

HPSL-DAY 2023

Location: Wildt'sches Haus, Petersplatz 13, 4051 Basel

Date: Oct 20th

Time: 09:00 - 17:00 (& apéro)



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AGENDA

09:00 - 10:00	Registration
10:00 - 10:15	Welcoming address by Prof. Angela Ferrari
	Introductory remarks by Organizing Committee
10:15 - 10:45	Social activity
10:45 - 12:05	Poster session (group work & cohort)
	Coffee break included
12:05 - 13:30	Lunch
13:30 - 13:45	Social activity
13:45 - 14:45	Keynote by Prof. Noah Bubenhofer
14:50 - 15:10	Future planning session
15:10 - 15:25	Coffee break
15:25 - 16:45	Future planning session (group work & cohort)
16:45 - 16:55	Introducing HPSL resources
16:55 - 17:00	Closing
17:00 - 20:00	Apéro

ADDITIONAL INFORMATION

Contact information (Organizing Committee):

- Sara Carreira
- Wendy Diepgrond
- Kristina Ehrsam
- Ye Ji Lee
- Laura Patrizzi
- Antonia Vogler

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Directions:

- from Basel SBB (main station), take bus 30 (direction: Badischer Bahnhof) to 'Spalentor', and 3 mins walk
 - from Badischer Bahnhof, take bus 30 (direction: Basel SBB) to 'Spalentor', and 3 mins walk
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Nearby lunch options:

Supermarket:

- Denner, Kornhausgasse 5

Bakeries:

- Sutter Begg, Spalenvorstadt 5
- Confiserie Bücheli, Auf der Lyss 16

University cafeteria:

- Bernoullistrasse 16

Italian food:

- Saponi Del Sud (takeout), Spalenvorstadt 34

Vietnamese food:

- Nón Lá (takeout, dine-in), Schützenmattstrasse 1

Swiss food:

- Löwenzorn (dine-in), Gemsberg 2
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KEYNOTE

- **Speaker: Prof. Dr. Noah Bubenhofer**

Prof. Dr. Noah Bubenhofer is Chair of the Department of Linguistics in the German Seminar at the University of Zürich (UZH). He is also the UZH representative of CLARIN, a digital infrastructure for linguistics research, the Co-Director of LiRi (Linguistic Research Infrastructure), as well as a member of the Swiss ORD (Open Research Data) sounding board. His research interests are at the intersection of semantics and pragmatics in culture and society. He has also been at the forefront in studying the impact of digital technologies on linguistics, such as Large Language Models (LLM) and Artificial Intelligence (AI)

- **Digital Technologies in Linguistics - Linguistics in the Digital Society**

Digital technologies have already played an important role in linguistics since several decades. In the 1950's Roberto Busa was a pioneer in compiling electronic corpora using the first available mainframe computers. Nowadays, working with large text corpora is common in nearly all fields of linguistics. The linguistic approach of investigating language use is based on linguistic theories such as distributionalism and contextualism, theories that also have been proposed several decades ago. The advent of today's large language models that allow the simulation of "artificial intelligence" highly base on these linguistic theories and methods.

Today, the tech industry seems to be at the forefront of the latest developments in digital technology in the context of language, not linguistics. Therefore the question arises, what linguistics could contribute to future theories and methods in the field of language in the digital society. In my talk I not only want to show how digital methods allow novel research in linguistics, but also why linguistics is needed to understand how digital tools and methods shape society.

ABSTRACTS

Note: For detailed references, please contact the corresponding researchers. The following list is in alphabetical order (last name).

WIFEK BOUAZIZ

Conversations in Kera'a: Gaze Behaviour

Keywords: Interactional Linguistics, Multimodality, Gaze Behaviour, Endangered Languages

Studies considering the gaze behaviours of speakers of non-Indo-European languages, like Rossano et al. (2009) or Satti & Soto-Rodriguez (2021) are rare and far between. When Satti & Soto-Rodriguez (2021) compared collaborative storytelling data between Andean Spanish and Quechua speakers, they found that Quechua speakers prefer other resources to coordinate their collaborative storytelling, and that they rely less on gaze. From observations during fieldwork trips to Northeast India, it seems that the Kera'a (indigenous tribe) also do not rely as much on gaze to coordinate their interactions. This poster takes a first look at interactional Kera'a data, focusing on gaze behaviour.

