

Programme

Thursday, 15 May 2014 (Fakultätssaal, Philosophicum)

08.45 – 09.00	Opening
09.00 – 10.00	Reetta Toivanen (Helsinki) On ethics and engagements: on the methods in field research
10.00 – 10.30	Coffee Break
10.30 – 11.45	Svenja Kranich (Mainz) Intercultural contact through translation: “Shining-through” of pragmatic and stylistic features
	Nora Kruse (Mainz) Zenta Mauriņa’s feelings towards her homeland – the Latvian exile writer’s autobiographical trilogy from a systemic-functional point of view
11.45 – 13.30	Lunch
13.30 – 14.45	Yvonne Hendrich (Mainz) The apotheosis of Europe as a reinvented homeland in “Desterro” by Luís S. Krausz
	Caroline Hornstein-Tomić (Zagreb) Imaginaries of “home”, “homeland” and “destination” in biographic narratives of re-migrants to Croatia
14.45 – 15.15	Coffee Break
15.15 – 16.30	Frederik Bissinger (Mainz/Kaunas) Swedish in Germany: analyzing language ideology in social media
	Maren Gockel (Mainz/Kaunas) Low German in North Rhine-Westphalia: an interview study
19.00	Dinner

Friday, 16 May 2014 (Fakultätssaal, Philosophicum)

09.00 – 10.15	Jūratė Ruzaitė (Kaunas) Broadening the horizons of Linguistic Landscapes: multiple approaches to multilingual signs
	Ieva Markauskaitė, Vitalijus Kodzis, Arūnė Šulcaitė (Mainz/Kaunas) The Linguistic Landscape in Klaipėda, Palanga and Kaunas
10.15 – 10.45	Coffee Break
10.45 – 11.45	Zarina Rakhmanova (Mainz/Kaunas) The Linguistic Landscape of a “Russian” neighborhood: a case study of Brighton Beach in New York City
	End
11.45 – 13.30	Lunch

Abstracts

Reetta Toivanen (Helsinki)

On ethics and engagements: on the methods in field research

Today, languages are seen as value and part of fundamental human rights. This means that researchers encounter in the field research activists and ethnic entrepreneurs who are committed to the revitalization of the native language of their community. At the same time, the field is full of tensions and conflicts between different motivations and goals by the key actors and activists. Sometimes, there is also a profound cleavage between the speech community and the activists. The researcher may find herself in a situation where taking sides is prerequisite for continuing research.

My presentation discusses such methodological and ethical questions that are concerned with the interaction of researcher and the community/is in which ethno-methodological research is conducted. "Field" researchers along with doing "pure science" sometimes have to play a role of activists and experts in language revitalization processes. Interrelationships with native speakers are considered to be an inevitable part of their work. In this sense, has as an anthropologist/linguist moral right to intervene in community? Do we protect either languages or people speaking these languages? What if aims of native speakers do not coincide with researcher's ones?

Svenja Kranich (Mainz)

Intercultural contact through translation: "Shining-through" of pragmatic and stylistic features

Translations often exhibit features that are more typical of source language texts in the particular genre than of comparable, non-translated texts in the target language. This phenomenon, known as 'shining-through' (Teich 2003) in translation studies, is most visible in pragmatic and stylistic features in present-day translations (see Kranich, Becher and Höder 2011).

The present paper will focus on English-German translations of popular science writing. This genre is a good place for studying the impact of translation on target texts, because the prestige status of English in (popular) science can be expected to favor the importation of stylistic and pragmatic features from the source language into the translations. From there, they may spread to German non-translated popular science writing: The translations introduce innovation into the genre, which then spreads to general text production in the popular science field. Translation thus works as any other type of intercultural contact in general or of language contact in particular.

The present paper presents quantitative and qualitative results on English-German contrasts and changes in the genre of popular science based on a corpus of 500,000 words from two time-frames (1978-1982, 1998-2002), focusing on two major dimensions of English-German usage contrasts, namely interactionality (as visible in changing usage of cohesive devices and personal deixis) and hedging (as instantiated by epistemic modal expressions, such as *may*, *perhaps*). In total, the observed changes amount to a general trend of increasing addressee orientation and a shift towards the spoken end of the written-spoken continuum of language use (cf. Koch & Oesterreicher 2007: 349), moving the German popular science genre closer to the English one in terms of communicative conventions.

