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## Ideologies of English, ideologies of gender: Entanglements of internal and external purism in the German language ideological landscape

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Linguistic purism is a longstanding German-speaking language ideology (Stukenbrock 2005). It works as a nationalist gesture, instrumentalized for populist and rightwing sentiment and used to reinforce discourses of a monolingual ideal under threat, e.g. through immigration and globalization. In particular, English has been constructed as such since the 19<sup>th</sup> century through public discourse, aided along by ideology brokers such as the Verein Deutsche Sprache. Less attention has been paid to German language ideologies aimed at variation within the language – a distinction that Spitzmüller’s (2007: 265) “internal” versus “external” purism hints at. I wish to propose in this paper that the notion of internal purism can constructively be used to understand language-ideological animus against gender-inclusive language. Specifically, this paper seeks to explore structural, systematic and continued entanglements between ideologies of *English* and ideologies of *gender* in German-speaking discourse. These linguistic resources are, to a certain extent, fluid and malleable in terms of their ideological construction, in line with sociolinguistic theories of enregisterment (Agha 2003). Ideologies of English oscillate between vilification as a dreaded Other and idealization as a “rational” or “progressive” language with regard to its loss of grammatical gender German L2 speakers become unlikely targets of sympathy in antifeminist discourse when gender-inclusive language is construed as difficult to learn by nonnative speakers. Anti-English and anti-gender purism display structural similarities in the way they construe Others as being outside an imagined “normal” linguistic community.

This study is grounded in corpus-based discourse analysis to bring forth parallels and entanglements in the enregisterment of internal and external purism in the German-speaking ideological landscape. Two datasets will be used: 1) the digitized text of the magazine *Sprachnachrichten*, published since 2002 by the Verein Deutsche Sprache; and 2) a purpose-built corpus of public discourse surrounding policies of gender-inclusive language and the ongoing antifeminist rollback of such initiatives. These data will be used to construct a timeline of shifting and overlapping waves of external vs. internal purism and to identify intersecting registers of ideological discourse.

**References:** Agha, A. (2003). The social life of cultural value. *Language & communication*, 23(3-4), 231-273. • Spitzmüller, J. (2007). Staking the claims of identity: Purism, linguistics and the media in post-1990 Germany. *Journal of Sociolinguistics*, 11(2), 261-285. • Stukenbrock, A. (2005). *Sprachnationalismus*. Berlin, New York: de Gruyter.