

Summary in English

During the last 30-40 years, the Danish public sector has seen a substantial amount of language campaigns. These campaigns, having specific *objectives* in mind, attempt to regulate the linguistic behaviour of the employees (particularly their written language) using selected *means*.

However, the extent to which the effects of such language campaigns have been studied is rather limited. Drawing on sociolinguistics, the (primarily Scandinavian) tradition of linguistic consultancy and writing research, this dissertation reports from two case studies investigating the language campaigns implemented in The Municipality of Copenhagen, The Technical and Environmental Committee (2005-2007) and in The Courts of Denmark (2003). Based on a conception of the two projects as organizational change projects, the dissertation addresses the question of *which textual effects* can be observed and *why* the campaigns have had a particular impact in relation to the analyzed texts.

The textual analysis consists of a comparative study of judgments and city-letters from *before* and *after* the implementation of the language campaigns. The texts are from two different organizational *units* (two centres in The Technical and Environmental Committee and two courts in The Courts of Denmark), and the majority of the texts has been written by four individual *writers*. The textual analysis includes a corpus consisting of approximately 316,000 words, and large parts of the analysis are carried out by means of the corpus linguistic tool *WordSmith Tools*. Three different analytical approaches are employed: a top-down, a supplementary and an exploratory approach. The text analysis shows that the changes in the examined texts are rather limited.

The question of *why* the campaigns have not had a stronger impact on the analyzed texts is approached from a symbolic perspective on organizational culture. Focus is on the key actors' *interpretations* of the language campaigns. The data consist of interviews, observations and internal documents from the language campaigns

In both organizations three central positions are identified: the central level (promoters of the campaigns), the semi-local level (managements of centres and courts) and the local level (writing staff). In each of the two organizations a number of factors which reduced the impact of the campaigns are identified: In The Courts of Denmark these include the judges' strong emphasis on their independence. In The Technical and Environmental Committee these factors include the campaign promoters' strong focus on the letter recipients' (alleged) needs – needs that the campaign promoters did *not* manage to convince the writing staff that the letter recipients actually have.

The dissertation is concluded with a discussion of the advisory and research implications of the results. One of the main conclusions is that *WordSmith Tools* is *not* a self-evident tool for language advisers to use in their daily work. On the other hand, focusing on various actors' interpretations of the language campaigns turned out to be a fruitful approach to understanding why the language campaigns in the two organizations have not had a greater impact on the analyzed text.