

# Contents

Contrastive Sociolinguistics: An introduction  
*Marlis Hellinger – Ulrich Ammon* . . . . . 1

## Part I Bilingualism – Multilingualism

On comparing the centers of plurinational languages:  
The example of German  
*Ulrich Ammon* . . . . . 17

Sociolinguistic characters: On comparing linguistic minorities  
*Ludwig M. Eichinger* . . . . . 37

Bilingualism-multilingualism: Its characteristics and properties  
*Jacob L. Ornstein-Galicia* . . . . . 57

In search of the deeper message: Codeswitching rationales of  
Mexican-Americans and Malaysians  
*Rodolfo Jacobson* . . . . . 77

Multilingualism through migration: A comparison of internal and  
external migrant communities in Switzerland  
*Georges Lüdi* . . . . . 103

A contrastive analysis of language use and contact in the Alemannic  
area: Colmar and Freiburg  
*Helga Bister-Broosen* . . . . . 135

Language attitudes on either side of the linguistic frontier: A  
sociolinguistic survey in the Voeren/Fouron-area and in  
Old Belgium North  
*Sonja Vandermeeren* . . . . . 157

## Part II Language planning and language politics

Educational language choice – multilingual diversity or monolingual  
reductionism?  
*Tove Skutnabb-Kangas* . . . . . 175

Ecological and non-ecological approaches to language planning <i>Peter Mühlhäusler</i> . . . . .	205
The inequality of languages: Economic aspects of language estimation <i>Florian Coulmas</i> . . . . .	213
Language borders in northern France and in Belgium: A contrastive analysis <i>Roland Willemyns</i> . . . . .	229
Feminist language planning and titles for women: Some crosslinguistic perspectives <i>Anne Pauwels</i> . . . . .	251
Pidgins and creoles as literary languages: <i>Ausbau</i> and <i>Abstand</i> <i>Suzanne Romaine</i> . . . . .	271
The typology of dictionaries of English-based pidgins and creoles <i>Manfred Görlach</i> . . . . .	291
 <b>Part III Cross-linguistic discourse analysis</b>	
Contrastive sociolinguistics and the theory of “cultural scripts”: Chinese vs English <i>Anna Wierzbicka</i> . . . . .	313
Contrastive discourse analysis and misunderstanding: The case of German and English <i>Juliane House</i> . . . . .	345
Two polite speech acts in contrastive view: Aspects of the realization of requesting and thanking in French and Italian <i>Gudrun Held</i> . . . . .	363
Concepts of communicative virtues (CCV) in Japanese and German <i>Ichiro Marui – Yoshinori Nishijima – Kayoko Noro – Rudolf Reinelt – Hitoshi Yamashita</i> . . . . .	385
Referential perspective in speech acts: A comparison between German and Japanese <i>Kazuma Matoba</i> . . . . .	411

Male-female speaking practices across cultures <i>Susanne Günthner</i> . . . . .	447
Narrative universals? Some considerations and perspectives <i>Uta M. Quasthoff</i> . . . . .	475
Index . . . . .	497