

*3rd International Conference on
Sociolinguistics: Diversities, New Media and
Language Management*

Prague, Charles University, August 25th 2022

Integrating macro and micro perspectives of language management

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Panel Introduction

- What is Language Management Theory (LMT)?
- The outline of our panel today

What is LMT?

- **A general theory** of “behaviour towards language” (Fishman, 1972), first proposed by Jernudd & Neustupný (1987).
- Focuses on our **metalinguistic activities**, rather than the mere “production and reception” of language (Nekvapil, 2006: 95).
- **A processual model**: examines language problems from the initial noting and evaluation of deviations to the design and implementation of adjustments to remove the problems from discourse

The model (Kimura & Fairbrother, 2020:244)

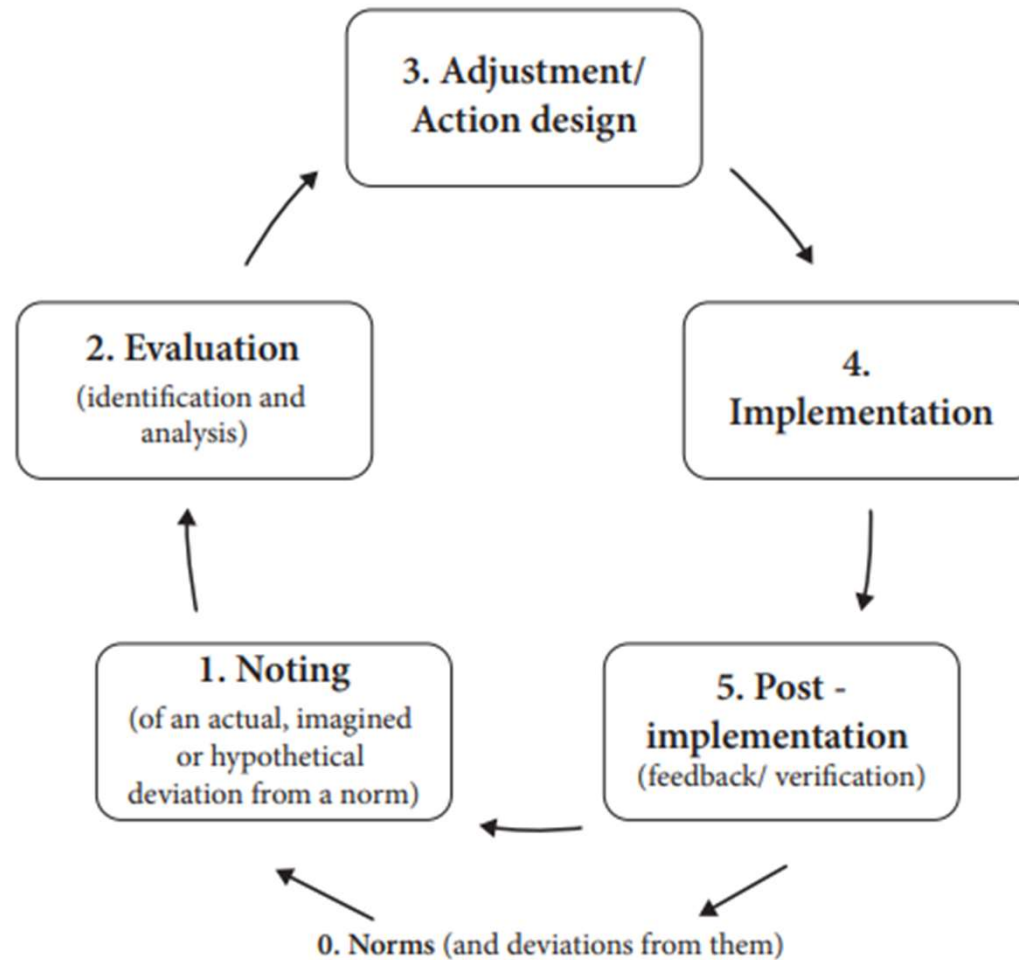


Figure 1. The management process model including the additional pre- and post-stage

