Processes of globalization may both lead to dialect leveling and to increased dialect awareness and preservation (Johnstone 2010). The paper shows how similar globalization processes affect language change in three municipalities in distinct Danish dialect areas: Odder in Eastern Jutland, Vinderup in Western Jutland and Tinglev in Southern Jutland. Analysis demonstrates how different patterns of language change in real time correlate with both local placemaking and individual deployment of languagecultural resources (Cornips et al. 2012). The analysis is based on 23 speakers initially recorded in 1978-1986 and again from 2005-2010 (see www.lanchart.dk). At the time of the early recordings, the dialect had already vanished in Odder (Nielsen & Nyberg 1992), whereas in Vinderup and Tinglev the language use contained substantial amounts of dialect features (Kristensen 1980; Pedersen 1986).

Quantitative analysis show different patterns of language change in real time. In 2005-2010 informants from Odder use less regional standard features, informants from Vinderup use fewer dialect features, and informants from Tinglev use slightly more dialect features. All three municipalities have been subjected to similar processes of globalization. Geographic distance may explain the change in Odder, as the municipality is situated close to Denmark’s second largest city, Aarhus. However, Vinderup and Tinglev are identical with regard to being geographically peripheral. To explain the differences between language change in Vinderup and Tinglev attention must be given to place effects, i.e. the ensemble of sociolinguistic conditions within each locality (Horvath & Horvath 2001; Blommaert 2010; Britain 2009). Social and structural factors of place may explain why conceptualizations of – and perceived relations between – language and home town/region differ in the two municipalities, which in turn may explain the differences in language change.

Keywords: place, real time, dialect leveling.