



Det Humanistiske Fakultet



# Changing language styles in the radio news

Jacob Thøgersen  
DGCSS/ LARM, University of Copenhagen

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Sted og dato (Indsæt --> Diasnummer)  
Dias 1



## Why radio news readers?

- “Rigsdansk” is the (ideological) standard of excellence for spoken Danish.
- The radio news readers are embodiments of “rigsdansk” – in their own minds and in the public mind:

*“Det er igen det med det officielle eller det er i dagligdag fordi jeg mener at [...] jeg skal ikke prøve at holde et rent sprog, jeg skal prøve at hyle som de ulve jeg er iblandt. Så derfor mener jeg [ikke] at vi skal have et meget rent sprog. Det synes jeg ikke vi skal. Men tilsvarende så synes jeg at det skal være mere rent når det er officielt og når det er radioavisen og TV-avisen. Og begynder det at blive alt for popsmart der, så rejser nakkehårene sig på mig.” (Thøgersen 2007)*  
[Inf 7]

“Again, it’s the official versus the everyday use, because I believe... I shouldn’t try to speak a “pure” language, I am to howl with the wolves I’m with. So I don’t think we should have a very pure language, I don’t think so. But on the other hand, I think it should be more pure when it is official and when it is the radio news and the TV news. If it starts getting too fancy there, my hair stand on end”

- Radio news is a model for “proper” spoken standard language which is readily available.

## Research question

- How does the style of the radio news, i.e. the standard of excellence, change over time?
- How does the stylistic changes correlate with changes in media norms (from education to infotainment)?
- How does the stylistic changes correlate with linguistic changes in the society at large (standardisation, destandardisation, demotisation (Mattheier 1997))?



# Data

- (Excerpts from) 27 radio news programs
- 8 decades, 1936-2006
- 4:33 hours
- 38.182 words



1956



1994

# Perceptions of changing norms

## Popular perceptions



Fra P1-morgen 23092011 kl. 0810



Selvsving, "Ugerevyen"