Integrating macrolinguistic and microlinguistic approaches

“It is obvious that global language reform and the process of the solution of communication problems of a single individual are processes of the same character.” (Neustupný, 1983: 1)

“...any act of language planning should start with the consideration of language problems as they appear in discourse, and the planning process should not be considered complete until the removal of the problems is implemented in discourse” (Neustupný, 1994: 50)

Papers

Conceptualizing the macro and micro as an intertwining continuum (Lisa Fairbrother & Goro Christoph Kimura)

The language management of written language for immigrants carried out by multiple agents in Japan (Nobuko Kaneko)

The roles of the board of education and the school district as meso-level actors (Sunao Fukunaga)

Integrating a language management perspective in the life story interview method (Junko Saruhashi)

Exploring translingual literacy and identities from a language management perspective (Hiroyuki Nemoto)

Describing cyclical processes of macro and micro language management in the case of German standard varieties (Hideaki Takahashi)

Pluricentric language as a specific pattern of the language management process (Vit Dovalil)

16:30 Macro and micro perspectives on raciolinguistics in South Africa (Stephanie Rudwick)

17:00 Concluding discussion

- 1) How are the micro and macro reflected in each of the different language management situations in the separate panel papers?
- 2) Which elements of the macro and micro can we distinguish and how do they intertwine?

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Conceptualizing the macro and micro as an intertwining continuum

A viewpoint from LMT

How have the macro and micro generally been conceptualized?

(1) Different (social) units / layers

“language planning may occur at three levels: macro (polity level), meso (organization / community level), and micro (individual level)” (Ali, Baldauf, Shariff and Manan, 2018: 142)

“Resource allocation can be assessed at a very macro level (society as a whole), at a very micro level (the individual), or at the meso level of an organisation (a household, a firm, a non-profit association, etc.).” (Grin, 2018: 250)

How have the macro and micro generally been conceptualized?

(2) different dimensions / scales

structure (macro) vs. agency (micro) (Pérez-Milans & Tollefson 2018)

-> dialectic relation



-> indexical connection

"This dual nature of language practices, both as an individual, one-time and unique phenomenon and, simultaneously, as a collective and relatively stable phenomenon, has often been captured under labels such as 'micro' and 'macro'. (···) *the connection between such scales is indexical*" (Blommaert 2010: 33)

An LMT view: simple and organized management

Simple management:

- language problems in discourse, particularly “discourse without theoretical components” (Jernudd & Neustupný, 1987)

Organized management:

- “addresses itself not to discourse but to language as a system. It is characterized by the presence of theoretical components, by a complex social system ... and by a specific idiom for discussing language issues” (Jernudd & Neustupný, 1987: 76).

The characteristics of organized management (Nekvapil, 2012, 2016)

Management acts are
trans-interactional

A power-holding
social network or
institution is involved

Communication about
management takes
place

Theorizing and
ideologies are at play

The object of
management is
language as a system

The characteristics of the LMT view

- Singles out discourse/interaction (often absent in the layer conception).
- Shift of focus from solely the societal level **where** management takes place, to also include **what** is being managed (object of management).
- Focus on **how** agency proceeds rather than the analysis of (social) structure.

The connection between simple and organized management

LMT has always focused on the connections between simple and organized management.

Furthermore, simple and organized management, and hence the micro and the macro, should not be seen as discrete and separate categories but rather as a continuum (Neustupný, 1997; Sherman, 2016).

Cf. Linguistic correction (e.g. reissuance of an utterance) and metalinguistic correction (language planning):

"there is a gradual transition from one to the other type of correction and little can be gained by an attempt to impose a clearcut boundary between the two."
(Neustupný, 1978: 251)

Our view: The macro-micro continuum and the 7 intertwining elements

- While there is awareness of the continuity between simple and organized management, the description of these management types has often been dichotomous.
- It's more useful to view the micro and macro as an intertwining continuum, with some 'behaviour toward language' being 'more macro-focused' and some being 'more micro-focused' (Kimura & Fairbrother, 2020)

