



Videospiele und Sprachideologien

oder

Wie lassen sich Games
linguistisch untersuchen?
Ein Beispiel



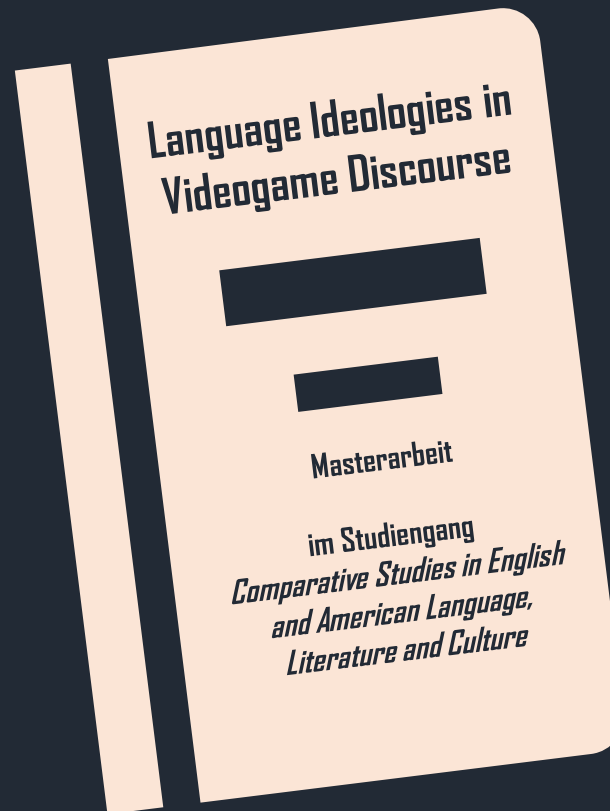
Wer bin ich
und warum erzähle ich
euch das?



BA
Anglistik und
KMW



MA
Comparative
Studies



Promotion
Englische
Linguistik



Sprachideologien



Beispiele

Southern speech is uneducated.

New York speech is rude.

Social media are ruining language.

Native American languages are simple languages, reflecting the simplicity of the people who speak them.

American English is simply a defective variety of British English.

African American English is just slang.

LINGUISTICS

Tamasi & Antieau 2015: 44–254



Arbeitsdefinition

Überzeugungen, Vorstellungen, Einstellungen, Alltagsmythen, Laintheorien, Assoziationen, die Sprachfamilien, Sprachen sowie deren Varietäten (Akzente, Dialekte, Soziolekte) betreffen können

siehe z. B. Munson 2007, Silverstein 2003, Irvine & Gal 2000, Rumsey 1990



Funktionsweise

Linguistische Merkmale **indizieren**, oder **konnotieren**, soziale und regionale Gruppen, Charaktereigenschaften, Identitäten, Aktivitäten, etc.





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Erhebungsmethoden



Language Attitude Research



Perceptual Dialectology



Erhebungsmethoden



Language Attitude Research

friendliness	ambition
education	sincerity
trustworthiness	kindness
honesty	reliability
intelligence	humor
faith in God	authority
solidarity	cheerfulness
likeability	dominance
competence	assertiveness
comfortableness	warmness
status	politeness
confidence	snobbishness
success	...

Perceptual Dialectology

Fraser 1973, Ryan 1973, Clopper and Pisoni 2004, Giles 1970,
Stewart et al. 1985, Bayard et al. 2001, Preston 1999b



Erhebungsmethoden



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Perceptual Dialectology



Fraser 1973, Ryan 1973, Clopper and Pisoni 2004, Giles 1970,
Stewart et al. 1985, Bayard et al. 2001, Preston 1999b