SARA CARREIRA

A dialectological and sociolinguistic study of the Spanish language of Equatorial Guinea: On the use of the structure “verb of movement + *a* / *en* + destination”

Keywords: Equatorial Guinea, syntax, language contact, sociolinguistics, dialectology

Despite the unique sociolinguistic situation of Equatorial Guinea, the only Spanish-speaking country in Central Africa, there is limited linguistic research on this territory. Previous studies have referred to the construction “verb of movement + *en* + destination” as one of the salient linguistic features characterizing the Spanish spoken in Equatorial Guinea. Based on diverse data, including written and oral sources, gathered in the country in 2022, this poster presents new findings on the use of the locative prepositions *a* and *en* with verbs of movement in this Spanish variety. The results demonstrate that the use of the preposition *en* is not generalized with all verbs of movement in Equatorial Guinea. Furthermore, the outcomes emphasize the importance of considering the influence of various Bantu languages and French, in addition to the sociodemographic traits of the population residing in different regions of the country, when describing the use of the structure “verb of movement + *a* / *en* + destination” in this contact variety of the Spanish language.

WENDY DIEPGROND, DARIA EVANGELISTA, TERRY MARENKO, GIULIA TONANI

The rhetorical component of effective communication: The case of press conferences on the Coronavirus in the Canton of Ticino

Keywords: rhetoric; figurative speech; institutional communication

This research investigates the rhetorical component of the communication between institutions and citizens during the Covid pandemic; in particular, we focused on the press conferences that were held by authorities in the Canton of Ticino. The authorities had set themselves three different communicative goals: to inform, to guide and to convey trust. To reach these goals, and thus effective communication, the authorities made extensive use of rhetoric, especially of figurative speech. In our research, we aim to answer the following questions: which figures of speech were used by the authorities, and which communicative purpose did these figures serve? In what way did the figures of speech contribute to effective communication?

KRISTINA EHRSAM

Practiced Language Policy: ELF Use in the German as a Foreign Language Classroom

Keywords: English as a lingua franca; classroom interaction; language policy; multilingualism

While research on English as a lingua franca (ELF) in educational contexts has primarily focused on its use as a medium of instruction in non-language courses, the role of ELF as a mediating language in non-English foreign language classes remains a relatively underexplored area of research. This contribution aims to provide insights into the integration of ELF alongside the target language in three beginner classes for German as a foreign language offered at university language centers situated in German-speaking Switzerland. Through analyzing selected transcribed excerpts from classroom recordings, I will explore the ‘practiced language policy’ (Bonacina-Pugh, 2020), interactional norms governing language choice that legitimize ELF as an additional medium of classroom interaction. The focus lies on cases where language choice is explicitly addressed by the teacher or the students.

ALEXANDER ROBERT HERREN

The "When" and "Where" of Daco-Romance and Proto-Albanian Linguistic Contact

Keywords: Loanwords, Albanian, Indo-European

It has been widely discussed throughout the study of modern Daco-Romance languages, i.e., (Daco-)Romanian, Aromanian, Megleno-Romanian, and Istro-Romanian, that numerous lexical items seemingly have cognates in Modern Albanian (Brâncuș 1983; Iliescu 2021) and vice-versa (Orel 1998). These words have often been claimed to be of Dacian, Thracian or other substrate language origin. However, the knowledge of these languages is reduced to only a few inscriptions, and their structure is widely seen to be obscure now. I want to present the scenarios of where and when words could have been borrowed from Proto-Albanian into the Daco-Romance languages and argue that some of the most striking lexical items could be of Proto-Albanian origin.

