

## **“Digging deeper” into glocal place-making: A languagecultural analysis of the football marketing videos of PSV Eindhoven and KRC Genk**

Kristel Doreleijers (LiME, KNAW Meertens Institute) & Ilias Vierendeels (NaLLT, Université de Namur)

The regions of Eindhoven (North Brabant, the Netherlands) and Genk (Limburg, Belgium) are both strongly affected by industrialization and labor migration, which has led to the emergence of superdiverse communities. The effect of this rapid industrialization of previously rural communities can be clearly observed in the marketing videos of the professional football clubs that predominate in these regions, i.e., PSV Eindhoven and KRC Genk. Drawing on previous work on the marketing videos of Club Brugge KV and RSC Anderlecht (Doreleijers & Vierendeels, forthcoming), we present a ‘staging language’ analysis (Bell & Gibson, 2011) of two videos that are part of the marketing campaigns ‘Forever. Different.’ (PSV Eindhoven, 2024) and ‘Rise Above’ (KRC Genk, 2021). The analysis ‘sheds light on’ and ‘digs deeper into’ the enregisterment of specific linguistic and cultural features to portray a place-based club identity. In particular, we aim to illustrate how both football clubs consciously deploy opposing discourses of center vs periphery and global vs local, and how these are reflected in language choice and use. Through the narratives in the videos, they construct a ‘place’ by building on the region’s unique history and the club’s/community’s rootedness in it, such as (references to) coalmining (Genk) and technology and innovation (Eindhoven). On a methodological note, we also aim to show that football marketing videos serve as rich linguistic laboratories for studying language variation, languageculture and identity expression. In fact, the intertwining of language variation and cultural semiotics in the videos proves to be a powerful marketing strategy, a ‘selling argument’ (cf. Del Percio & Duchêne, 2012: 46), in fan-engagement and local embedding (pride) as well as in commercial activities such as the sales of football kits (profit).

### References

Bell, A., & Gibson, A. (2011). Staging language: An introduction to the sociolinguistics of performance. *Journal of Sociolinguistics*, 15(5), 555-572.

Del Percio, A., Duchêne, A. (2012). Commodification of Pride and Resistance to Profit. Language Practices as Terrain of Struggle in a Swiss Football Stadium. In A. Duchêne & M. Heller (Eds.), *Language in Late Capitalism. Pride and Profit*, 53-82. New York: Routledge.

Doreleijers, K., & Vierendeels, I. (forthcoming). Van akker tot park: Taalculturele place-making en marketing in de online taalpraktijken van twee Belgische voetbalclubs. *Taal & Tongval*.