Preston 1989, repr. in Tamasi & Antieau 2015: 50



Inoue 1988, 1989, in Inoue 1999



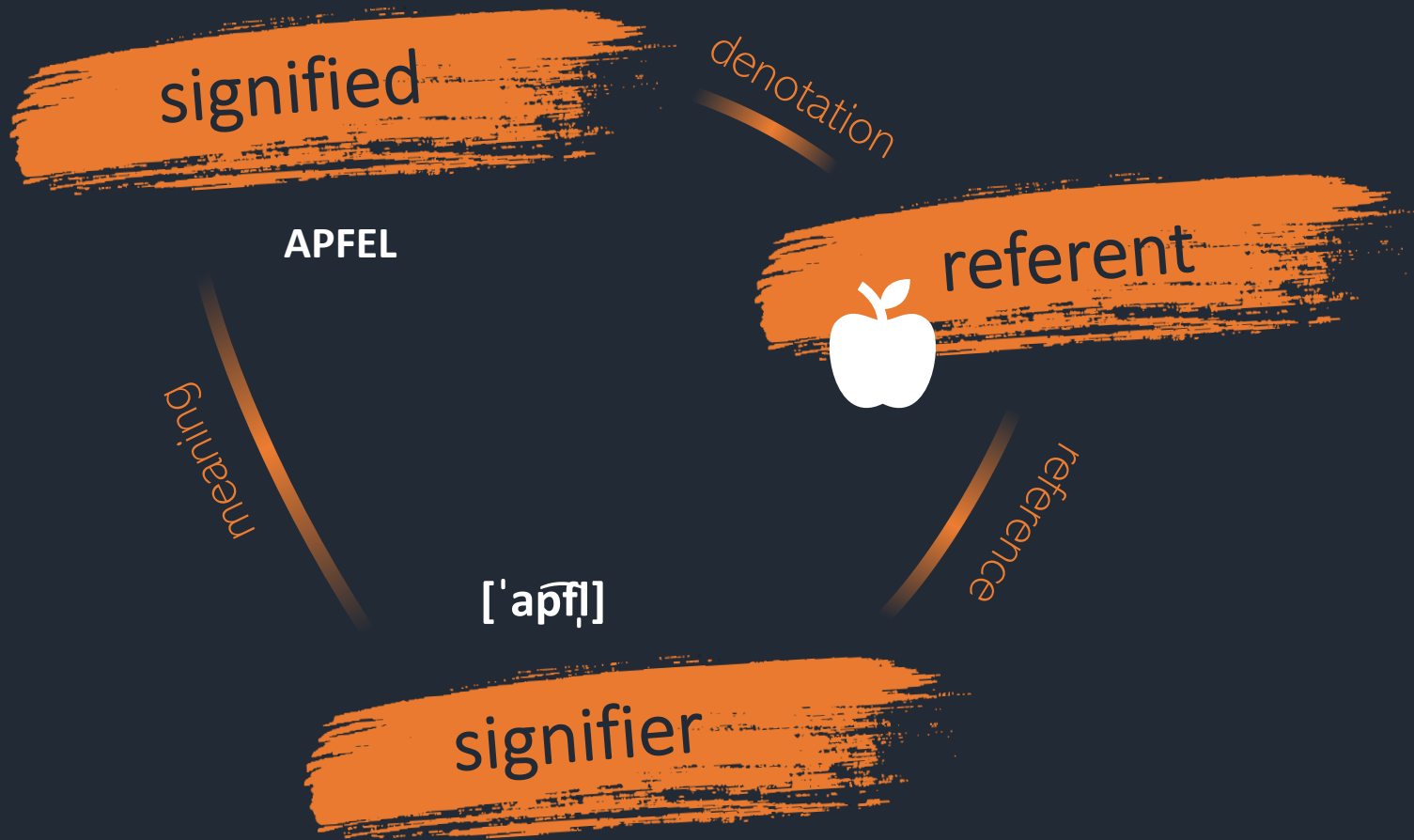
Theoretische Einordnung



nach Peirce 1958



Theoretische Einordnung



nach Peirce 1958



Theoretische Einordnung



nach Peirce 1958



Theoretische Einordnung



nach Peirce 1958



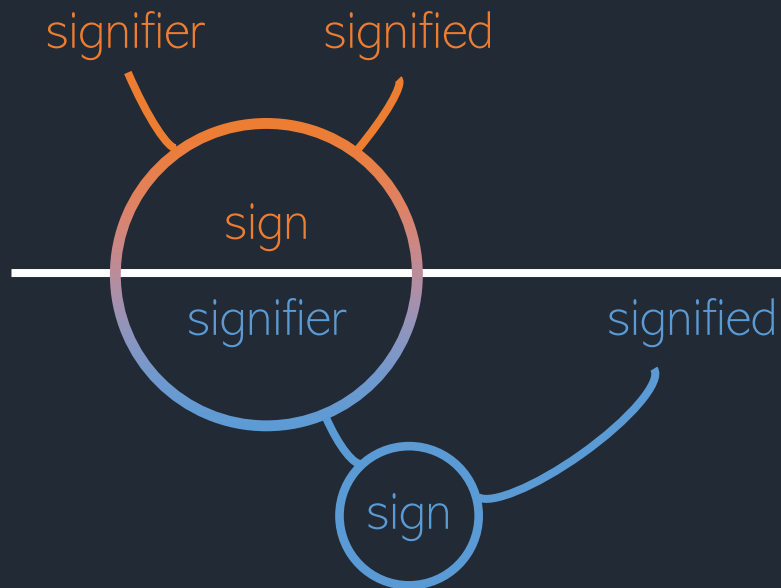
Theoretische Einordnung



nach Barthes 1972



Theoretische Einordnung



Indexikalität erster Ordnung

SPRACHE

MYTHOS

Indexikalität zweiter Ordnung

nach Barthes 1972



Theoretische Einordnung

Welche Art von Zeichen sind Sprachideologien?

Ikon

Signifier hat Ähnlichkeit mit signified

Index

Signifier hat direkten oder kausalen Bezug zu signified

Symbol

Signifier ist arbiträr und reine Konvention



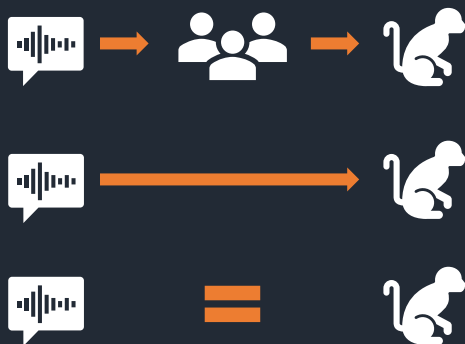
nach Peirce 1958, siehe auch Sebeok 2001: 98



Theoretische Einordnung

Iconization

Wahrnehmung, dass in bestimmten linguistischen Merkmalen inhärent Charakteristika der sozialen Gruppen eingeschrieben sind, mit denen sie assoziiert werden



Fractal Recursivity

Prozess, bei dem eine Opposition von der Ebene einer sozialen oder linguistischen Beziehung auf eine andere Ebene projiziert wird