IRENE INOUE

The resistance of cultural stereotyping in retellings of interaction: a study of current and former Japanese students' resistance strategies in Switzerland

Keywords: microaggressions, cultural stereotyping, identity construction, CDA

Through interviews and written recollections by Japanese students currently studying in Switzerland, and long-time Japanese residents in Switzerland who previously completed Swiss tertiary education, my project aims to explore how microaggressions (cultural stereotyping) take shape, and are resisted in interaction. By comparing the two groups of Japanese residents in German-speaking Switzerland (current vs. former students), the project aims to understand the effects of language proficiency in receiving and resisting microaggressions, investigate how students' awareness and reflection of discriminatory experiences grows, and explore the common resistance strategies used by long-time residents in Switzerland. Using Critical Discourse Analysis (CDA), the data will be analyzed through the lens of identity construction and positioning theory. Language proficiency (or lack thereof) is expected to contribute to more frequent cultural stereotyping. Participants' awareness and sensitivity to subtle discrimination are not only expected to grow over time, but also evolve with relation to their language levels.

ELEONORA KACL

Acknowledging the Human-Animal Bond. Creating Trust and Providing Expertise in Veterinarian-Client-Pet Health Discourse

Keywords: Veterinary Communication; Expertise, Trust, Advice Management

This dissertation project addresses the often overlooked interactions in small animal care, focusing on communication strategies between veterinarians, clients, and pets during consultations. The study aims to analyze participant interactions, particularly in building 'expert identities,' using relational work analysis and discursive analysis. The data will be collected through observation of consultations, interviews, and by use of televised veterinary documentaries. Roles in the triadic constellation involving veterinarians, clients, and pets will be examined, with a focus on expertise, credibility, trust, and advice management.

JULIA LANDMANN

The Language of Love and Hate: A Cognitive-semantic Approach

Keywords: Cognitive Linguistics; Historical Semantics; Language and Emotion

The present study offers a new approach to examining the nature of two emotion concepts: love and hate. The results show that these opposing concepts imply different semantic and/or cognitive-semantic features. Among the terms related to 'affection and tenderness', for instance, 'sweetness' is an essential concept, illustrated by metaphorical uses of culinary expressions such as honey to address a sweetheart. Yet, as will be seen, concepts such as 'sweetness' are not as widespread in other semantic areas. A major aim is to investigate why certain concepts are common in particular semantic fields related to love and hate, while others are not. A cognitive perspective is assumed that includes a usage-based approach. The focus is on the analysis of conceptual structures that have become common in present-day English. Overall, the results are based on the analysis of 4414 semantically related words and phrases from the Historical Thesaurus of the Oxford English Dictionary.

NINO LEKISHVILI

Werbestrategische Anrede- und Adressierungsformen in der Bankenwerbung im deutsch-georgischen Vergleich

Keywords: Online-Bankenwerbung, kulturkontrastive Analyse, Adressierungsstrategien

Der Beitrag behandelt verbal-visuelle Adressierungsstrategien in der Online-Bankenwerbung in Deutschland und Georgien, wie diese Formen im hypertextuellen Umfeld eingebettet (Integration in die Internetseite, Gestaltung der Menüleiste, Adressierungselemente in der Online-Bannerwerbung bzw. Werbeknoten der Produktbeschreibungstexte) sind und welchen Beitrag sie zur persuasiven Gestaltung der Texte leisten. Die verbalen Anredeformen, wie „du“ und „Sie“, die als tertium comparationis dienen, werden in der Werbestrategie der Banken in Deutschland und Georgien in unterschiedlichen kulturellen Kontexten eingesetzt. Außerdem werden implizite bzw. invertierte Anreden mit Hilfe der kulturkontrastiven Analyse ans Licht gebracht. Kulturell bedingt ist auch die Platzierung der Anrede in Teiltextrn der Werbung. Der strategische Einsatz und die Variabilität der Anredeformen in Online-Werbetexten der Banken gestalten die Distanz bzw. die Nähe, die die werbende Institution gegenüber potenziellen Kunden einnimmt und sind kulturell bedingt. Untersucht werden die Adressierungsformen folgender Banken in Deutschland: Sparkassen, Deutsche Bank, Volksbank, Sparda Bank, Postbank, ProCreditBank und der Banken in Georgien: Liberty Bank, Terabank, Basis Bank, Bank of Georgia, TBC Bank, ReBank, Credo Bank, ProCreditBank, Crystal Bank in den Jahren 2012-2023.

