

## Data Basis

- AustriaN Newspapers Online (ANNO)
- Austria Media Corpus (AMC)
- Online User Comments on Newspaper articles

## Research Questions

Which socio-political and cultural discourses in the history of Austria can be identified as shaping the construction and change of concepts of 'standardness'?

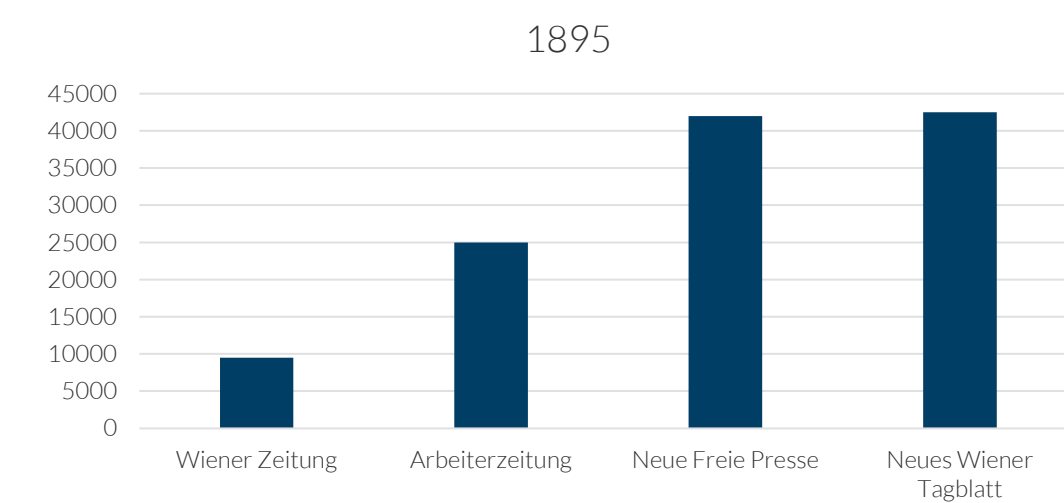
How are concepts of 'standardness' contextually embedded within these discourses? What conclusions can be drawn with regard to contemporary attitudes towards these concepts?

To what extent can synchronic language attitudes of Austrian speakers be contextualized with thusly identified diachronic change of the conceptualization of standard language?

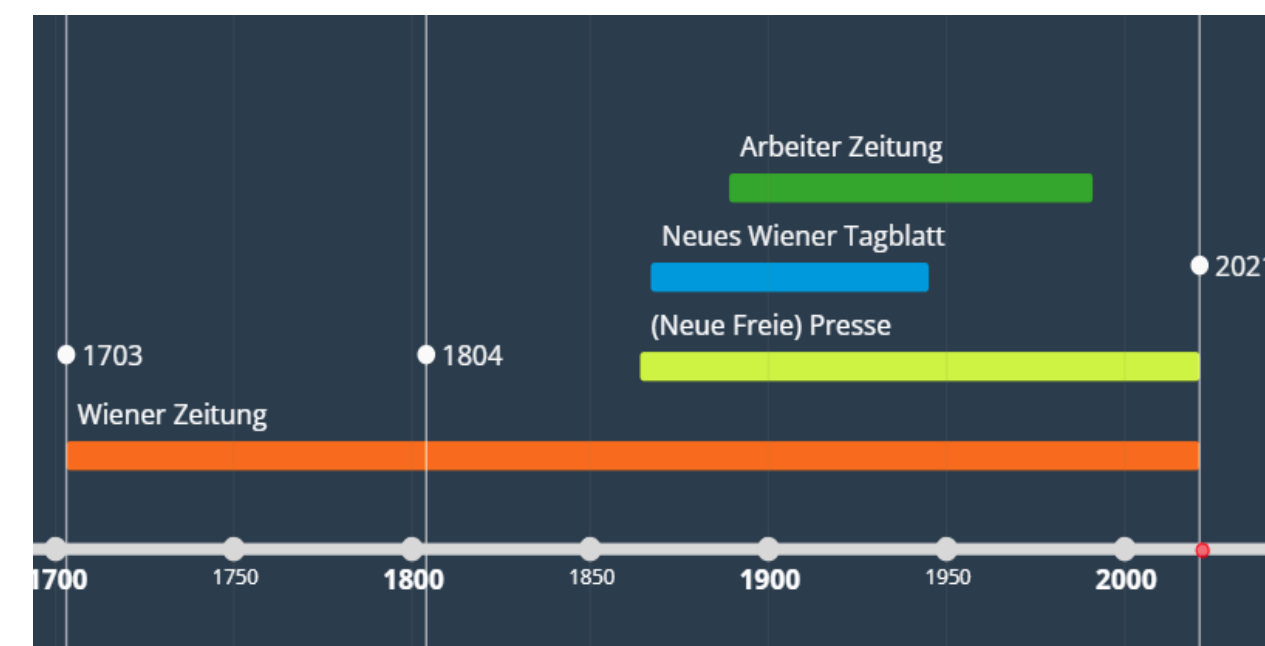
## Evaluating Newspapers ...



