

BOOK REVIEWS

Fairbrother, Lisa, Jiří Nekvapil and Marián Sloboda, eds. *The Language Management Approach: A Focus on Research Methodology*. (Series: *Prague Papers on Language, Society and Interaction*, Volume 5.) Peter Lang GmbH, Berlin, 2018, 404 pp. ISBN 978-3-631-65042-4 (hardback). Price 55.67 USD. Review by *Fariba Chamani*.

The Language Management Approach: A Focus on Research Methodology is a remarkable addition to our knowledge about Language Management Theory (LMT) and its methodology. This edited volume comprises a collection of papers that employ innovative methods to investigate a variety of language problems using the LMT framework, developed originally by Björn H. Jernudd and Jiří V. Neustupný (1987; for more historiographical details see Vasiljev, 2010). According to LMT, language management occurs at two levels: simple management that is performed by speakers in everyday situations and deals with the management of linguistic problems such as incorrect pronunciation in a particular interaction, and organized management that is carried out by an institution – a ministry, for instance – and directed toward the language as a system at, for example, the national level.

According to the editors, since LMT was developed in reaction to the excess attention to macro language planning, it focuses on the management of problems in everyday interactions. Therefore, a variety of methods such as video and audio recordings of interactions, participant observations, and interviews have been used to investigate language management at micro level. Discourse analysis, conversation analysis, and document analysis have also been used for data analysis. However, LMT goes beyond these methods to disclose both products and invisible metalinguistic processes in language management by using follow-up

and interaction interviews. In follow-up interviews, the participants in an interaction are asked to comment on their recorded linguistic behavior in order to explore why language was or was not produced or managed in a specific manner. Interaction interviews are used when it is not possible to record the interaction and thus the participants are asked to describe their recent interactions, usually within the past 24 hours.

This volume is edited by Jiří Nekvapil and his colleagues, who have expanded LMT through their contributions and publications. Lisa Fairbrother is a professor at Sophia University, Tokyo and a member of The Society of Language Management in Japan. Jiří Nekvapil, a leading figure in LMT with extensive publications on different aspects of LMT, is the head of The Language Management Group at Charles University, Prague and a professor at this university. Marián Sloboda is also a professor at Charles University and a member of the LMT Research Group. Being well aware of theoretical and practical aspects of LMT and its methodology, the editors have worked hard to select the right papers to show readers which topics can be investigated in LMT, which methods can be used, and how such investigations can contribute to language planning. The editors believe this volume is a complement to Hult and Johnson's (2015) *Research Methods in Language Policy and Planning*. It will appeal to anyone interested in the study of language and its role in society.

The book starts with the editors' introduction to LMT and its methodology, then progresses through fourteen chapters written by different scholars and thematically organized into four parts, and finally concludes with the epilogue written by Jiří V. Neustupný, one of the founders of LMT. Part I attempts to contextualize LMT within the field of Language Policy and Planning (LPP) and establish its links with other theories. Richard Baldauf Jr. and Obaidul Hamid provide a brief history of the field and introduce LMT as one approach to LPP, announcing that due to LMT's emphasis on both macro and micro levels in language planning, it is a potential alternative to a number of streams in LPP. István Lanstyák links "language management" to "language problem management," stating that in LMT the latter is subsumed under the former, which is broader in scope and more important. Accordingly, he provides a typology of language management strategies to deal with different types of language problem at micro and macro levels.

Part II explores the relationship between micro and macro levels in LMT. Björn Jernudd examines queries sent to the Swedish language cultivation agencies, reporting how language problems at micro level are managed by these agencies at macro level. Martin Beneš and his colleagues explore similar queries directed to the Institute of the Czech Language based at the Academy of Sciences in Prague. In a different study, Nor Liza Ali and her colleagues employ interview *pro formas* (guidelines for the development of interview questions) to explore how macro language policies concerning English as a medium of instruction are acted upon at micro level in a Malaysian university. Similarly, Stephanie Rudwick describes the language management situation in a South African university, where macro policy aims to promote Zulu as the medium of instruction while at micro level Zulu students prefer to study in English.

Part III investigates micro-level management. A paper written by Neustupný describes follow-up and interaction interviews, charac-

terizing them as effective methods for the investigation of simple management. Hidehiro Muraoka and his colleagues explore language management among immigrants using language biography and interaction interviews. In a similar study, Junko Saruhashi employs participatory observation and interviews to explore the personal empowerment of refugees. Lisa Fairbrother uses email interaction reports to study simple management among Japanese university students studying abroad. The students were asked to send emails and report the details of their activities during the past 24 hours. Likewise, Hirofumi Asada employs follow-up interviews to explore the management of speech styles in the interactions between Chinese and Japanese exchange students. In another study, Magdalena Hromadová focuses on the language management processes performed by a native and a non-native speaker while they read and interpret a literary text; her research is based on their notes and follow-up interviews.

Part IV studies attitudes toward languages and language varieties. Kamila Mrázková uses focus group discussions to explore the attitudes of Czech speakers toward the use of non-standard Czech in TV programs. In another interesting study, Helena Özörencik investigates language acquisition management in Turkish families settled in Prague using experimental interaction and interview methods. The author suspected the families might display negative attitudes toward the presence of non-Turkish elements in their kids' speech when they were speaking Turkish, but the results of her study contradicted this assumption.

The papers in this volume will surprise graduate students and researchers with their illustration of the vast variety of topics that can be investigated using an LMT framework, as well as their insights into the complex process of language management. These studies reveal that what is assumed by language planners about language problems in society might be quite different from what is perceived and

practiced by individual language users, as in the case of Özörencik's assumption, and thus the authors confirm that any attempt at language planning needs to be based on an accurate understanding of the problems at the micro level. These papers also provide evidence for Neustupný's description of LMT in the Epilogue as a "General Theory of Language Management" to be applied to the investigation of any behavior that has language as its object, including linguistic, communicative, and sociocultural management.

According to LMT (as described by Nekvapil, 2006), the ideal form of language planning begins with the identification of a language problem in individual interactions (micro), the adoption of measures by the particular language-planning institution (macro), and the implementation of these measures in individual interactions (micro). This volume provides excellent examples of simple management. However, it does not address organized management sufficiently. Out of sixteen chapters in the book, only the two studies on language cultivation agencies touch upon organized management to show the interplay between the macro and micro levels. As stated by Baldauf and Obaidul Hamid, it seems that most research on LMT tends to focus on the micro level, which is just one aspect of LMT.

Still, the book is a great contribution to the field as it is the first book that presents LMT methodology and shows how it can be applied

to the study of language policy, practices, and attitudes in different contexts. Hult and Johnson's (2015) book presents different methodological approaches to LPP with a sound theoretical foundation and the present book shows how different types of interview method and observation can be combined and tailored to the study of language management processes at micro and macro levels.

REFERENCES

- Hult, Francis M., and David Cassels Johnson. *Research methods in language policy and planning: A practical guide*. Vol. 7. New Jersey: John Wiley & Sons, 2015.
- Jernudd, Björn H., and Jiří V. Neustupný. "Language planning: for whom." In *Proceedings of the international colloquium on language planning*, 69–84. Québec: Les Presses de l'Université Laval, 1987.
- Nekvapil, Jiří. "From language planning to language management." *Sociolinguistica* 20, no. 1 (2007): 92–104.
- Vasiljev, Ivo. (2010). "Review of Nekvapil, Jiří; Sherman, Tamah (Eds.). *Language Management in Contact Situations. Perspectives from Three Continents*." *Archiv orientální*, 78, 457–60.
- Fariba Chamani, *Allameh Tabataba'i University, Tehran*.