*

Previous research on attitudes among Norwegian language users:

- "Conscious attitudes" (surveys): negative towards English
- "Unconscious attitudes" (matched-guise test): positive towards English

(Kristiansen & Vikør 2006; Kristiansen 2006)

Aim

- To explore how Norwegian newspapers present the issue of English in Norway and English influence on Norwegian over the past decade

Research questions:

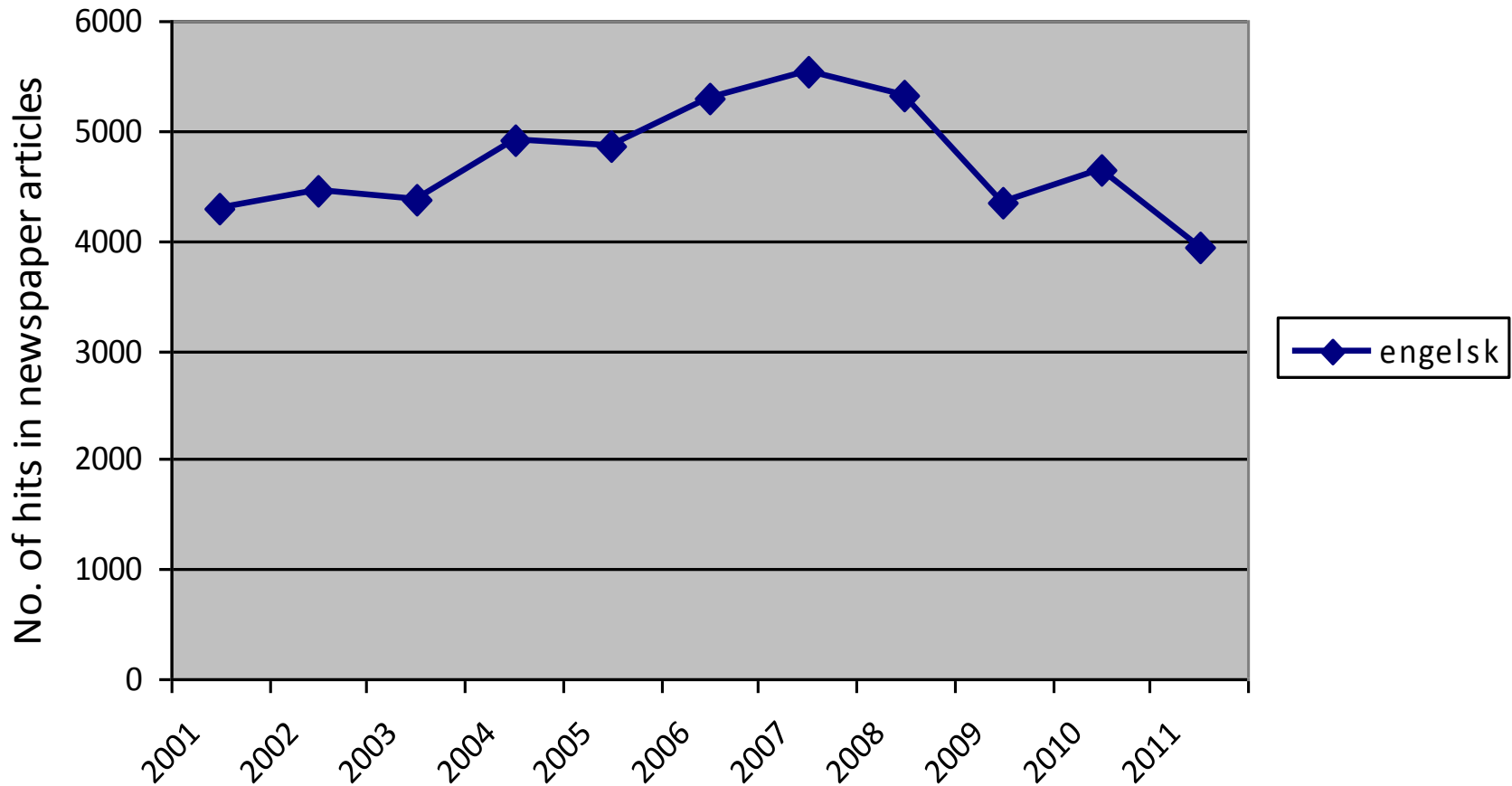
- How much space is devoted to the topics "English in Norway" and "English influence on Norwegian"?
- How are attitudes to English in Norway expressed in Norwegian newspapers?

