

Abstract

Since at least 1986, from the International German Teachers conference in Bern, the German language has been recognized among linguists as a pluricentric language. Therefore, it is possible to speak about more language centres, and also about national and equal varieties of one language. In connection with the decentralization of power and regionalization in the world, as well as the accession of Austria to the European Union, which brought above all the “Protocol Nr. 10” with 23 specific Austrian words, the nineties experienced a boom in the production of pluricentric oriented literature. Many papers were also being focused on the research of the Austrian German. However, despite the declared equality of national varieties, their speakers are often not sure about the existence of more standard varieties, their characteristics or equality.

These views, attitudes and evaluations as well as potential problems associated with the national varieties, will be described and analyzed by using the tools of the Language Management Theory. The starting points are authentic interviews of Austrian and German native speakers. An important focus of the research is also the way in which the pluricentric concept works at the micro level and how and what national varieties the speakers themselves are constructing.

Key words

Pluricentrism

Language Management Theory

Austrian/German Standard Variety

National variety