## Experimental perceptions

7 subjects, 41 tokens

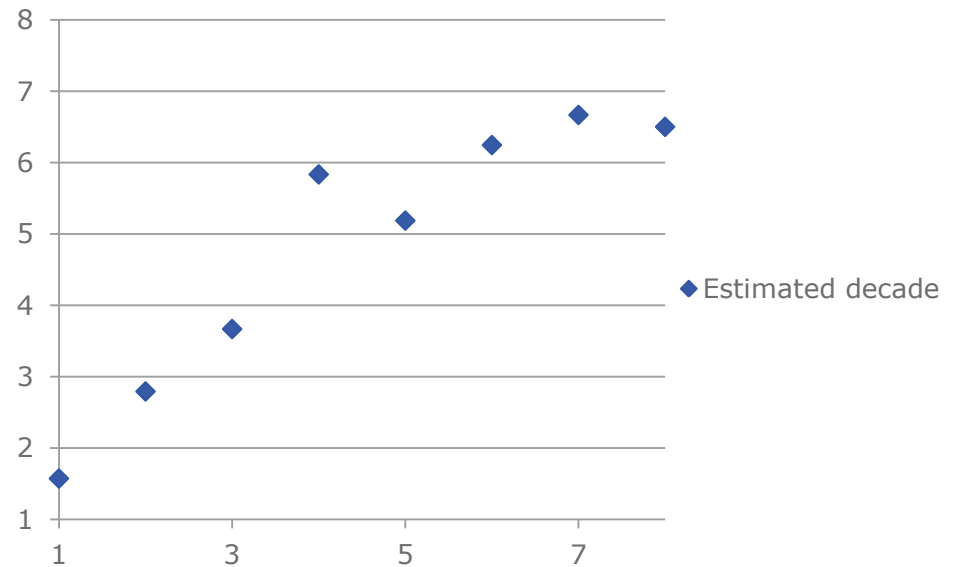


1946

1956

1967

1995

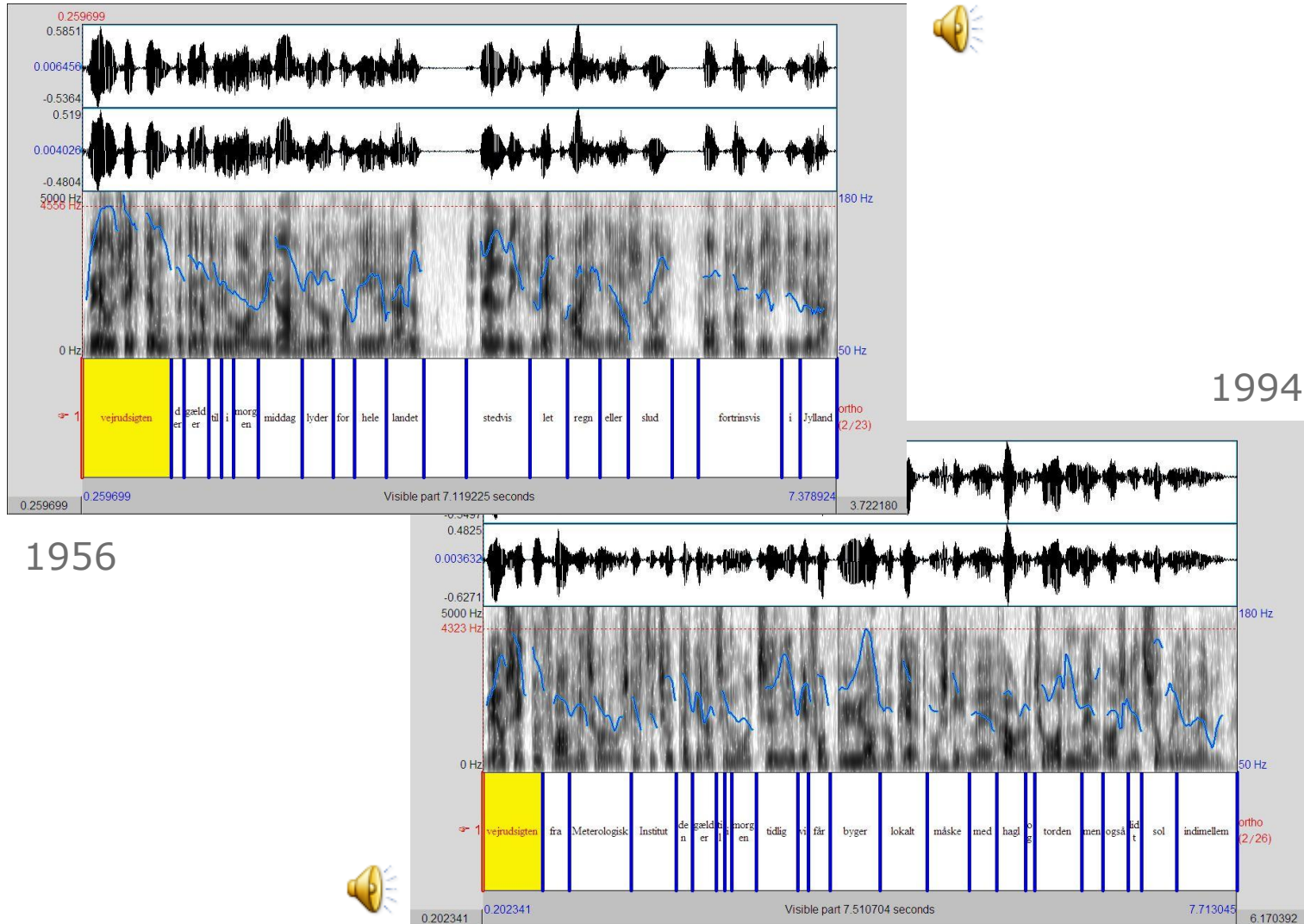


## So...?

- The style of the news reading have changed to a degree that is immediately perceptible to listeners.
- Judging by the imitation, language users imagine the changes are related to tempo, pitch, articulation and vowel qualities. And maybe more...