ZHI LI

The Visual Representation of Gender and Gender Roles in Skin Care Advertising: A Linguistic Analysis Approach

Keywords: gender portrayals, skin care advertisements, gender linguistic

Drawing upon Kress/van Leeuwen's analytical approach of "visual grammar," this study examines the visual portrayals of gender and gender roles in Chinese skin care advertising, using five advertisements for Nivea/Nivea Men's products as the research objects. Firstly, gendered discourse is identified in the advertisements as products with the same functions are separately advertised as Nivea Creme and Nivea Men Creme. The comparative analysis reveals that, in line with Goffman's viewpoint of "hyper- ritualized" depictions of gender, idealized gender roles are portrayed. Furthermore, the advertisements also exhibit gendered conceptual representations of skin care products, reinforcing gender differences. A comparative analysis of the visual elements along with the advertising text demonstrates the existence of gender-specific emotion setting in advertising.

I-YING LIN

A historical perspective on contact-induced change in Formosan languages: An age-group study

Keywords: Formosan Languages, Language contact, Age-group study, Taiwan

This research project analyzes historical aspects of language contact in two Formosan languages (Kavalan and Seediq) spoken in Taiwan. We will conduct a corpus-based analysis, investigating whether the speakers born before and after the Japanese colonial period (1895-1945) use a different lexicon and different phonological features, and if these differences reflect the language contact with Japanese. We will also investigate whether the different Formosan languages perform similar contact-induced changes. In doing so, we evaluate to what extent the lexicon and the phonology from the two age-groups are different, and to what degree these differences are the result of language contact from Japanese.

NICOLE MAZZETTO

How native speakers motivate idioms: an empirical study

Keywords: Idioms, Synchronic Motivation, Cognition

Idioms' synchronic motivation is traditionally described as a cognitive phenomenon based on the cognitive links between idioms' compositional and idiomatic meanings (Dobrovolskij & Piirainen 2005: 87). Although native speakers' perspective plays a crucial role in the understanding of motivation at a synchronic level (Rettig 1981), the amount of empirical studies within the field of idioms' motivation is limited (such as Gibbs & O'Brien 1990). Throughout the analysis of the empirical data collected through an online study, this contribution aims at showing that idioms' synchronic motivation can manifest itself in different ways. The plurality of motivational processes employed by native speakers will highlight the complexity and the multi-faceted nature characterizing this phenomenon. Each motivational process will be explained by means of concrete examples provided by the French native speakers who took part in the survey (English translations will be added in the poster).

BENEDETTA MUCCIOLI

Wortbildung vom Spätlateinischen zu den (proto-)italo-romanischen Varietäten

Keywords: Romanische Philologie, historische Sprachwissenschaft, historische Morphologie, mittelalterliches Latein, Altitalienisch

Dieses Projekt befasst sich mit der Untersuchung von Phänomenen der Lexembildung vom Spätlatein bis zu den (proto-)italoromanischen Varietäten. Ziel der Dissertation ist es, Lücken in der Erforschung der Geschichte der italienischen Sprache zu schließen, wobei der Schwerpunkt auf der Wortbildungsmorphologie der italo-romanischen Varietäten liegt. Untersucht wird der Zeitraum vom 5. bis zum 13. Jahrhundert, eine Zeitspanne, in der nur eine äußerst geringe Anzahl von volkssprachlichen Schriften nachweisbar ist, die ausschließlich auf Pergament geschrieben wurden. Genauer zielt die Untersuchung darauf ab, ausgehend vom Lateinischen nachzuvollziehen, welche Struktur (proto-)italoromanische Wörter haben, und welche Wortbildungsmuster produktiv sind und/oder emergieren. Um diese morphologischen Regeln zu definieren, soll ein digitales Korpus spätlateinischer und älterer italo-romanischer Texte erstellt werden. Dank des linguistischen und philologischen Ansatzes kann dieses Forschungsprojekt neue Erkenntnisse über die Phänomene und Regeln der italienischen Wortbildung liefern.