Erasure

Prozess, bei dem die soziolinguistische Realität vereinfacht und Personen, Eigenschaften, Merkmale und Variation homogenisiert, wegerklärt und unsichtbar gemacht werden



Irvine & Gal 2000



Konsequenzen

Linguistic Profiling und linguistische Diskriminierung

Rückschlüsse über Ethnie, Klasse, sexuelle Orientierung, Geschlecht einer Person und deren charakterliche Eigenschaften anhand sprachlicher Merkmale; Benachteiligung aufgrund von Sprache

Beispiele

- ▶ Diskriminierung am Wohnungsmarkt
- ▶ Systematische Nachteile im Justizsystem
- ▶ Schlechtere Bewertung von Schüler:innen durch Lehrkräfte
- ▶ soziale Nachteile bei Mitschüler:innen, Mobbing
- ▶ Marginalisierung am Arbeitsmarkt
- ▶ etc.

Lippi-Green 2012: 122, Williams 1973: 113, Munson 2007, Purnell et al. 1999, Wright & McGowan 2018, Baugh 2003, Rickford & King 2016, Cargile et al. 1994: 211, Chambers 1995: 209, Goorimoorthee & Ensslin 2017, Kalin et al. 1980



In Unterhaltungsmedien

Produzierende machen sich Sprachideologien (bewusst oder unbewusst) zunutze in ...

- ▶ Theater
- ▶ Film
- ▶ Fernsehen
- ▶ Popmusik
- ▶ etc.

- ▶ **Videospielen!** Wie untersucht man das?

Lippi-Green 2012: 104, Lippi-Green 1997, Ryan 2015,
Dobrow and Gidney 1998, Trudgill 1983, Morrissey 2008



Methoden



Spieldauswahl



StarCraft II
Terraner

Blizzard Ent.
2010–2015



Fallout 4
Codsworth

Bethesda Game
Studios 2015



Portal 2
Wheatley

Valve Corporation
2011



Skyrim
Kaiserliche
Khajiit
Nords

Bethesda Game
Studios 2011

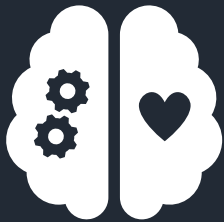


The Witcher 3
Geralt
Zwerge
Novigrader
Skelliger

CD Projekt RED
2015



Mögliche methodische Ansätze



Stylistic Approach

analysiert soziolinguistische Merkmale im Spiel

- ✓ kann zur Bestimmung der tatsächlichen Zielvarietät beitragen
- ✗ Aber was ist mit ideologischen Assoziationen?



Field Approach

sammelt Assoziationen von Spielenden im Onlinediskurs

- ✓ natürliche metaludische Konversationen unter Spielenden
- ✗ selektiv, keine Kontrolle über den Elizitierungsprozess



Questionnaire Approach

erhebt ideologische Antworten per Fragebogen

- ✓ konsistenter und transparenter, Erhebung von Demographie möglich
- ✗ ggf. keine Audiostimuli, Einfluss anderer semiotischer Modi unklar



Stylistic Approach

Linguistic feature	Examples
monophthongization of [eɪ] to [eː]	<p>“I stowed away [ə'weː] aboard a trade ship that brought me here.”</p> <p>“The dragons and the war have scared many other traders ['treːdəz] away [ə'weː].”</p>
monophthongization of [əʊ] to [oː]	<p>“There are cities so ancient, the sands have swallowed them whole [xoːl].”</p> <p>“Yes, I was hired to protect the others as we walk the roads [roːdz] of Skyrim.”</p>
schwa /ə/ realized as [ʊ] or [ɔ]	<p>“Don't try blocking if you have two weapons ['wɛpɔnz].”</p> <p>“Nords' armor ['armɔr] has lots of fur. This sometimes makes M'aiq nervous ['nɛrvɔs].”</p>
occasional th-stopping	<p>“The [d̥iː] soldiers are some of our best customers.”</p> <p>“The [d̥ə] longer we travel the [d̥ə] roads of Skyrim, the [d̥ə] more empty this land seems.”</p>
/h/ realized as [x]	<p>“Where others saw only danger, he [xiː] saw opportunity.”</p> <p>“I owe him [xɪm] more than I could ever hope [xoːp] to repay.”</p>
reference to oneself in 3 rd person	<p>“Khajiit has wares, if you have coin.”</p> <p>“The road makes this one weary.”</p>



Field Approach

↑ Posted by u/Pathological_Roman 3 years ago

9 Observation on accents

↓ The Witcher 3

I just find the choice of accents in the game interesting, such as how all the school of the wolf witches have American accents. Or how Ciri was ostensibly raised in skellige but doesn't share their accent.

11 Comments Award Share Save Hide Report 92% Upvoted

This thread is archived
 New comments cannot be posted and votes cannot be cast

SORT BY NEW

Ghings Rahnid

asked in Games & Recreation · Video & Online Games · 9 years ago

Why do khajiits in SKYRIM seem blatantly racist?

Ok when ever you talk to a khajiit they have an accent that sounds Arab/indian they also wear turbans, robes, etc. And live in trading caravans like many nomadic Arab peoples also if you ask them where there from they say they live in a desert filled with sand they also have an obsession with sand and to top it all of they are not allowed into cities, they also have traditional Arab names is this Bethesdas way to make a political statement or just being racist!? Lol.