Data source: *Atekst*

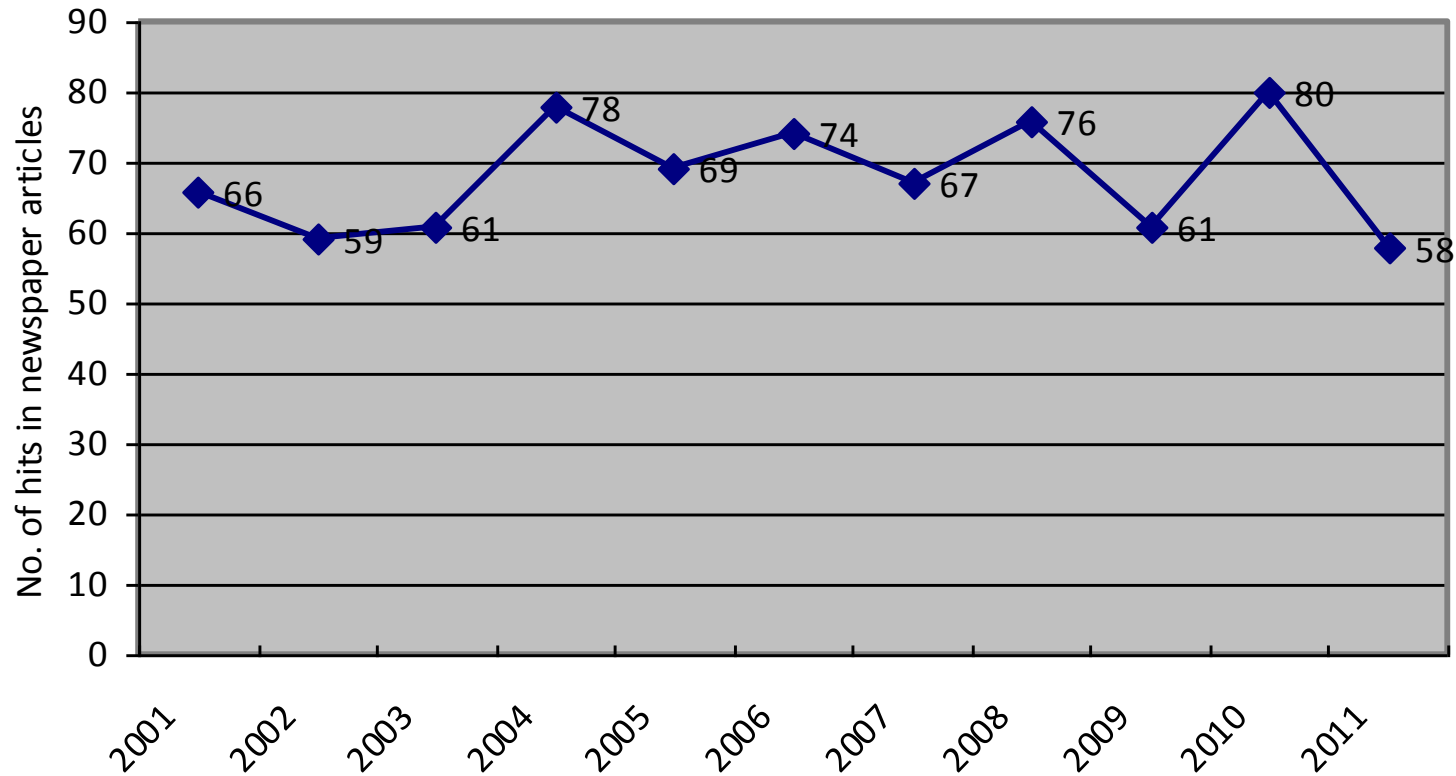
Newspaper	Circulation	Estimated readership	Newspaper type	Political alignment
<i>Aftenposten</i>	101,754	294,000	local/regional, Oslo	conservative
<i>VG</i>	211,588	775,000	national, Oslo	--
<i>Dagbladet</i>	98,989	376,000	national, Oslo	liberal
<i>Dagens Næringsliv</i>	82,595	264,000	national business newspaper, Oslo	--
<i>Bergens Tidende</i>	79,467	236,000	regional, Bergen	liberal
<i>Adresseavisen</i>	71,657	199,000	regional, Trondheim	conservative
<i>Nordlys</i>	23,627	79,000	regional, Tromsø	social-democratic
<i>Klassekampen</i>	15,390	76,000	national, Oslo	left-wing

