

they favor), but do not particularly discuss the complex, constructed meanings of these social and cultural manifestations in the context of Chinese history. The editor of the collection, commenting that the answers provided by the authors' contributions are only "partial," concludes that "much still has to be done if we ever want to arrive at a new paradigm of the rise of modernity in China" (p. 17). For me, however, the benefit emanating from conducting a closer examination of the various concepts informing the notion of "rising" modernity in China would not have been in relation to establishing a new, perhaps more elaborate and rigorous, paradigm, but rather by problematizing our grasp of Chinese modernity. This could have been achieved by not only illuminating through empirical research the inextricable tangle of traditional, modern, indigenous and imported cultural strands constituting the fabric of Chinese history, but also by increasing our awareness that the very idea of modernity is a cultural construction, an ever-changing discourse that has been experienced in China since its encounter with the "rising" West, producing up to now an endless stream of paradigms, of which the last would probably be the current one, proclaiming the peaceful "rise" of a modernizing China.

Marco Fumian, *University Ca' Foscari, Venice*



**Nekvapil, Jiří; Sherman, Tamah (eds).** *Language Management in Contact Situations. Perspectives from Three Continents.* Frankfurt am Main: Peter Lang 2009. 257 p. ISBN 978-3-631-58263-3. Price 46.50 EUR/ 41.90 GBP/ 72.95 USD. – Review by *Ivo Vasiljev*

The three continents mentioned in the title are Asia, Australia and Europe and they are represented by scholars working at academic institutions in the Czech Republic, the Slovak Republic, Japan, and at Monash University in Melbourne, Australia. This unique blend

of thirteen contributors from three continents oriented towards the same general topic, that of language management in contact situations, can only be explained by the fact that most of the present authors are disciples of Professor Jiří V. Neustupný, a former member of the Oriental Institute in Prague, who had been teaching Japanese studies at Monash University since 1966 until his emeritization in 1993. There he met Björn H. Jernudd, an expatriate from Sweden, who, in Neustupný's own words, "has always been the first reader" of his new manuscripts and gave Neustupný "continuous encouragement and critical comments."<sup>1</sup>

It is not surprising, therefore, that Björn Jernudd authored an *Epilogue* to the present volume (*An apology for Language Management Theory*, pp. 245–252). Helen Marriott, an associate professor in the Japanese studies program of the School of Languages, Cultures and Linguistics, Monash University, and Kuniko Yoshimitsu, a lecturer in the same program at Monash University, former students of J.V. Neustupný, continue to keep and develop his legacy at Monash, while other former students of his and Marriott from Monash, Sau Kuen Fan, Yuko Masuda and Hiroyuki Nemoto now teach at Kanda University of International Studies, Japan, at Sophia University in Tokyo, and at Kanazawa University, Japan, respectively. Lisa Fairbrother, an associate professor in the Department of English studies at Sophia University and Hidehiro Muraoka, a professor in the Faculty of Letters at Chiba University, Japan, are former post graduate students of Neustupný from his engagement as professor of applied Japanese linguistics at Chiba during 1997–99.<sup>2</sup> Muraoka is also the founder and chair of the Society of Language Management in Japan.

The contributors to the volume from the Czech Republic (Marián Sloboda) and the Slovak Republic (István Lanstyák and Gizella Szabómihály), including Tamah Sherman, an American member of the Prague team, are centered around Jiří Nekvapil, who teaches sociolinguistics, discourse analysis and general linguistics at the Department of Linguistics at

Charles University in Prague. His association with Neustupný's Language Management Theory (LMT) goes back to the late 1990s<sup>3</sup> and is an extension of his earlier continuous interest in language policy and language planning.<sup>4</sup>

The contributors to the present volume thus adhere to a specific current in contemporary sociolinguistic thought and, in fact, represent the core members of Professor Neustupný's school of language management, recently specified as Language Management Theory, the deepest roots of which are traceable back to his scientific inclinations in the early 1960s, during his years at the Prague Oriental Institute.<sup>5</sup>

The term language management currently appears rather frequently, but it usually does not have much in common with the Language Management Theory (or LMT) which underlies the contributions to this volume, according to Jiří Nekvapil in his *Prologue, The integrative potential of Language Management Theory* (p. 1–11). Essentially, language management as understood in the framework of the LMT means much more than what is covered by the terms language policy and planning in the Anglo-Saxon tradition, including the work of Spolsky (2004),<sup>6</sup> who uses the phrase language management to express his more or less specific approach to language policy and language planning issues.<sup>7</sup>