Answer

Save



Accent

Ok so i adore the Khajiit accents in skyrim, and i want to say what it is, but i dont want to sound like an idiot...soo, can anyone help me out and tell me what exactly there accents are? I want to say its something like russian, but im not sure. All i know is its sly, and sexy. 67 142 174 25 13 09, January 16, 2012 (UTC)

They sound Arabic to me. They ARE from a desert country and have a nomadic tradition as well as cities. 99 127 173 78 21 11, January 23, 2012 (UTC)

The Witcher 3: Wild Hunt

All Discussions Screenshots Artwork Broadcasts Videos News Guides Rev

The Witcher 3: Wild Hunt · General Discussions · Topic Details



Multipass · 25 Jun 2015 at 7:22pm

WHAT KIND OF ACCENT DO PEOPLE IN WITCHER 3 HAVE

The people in velen and skellige talk kinda weird but it sounds cool i was wondering what accent is that reminds me a little bit of Irish accent

2 3 >



northern irish, welsh, birmingham england, devon cornwall england, midlands accent, scottish to name a few



Skellige is Scottish for sure, velen/novigrad/temeria british, and nilfgaard sounds pseudo-Germanic, maybe Frankish?



Irish, Scottish and all that i guess... I'm no native speaker, but my English is pretty good, it also sounds pretty old.



Questionnaire Approach

This part of the questionnaire is about *StarCraft II*.

TS08

How much time, more or less, do you think you have spent with this game in total?

TS03

I have spent about hours with this game.

In *StarCraft II*, there are three playable species which speak in different ways, one of them are the Terrans.

VA08

Which varieties of English, from your impression, do the Terrans speak?

VA03

Varieties can be, for example, local or foreign accents (like, e.g., a “German accent”), regional or social dialects (like, e.g., a “Miami dialect”), influences from other real-world languages, and so on. Think about labels or descriptions that you would give this variety of English, according to your personal intuition from having listened to it in the game. You can also give labels that don’t relate to regions or social groups (e.g. “pleasant”, “annoying”, ...). If you didn’t notice anything, please also note this down.

If you want to, you can refer to specific unit types, like SCV, Marauder, etc.

You are also free to give additional comments on how you perceive the Terrans’ varieties.

VA13

For example, did you notice during your playthrough any salient features in their speech (e.g. the pronunciation of a word or a particular sound, their grammar, ...)?



Quantitative Auswertung

Regional labels	=	F	Q
“British”	36	14	22
“English”	12	3	9
“Southern English”	1	0	1

Standardness and correctness	=	F	Q
“Queen’s English”	5	0	5
“Received Pronunciation”	4	1	3
“proper”	3	1	2
“standard”	2	0	2
“TV British accent”	1	0	1

Other labels—Character	=	F	Q
“posh”	16	6	10
“articulate”	1	0	1
“stylish”	1	0	1
“dapper”	1	0	1

Social class labels	=	F	Q
“upper class”	11	7	4
like a “butler” or “servant”	9	1	8
“middle class”	1	0	1

Other labels—Temporal	=	F	Q
“old-timey”	2	0	2
“old-fashioned”	1	0	1
“ancient”	1	0	1
“archaic”	1	0	1

Other labels—Various	=	F	Q
like Alfred Pennyworth	3	0	3
like John Cleese	3	3	0
“stereotypical”	2	0	2
“exaggerated”	1	0	1



Qualitative Auswertung



Ganzheitliche Identifikation und Interpretation („Reading“) der Sprachideologien unter Berücksichtigung (mindestens) folgender Faktoren:

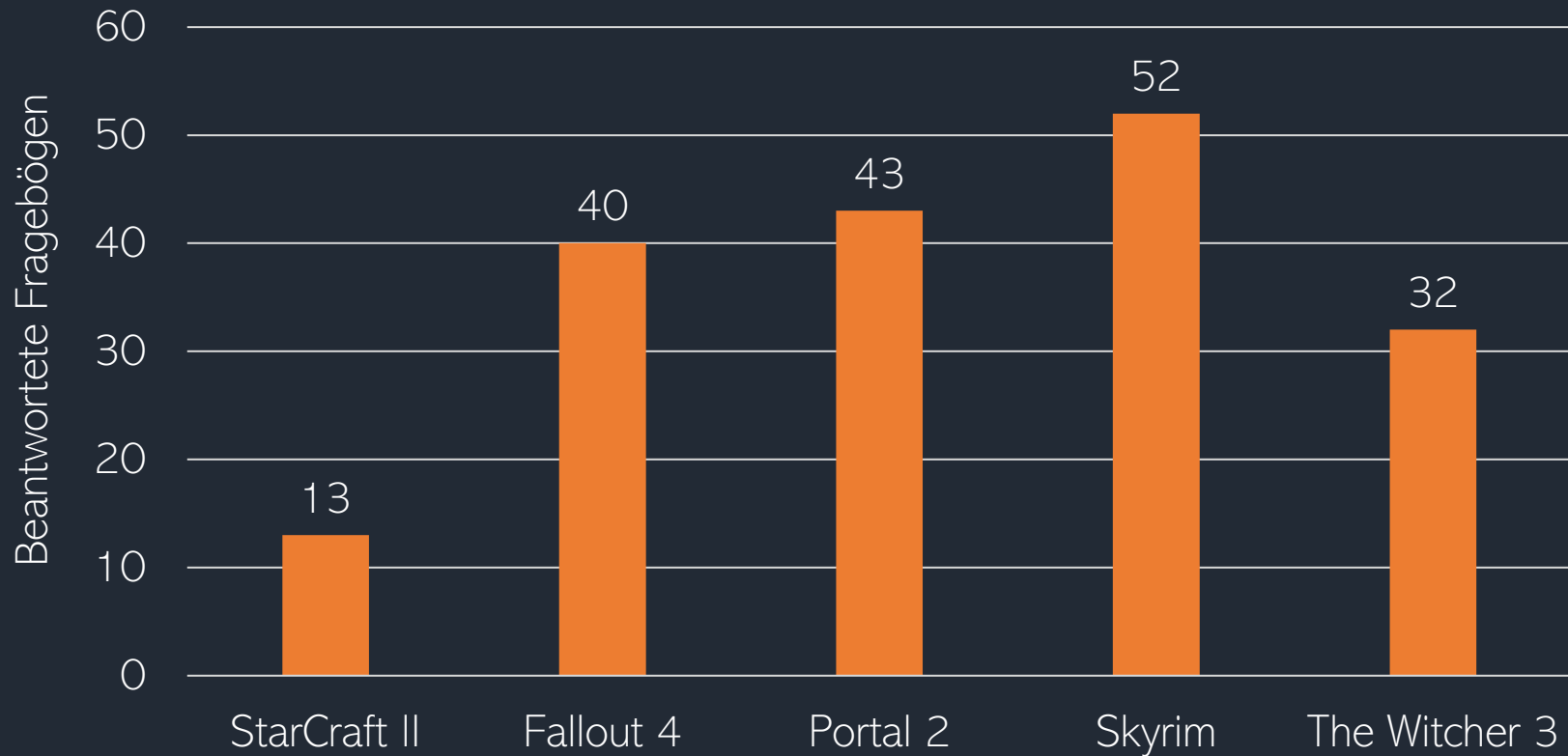
- ▶ Assoziationen und Labels von Spielenden „im Feld“ und in der Umfrage
- ▶ erkannte auffällige linguistische Merkmale im Spiel
- ▶ Ergebnisse aus Language-Attitude- und Perceptual-Dialectology-Forschung
- ▶ visuelle Merkmale der untersuchten Gruppen und Figuren
- ▶ Narrativ der Spiele und Rolle der untersuchten Gruppen und Figuren darin
- ▶ Beziehung der Gruppen und Figuren zur eigenen Spielfigur
- ▶ Intertextuelle Referenzen



