

# LANGUAGE PLANNING



**Definitions,  
models, and  
examples**

## Definitions of LP



- Language planning is generally defined as an intervention intended to influence language or language use.
- Cooper (1989) defines language planning as "deliberate efforts to influence the behavior of others with respect to the acquisition, structure, or functional allocation of their language codes" (p. 45).

## Definitions cont...



- Blommaert (1996) considers language planning "to cover all cases in which authorities attempt, by whatever means, to shape a sociolinguistic profile for their society" (p. 207).
- The objectives are usually social, political, or economic in character.

## Definitions cont...

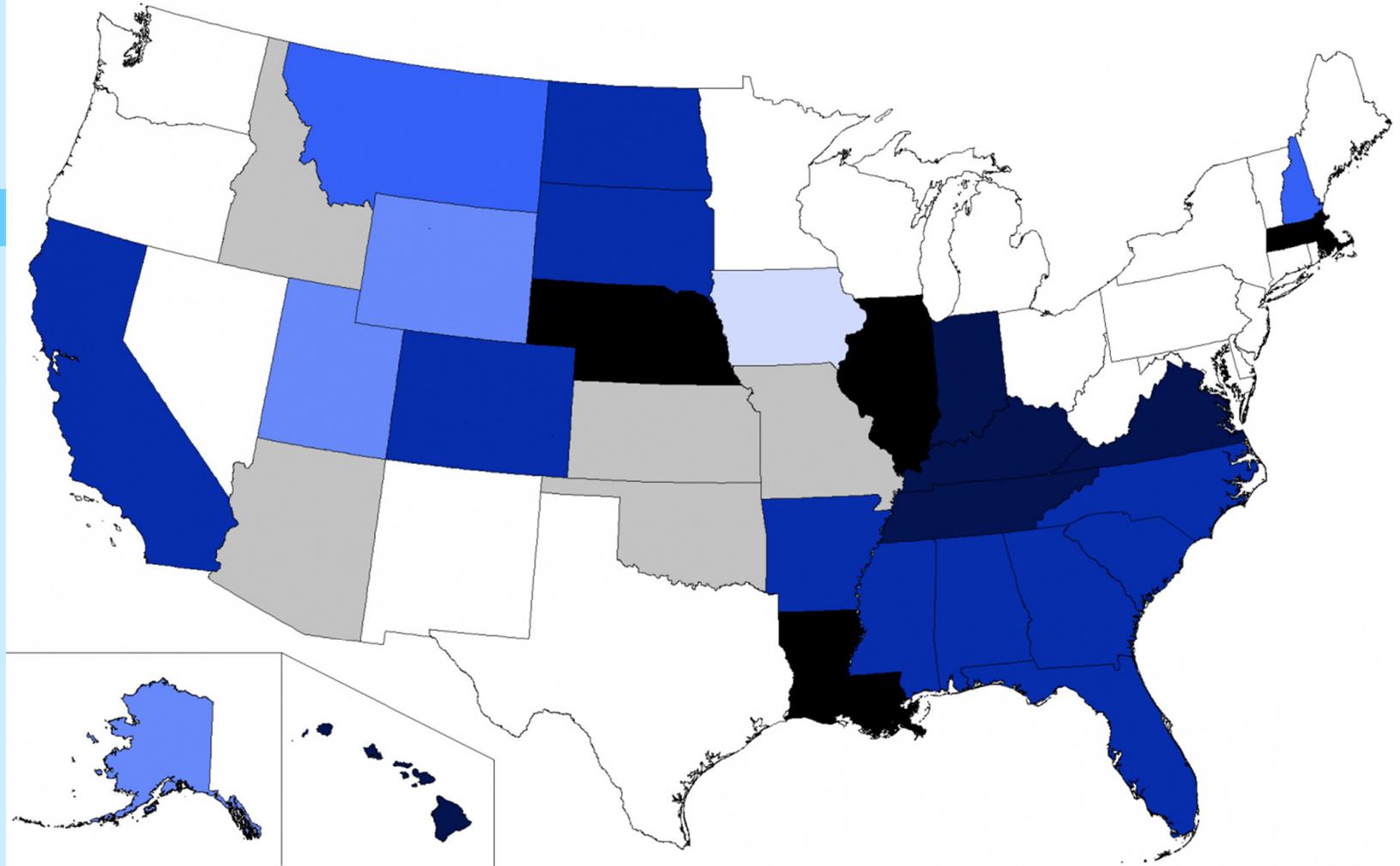


- Herriman & Burnaby (1996) view language planning as the actual realization of language policy. When policies are deliberately and consciously created, they usually involve some form of planning.
- When there is no official language policy, the linguistic status quo becomes the implicit policy (cf. English in the U.S.).