The case of Language Management Theory, which has already been developing for several decades (the classic paper being Jernudd and Neustupný 1987),<sup>8</sup> is completely different. It is an original comprehensive theory, integrating the approaches of language cultivation as professed and practiced by the Prague School of Linguistics, the language planning theory as it was developed in the political West in the 1960s and 1970s, and other approaches. The main focus of the LMT is meta-linguistic activity or "behavior towards language," to use a term coined by J. Fishman. Accordingly, LMT has developed approaches and methods to analyze "language problems" on both the level of discourse (called "simple management" on the micro level) and the level of the whole

community or society (the macro-level, on which the kind of management applied is called "organized management").

A particular feature of the LMT is its emphasis on the language user rather than the linguist or language planner. It maintains that language problems should be first identified in the language users' discourses, rather than being viewed top-down from the perspective of theorists and language planners. Only in such a way can true language problems, causing real difficulties to language users, be discovered and eventually treated.<sup>9</sup> The model developed by the authors of the LMT to make this possible provides us with four potential phases of such a correction process: noting of a deviation (from the norm or from the user's expectation), an evaluation of such a deviation, an adjustment design, and eventually the implementation of the adjustment design. In his opening chapter J. Nekvapil gives a clear picture of all the important features of the LMT, stressing its integrative potential (pp. 8–9).

The specific contributions that follow this introduction show various circumstances under which language problems occur in contact situations and the ways the LMT contributes to their highlighting and identification. Contact situations, i. e. situations in which people speaking different languages and often belonging to different cultures communicate with each other, were singled out as typical for the post-modern age on the one hand, and on the other hand, because they abound with language and communication problems. According to Hidehiro Muraoka, the very term "contact situation" was coined by Neustupný and is so important that it should be considered as Neustupný's discovery.<sup>10</sup>

The book is divided into three parts: I. *Behavior toward language in East and Central Europe: Power and beyond*, (pp. 13–96) II. *Behavior toward language in Japan: Theory and practice of new contact situations* (pp. 99–166), and III. *Behavior toward language in Australia: Perspectives from a globalizing academic sphere* (pp. 169–243).

Two chapters, *A language management approach to language maintenance and shift:*

*A study from post-Soviet Belarus* by Marián Sloboda and *Hungarian in Slovakia: Language management in a bilingual minority community* by István Lanstyák and Gizella Szabó Mihály, deal with situations of contact between large populations sharing a common territory which thus provides plenty of opportunities to discuss instances of both simple and organized management, while the rest of the studies cover typical situations of the post-modern world, in which individuals or small groups of people of various ethnic and linguistic backgrounds and perceived as foreigners (migrants, expatriates) have to live and communicate with native speakers of the local majority language and with one another, encountering countless language problems at every turn of their lives.

These problems vary in nature to such an extent that Hidehiro Muraoka was inspired to typologize the problems arising in contact situations on the basis of the likelihood of their solution. Accordingly, in line with Language Management Theory, various management strategies of problem solving, living with unsolvable problems and even using unsolvable problems as an interaction resource were suggested (*A typology of problems in contact situations*, pp. 150–166).

The titles of the remaining contributions reveal the variety of contact situations under consideration: *Managing hegemony: Native English speakers in the Czech Republic* by Tamah Sherman (pp. 75–96), *Host management of Japanese among young native users in contact situations* by Sau Kuen Fan (pp. 99–121), *Native speakers' application of contact norms in intercultural contact situations with English-speaking, Chinese-speaking and Portuguese-speaking non-native speakers of Japanese* by Lisa Fairbrother (pp. 123–150), *Japanese speakers' management of transference behavior in an Australian context* by Helen Marriott (pp. 169–184), *Negotiation of language selection in Japanese-English exchange partnerships* by Yuko Masuda (pp. 185–205), *Management of study difficulties by Japanese students at an Australian university* by Kuniko Yoshimitsu (pp. 207–223), and *Negotiation of norms in academic contact situations* by Hiroyuki

Nemoto (p. 225–243). It suffices to say that each of these authors highlights fundamental aspects of LMT and the benefits of their application to the analysis of various contact situations.