# Tempo, pauses and pitch

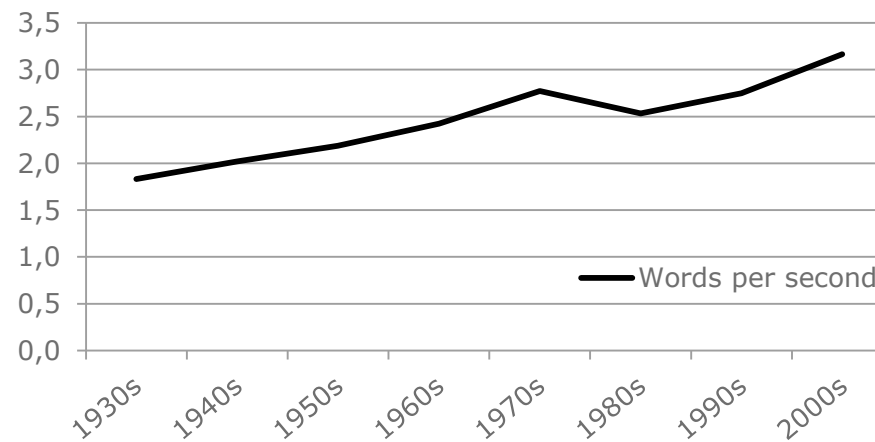
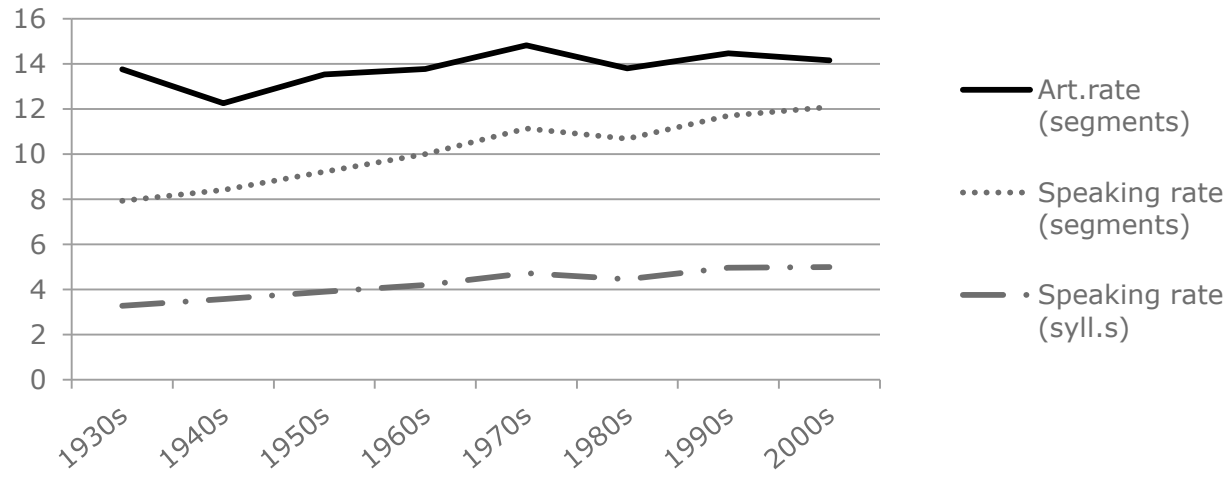


1956

1994

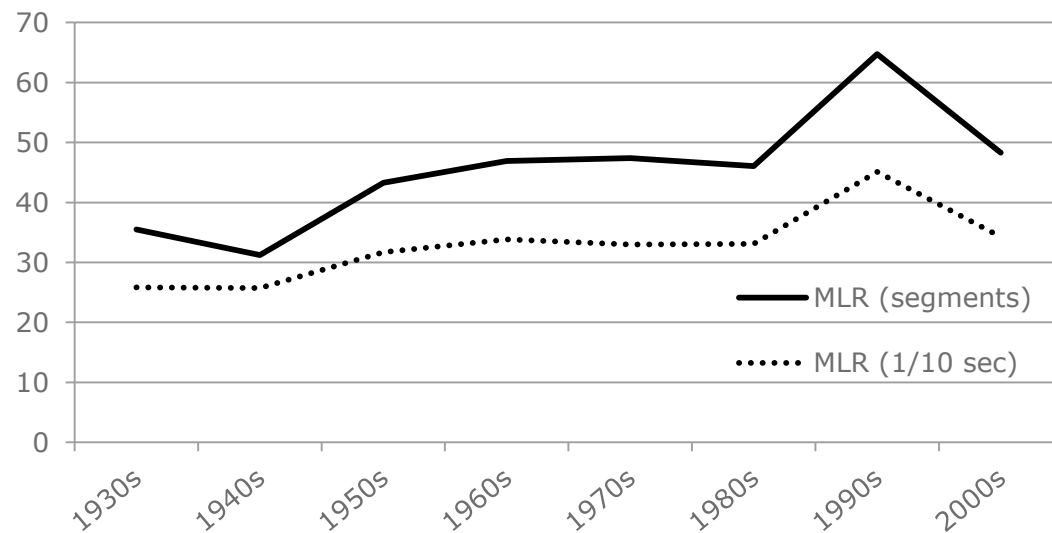
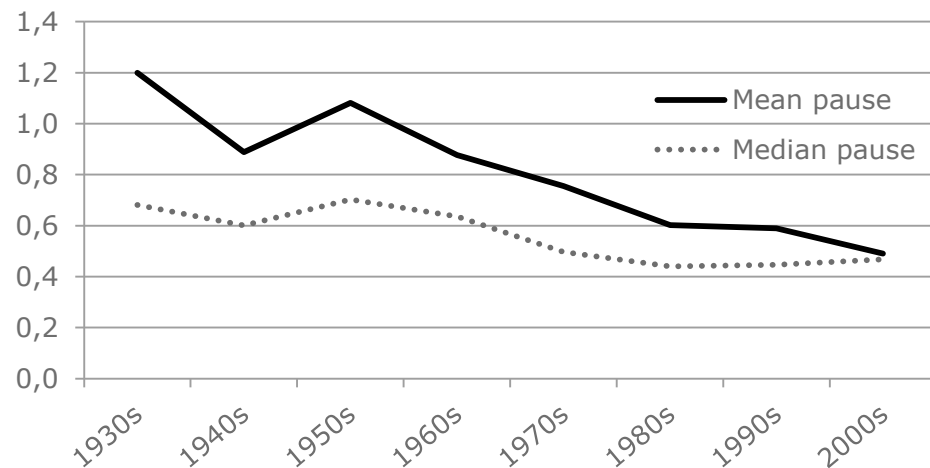


