

Does a Jutlandic language ideology exist?

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This article investigates the language ideologies of Mid-Western Jutland, as well as the explicit opinions and implicit attitudes language users from the area have toward their own and others' language use. The empirical data stem, on the one hand, from an experimental study on language attitudes and, on the other hand, from sociolinguistic interviews. The data are investigated from a perceptual dialectology perspective in order to unravel the language users' understanding of linguists' concepts of e.g. *rigsdansk* ('Standard Danish') and *jysk* ('Jutlandic dialect'). For many decades on, language ideological questions have been investigated in several locations in Denmark in the almost exact same way. This article points out that investigating language ideology can lead to unexpected results when the linguistic starting point is adapted to the language users' perception of the linguistic reality around them. The article suggests that the standard language ideology is not as prevalent as hitherto assumed by Danish sociolinguists, but that there is an equally valued, Jutlandic language identity.

KEYWORDS: language ideologies; Standard Danish; Jutlandic; perceptual dialectology