

ATTITUDES TOWARDS TECHNOLOGY AND COMMUNICATION ACROSS THE MULTIPLE CULTURES OF SWITZERLAND

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Switzerland enjoys the “luxury” of no less than four official national languages. This “multiculturality” within a narrow space, however, is not often exploited fully, so as to enliven and enrich national discussions and debates. More often than not the public remains focused within its own language domain; facility in more than one language is the exception rather than the rule. It is hence little surprise that linguistic boundaries are at once cultural boundaries. This is often apparent in national elections; differences of opinion run along linguistic boundaries. The different linguistic communities also distinguish themselves one from another in their daily routines. Rey proposes a few differences can be ascertained in the communication of German- and French-speaking Switzerland. On the basis of a small study of letters to the editor, delivered via e-mail to various newspapers in German- and French-speaking domains, Rey develops some empirically grounded hypotheses concerning the different uses of electronic communication in German- and French-speaking Switzerland.

