

Table of contents

Editors' Preface	7
<i>Ulrich Ammon</i>	
Introductory remarks.....	13
Language policy and norm setting	
<i>Ulrich Ammon</i>	
On the social forces that determine what is standard in a language – with a look at the norms of non-standard language varieties	17
<i>Kirsten Adamzik & Alessandra Alghisi</i>	
Instanzen der Sprachnormierung. Standardvarietäten und Verwaltungssprache im Vergleich	37
<i>Sabine Christopher & Seraphina Zurbriggen</i>	
Implementation of multilingual status and acquisition planning in the Swiss Federal Administration	73
Second language acquisition and teaching	
<i>Giuliano Bernini</i>	
The first encounter with a norm: Perception and analysis of L2 initial input	103
<i>Valeria Buttini</i>	
L2 Italian grammars between norm and variation	135
<i>Catherine Muller</i>	
Stimulated recall interview, an indicator of interactional norms internalized by language teachers	151
Discourse norms	
<i>Anita Fetzer</i>	
Appropriateness, communicative activity and context	173

<i>Wolfgang Kesselheim</i>	
Zur Analyse von Normbezügen in Texten	197
<i>Filippo Pecorari</i>	
Anaphoric encapsulation and reported speech. Lines of interaction between referential coherence and enunciative coherence in the Italian press	233
<i>Annick Paternoster & Francesca Saltamacchia</i>	
(Im)politeness rules and (im)politeness formulae: metadiscourse and conventionalisation in 19 th Century Italian conduct books.....	263
<i>Johanna Miecznikowski & Elena Musi</i>	
Genre norms and variation in online reviews: the dimension of information source	303
<i>Nadine Rentel</i>	
Konsens und Dissens in der Online-Kommunikation. Eine exemplarische Analyse des Deutschen und des Französischen	337