The micro and macro as a continuum

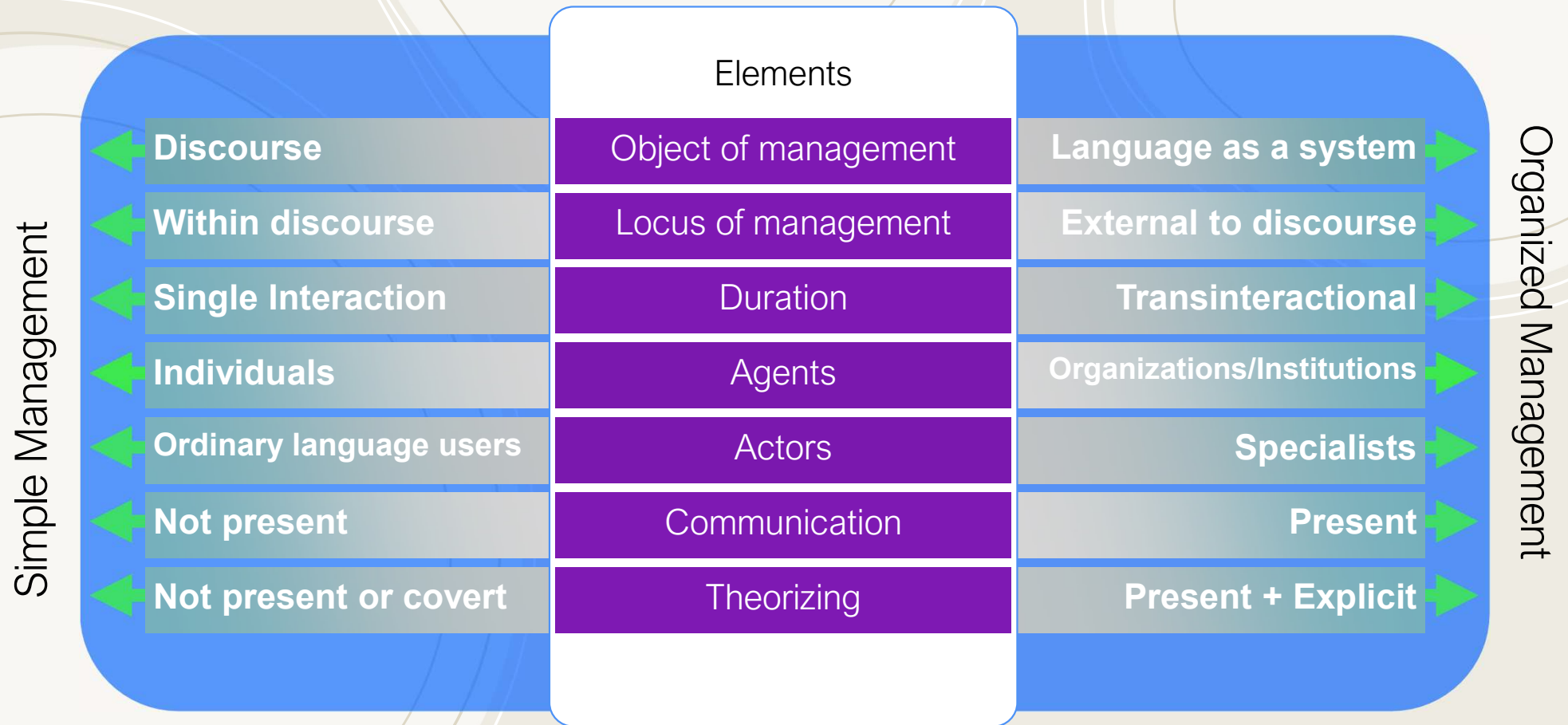


Figure 1. The conceptualization of the micro and macro as a continuum

Fairbrother & Kimura (2020:20)

Therefore, in most cases, we will be able to find elements of the micro in cases commonly regarded as macro management, and vice versa.

A multidimensional continuum



Implications of the multidimensional continuum

The characteristics attributed to simple or organized management aren't an inseparable bundle but freely combinable elements.