# English-only policy in U.S.

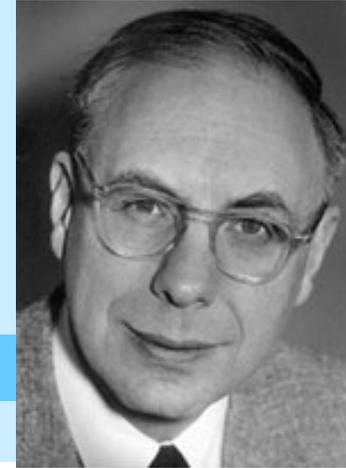


## The English-Official Movement in the U.S.



Pre-1981   1981-1985   1986-1990   1991-1995   1996-2000   2000-2005   2006-2010

# Haugen (1983)



**Table 2.1** Haugen's (1983: 275) revised language planning model with additions

	<i>Form (policy planning)</i>	<i>Function (language cultivation)</i>
Society (status planning)	1. Selection (decision procedures) a. problem identification b. allocation of norms	3. Implementation (educational spread) a. correction procedures b. evaluation
Language (corpus planning)	2. Codification (standardisation procedures) a. graphisation b. grammatication c. lexication	4. Elaboration (functional development) a. terminological modernisation b. stylistic development c. internationalisation

## Eastman (1983)



1. **Language Choice:** selecting the language(s) to be planned
2. **Policy Formulation:** articulating the plan through a planning agency or authority  
(**determination:** deciding on the plan's purpose)

## Eastman cont...



4. **Policy Codification:** technically preparing the formulated and determined policy
5. **Policy Elaboration:** extending what has been technically prepared (that is, the formulated language change) to all areas where the change is intended to take place.

## Eastman cont...

6. **Policy Implementation:** putting into effect the planned change by means of an organization generally supported by the planning authority or agency



## Eastman cont...

**7. Policy Evaluation:** assessing the whole plan (steps 1-5) to see where changes might be needed to ensure that communication is enhanced and unit and solidarity achieved, that is, whether language planning has worked



## Cooper (1989)

- This framework provides us with a rubric for the questions that must be answered when we look at language spread, whether planned or unplanned.



## 1. *Who*



- What characteristics (e.g., position within communication network, need achievement, openness to change) distinguish adopters from non-adopters and early adopters from late adopters?

## Who cont.

- What characteristics (e.g., linguistic heterogeneity, size, complexity) distinguish communication networks in which a language spreads rapidly from networks in which it spreads slowly or not at all?



## 2. *Adopts*



- Do different levels of adoption (awareness, evaluation, knowledge, usage) spread at different rates and to different extents?
- Do the levels of adoption necessarily form a scale whereby awareness serves as a prerequisite for evaluation, evaluation for knowledge, and knowledge for usage?

### 3. *What*



- What structural characteristics (e.g., diversity of the variety that must be learned, similarity to varieties in the potential adopter's verbal repertoire) are associated with differences in the extent and rate of adoption?

## What cont...



- What functional characteristics (e.g., skills required, between group versus within-group interaction, interaction with respect to horizontal versus vertical integration) are associated with differences in the extent and rate of adoption?

## 4. *When*



- How much time is required for a given language variety to be adopted by a given communication network under given conditions?
- What characteristics are associated with differences in the shape of diffusion curves?

## 5. *Where*



- What kinds of social interaction within what types of societal domain promote or retard the acceptance of innovation?
- What are the characteristics of those individuals who are likely to be influential as agents of change with respect to what types of adopter and for what levels of adoption?