Koch, P. & W. Oesterreicher. 2007. "Schriftlichkeit und kommunikative Distanz". *Zeitschrift für germanistische Linguistik* 35, 346-375.

- Kranich, S., V. Becher & S. Höder. 2011. "A tentative typology of translation-induced language change". In: Kranich, S., V. Becher, S. Höder & J. House (eds.), *Multilingual Discourse Production. Diachronic and Synchronic Perspectives*. Amsterdam: Benjamins.
- Teich, E. 2003. *Cross-linguistic Variation in System and Text. A Methodology for the Investigation of Translations and Comparable Texts*. Berlin: Walter de Gruyter.

Nora Kruse (Mainz)

Zenta Mauriņa's feelings towards her homeland – the Latvian exile writer's autobiographical trilogy from a systemic-functional point of view

"No matter how intelligent someone is, there are two things that cannot be realized theoretically: the reign of terror and the homelessness" (Mauriņa 1979: 231, translated from German). Latvian writer Zenta Mauriņa (1897 - 1978) experienced both. In 1944, she fled from the Soviets out of her Latvian homeland into Swedish exile where she arrived in 1946. Although she did not feel at home in Sweden, she stayed twenty years before moving to Germany and wrote most of her extensive work there. Its core forms her German-language autobiographical trilogy *Die weite Fahrt* (1951; A Long Journey), *Denn das Wagnis ist schön* (1953; Fair is the Venture), *Die eisernen Riegel zerbrechen* (1957; The Iron Bars are Breaking).

With her name on a "black list", Mauriņa could not return to Latvia throughout her life. Her autobiography tells about her homesickness as well as the love for her homeland – but how is it expressed from a linguistic point of view? Applying the Systemic-functional Grammar by M. A. K. Halliday and the Appraisal theory by J. R. Martin and David Rose, it shall be examined what role the native (Latvian) elements play in Mauriņa's narration – also in contrast to the foreign ones. And first and foremost: What linguistic means does Mauriņa apply to put her feelings into words and describe her homeland respectively her country of exile?

Mauriņa, Zenta (1968). *Die eisernen Riegel zerbrechen. Geschichte eines Lebens*.

Memmingen: Dietrich.

Mauriņa, Zenta (1979). *Meine Wurzeln sind im Himmel. Letzte Wegstrecken*. Memmingen:

Dietrich.

Mauriņa, Zenta (1985). *Die weite Fahrt. Eine Passion*. Memmingen: Dietrich, 7. Aufl.

Mauriņa, Zenta (1990). *Denn das Wagnis ist schön. Geschichte eines Lebens*. Memmingen:

Dietrich, 10. Aufl.

Yvonne Hendrich (Mainz)

The apotheosis of Europe as a reinvented homeland in "Desterro" by Luís S. Krausz

This presentation deals with the concept of homeland in the novel "Desterro" (expatriation or exile) of the Jewish Brazilian writer Luís S. Krausz. "Desterro" undoubtedly reveals autobiographical traits of the author in the depiction of the protagonist: A nameless first-person narrator, a Brazil native but also the descendent of a Jewish Austrian family exiled in São Paulo, maintains strong affective ties with culture and language of his ancestors. The narrator pretends to recreate the memory of his grandparents' lost home who emigrated from Austria to Brazil after the collapse of the Austro-Hungarian Empire in consequence of World War I. Desperately clinging to the obsessive search for their lost home Europe – repeatedly mentioned as "drüben" (on the other side) – the narrator's depiction suggest the home as a biblical allusion to the land of promises. Framed within the context of assimilation and integration to culture and society of the host country, and the imagined

reminiscence of his grandparents' lost home, the protagonist is searching for his own identity. However, this "home" the narrator is longing for, reveals itself as the mere shadow of an idealized and glorified home as told by his grandparents; a "home" that he himself had never experienced.

By decoding such a complex, abstract and highly subjective defined notion as home(land) (pátria, in Portuguese, Heimat, in German), the following questions can be raised: What are the relevant criteria by which we conceptualize "home"? Is there only one homeland or is it possible to find a new/second one? Can "home" be seen apart from nationality and closer to one's emotional identification? Is it possible, in situation of exile and alienation, to recreate an idea of an apparently lost home without having lived in it?

KRAUSZ, Luís S. (2011): *Desterro: memórias em ruínas*. Posfácio de Márcio Seligmann-Silva. São Paulo: Tordesilhas.