Thus, the relevance and combination of the elements do not fit the dichotomous micro-versus-macro scheme.

Concretely:

- 1 Micro and macro features of the same element are not exclusive but can occur together.
- 2 Different combinations of micro and macro features can occur.

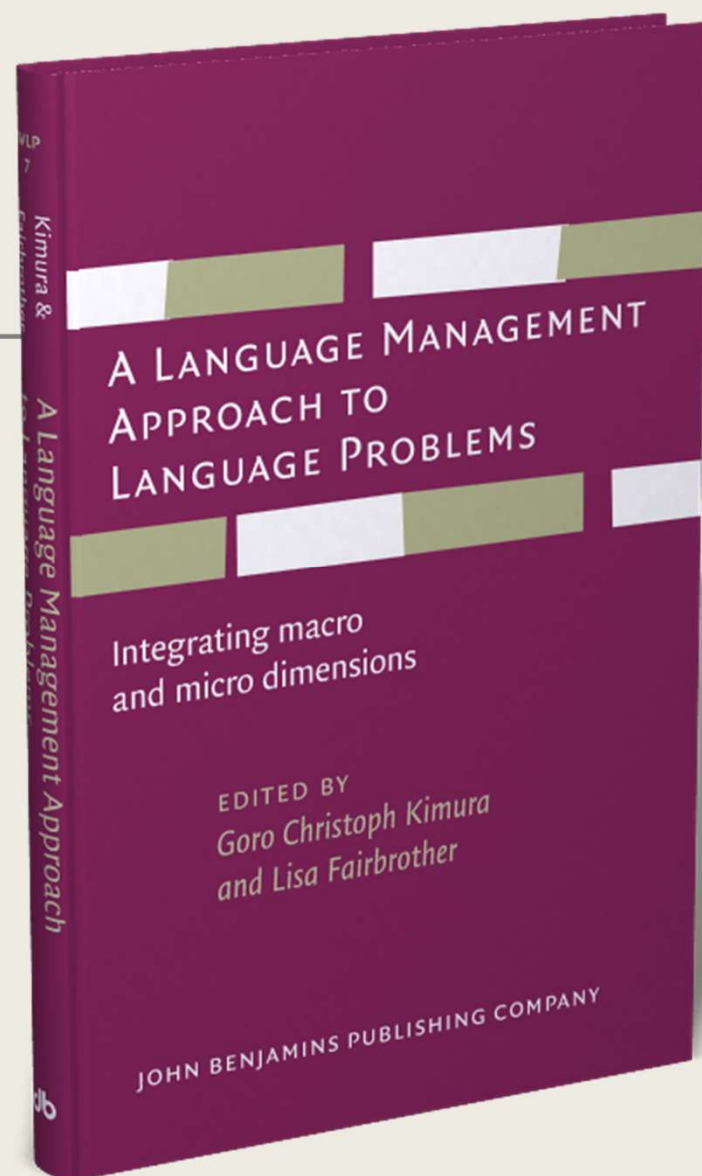
-> Possibility to integrate different units and dimensions (can be dialectic and indexical).

Example: 'Doing' language standardization

Although the processes of language standardization (developing grammars and dictionaries, language rules, etc.) have typically been viewed as macro-focused organized management of **language as a system**, undertaken by national-level institutions and organizations (**agents**), separate from discourse (**locus of management**), studies of the activities of the Language Consulting Centre of the Institute of the Czech Language (**agent**), show that some of this management occurs *in discourse* (**locus of management**) via the negotiations (**communication about management**) between members of the public and individual experts (**actors**) about what correct language use should be (**theorizing**) (Beneš et al, 2018; Prošek, 2020).

In summary

- The micro and macro should be seen as a continuum of intertwining elements, rather than simply separate social stratifications or layers.
- To understand the macro-focused processes more fully, we need to look at the micro, and vice-versa.
- “Instead of using the terms micro and macro to refer to some imagined social level, we need to clarify which elements of the micro and macro we are specifically referring to” (Kimura & Fairbrother, 2020: 262)



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Thanks for listening.