Ergebnisse

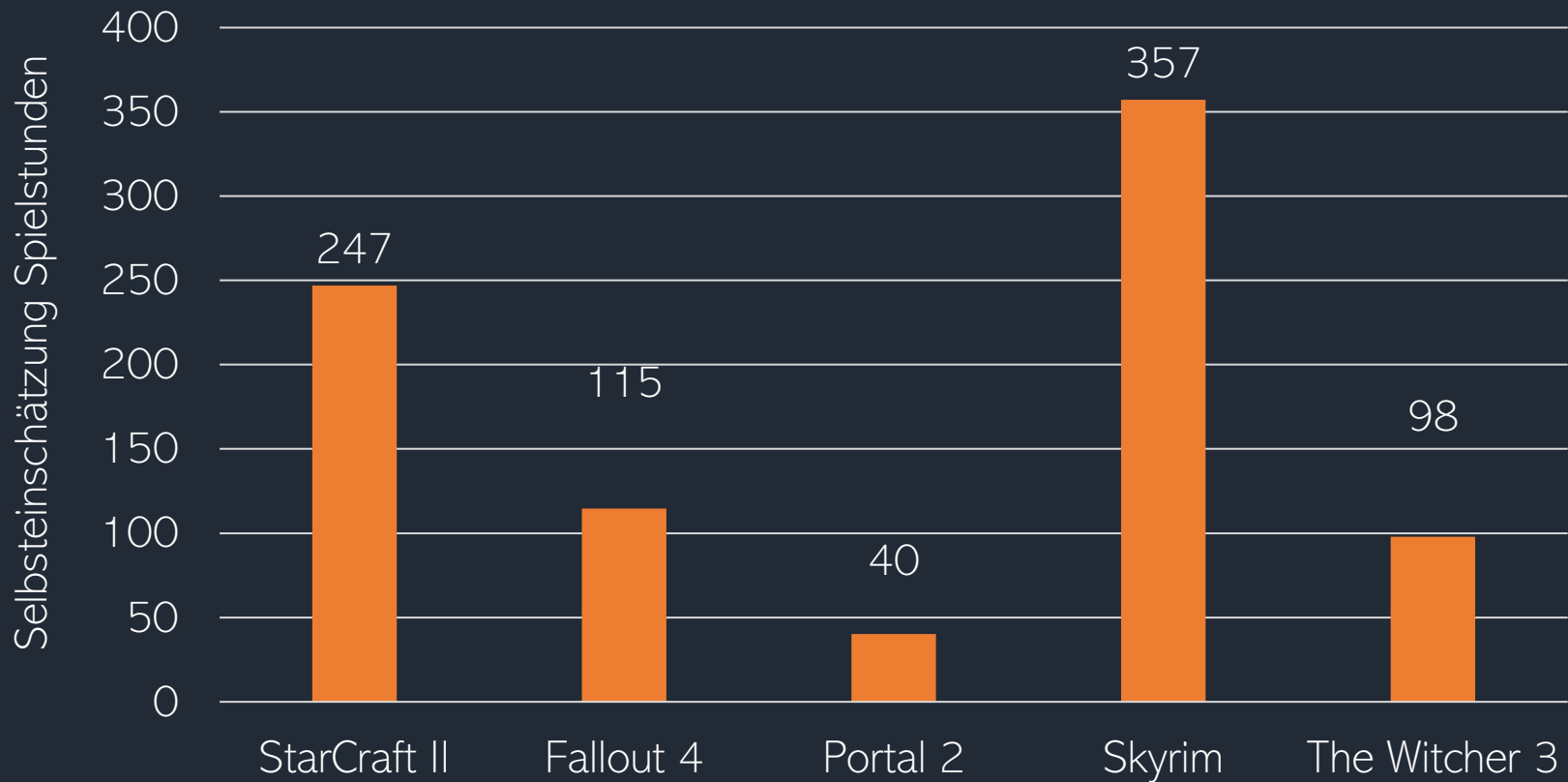


Anzahl beantworteter Fragebögen nach Spiel





Durchschnittliche Selbsteinschätzung der Spielstunden





Profil der Teilnehmenden (N = 68)

Anzahl Teilnehmende

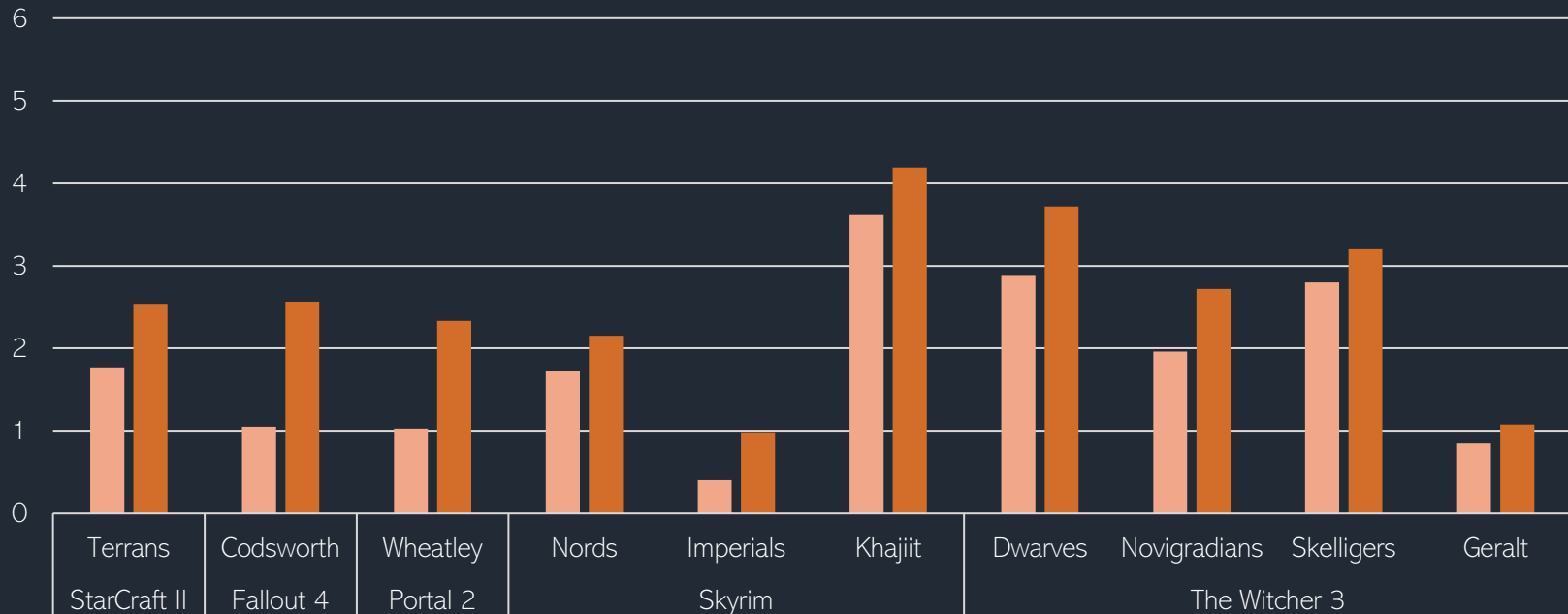
Geschlecht	♂ 41	♀ 16	⚧ 3	❓ 8
muttersprachlich	41	USA, Kanada, Neuseeland, Australien		
nicht-muttersprachlich	20	Deutschland, Spanien, Frankreich, Norwegen, Schweden, Dänemark, Brasilien, Albanien		
keine Angabe	7			
englischspr. Auslandsaufenthalt	7	durchschnittlich 7,4 Monate, $s_x = 5.7$		

MITTEL:

- ▶ Alter 25 $s_x = 5$
- ▶ Lernalter Englisch 9 $s_x = 1,8$
- ▶ Anzahl engl. Spiele 54 $s_x = 87,8$