# 1. Tempo

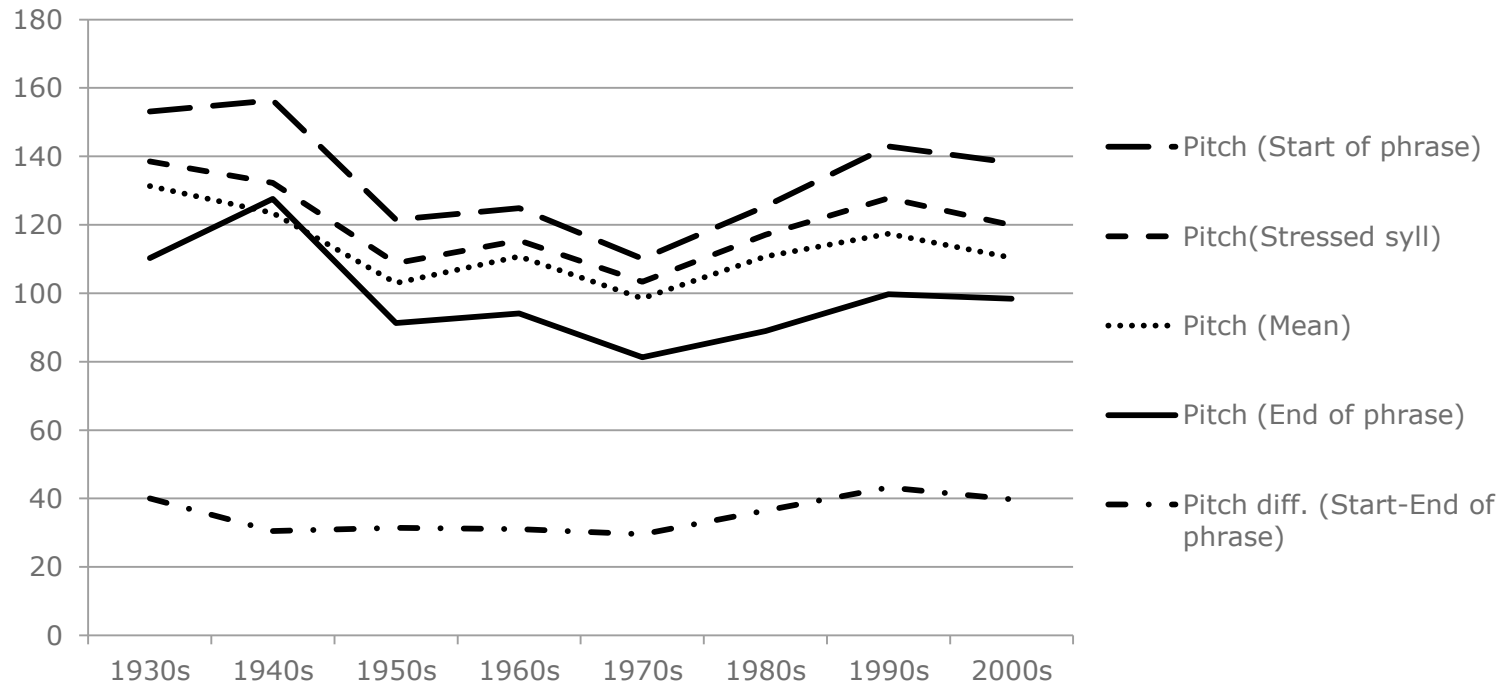




## 1.1 Pauses



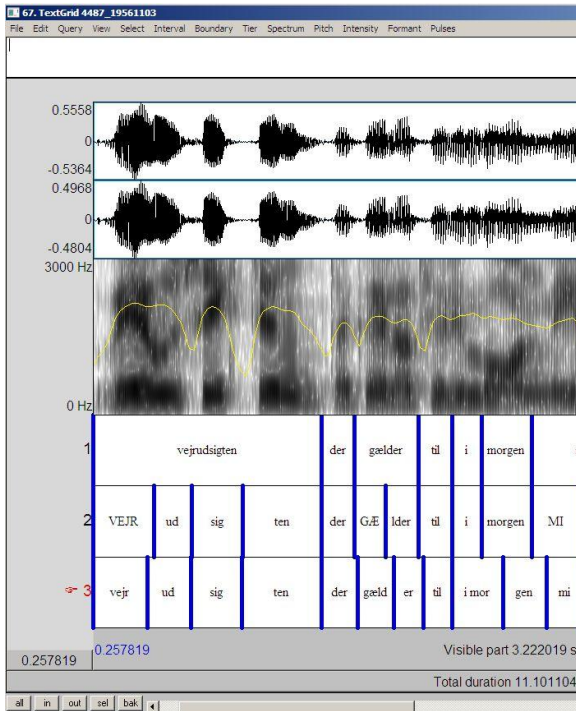
## 2. Pitch



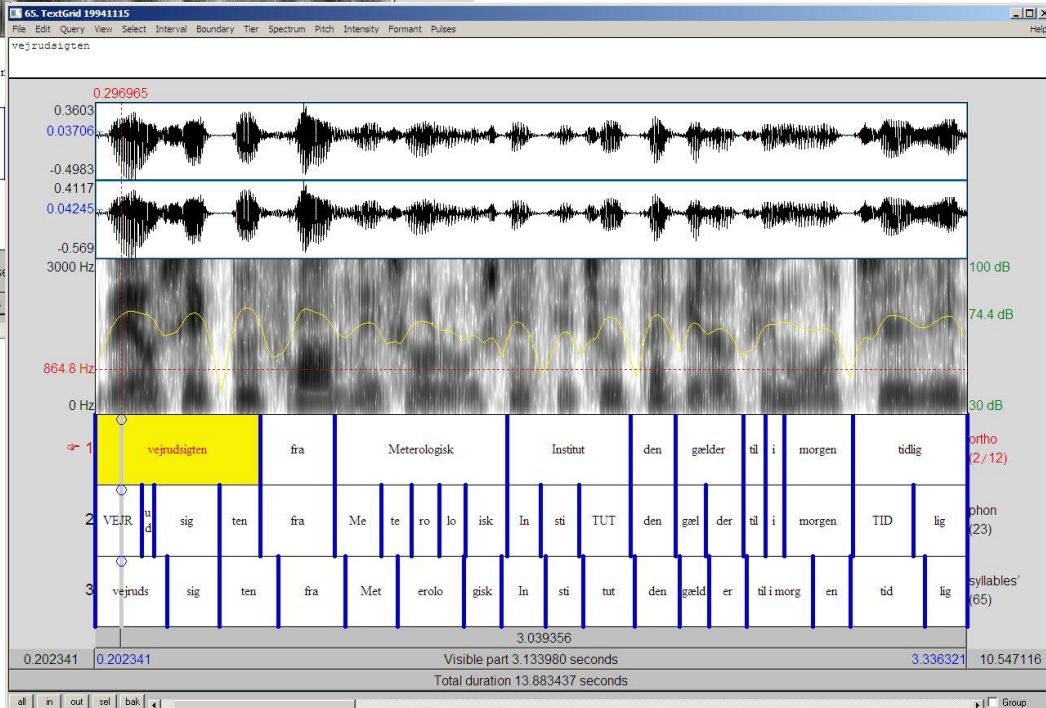
### 3. Articulation

Hilton, Schüppert & Gooskens (2011): Syllable reduction and articulation rates in Danish, Norwegian and Swedish, *Nordic Journal of Linguistics* 34(2), 215-237

De Jong & Wempe (2009): Praat script to detect syllable nuclei and measure speech rate automatically, *Behavior Research Methods* 41(2), 385-390.



