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Heeft taalpropaganda effect?

Summary

In this paper, we address the question whether linguistic propaganda has a perceivable impact on lexical choice in the fields of football and clothing terminology. Linguistic propaganda implies, in the present case, the systematic propagation of standard Dutch as spoken in the Netherlands as the standard language for the Dutch-speaking part of Belgium. Whereas previous investigations of this kind focused on language users' attitudes, we concentrate on lexical selection itself, by starting from a 40.000 item database with a *diachronic* dimension (the database contains material from 1950, 1970 and 1990) and a *stratificational* dimension (the database consists of magazine material as well as shopwindow material). On the basis of handbooks and manuals of linguistic propaganda, a quantitative measure was calculated for each term – indicating to which degree it was propagated or rejected - and with these measures, a real-time investigation of the effect of propaganda was carried out. Our research shows that propaganda affects lexical selection, albeit in a somewhat limited and irregular way.