Wahrgenommene Abweichung vom „Standard“



- Abweichung von „Standard English“
- Abweichung von eigener Varietät

N = 68, nicht alle
Teilnehmenden haben
alle Spiele gespielt

6 = völlig verschieden
0 = sehr ähnlich



Zusammenfassung der qualitativen Analyse

Figur, Gruppe

Zielvarietät

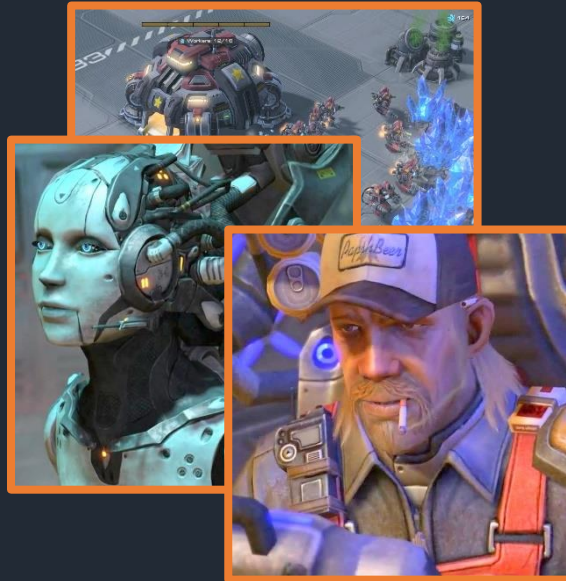
Ideologien, literarische Funktionen und Effekte

StarCraft II

Terraner

US-Südstaatenenglisch

- ▶ Aktivierung von Stereotypen über Südstaatler: „Unterschicht“, „Rednecks“, „Cowboys“, „Kriminalität“
- ▶ Indizierung von Konservatismus und militärischem Anti-Intellektualismus





Zusammenfassung der qualitativen Analyse

Figur, Gruppe

Zielvarietät

Ideologien, literarische Funktionen und Effekte

Fallout 4

Codsworth

veraltete Version von RP

- ▶ Ausnutzen von Assoziationen zu „Britishness“ und Eleganz der Oberschicht, „Poshness“
- ▶ Charakterisierung Codsworths mithilfe des Klischees des britischen Butlers in Ermangelung (fast) aller visueller Zeichen





Zusammenfassung der qualitativen Analyse

Figur, Gruppe	Zielvarietät	Ideologien, literarische Funktionen und Effekte
Portal 2		
Wheatley	Britisches West-Country- Englisch	<ul style="list-style-type: none">▶ humoristischer Effekt▶ Fractal-Recursivity-Effekt durch den Kontrast zu GLaDOS' amerikanischem Englisch▶ Indizierung britischer „Idiotie“ und „Beschränktheit“▶ Charakterisierung Wheatleys als Trottel▶ aber auch: Kontern der Assoziation anderer britischer Varietäten mit Intelligenz





Zusammenfassung der qualitativen Analyse

Figur, Gruppe

Zielvarietät

Ideologien, literarische Funktionen und Effekte

Skyrim

Nords

Nordeuropäischer Einfluss
der germanischen
Sprachfamilien

- ▶ Ausnutzung der Konnotationen „harsch“, „ruppig“, „bodenständig“
- ▶ Indizierung des „Krieger“- und „Wikinger“-Stereotyps sowie Maskulinität
- ▶ Charakterisierung der Nords als spielinternes Pendant zu Einwohnern Skandinaviens im 8. Jahrhundert





Zusammenfassung der qualitativen Analyse

Figur, Gruppe	Zielvarietät	Ideologien, literarische Funktionen und Effekte
Skyrim		
Kaiserliche	„Standard“-US-Englisch, „Standard“ British English	<ul style="list-style-type: none">▶ Fractal-Recursivity-Effekt durch linguistischen Kontrast der Nords und Kaiserlichen im Bürgerkrieg▶ Indizierung von Macht, Dominanz, und sowohl linguistischer als auch territorialer hegemonialer Expansion





Zusammenfassung der qualitativen Analyse

Figur, Gruppe	Zielvarietät	Ideologien, literarische Funktionen und Effekte
Skyrim		
Khajiit	„Östlicher“ L2-Einfluss, inspiriert durch Arabisch, Indisch, Spanisch	<ul style="list-style-type: none"> ▶ Aktivieren von Minderheitenstereotypen wie Unehrlichkeit, Drogenkonsum, Nomadentum ▶ Ausnutzung von Assoziationen zu nicht-muttersprachlichen Akzenten als „unzuverlässig“ und „verlogen“ ▶ Indizierung von Katzenhaftigkeit durch „spanische“ Merkmale ▶ Hervorrufen von Assoziationen mit Exotik, dem Geheimnisvollen, dem Undurchschaubaren und dem „Anderen“ durch Ausnutzung der Opposition „Osten vs. Westen“





Zusammenfassung der qualitativen Analyse

Figur, Gruppe

Zielvarietät

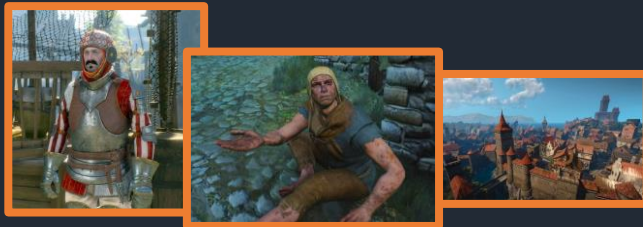
Ideologien, literarische Funktionen und Effekte

The Witcher 3

Novigrader

Cockney English für Mittel- und Unterschicht

- ▶ Indizierung der Arbeiterklasse durch stigmatisierte britische städtische Varietäten
- ▶ Hervorrufen von Assoziationen mit den Konzepten „Metropole“ und „Schmelztiegel“