1956

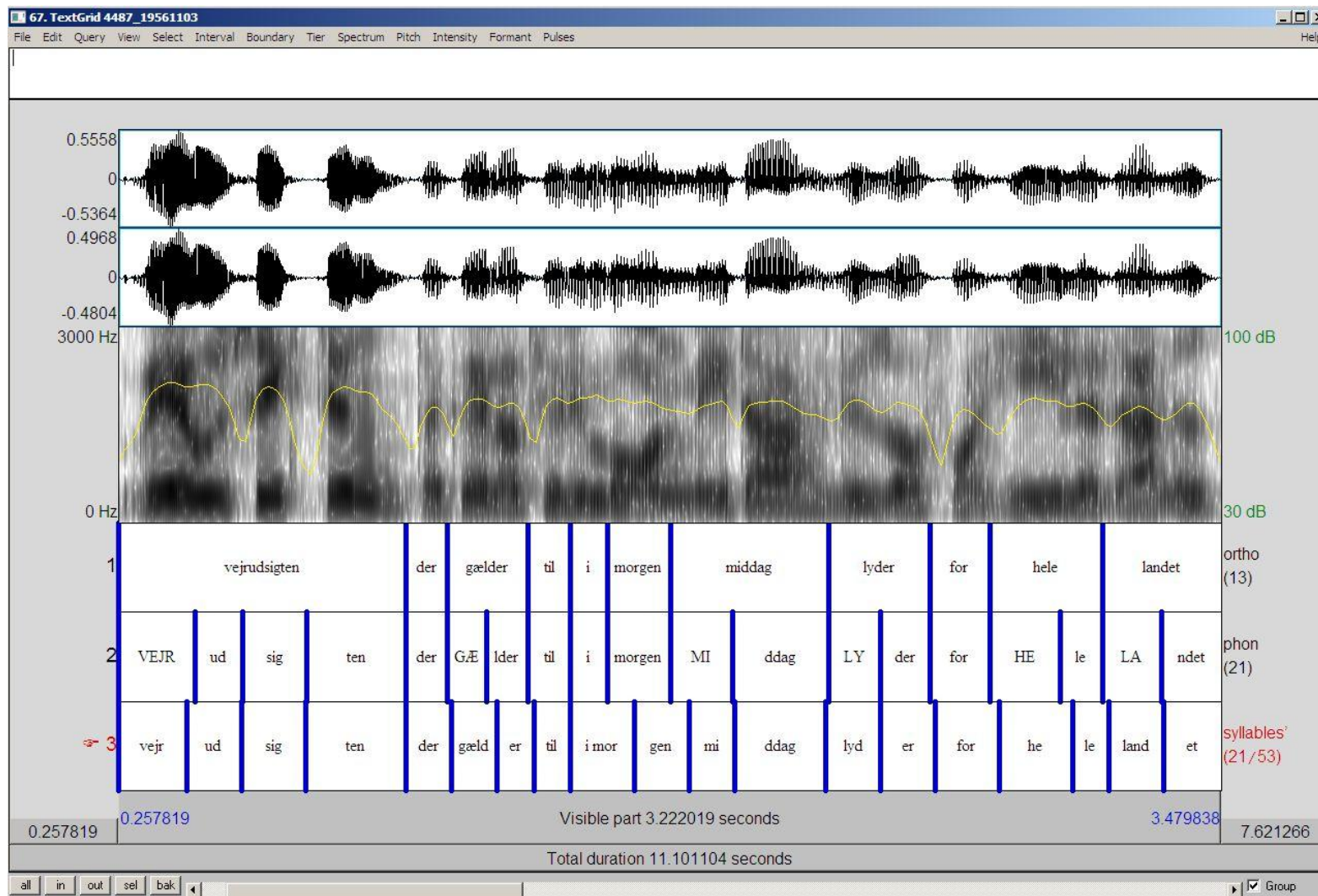


1994

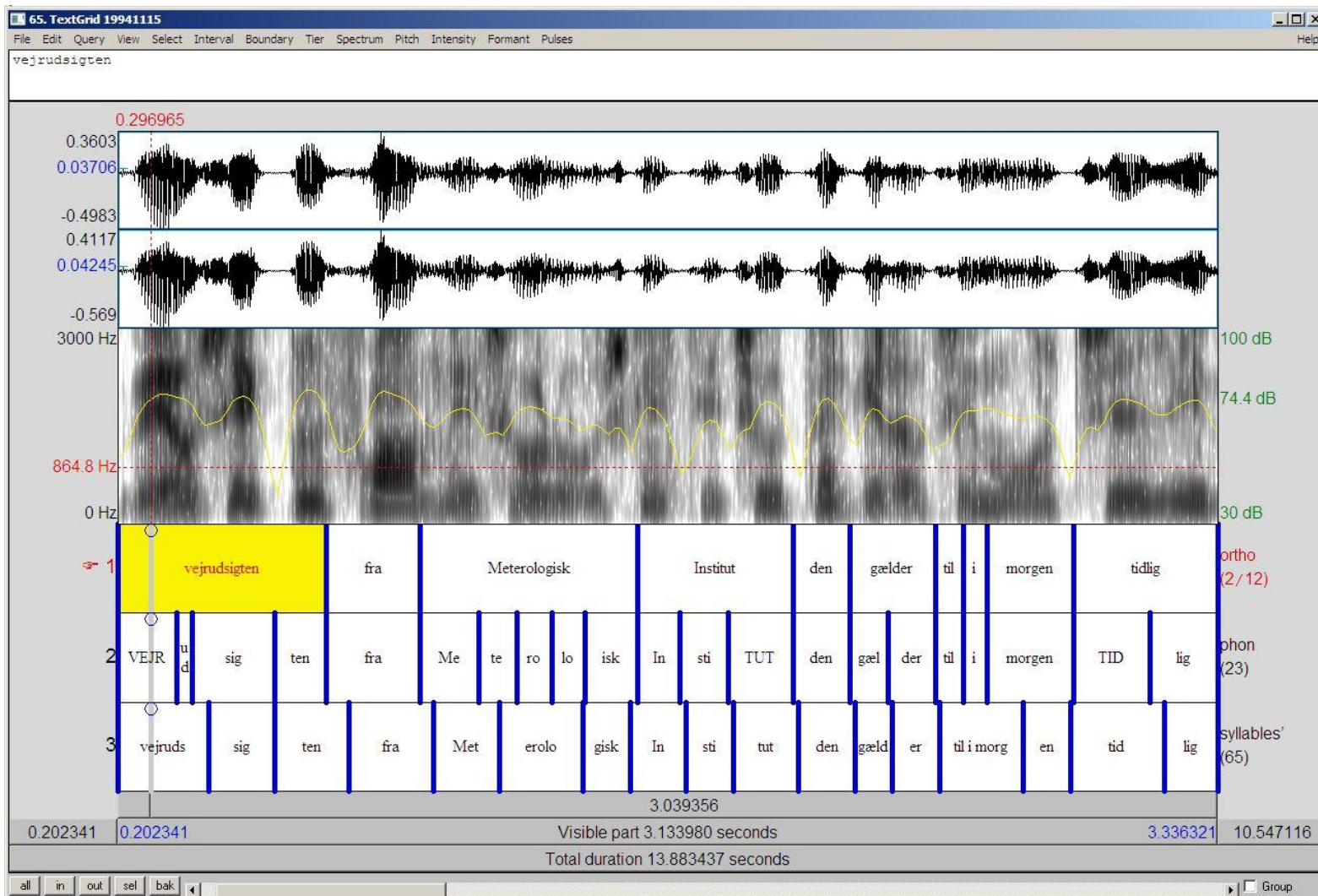
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Dias 