KRAUSZ, Luís S. (2013): *Verbannung: Erinnerungen in Trümmern*. Aus dem brasilianischen Portugiesisch von Manfred von Conta. Mit einem Nachwort von Márcio Seligmann-Silva. Berlin: Hentrich & Hentrich.

Caroline Hornstein-Tomić (Zagreb)

Imagines of "home", "homeland" and "destination" in biographic narratives of re-migrants to Croatia

Since the collapse of socialist regimes in Eastern European regions, not only emigration, but also considerable remigration dynamics from diasporas all over the world can be observed. This special type of co-ethnic migration from "West" to "East" makes part of post-socialist transition, and suggests studying transformation processes from the actors' point of view. This holds true not only for those who left – be it temporary, or for the time being – but also for those who returned. Amongst those were former political emigrants, and also skilled migrants of first and second migrant generations, who headed "home" to participate in the transformation processes, to have an impact on democratization and the development of pluralist structures, and / or to profit from economic privatization and market opening. Such return migration was driven by idealism, patriotism, curiosity, courage, by a sense of adventure as much as by strategic thinking. As any kind of voluntary migration is generally driven by the desire to lead more satisfying lives, return migration furthermore contains romantic and nostalgic references to something "left behind", as well as a probably utopian concept inherent to the idea of "homecoming", however projected into the future. The paper will look into narratives from in-depth interviews with re-migrants, of "homecoming", and into accounts of arrivals at a "homeland in transition", which was chosen as migration destination. The paper analyzes how "home", "homeland" and "destination" imaginaries motivate actual migration processes, and what role projections of migrants go along with them.

Frederik Bissinger (Mainz/Kaunas)
Swedish in Germany: analyzing the language ideology in social media

These days, migration has a considerable significance and, hence, is an important aspect influencing societies. In this context, Vertovec coins the concept of “super-diversity” and illustrates that the variety of variables which is used to describe societies is raised by migration (cf. Vertovec 2010: 87). Especially, language is an important variable because societies are multilingual and the degree of multilingualism is raising. According to Blackledge, in multilingual societies, language choice, use and attitude are interrelated to language ideology, levels of power, political settings and the identity of the speaker (cf. Blackledge 2005: 35). Hence, which position do migration based linguistic minorities take in a society?

This paper focuses on Germany and on the linguistic minority of Swedes. It investigates the language ideology because it is an indicator for the social position (cf. Woolard 1998: 6). Applying the Appraisal-Analysis (Martin/Rose 2007; Martin/White 2005), shares in social media are analyzed. The findings illustrate that the Swedish language and culture is still important after migration to Germany and the aim is to pass language and culture to the next generations. This is inter alia achieved by institutionalization, e.g. Swedish churches or language schools. Furthermore, through the institutionalization the investigated group is represented in the society and additionally contributes to the solution of societal problems like the deficit of daycare facilities for children. A central aspect of the investigated language ideology is the openness towards bi- and multilingualism. Hence, Swedish and German take a considerable role and, thus, both language preservation and expansion are considerable.

Blackledge, Adrian (2005): *Discourse and Power in a Multilingual World*. Amsterdam: John Benjamins Publishing Company.

Martin, J. R./ Rose, David (2007): *Working with discourse. Meaning beyond the clause*. 2. Aufl. London: Continuum.

Martin, J. R./ White, P. R. R. (2005): *The Language of Evaluation. Appraisal in English*. Houndmills: Palgrave Macmillan.

Vertovec, Steven (2010): *Towards post-multiculturalism? Changing communities, conditions and contexts of diversity*. In: *International Social Science Journal*, 61, S. 83- 95.

Woolard, Kathryn A. (1998): *Introduction: Language Ideology as a Field of Inquiry*. In: Schieffelin, Bambi B./ Woolard, Kathryn A./ Kroskrity, Paul V. (Hrsg.). *Language Ideologies: Practice and Theory*. Oxford: Oxford University Press, S. 3-47.

Maren Gockel (Mainz/Kaunas)
Low German in North Rhine-Westphalia: an interview study

Low German is one of seven officially recognized minority and regional languages in the Federal Republic of Germany. However, the number of Low German speakers is decreasing drastically, particularly in the last 50 years. On these grounds qualitative face-to-face interviews were conducted and analyzed in order to determine reasons for the language shift and to discuss the future prospects of the language. The outcome of the study shows that Low German in North Rhine-Westphalia is a strongly endangered language because the intergenerational transmission of the language did not take place and because the language is not used in everyday life anymore. Therefore Low German as a language of communication is nearly extinguished. Long-

dated and lasting support measures are scarce, which results in critical and negative future prospects of the language. Possible revitalization programs need to take place in order to save this regional language.