MIRIAM NEUHAUSEN

English kert zu de Engliche leit un Deitsh kert zu unse leit” - Identity construction in L1/L2 Mennonite English

Keywords: language variation and change, sociophonetics, identity

Having conducted 38 sociolinguistic interviews with 52 speakers in 2018-19, I investigate the role of identity in the English spoken by Mennonites in Ontario. The most conservative group have maintained Pennsylvania German as L1 since they left Europe in the early 1700s and still reject modern appliances, e.g. cars, internet, and computers. By contrast, the most progressive group have socially accommodated to mainstream society and shifted to English as L1. For them, without Pennsylvania German and cultural separation, the English language is the only means to signal their cultural heritage. Arguably, the speakers have different means to construct a Mennonite accent: They can use 1) variants of older stages of English and 2) features of their L1 Pennsylvania German. My findings suggest that (ideological) identity factors and the increasing degree of contact with English seem to play major roles in the production of the “Mennonite tongue”.

LAURA PATRIZZI

High flexibility from early on: No evidence for item specificity in the acquisition of the VOO construction by one German-speaking boy

Keywords: First language acquisition, Construction Grammar, Cognitive Linguistics, Productivity, Language Development

The project investigates how the verb-object-object (VOO) construction, which is a high-level and abstract construction, is acquired by one German-speaking child. Specifically, the flexibility of the construction in the child's language between the ages of 1;11 and 4;11 is analyzed to determine whether this construction is learned in a lexeme-specific manner, as predicted by usage-based theories on L1-acquisition, or if it is used productively early on. Results indicate that the child uses the construction with a high degree of flexibility from the beginning, suggesting that the construction may not be acquired in a lexically specific way. Further studies are outlined in order to determine whether the VOO construction is productive early on in L1 acquisition because it may build on already established constructions, or if the high flexibility of the construction is a result of the VOO construction consisting not of one but several constructions.

LAURA SCHLEICHER

Resonance in interaction: multimodal practices of negotiating stance and meaning in Andean Spanish and South Bolivian Quechua

Keywords: Conversation Analysis, Resonance, Spanish, Quechua

The project deals with how stance and meaning are negotiated through resonant utterances. In resonant utterances, the speakers take up (parts of) a previous utterance or gesture and reuse it to express their own stance which may be similar or orthogonal to the previous stance (Du Bois 2014). Thereby, they affiliate or disaffiliate with the other(s). Resonance is also commonly used to negotiate meaning in interaction (Warner-Garcia 2013, Chui 2014). The speakers build on each other's ideas and understanding with the goal of establishing common ground (Clark 1996). I analyze the multimodal practices employed during stance-taking and the establishment of common ground. My data come from casual conversations in Andean Spanish and South Bolivian Quechua.

DANA SERDITOVA

The Pin-Pen Merger in New Orleans English

Keywords: the pin-pen merger, sociolinguistics, New Orleans English, phonetics, Bhattacharyya coefficient

The pin-pen merger is a salient feature in the US South that has been receding in urban centers throughout the region and losing its prestige (Austen 2020). This poster will present an analysis of the current state of the merger in New Orleans. An overview of the phonetic environments that most strongly condition the merger will be provided, and the impact of social factors such as age, gender, ethnoracial affiliation, and education will be examined. The use of Bhattacharyya scores to measure overlap will be demonstrated, positioning this method as more advantageous for describing the merger than alternative measures like Pillai scores or Euclidean distance. Linear mixed models will be used to test the effects of the social and phonetic parameters mentioned above. Finally, predicted scores will be given for each category.

GERARD SPAANS

Evaluating possible Ancient Greek loanwords in Albanian using historical phonology

Keywords: Albanian, Ancient Greek, historical phonology, language contact

For more than 100 years, the possibility of direct loanwords from Ancient Greek in Albanian has been researched (e.g. Meyer (1891), Thumb (1909), Ölberg (1972), Çabej (1976-2014), Tzitzilis (1995), Orel (1998), Topalli (2017)). Gustav Meyer clearly did not believe in borrowings from Ancient Greek, as he always assumed an unattested Latin intermediate stage when he couldn't find a possible attested Latin source. Since then, quite a few possible borrowings from Ancient Greek have been suggested, of which some 20 are still commonly accepted. In this poster presentation, I want to show how you can use our present knowledge about Albanian historical phonology to evaluate a possible borrowing from Ancient Greek. I will give examples of some probable and improbable Ancient Greek loanwords in Albanian.