11



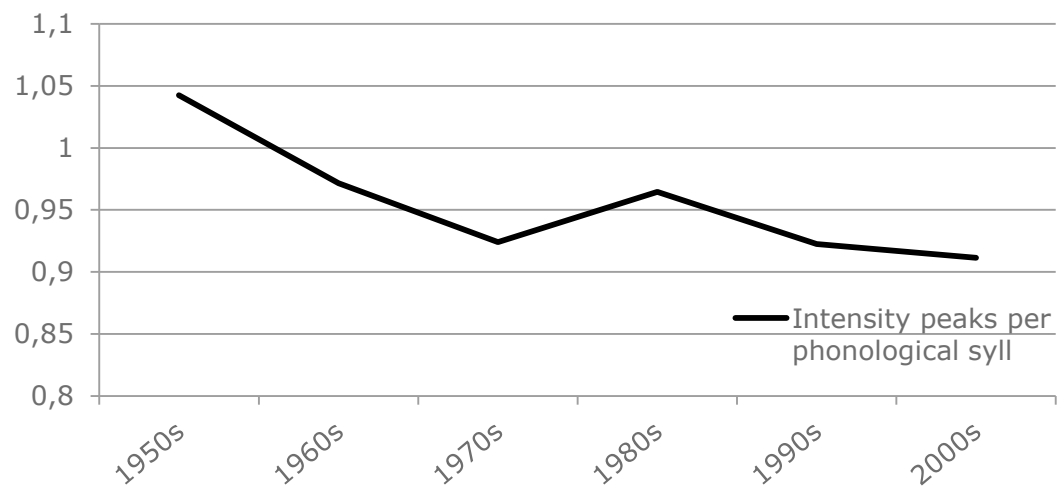
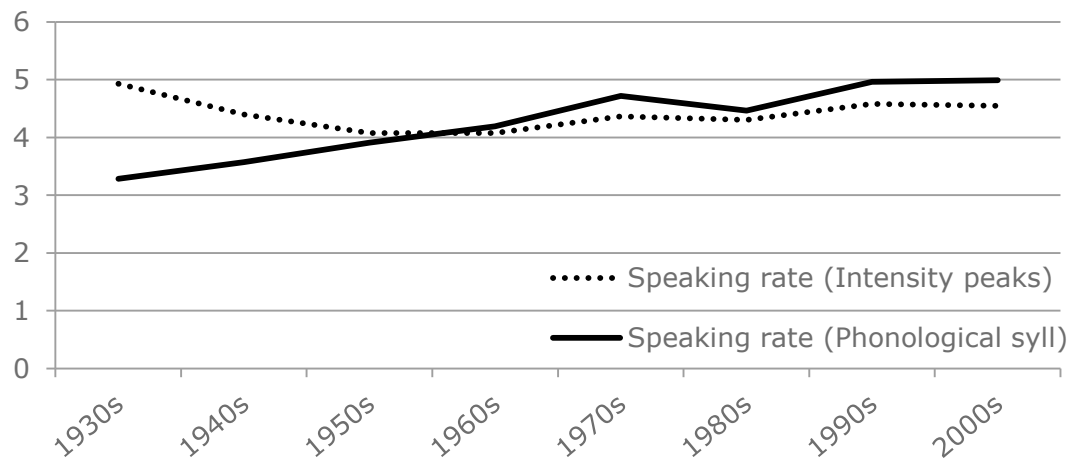
### 3. Articulation 1956



