Gender-inclusive language as an object of discourse in Austria

Project Overview

Aims

Metalinguistic debates reveal assumptions not just about language and how it is supposed to work, but also about who and what is allowed to drive language change. The discourse on gender-inclusive language shows the impact of feminist debates and the resistance against this change of language use (and/or society). The aim of this project is to describe and comprehend this discourse, focusing on agents and language ideology.

Data

A) Articles and B) letters to the editor in Austrian newspapers 2014–2018 (print & online) that mention gender-inclusive language as a main topic or in passing. C) Online comments on newspaper web**sites** to articles that deal with genderinclusive language as their main topic.

A) 2846 articles, B) 903 letters to the editor in total, C) not yet fully collected.

(Random sample of 30% for this poster. articles: 855, letters to the editor: 272, online comments: 500)



Methodology

Multi-layered qualitative and quantitative discourse analysis based on the DIMEAN model (Spitzmüller & Warnke 2011), which means a combination of intra-textual and transtextual analyses with the analysis of agents in the discourse.

References

Spitzmüller, Jürgen & Ingo H. Warnke (2011): Diskurslinguistik. Eine Einführung in Theorien und Methoden der transtextuellen Sprachanalyse. Berlin, Boston: de Gruyter (de Gruyter Studium). dx.doi.org/10.1515/9783110229967.

Questions

Is giving percentages of such a small sample misleading?

Hannah Alker-Windbichler

PHD project, German Studies, University of Vienna

the feminists et al.

References to supporters

Coding all references to **supporters of gender-inclusive language** and differenciating between generic references and specific references showed that there are remarkable differences between the specific references to people interviewed on this topic (or issued statements that are reported) and generic references to supporters.

There are hardly any specific references to "feminists", but many generic ones, often using older, derogatory terms (e.g. "Emanzen"). The references to "gender fanatics" etc., which are more common in online comments, do not match the moderate statements by politicians and experts reported in the newspaper articles. Generic references to "people in charge" are most common in letters to the editor.

> Specific vs. generic references in different text types



"Zwischen Äußerungen und Zahlen", 5 November 2021

Examples of generic references





00 texts, 115 references

ender-Industrie (gender industry), Gender-Fetichisten (gender fetishists), Gender Irren (gender nsane), Gender-Korrekten (gender correct), Genderanatiker (gender fanatics)