Jūratė Ruzaitė (Kaunas)

Broadening the horizons of linguistic landscapes: multiple approaches to multilingual signs

The linguistic landscape (LL) has been explored from various perspectives, such as language policy, sociolinguistics, language contact, intercultural studies, discourse analysis, and even language learning. LL is a relatively new field of studies, but its rapid development and a huge interest in it have brought important changes to the whole study field in terms of the definition of LL, its scope, applications, and analytic approaches to it. By resorting to the newest research in the area and examples from Lithuanian linguistic landscapes, the present paper outlines the way the concept and scope of LL have broadened. This presentation also shows some of the newest directions in LL going beyond the traditional perception of the LL as an agglomeration of public and commercial signs. LL has recently become as comprehensive as to include not only public signs outside shops, offices, and businesses, but also different signs inside public institutions, or in some radical approaches any discourse that is publicly available (e.g. Shohamy and Waksman 2009). There is still extensive research carried out on LL by applying the well-established definition of Landry and Bourhis (1997); however, some researchers go beyond this traditional focus of LL and study, for instance, linguistic landscapes on postcards as a powerful tourist genre (Jaworski 2010). This presentation also discusses the informational and symbolic functions performed by LL. As the case of Lithuania shows, linguistic landscapes are a free public space often used as a battlefield for contesting ideologies, political struggles, and perpetuation of some language policies and attitudes.

Jaworski, Adam. 2010. Linguistic Landscapes on Postcards: Tourist Mediation and the Sociolinguistic Communities of Contact. *Sociolinguistic Studies* 4 (3). 569-594.

Landry, Rodrigue and Richard Y. Bourhis. 1997. Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology* 16(1). 23-49.

Shohamy, Elana & Shoshi Waksman. 2009. Linguistic landscape as an ecological arena: Modalities, meanings, negotiations, education. In Elana Shohamy and Durk Gorter (eds.), *Linguistic landscape: Expanding the scenery*, 313-331. New York, NY & London: Routledge.

Ieva Markauskaitė, Vītalijus Kodzis, Arūnė Šulcaitė (Mainz/Kaunas)

The Linguistic Landscape in Klaipėda, Palanga and Kaunas

Multilingualism became the centre of attention of many linguists during the last few decades. The processes of globalisation and constant migration have a significant impact on the demographic composition of many countries bringing along the linguistic diversity, which is resembled in our everyday surroundings.

This study concentrates on the linguistic landscapes of three Lithuanian cities Klaipėda Palanga and Kaunas. These cities along with the whole country have complex recorded history, due to numerous occupations throughout the existence of Lithuania. However, these occupations led to the development of multilingualism in the country, especially in Klaipėda. Linguistic diversity in Palanga is apparent because it is a resort city and many tourists from Russia, Germany, Latvia and other countries visit Palanga, mostly during the summer period. In contrast, Kaunas is believed to be one of the most monolingual cities inside the country due to its geographical location.

The aim of this study is to compare linguistic landscape in Klaipėda and Palanga in the seaside area and, through quantitative and qualitative use of language in gastronomy, explores the linguistic landscape of these three major Lithuanian cities. Through the analysis of linguistic signs it will be possible to make assumptions about how multilingual these three cities are and what are the tendencies towards a specific language usage in bottom-up signs.

Zarina Rakhmanova (Mainz/Kaunas)

The Linguistic Landscape of a “Russian” neighborhood: a case study of Brighton Beach in New York City

Brighton Beach is the most known “Russian” neighborhood in the United States due to its large population of immigrants from the former Soviet Republics united by the common language (Russian) and background. It is often referred as “Little Odessa” or “Little Russia”. Despite its famous “Russian” status, linguistic landscape of the area is not limited to Russian and English and it reflects a variety of languages used by the local community (e.g. Spanish, Turkish, Georgian). This study aims to investigate what languages are present on the signs of various businesses in the busiest commercial area of Brighton Beach and how these languages are represented. The focus is given to the use and status of the Russian language. Findings are compared to the results of the earlier research of the linguistic landscape in Brighton Beach conducted in 2009. The previous results are used for implementation of a diachronic study that indicates trends and changes in the language use in the community. This study is a part of a larger project aimed to investigate and compare “Russian” neighborhoods in different countries.