

«But, but, it isn't only only!»

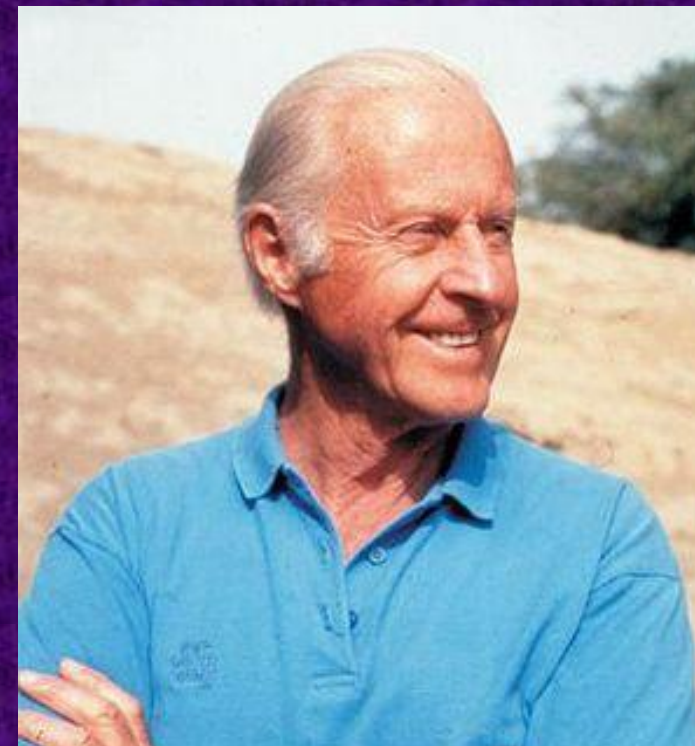
Representations of Norwegian English in the public:
An attitude study

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An experiment...



43.

Let's look at the transcripts...

Thorbjørn Jagland: «We have serious problems in one third of our member states, with regard to the independence of the judiciary, and also related to freedom of media. Eh...and of course, these two institutions, the media and the courts, are indispensable for a free democracy»

George W. Bush: «Our enemies are innovative and resourceful. And so are we. They never stop thinking about new ways to harm our country and our people, and neither do we»

«It was not always a given that the United States and America would have a close relationship»

«These are big achievements for this country, and the people of Bulgaria ought to be proud of the achievements they have achieved»

Where it all started - The inspiration for the Ph.D. project

My fascination with accent and variationist sociolinguistics

/ʊaɪ ɪs ɪt dæt evrɪ taɪm æ nɔ:
ruɪ:dʃən spi:ks ɪnfrʌnt ɒf de
hɔ:l ʊʒ:ld ɪt gɔ:ʊs dɔ:rli/

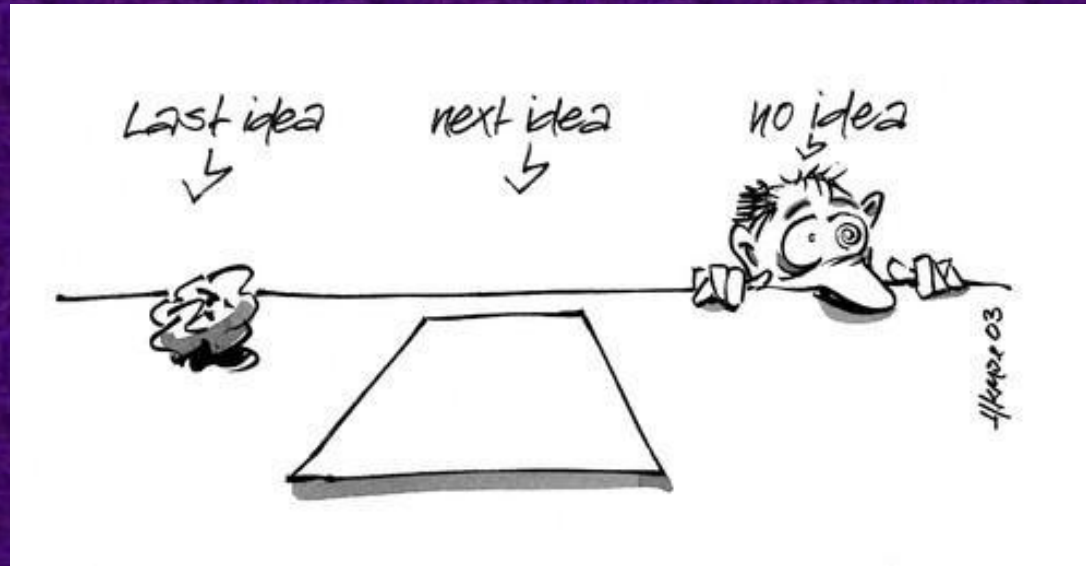
” Vai is it dat evri taim a
nårvigjan spiks in frånt åf
det hål vøld itt gåus
dårli?” (Madsen, 2009)

The project evolved...

The value of having colleagues who know what you are talking about...

Or rather,

Colleagues who have *no* idea what you are talking about...



Research questions

How is the term Norwegian English constructed in Norwegian media?

Do Norwegian teachers of English and Norwegian English teacher students share the same understandings and interpretations of the term as the ones found in media discourse?

Rationale

- The teaching of English in Norway
- A «hot topic» in Norway
- Linguistic value



Theoretical foundations - my focus



Theoretical foundations - summary

“...England, America, and Australia will be speaking mutually unintelligible languages, owing to their independent changes of pronunciation”

Henry Sweet, 1877

- Speakers of what is perceived as standard accents “tend to be rated highly on traits to competence, intelligence, and social status...” (Cargile et al., 2010: 62)
- Norwegian society is known for having a unique variety of regional dialects and a highly developed tolerance for language diversity (Kulbrandstad, 2006).
- Norwegian accented English is generally a stigmatised accent, and having a strong, Norwegian transfer in your English accent is sometimes called ‘Norwenglish’ or ‘No-English’ (Rindal and Piercy, 2013: 220)
- Rindal’s analysis show that 75% of the respondents aimed at British or American pronunciation. No one expressed a desire to sound ‘Norwegian’ (Rindal and Piercy, 2013: 218)

Data collection - and handling

- Three stages:
 - Online media data
 - Questionnaires
 - Interviews
- Mainly qualitative data analysis, with some quantitative data from the online study and the questionnaires.

The road ahead...



Thank you for your attention!



Questions?

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 - Photo Frognerparken: Mine (Hege Løkslett)