

Contents

Introduction	viii
Acknowledgements	xii

Part 1 Everyday Language: Evolution and Variation

1 Language Planning and Language Change	
Before and after Unification.	1
Spread, Competence, Attitudes.	3
The Fascist Language Policy	7
Changes during Democracy	11
1968 as a Turning Point	14
New Trends and New Challenges	17
2. Linguistic Diversity	
Italian and Dialects Compartmentalised	21
Italian and Dialects in Contact	23
Repertoires and Social Divisions	26
Historic Minorities and Domestic Minorities	31
New Ethnolinguistic Minorities.	35
3 Standard and Non-Standard Variations	
Standard Italian.	40
Regional Italian	43
‘Substandard’ Italian or <i>Italiano Popolare</i>	48
Colloquial Italian or <i>Italiano Parlato</i>	52
Neostandard Italian or <i>Italiano dell’Uso Medio</i>	58
4 Language in Education	
Diversity under Fascism	63
From Literary Training to Education for All.	65
Teachers’ Attitudes and Innovative Schools.	67
Models or Lack of Models?	70
Teaching Non-Native Speakers	72

5	New Conventions	
	Linguistic Etiquette	75
	Language and Gender	79
	Political Correctness	82
	Racism, Vulgarism and Snobbery	84
	Conformism, 'Newspeak' and New Words	86
Part 2 Special Languages: Tradition and Innovations		
6	The Language of Bureaucracy	
	Italian Officialese	91
	Mechanisms and Functions	94
	Factors of Prestige	97
	A Famous Argument	98
	A Common Sense Reform	100
7	The Language of Politicians	
	Old and New Rhetoric	106
	The Charm of Baroque Eloquence	107
	From Elegant Rhetoric to Crude Pragmatism	109
	For Clarity and Competition	114
	Linguistic Demagoguery for Virtual Reality	123
8	The Language of Newspapers	
	Melting Pot of Innovations	130
	Ideological Influences	136
	Evolution of Style	142
	The Impact of the Television	147
	Interpretation of Headlines	152
9	The Language of Advertising	
	A Language for All Tastes	160
	From Information to Persuasion	163
	International Slogans and National Contexts	166
	Linguistic Anomalies and Figures of Speech	169
	From Innovations to Stereotypes	179
	Bad Taste and Good Causes	183
10	The Language of Young People	
	Variety, Slang or Antilanguage?	188
	Evolution, Trends and Life Span	190
	Interaction with Dialects and the Standard	193
	Sources and Repertoires Today	196
	Sex, Drugs and Rock n'Roll	199

Part 3 Language Contacts: Origin and Status

11 Italian and English in Italy	
Old and New Channels of Contact	205
From British English to American English	208
Anglophones, Anglomaniacs and Anglophobes.	210
Meaning Transfers and Word Formation.	214
Computers, Electronic Music and the Internet.	219
12 Italian in English-Speaking Countries	
Origin and First Interpretations	224
Mechanisms and Factors of Variations	228
Repertoires, Attitudes and Generations.	231
The Notion of 'Community Language'	238
Educational Issues and School Policies	240
13 Italian in Multilingual Europe	
The EU Language Policy and Translation Service	244
Italian for European Affairs	248
European Discourse Analysis and Reception	254
Towards Standardisation or Destandardisation?	257
Conclusions	263
References	269
Index	281