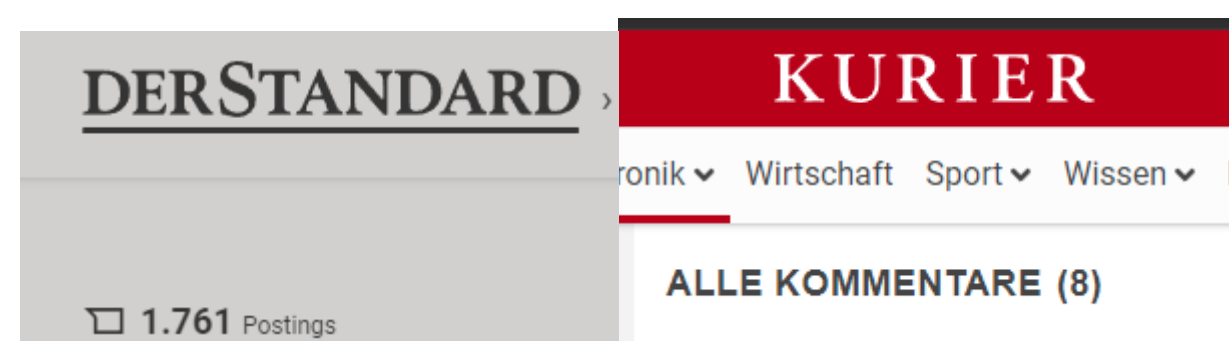
### ... by Circulation



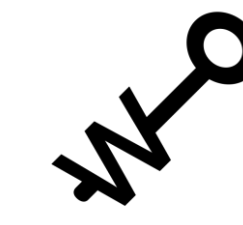
### ... by Continuity



### ... by User Engagement



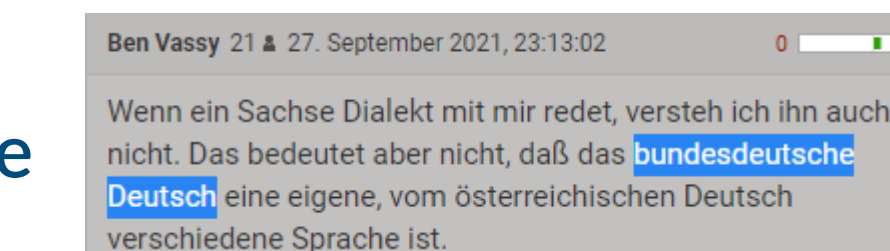
## Identifying Keywords ...



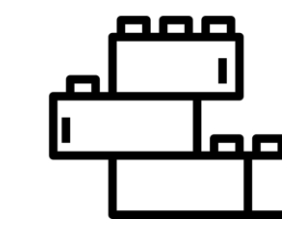
- deductive ... from scientific literature
- ... from broad corpus searches

word	Frequency	Items: 978   Total
Sudetendeutschen	2,773	
Hochdeutsch	1,240	
Süddeutsche	1,209	
Ostdeutschen	1,182	
Süddeutschen	726	
Ostdeutsche	653	
Sudetendeutsche	620	
Rothdeusch	554	
Amtsdeutsch	542	
Neudeutsch	521	
Westdeutschen	438	
Norddeutschen	394	
Juristendeutsch	245	
Volldeutschen	220	
Mittelhochdeutschen	214	
Norddeutsche	207	
Großdeutschen	184	
Westdeutsche	171	
Hochdeutsche	158	

- ... from analysing user comments



## Building Search Queries



ANNO	AMC
Hochde???ch*	".+deutsch(e er en es em)?"
Sc?r????e????h*	".+sprach(e en lich liche liches lichem lichen)?"

## Early Findings

- In the mid to late 19<sup>th</sup> century, the performing arts became a central context, in which the concept of *Hochdeutsch* was discussed.
- As collocations indicate, the concept of *reines Hochdeutsch* ('pure high German') was already established by then.
- Frequently *Hochdeutsch* was discussed in direct contrast to dialect (especially in the context of dialect poetry).

## References

Melischek, Gabriele & Josef Seethaler. 2001. Auflagen der Wiener Tageszeitungen 1895–1933 in quellenkritischer Bearbeitung. Wien: Kommission für historische Pressedokumentation.

Ransmayr, Jutta, Karlheinz Morth & Matej Ďurčo. 2017. AMC (Austrian Media Corpus) - Korpusbasierte Forschungen zum österreichischen Deutsch. In Claudia Resch & Wolfgang U. Dressler (Hg.), *Digitale Methoden der Korpusforschung*. Wien: Verlag der Österreichischen Akademie der Wissenschaften (Veröffentlichungen der Kommission für Linguistik und Kommunikationsforschung, Band 30), S. 27–38.

Wallnig, Thomas. 2004. Language and Power in the Habsburg Empire: The Historical Context. In Schjerve-Rindler, Rosita (ed.), *Diglossia and Power. Language policies and practice in the 19th-century Habsburg Empire*. Berlin: De Gruyter (= Language, Power and Social Process 9). 15–32.