Interest in the English language 2001-2010

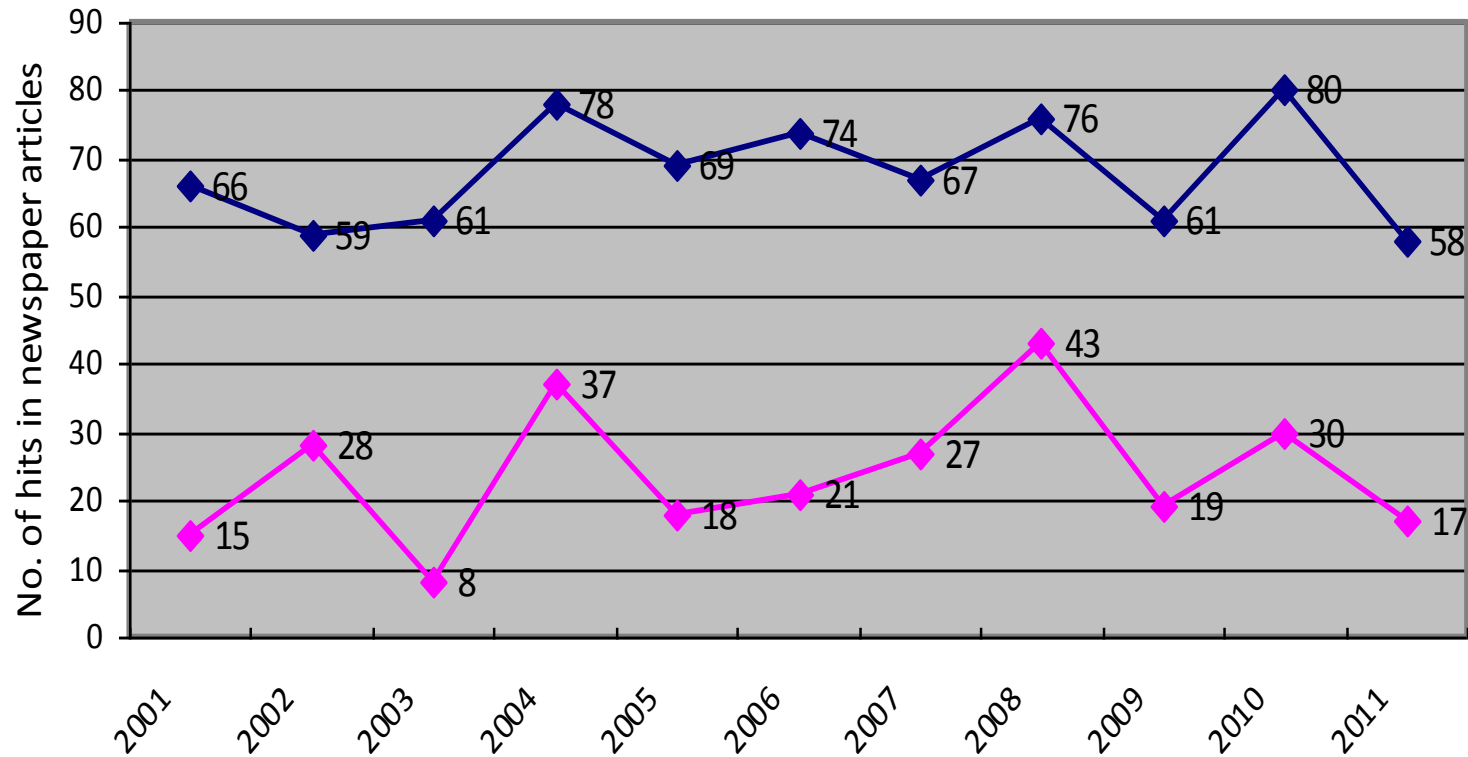
How much newspaper space is devoted to English in Norway? No. of hits with *engelsk* (English)



