**Language and place - Linguistic variation in urban and rural Denmark**

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The aim of the LaPUR project is to develop new empirically based insights into ‘place’ as a sociolinguistic factor by making an in-depth examination of the relationship between speakers, language use and place in two different parts of Denmark. The cases in point are the mono-ethnic rural surroundings of Bylderup in Southern Jutland and the multiethnic suburban neighborhood of Vollsmose west of Odense, both of which are areas with a strong sense of local history and identity as well as rich linguistic resources in terms of traditional dialect and urban multilingual speech styles. Building on the large and growing body of research within social sciences, particularly human geography, on place and belonging, we theorise ‘place’ as locus in time and history, and accomplishment of social practice.

In the talk, we present results and conclusions from both sites pertaining to the impact on the study of linguistic variation of social and structural factors of place (historic, demographic, and socio-economic) as well as phenomenological factors (conceptualizations of place, sense of place and self-representations).

The different historical and demographic structures that condition the local contexts of Bylderup and Vollsmose are mirrored in the stratification of the local linguistic landscapes in terms of inter-individual variation, the use of features associated with traditional dialects of the areas and multi-ethnic speech styles. In Bylderup, dialect (‘Southern Jutlandic’) is used on a daily basis among young people, although ethnographic informed fieldwork show vast variation among individual speakers which appear to relate to e.g. gender, local orientation and attachment and plans for future education. In Vollsmose, only a few features associated with the regional dialect (‘Funen’) are used; sometimes in combination with features associated with multi-ethnic speech styles. Here, variation also relates to degrees of local attachment, gender and future orientation.

Applying qualitative, ethnographically informed as well as quantitative measures, the LaPUR project accounts for the status and use of (traditional) dialect in the two locations. Thus, relating local language use to speakers’ senses of attachment to their places, we argue that languages, speakers and places are linked in a historically conditioned relationship with impact on the linguistic landscapes of localities.