

CONTENTS

LIST OF TABLES.....	8
LIST OF FIGURES	12
LIST OF GRAPHS	12
ACKNOWLEDGEMENTS.....	17
1 INTRODUCTION	19
2 TOWARDS A TYPOLOGY OF LINGUISTIC VARIATION.....	21
2.1 Language variety	21
2.2 Language varieties and speech in England.....	23
2.2.1 Standard English.....	25
2.2.2 Accent and Received Pronunciation.....	26
2.3 Language varieties and speech in Austria	27
2.3.1 Austrian Standard German	28
2.3.2 Dialect in Austria.....	30
2.4 High and low-prestige varieties and the standard-dialect continuum.....	32
2.5 Language attitudes	37
3 BACKGROUND	43
3.1 Previous studies into language attitudes in Britain.....	43
3.2 Previous studies into language attitudes in Austria.....	53
4 METHODOLOGY.....	63
4.1 Matched-guise technique (MGT)	63
4.2 Evaluation of the matched-guise technique.....	78
4.3 Questionnaire.....	81
4.4 Recordings	86
4.5 Pilot studies	89
4.6 Fieldwork.....	90
4.6.1 Fieldwork in England: Profile of informants.....	90
4.6.1.1 Gender of informants in England	91
4.6.1.2 Origin of informants in England.....	91
4.6.1.3 Age of informants in England	93
4.6.2 Fieldwork in Austria: Profile of informants	93

4.6.2.1	Gender of informants in Austria.....	94
4.6.2.2	Origin of informants in Austria.....	94
4.6.2.3	Age of informants in Austria.....	95
4.7	Processing the findings.....	96
5	MANCHESTER FIELDWORK: RESULTS.....	97
5.1	MGT in Manchester: Overall results.....	98
5.2	MGT in Manchester: Breakdown of the guises.....	105
5.2.1	London female guises.....	105
5.2.2	Liverpool female guises.....	108
5.2.3	Manchester and Norfolk male guises.....	114
5.2.4	London male guises.....	121
5.3	MGT in Manchester: Results by gender of informants.....	126
5.4	MGT in Manchester: Results by age of informants.....	131
5.5	MGT in Manchester: Results by origin of informants.....	136
5.5.1	MGT in Manchester: Informants from Manchester.....	136
5.5.2	MGT in Manchester: Informants from Yorkshire.....	141
5.5.3	MGT in Manchester: Informants from Liverpool.....	144
5.5.4	MGT in Manchester: Informants from London.....	147
5.5.5	MGT in Manchester: Informants from Wales.....	150
5.6	Summary.....	153
6	VIENNA FIELDWORK: RESULTS.....	155
6.1	MGT in Vienna: Overall results.....	156
6.2	MGT in Vienna: Breakdown of the guises.....	160
6.2.1	Tyrol female guises.....	161
6.2.2	Lower Austria male guises.....	165
6.2.3	Vienna male guises.....	169
6.2.4	Tyrol male guises.....	173
6.2.5	Salzburg female guises.....	178
6.2.6	Responses to the female and male guises.....	182
6.3	MGT in Vienna: Results by gender of informants.....	186
6.4	MGT in Vienna: Results by age of informants.....	191
6.5	MGT in Vienna: Results by origin of informants.....	195
6.5.1	MGT in Vienna: Informants from Vienna.....	196
6.5.2	MGT in Vienna: Informants from Lower Austria.....	203
6.5.3	MGT in Vienna: Informants from Upper Austria.....	207
6.6	Summary.....	210

7	COMPARISON OF RESULTS BETWEEN MANCHESTER AND VIENNA	213
7.1	Overall results of the MGT for Manchester and Vienna	213
7.2	Overall results of the MGT for Manchester and Vienna: gender	218
7.3	Overall results of the MGT for Manchester and Vienna: age	218
7.4	Discussion and review of the methodology.....	219
8	CONCLUSION	223
	BIBLIOGRAPHY	231
	APPENDICES	239
	Appendix A: The questionnaire used for the fieldwork in Manchester ...	239
	Appendix B: The questionnaire used for the fieldwork in Vienna	241
	Appendix C: The text used for the recordings	243