Zusammenfassung der qualitativen Analyse

Figur, Gruppe	Zielvarietät	Ideologien, literarische Funktionen und Effekte
The Witcher 3		
Novigrader	Cockney English für Mittel- und Unterschicht	<ul style="list-style-type: none"> ▶ Indizierung der Arbeiterklasse durch stigmatisierte britische städtische Varietäten ▶ Hervorrufen von Assoziationen mit den Konzepten „Metropole“ und „Schmelztiegel“
Skelliger	Nordirisches Englisch	<ul style="list-style-type: none"> ▶ Konnotationen „harsch“ und „ruppig“ ▶ Durchkreuzen des Klischees „Wikinger mit skandinavischem Akzent“ aus den Medien ▶ aber weiterhin Indizierung von „Wikinger“ und „Nördlichkeit“



Zusammenfassung der qualitativen Analyse

Figur, Gruppe

Zielvarietät

Ideologien, literarische Funktionen und Effekte

The Witcher 3

Zwerge

Schottisches English

- ▶ Aktivierung des intertextuellen Stereotyps des „schottischen Zwerges“ aus der Fantasyliteratur
- ▶ Indizierung des „Keltischen“, harter Arbeit, Geradlinigkeit, Stolz, Solidarität und Trinkfestigkeit





Zusammenfassung der qualitativen Analyse

Figur, Gruppe	Zielvarietät	Ideologien, literarische Funktionen und Effekte
The Witcher 3		
Geralt	„Standard“-US-Englisch, GA oder SNAm	<ul style="list-style-type: none"> ▶ Ausnutzung der Tatsache, dass amerikanische Varietäten im Fantasy-Genre hervorstechen ▶ Parallele zu hervorstechendem Akzent aus Riva ▶ Erleichtern von Identifikation der Spielenden mit dem Protagonisten ▶ unmarkierte Basis, die einen Hintergrund für kontrastierende Varietäten bildet





Fazit



Takeaways

- ▶ **Sprachideologien** lassen sich sprach- und kulturtheoretisch fassen als Konnotation oder als Indexikalität zweiter Ordnung.
- ▶ Zielvarietäten lassen sich aus Videospielen durch Analyse **soziolinguistischer Variablen** herausarbeiten.
- ▶ Jedoch ist es für Videospieforschung zu Ideologien wichtig, auch die tatsächlichen **Assoziationen von Spielenden** zu erheben.
- ▶ Die vorliegende Studie zeigt für fünf Blockbustertitel, dass Videospieleentwickelnde soziolinguistisch bereits bestehende Sprachideologien in Videospieldiskursen eher **reproduzieren** als unterlaufen.



Was jetzt?

- ▶ Mehr sprachideologische Videospieelforschung!
- ▶ Studien zu anderen Sprachen und Sprachvarietäten (Japan!)
- ▶ vergleichende Studien zu Spielübersetzungen und Lokalisierung
- ▶ Elizitieren von Assoziationen mit Audiostimuli
- ▶ Vergleich von Assoziationen von Spielenden und Nicht-Spielenden
- ▶ Automatische Erkennung von Sprachvarietäten mit Deep Learning
- ▶ Diachrone Studien zur Veränderung des Einsatzes von Varietäten

vergleiche Meier 2020, O'Hagan 2016, Ensslin et al. 2017



Schönes Einstiegswerk zur Verbindung von Linguistik und Game Studies:



- ▶ Ensslin, Astrid. 2012. *The language of gaming*. Basingstoke: Palgrave Macmillan.

Weitere Ausgangspunkte:

- ▶ Ensslin, Astrid. 2010. Black and white: Language ideologies in computer game discourse. In Sally Johnson & Tommaso Milani (eds.), *Language ideologies and media discourse: Texts, practices, policies*, 205–222. London, New York: Continuum.
- ▶ Lippi-Green, Rosina. 2012. *English with an accent: Language ideology and discrimination in the United States*. 2nd edition. London: Routledge.
- ▶ Bleichenbacher, Lukas. 2012. Linguicism in Hollywood movies? Representations of, and audience reactions to multilingualism in mainstream movie dialogues. *Multilingua* 31: 155–176.
- ▶ Montgomery, Chris, & Joan Beal. 2011. Perceptual dialectology. In Warren Maguire (ed.), *Analysing variation in English*, 121–150. Cambridge: Cambridge University Press.



Vielen Dank für eure Aufmerksamkeit!
Bitte jetzt alles fragen, was ihr wissen wollt!

ansonsten:

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Discord: [Terrorstein#8792](https://discord.com/invite/Terrorstein#8792)





- ▶ Bethesda Game Studios. 2011. *The Elder Scrolls V: Skyrim*. Rockville, MD: Bethesda Softworks.
- ▶ Bethesda Game Studios. 2015. *Fallout 4*. Rockville, MD: Bethesda Softworks.
- ▶ Blizzard Entertainment. 2010. *StarCraft II: Wings of Liberty*. Irvine, CA: Blizzard Entertainment.
- ▶ Blizzard Entertainment. 2013. *StarCraft II: Heart of the Swarm*. Irvine, CA: Blizzard Entertainment.
- ▶ Blizzard Entertainment. 2015. *StarCraft II: Legacy of the Void*. Irvine, CA: Blizzard Entertainment.
- ▶ CD Projekt RED. 2015. *The Witcher 3: Wild Hunt*. Tokyo: Namco Bandai Games; Burbank, CA: Warner Bros. Interactive.
- ▶ Valve Corporation. 2011. *Portal 2*. Bellevue, WA: Valve Corporation.



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