No. of hits with *engelsk* språk**



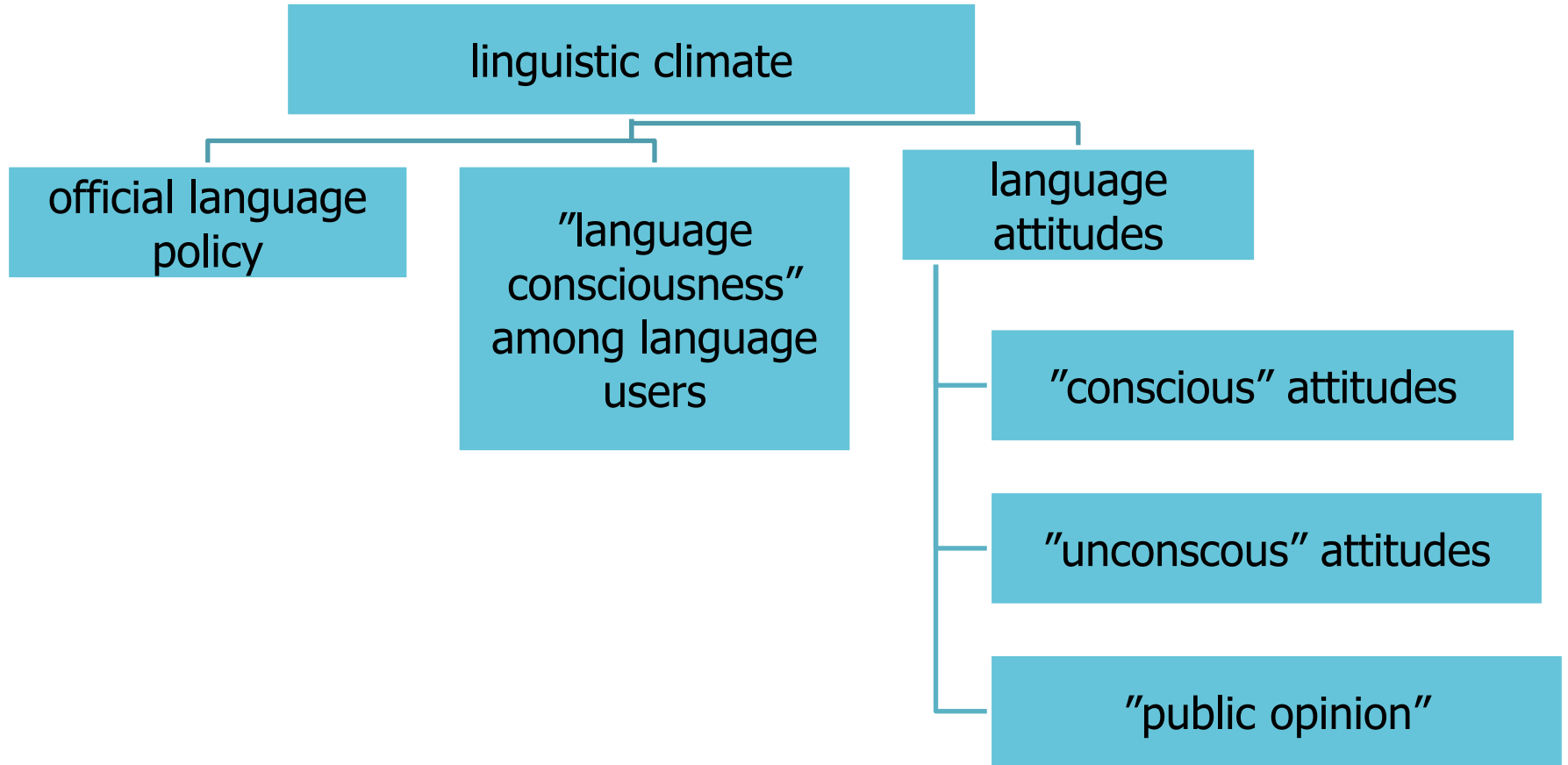
No. of hits with *engelsk* språk* + anglicisms etc.*