### 3. Articulation 1994



## Articulation – fonological vs. articulatory speaking rate



## So...?

- The style of the news reading have changed to a degree that is immediately perceptible to listeners
- Judging by the imitation, language users imagine the changes are related to tempo, pitch, articulation and vowel qualities. And maybe more...
- The perceptions are (partially) confirmed:
- The style of old radio news readings compared to today
  - Is slower
  - Has more and longer pauses
  - Has more (hyper)distinct articulation
  - Has higher pitch (true only for very old radio news)
- Causes?
  - Language change (in a dialectical relationship with the news style)
  - Technological changes
  - Changing media norms and norms of style
- Consequences?
  - The standard of excellence is in constant flux [Theoretical implications]
  - Demotisation? [Sociolinguistic implications]





## LARM AUDIO RESEARCH ARCHIVE

 SØG

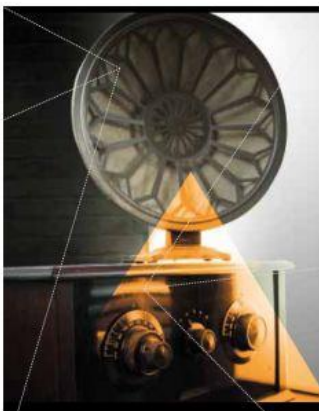
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# VITALE ARKIVER EFTERÅR 2011

### LARM NEWS

#### New Vitale Arkiver: Lydredigeringsworkshop

November 7, 2011 | Author: [Jesper Steen Andersen](#) | Category: [Events](#) | [LARM News](#)



På onsdag kl.10.00 kan du blive introduceret til redigering af lyd i lydredigeringsprogrammet Hindenburg Journalist.

Underviser: Jamie Hodge, IT Media  
Tilmelding til: [Jamieh@hum.ku.dk](mailto:Jamieh@hum.ku.dk).  
Der er deltagerbegrænsning.

Tidspunkt: Onsdag d. 9/11 kl.10.00

Sted: Københavns Universitet  
Amager, lokale 18.2.173

#### New Byggeren overgiver sig aldrig – en udstilling om gadekamp og retten til byen

November 3, 2011 | Author: [Jesper Steen Andersen](#) | Category: [Events](#) | [LARM News](#)

### Byggeren overgiver

Frem til den 25. november kan du opleve billedkunstner Jakob Jakobsen og musiker og producer Anders Remmers udstilling 'Byggeren overgiver



### LARM EVENTS

Events on November 24, 2011  
Workshop: How to be economically powerful, musically? - with Hong-Kai Wang  
Starts: 00:00  
[More details](#)

Events on November 25, 2011  
LARM & IKK Artist Talk med Hong-Kai Wang  
Starts: 15:00  
[More details](#)

Events on December 1, 2011  
Radio 24syv – en ny radio i det aktuelle mediebillede  
Starts: 00:00  
[More details](#)

Events on January 1, 2012  
Secondary Orality og radio  
Starts: 00:00  
[More details](#)

### OTHER EVENTS

Events on November 17, 2011  
Sociolinguistics. Identity, Style and the Media  
Start: 10:00  
[More details](#)

Events on November 29, 2011  
Digitalisering: biblioteket, museet, historien og forskningen - en seminarække 2011-12  
Start: 13:00  
[More details](#)

# VITALE ARKIVER EFTERÅR 2011





# Vowel space shifts



## Verbs per phrase

