



WIENER SPRACHGESELLSCHAFT



Die Wiener Sprachgesellschaft lädt ein

zu einem Vortrag

von

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*Linguistic insecurity and the legitimate speaker.
The case of Francophones in Canada (Acadie)*

In 1972, William Labov introduced the concept of linguistic insecurity as a means to measure language variation and change. Interestingly enough, most studies conducted on the subject afterwards were initiated from scholars in Western francophone spaces, where the ideology of the standard plays a major role in categorizing speakers. Studies were also conducted in francophone Canada, especially in *L'Acadie*. Drawing on ethnographic studies carried out in the provinces of New Brunswick and Nova Scotia between 1995 and 2015, the phenomenon as witnessed in different situations and as related in interviews by Acadians themselves will be examined. It will be argued that linguistic insecurity is a consequence of the strength of the ideology of the standard in Canada where the French language spoken in France was long considered the only legitimate variety of French, especially in the 1950s and 1960s when francophone institutions gained in recognition and in power. Yet this conception of language meant that bilingual speakers (e.g. Acadians living in minority settings) were often considered illegitimate French speakers because of their alleged abundance of English borrowings. This description will be intertwined with the story of the historical events that led to the challenging of the ideology of the standard in the 1970s. Finally, strategies used by speakers as ways to counter linguistic insecurity will be examined, such as changing identities or adopting a counter-legitimate stance, strategies that create new discourses on different ways of "being Acadian".

Zeit: Dienstag, 19. März 2019, 18 Uhr 30

Ort: Sensengasse 3a, Hörsaal 1 (1. Stock)

Gäste sind wie immer herzlich willkommen!

B. Seidlhofer m. p.

M. Flubacher m. p.