Context

- Newspapers' language norms
- Intertextuality
- "Linguistic climate"
 - the social conditions at any one time and place, which set the value of 'linguistic exchanges' (Bourdieu 1977)

Linguistic climate



What are the texts about?

Concordance results (11+, translated)

use/uses/used English 40, (the) use of English 26, (the) users of English 7	73
... that English ...	49
Norwegian and English 33, English and Norwegian 11	44
write(s) / wrote/ written in English 26, write/ writes/ written English 8	34
speak(s) / spoke English	32
know(s)/knew English	28
English and [another language]	27
than English	21
learn/learns/learned English 14, learn/learned English 6	20
English as a mother tongue	17
be carried out in English	17
good English / English well	16
master/masters/mastered English	14
Department of English	12
much/a lot of English	12
English has become	11
translated/translate/translation from English	11
study/ studied English	11
at the English Department	11

How is English referred to in the texts?

Sub-corpus: 45 articles from 2004, 2008, 2010

N	Cluster	Freq.	Related	Translation
1	DET ENGELSKE SPRÅKET	17	3	<i>the English language</i>
2	PÅ ENGELSK I	15	3	<i>in English</i>
3	TVINGE ENGELSK UT	10	3	<i>force English out</i>
4	STERKT ENGELSK SPRÅKPRESS	10	3	<i>strong English language pressure</i>
5	ER UNDER STERKT	10	3	<i>is under a strong</i>
6	ENGELSK UT AV	10	3	<i>English out of</i>
7	SOM ER UNDER	10	3	<i>which is under</i>
8	UT AV AKADEMISKE	10	3	<i>out of academic</i>
9	UNDERVISE PÅ ENGELSK	10	3	<i>teach in English</i>
10	UNDER STERKT ENGELSK	10	3	<i>under strong English</i>

conceptual metaphors examples (translated)

LANGUAGE IS A COMMODITY *the main **import harbor** for the English language*
*English **import** words, English **loanwords***

LANGUAGE IS A LIVING ORGANISM *a **living** language changes from day to day. If not, it will stagnate.*
*The Norwegian language is like **a furry mammal** that keeps moving*
*to keep the Norwegian language **flexible and loose-jointed***
*the Norwegian language will **die** within a hundred years' time*
*the Norwegian language is **on its deathbed***
*the English language [...] is **living its own global life***

ENGLISH IS AT WAR WITH OTHER LANGUAGES, INCLUDING NORWEGIAN *we must not let the Norwegian language become **the underdog***
*the English language **exerts increased pressure** on Norwegian*
*the use of English **pushes Norwegian to the side***
*English has **forced its way in** everywhere*
*to **force English out of** the academic environment*
*English **threatens to choke** the linguistic diversity on our planet*
***loss of domains** to English*
*English will **take over for** Norwegian*
*Norwegian has been **invaded** by English*
***protect** our language*
*we **stand shoulder-to-shoulder***
*he will **save us** from English*
*we should not be **fighting against** English [...] we should be **fighting for***
Norwegian
*that the English language is **not an enemy***
*English is a part of a linguistic **liberation***

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