

RECENT DEVELOPMENTS IN

# POST-WAR AUSTRIAN GERMAN:

*A case study on genre-related  
language change*

JACOB-&-WILHELM  
**Grimm**  
LECTURE  
2012

## PUBLIC LECTURE

**23. OCTOBER 2012, 7PM**

UNIVERSITY OF WATERLOO  
HAGEY HALL, HH 1106

RECEPTION TO FOLLOW  
FREE PARKING IF AVAILABLE, IN LOT HV

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Since 1945, distinctions between 'German German' and 'Austrian German' have gained salience as markers of independence indicating – at least for some groups – two 'national' languages; other scholars, however, perceive Austrian German as a dialect and part of the Austrian-German-Swiss plurilinguistic landscape. A recent pilot study on language change in Austria, focusing on the Austrian standard variant of German in the fields of education, media, and business, revealed that language change has occurred in several identifiable linguistics areas. Our results indicate that language change is related to genre changes that are themselves embedded in the context of broader, socio-political and global tendencies, such as globalisation, marketization, and infotainment. Genre-driven language change can therefore be seen as a prime indicator of emergent language ideologies and shifts therein.

WATERLOO CENTRE FOR  
**Germanstudies**

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