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spoken language phenomena such as dislocation, duplication, free annexes and adjunctional *så*. On the last pages of the book a dialect speaker tells a story, and in the narrative there are examples of several of the syntactic features that are dealt with in the monograph. Ann-Marie Ivar's monograph should be able to serve as a model for other monographs in which dialectal syntax is presented. The types of reflections on language history that are sometimes found in the book, such as for example in connection with the perfectual expressions (p. 168), as well as the geolinguistic comments that are made in various places, whet the appetite and could well have been more numerous and more systematically recurrent in the monograph. But already in its present shape it is an important dialectological work.

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Jon Gunnar Jørgensen & Lars S. Vikør (eds.), *Nordiskfaget. Tradisjon og fornying*, Oslo: Novus Forlag 2010, ISBN 9788270996230, 223 pp.

In connection with the journal *Maal og Minne* (henceforth: MM)—where Norwegian *maal* refers to Norwegian, later on Nordic, linguistics and *minne* among other things Old Norse philology, onomastics and folklore research—celebrating its hundredth anniversary, a seminar was held, whose proceedings have now been published together with some concluding articles about *Bymålslaget* and MM. By way of introduction an overview of Nordic linguistics is given by Hans-Olav Enger based on historical and critical perspectives worthy of attention. Odd Einar Haugen describes the Old Norse philology's development in Norway from the

sixteenth century onwards, where in addition he predicts that “the historical questions will stand out as all the more enticing, because the answers are open, uncertain and demanding” (p. 51) in a period when texts from various social media are literally gushing over us. There are interesting ideas about language change in Helge Sandøy's contribution, which discusses the development of the Norwegian language from the Old Norse period to our time. Sandøy states that great changes chiefly seem to take place in the latter part of the Middle Ages, something that the author elucidates sociolinguistically (cf. my review of his book *Romsdalsk språkhistorie* in JNS 2, 2011, pp. 130 f.). Brit Mæhlum and Unn Royneland write about studies of spoken urban language in a joint article. Not unexpectedly, Amund B. Larsen's early achievements are described here. The need for studies of multiethnic youth language, where so far only Oslo has been documented, is also underlined. Johan L. Tønneson describes the growth of text linguistics and its development towards more ambitious cultural semiotics reflecting the interaction between text and context. Tom Schmidt writes about the status of onomastics in MM, and Olav Solberg about folklore research. An important contribution is Michael Barnes', entitled “Mål og metode i runeforskningen” [‘Goals and methods in runic research’]. He pleads wisely—and by presenting “cautionary” examples—for the view that “theory and methods should be our servants—not our masters.” Barnes discusses runic orthography and the debate about it in a well-informed manner. In the final section one finds Einar Lundeby's article on *Bymålslaget* and MM up to 2002, complemented by Ruth Vatvedt Fjeld's survey of the

twenty-first century. This section also includes Jan Ragnar Hagland's survey of the proportion of contributions in MM concerning Old Norse philology, runology and folklore in different periods, and Svein Lie's corresponding study of the contributions concerning "new languages, language history etcetera." An introductory preface is signed by the editors. The book contains valuable overviews showing the development in several research areas. The critical perspectives that appear in several of the contributions are of special interest.

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Lena Lind Palicki, *Normaliserade föräldrar. En undersökning av Försäkringskassans broschyrer 1974–2007* (Örebro Studies in the Swedish Language 6), Örebro: Örebro University 2010, ISBN 9789176687222; ISSN 16539869, 172 pp.

An authority discourse that many Swedes have come into contact with is the one found in the brochures from the Swedish Social Insurance Agency targeted at expectant or new parents. This thesis analyses and problematises the conceptions of parents that are communicated in the texts—concretely the aim is "to discern who are pointed out, constructed and normalised as parents"—and shows how these conceptions have changed over time, concretely and in the period 1974–2007, when nine brochures have been published. In addition the thesis discusses what functions are ascribed the recipients and the senders respectively. Theoretical points of departure are taken from feminist discourse analysis, but the author also takes an intersectional perspective in the analysis. The current contexts are many-

sidedly analysed, and the discursive practice with its actors and the conditions applying to them—institutionally and politically and with regard to rules and regulations—are presented in great detail. In three empirical chapters the material is analysed from different perspectives. First the author tries to find out how the senders look upon the recipients, thus the identity construction. There are interesting discussions of the use of terms of address with *du* ['you', singular] and generic *man* or of third-person designations. The Social Insurance Agency's intention of using the *du* address is to promote communication with the citizens, but in actual fact this creates an inclusion, primarily of biological mothers, but at the same time an exclusion of other recipients, who may then appear to be *secondary* recipients of the message. According to the author the brochures using third-person designations as the primary recipient adaptation are the most gender equal ones, that is "have an even distribution of the representation of men and women" (p. 81). What the normal conception of parents is like is described in another chapter. Not unexpectedly the brochures make one think of a heterosexual relationship with Swedish parents who have got jobs and where the mother has the main responsibility for being at home with the children. What deviates from this is especially mentioned in the brochures. "The sender world" and the "recipient world" are finally analysed. The Social Insurance Agency has economic responsibility, which is chiefly expressed through passives and metonymies, which entails that the agent is linguistically concealed. The recipients—almost exclusively the parents—have the right on their side but they also have duties vis-à-