

Abstract

This sociolinguistic diploma thesis focuses on the implementation of spelling reform in Austria. Practical research is based on the theory of language management. The thesis describes also developmental path to the spelling reform through the entire 20th century. The work aims to shed light on the issues and barriers associated with the implementation of spelling reform, i.e. the last phase of language management. Regarding methodology, it was conducted qualitative research using semi-structured interviews with participants in the process. Representatives of secondary schools and newspapers were chosen for the research. The obtained data is analyzed in comparison with the discourse concerning the spelling reform in the German-speaking area.

Keywords

Language management, language planning, spelling reform, Austria, secondary education, print media