Language management in action

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The term "language management" appears relatively frequently at present. In the sphere of practical language planning, "language management" is often used to mean the provision of translation services or the development of different linguistic skills via language courses. "Language managemert" is also used as the English equivalent of the French term "l'aménagement linguistique", primarily in relation to language planning in Canada, essentially signifying what is labeled "language policy and planning" in the current Anglo-Saxon tradition. Finally, there are sociolinguists who have only recently begun working with the term "language management" to designate specific theoretical approaches to language policy and planning issues. Among them, B. Spolsky's book Language Management (2009) occupies a prominent position.

The aim of this panel is a critical appreciation and elaboration of some ideas presented by Spolsky (2009) and demonstration of their utility using examples from urban settings. Its main innovation is the view of language management as a dynamic phenomenon taking place not only in institutions but also in ongoing interactions, hence the expression "in action".

This aim will be achieved by combining two approaches. The first is Language Management Theory (LMT) in the vein of J.V. Neustupný and B.H. Jernudd (Jernudd & Neustupný 1987, Neustupný & Nekvapil 2003, Nekvapil & Sherman 2009), which focuses on any meta-linguistic activity or "behavior toward language" (in J. Fishman's wording). The theory begins with our everyday experience of meta-communicative awareness. We can **note** various aspects of our communication, for example, **deviations** from **norms**, **evaluate** them, and potentially seek to change them (in LMT terms, through an **adjustment design**). Finally, we can **implement** the given design in communication. As this process takes place "turn-by-turn" in an ongoing interaction, it is only natural that the second approach used by the panel is ethnomethodology, particularly conversation analysis (Sacks 1992). This approach also means that we place emphasis on concepts such as "norms" and "deviations" as determined by the interaction participants themselves, not by experts, i.e. the perspective is an emic one.

A further aim of the panel is to demonstrate the connection between the management in ongoing interactions (the so-called **simple** or **on-line** management) and the management taking place in institutions (**organized** or **off-line** management). The papers will show that unlike Spolsky's concept of "language management", the language management framework of this panel can be used to examine any form of behavior toward language. In the larger scheme of sociolinguistic research, it thus incorporates well-known concepts such as language policy and planning, macro and micro, top-down and bottom-up, and considers similar approaches such as language policing (Blommaert 2010), language regulation (Seargeant 2009) and language as a local practice (Pennycook 2010).

Discussion questions:

1) What is the relationship between the language management framework and the ethnomethodological perspective?

2) How can the integration of unexplored domains of language use improve the description of the on-line component of the language management framework?

3) What instances of language management can be found in other concepts used in sociolinguistics to refer to meta-linguistic behavior (e.g. language policing, language regulation)?

4) What combinations of research methods can be utilized to demonstrate the links between simple and organized language management?

5) How can the language management framework contribute to the better understanding and description of the sociolinguistic aspects of urban settings?

Papers will integrate what LMT refers to as simple and organized management, micro and macro, and be based upon data from naturally-occurring communication (spoken or written). This can include (but is not limited to) the examination of:
- repairs in interaction
- editing processes
- changes in a linguistic landscape
- the establishment of codes of conduct for language use in internet communities
- lingua franca talk and second language interactions

The panel will consist of six 20-minute papers, each followed by a 5-minute discussion slot.

References:

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Nekvapil, J. & Sherman, T. (eds.) (2009) *Language Management in Contact Situations: Perspectives from Three Continents.* Frankfurt: Peter Lang.

Pennycook, A.D. (2010) *Language as a Local Practice*. London: Routledge.

Seargeant, P. (2009) Language ideology, language theory, and the regulation of linguistic behavior. *Language Sciences* 31 (4), 345-359.

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