

Democratization and language practices: Introducing the DEMLANG project

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Sociocultural processes related to the notion of *democratization* are known to have had an impact on how English has changed particularly during the latter half of the twentieth century. Earlier studies on 20th-century English have documented how features of colloquial and private language are spreading increasingly to the public sphere, and how linguistic systems shift with changing ideologies (e.g. Mair 2006, Leech et al. 2009, Farrelly & Seoane 2012). What is less clear, however, is how this process has influenced language use in a longer diachronic perspective. This applies also to the related, but separate process of *mediatization*, understood as comprising the rapid changes in mass media and the overall increase of mediated communication (e.g. Krotz 2008). This poster introduces *Democratization, Mediatization and Language Practices in Britain, 1700–1950* (DEMLANG), a newly launched research project at the universities of Tampere and Helsinki, Finland, funded by the Academy of Finland 2016–2020. Using large digital data sets, DEMLANG aims to produce new information to describe the two-way relationship of language practices and the sociocultural of democratization and mediatization.

The poster provides an overview of the different sub-projects and the ways they plan to make use of a variety of public texts mediating ideologies and values, such as newspaper texts, political speeches, parliamentary records, and novels. These texts will be interrogated through quantitative and qualitative methods to foreground different aspects in the interrelationship of *democratization* and *mediatization* and their role in developing and promoting linguistic practices related. The phenomena in focus include changes in the rhetoric of expert discourses, explicit linguistic markers of power, stance, voice, identity construction and categorization, as well as multilingual practices.

References

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