To highlight one example: the clear conceptualization by the LMT of two distinct forms of language management, i.e. simple management and organized management, and the focus on simple management as a necessary and priceless source of data and ideas for successful organized management, in itself opens up for the researchers many new, previously not seen or not considered aspects of contact situations and of the behavior of speakers taking part in such situations. This can be exemplified by the concept of the language host and language guest relationship promoted by Sau Kuen Fan. Stating that the concept of being a native or non-native speaker of a language has been primary and dominant for the study of contact discourse in the areas of second language acquisition, sociolinguistics, intercultural communication, language planning and other interdisciplinary language studies, the author suggests that it is possible and useful to look at contact discourse from the point of view of the subjectivity of one's role perceived in the situation according to the language selected. Thus a speaker becomes the language host in a situation if he/she considers himself/herself to be using his/her own language, and a language guest in the opposite situation, regardless of any objective judgment of his/her language ability. Moreover, the role of language host and guest can be either self-selected or other-selected (p. 99). Strategies of language hospitality, contributing to a cooperative conversation, can be identified and described (p. 100) and Fan.<sup>11</sup> No doubt, specific findings along these lines would eventually find their way into intercultural communication curricula.

The present volume constitutes a mile stone in the development of Language Management Theory itself and its presentation to the students of the relevant disciplines. It will also be of interest to students of intercultural communication in general and of East Asian communicative cultures in particular.

## Notes

- <sup>1</sup> Jiří V. Neustupný, *Post-Structural Approaches to Language. Language Theory in a Japanese Context*. (Tokyo: University of Tokyo Press, 1978), p. VI.
- <sup>2</sup> Jiří Černý, and Jan Holeš (eds.), *Kdo je kdo v dějinách české lingvistiky* [Who is Who in the History of Czech Linguistics], (Praha: Libri, 2008), 457.
- <sup>3</sup> Jiří V. Neustupný, and Jiří Nekvapil, Language Management in the Czech Republic. *Current Issues in Language Planning* 4.3 - 4, (2003): 181–366.
- <sup>4</sup> Jiří Černý, and Jan Holeš (eds.), *Kdo je kdo v dějinách české lingvistiky* [Who is Who in the History of Czech Linguistics], (Praha: Libri, 2008), 454.
- <sup>5</sup> Černý V., Hřebíček Luděk, Miltner Vladimír, Neustupný Jiří V., Vasiljev Ivo, and Zima P., Vztah jazyka a společnosti (Studium vztahu jazyka a společnosti v současných zemích Asie a Afriky. Téze zásadního programového referátu na VI. orientalistické konferenci, přednesené 24.4.1963 [The Relationship between Language and Society. Inquiries into the Relationship between Language and Society in the Present-day Countries of Asia and Africa. An Outline of a Fundamental Program, presented at the 6th Conference of Oriental Studies on April 24, 1963]. In *Zprávy ČSO při ČSAV* 4, č. 2, [Praha: ČSO ČSAV] (1963): 29-35.
- <sup>6</sup> Spolsky Bernard, *Language Policy*. (Cambridge: Cambridge University Press, 2004).
- <sup>7</sup> Nekvapil Jiří, From language planning to language management. *Sociolinguistica* 20 (2006): 92–104 and Nekvapil Jiří, O historii, teorii a modelech jazykového plánování (On the history, theory and models of language planning). *Slovo a slovesnost* 71 (2010): 53–73.
- <sup>8</sup> Jernudd B. H., and Neustupný Jiří V., Language planning: for whom? (In *Proceedings of the International Colloquium on Language Planning*, edited by L. Lagorge, Québec: Les Presses de L'Université Laval, 1987): 69–84.
- <sup>9</sup> Neustupný Jiří V., and Miyazaki Satoshi (eds.), *Gengo kenkyu no hoho* [Methods in Language Studies]. (Tokyo: Kuroshio, 2002).
- <sup>10</sup> P. 153 of the present volume, Neustupný Jiří V., Problems in Australian-Japanese contact situations. In *Cross-cultural encounters: Communication and Miscommunication*, edited by J. B. Pride (Melbourne: River Seine, 1985) p. 44–64 and Muraoka H., Neustupunii sensei o okuru (Homage to Professor Neustupný). *The Journal of Studies of Humanities (Chiba University)* 28 (1999): 31–53.
- <sup>11</sup> Fan S. K., Contact situations and language management. *Multilingua* 13.3 (1994): 237–252 and Fan S. K., Sesshoku bamen ni okeru gengo kanri (Language management in contact situations. In *Nihongo soogoo shirabasu no koochiku to kyoozai kaihatsu shishin no sakusei* [Proceedings: Guidelines for the development of teaching materials and a general syllabus for teaching Japanese]. (Tokyo: The National Institute for Japanese Language, 1998), 1–16.

Ivo Vasiljev