## 6. *Why*

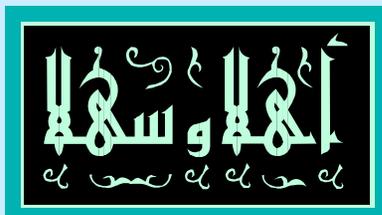


- What national and personal incentives for planners to promote (or hinder) language spread are related to differences in the extent and rate of spread?
- What incentives for potential adopters to accept (or reject) a language variety are related to differences in the extent and rate of spread?

## 7. How



- What language-planning activities are most likely to be successful for different types of adopter at different levels of adoption, through different types of change agent, and under different sociopolitical and economic conditions?



# Language planning in action

Language planning is often carried out by governments and language academies; however, newspapers or broadcast media, publishing houses, political groups, community agencies, and religious centers may also be important language planning agents.



## Constitution of Ireland: Article 8



- (1) The Irish language as the national language is the first official language.**
- (2) The English language is recognized as a second official language.**
- (3) Provision may, however, be made by law for the exclusive use of either of the said languages for any one or more official purposes, either throughout the State or in any part thereof.**

## Constitution of Spain: **Artículo 3**



- El castellano es la lengua Española oficial del Estado. Todos los españoles tienen el deber de conocerla y el derecho a usarla.
- Las demás lenguas españolas serán también oficiales en las respectivas Comunidades Autónomas de acuerdo con sus Estatutos.
- La riqueza de las distintas modalidades lingüísticas de España es un patrimonio cultural que será objeto de especial respeto y protección.

# L'Académie Française



- La principale fonction de l'Académie sera de travailler, avec tout le soin et toute la diligence possibles, à donner des règles certaines à notre langue et à la rendre pure, éloquente et capable de traiter les arts et les sciences.
- "The primary function of the Académie will be to work, with all possible care and diligence, to give our language definite rules and to make it pure, eloquent, and capable of dealing with art and science." - Article 24

# International Commission on Zoological Nomenclature



- ICZN was founded in 1895 for the purpose of creating, publishing and revising the International Code of Zoological Nomenclature (i.e., names for species). It also rules on uncertain cases and publishes its rulings in the *Bulletin of Zoological Nomenclature*.

# ACADEMY OF THE HEBREW LANGUAGE

בנאמנות

- Created in 1953, the Academy of the Hebrew Language works to: (1) investigate and compile the Hebrew lexicon; (2) study its structure, history, and offshoots; (3) direct its development so as to fulfill its daily and academic needs by establishing the lexicon, grammar, characters, orthography, and transliteration.

# Swedish National Language Committee

- The Swedish National Language Committee works with general language usage as well as scientific and professional terminology. Its members represent five universities, the Swedish Academy and various royal academies, public schools, broadcasting companies, newspapers, writers, and theatres. The Committee's main concern is with changes in modern Swedish. It publishes research in a wide range of linguistic and language planning topics, along with dictionaries and a quarterly journal.



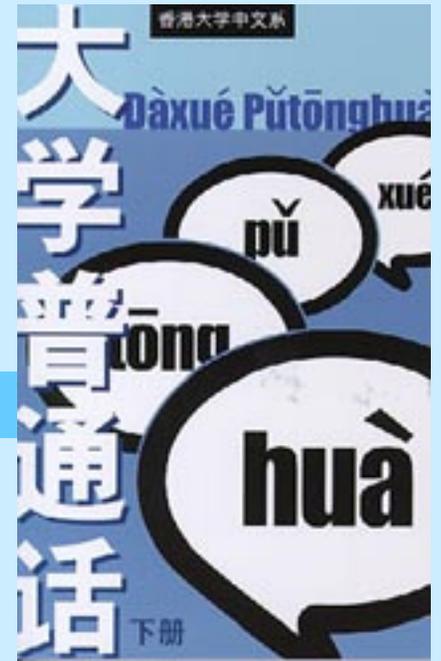
# Chinese: Planning of Pǔtōnghuà



- The official language of the People's Republic of China is Pǔtōnghuà or simplified Chinese ("common dialect")
- It is based on the dialect of Beijing with vocabulary drawn primarily from the Mandarin dialects of the southwest
- The China National Language and Character Working Committee founded in 1985 promotes Standard Mandarin and Mandarin Level proficiency for Chinese native speakers.

## Pǔtōnghuà cont...

- All slang and regionalisms are excluded.
- Exemplary modern Chinese literature is used as a grammatical model.
- No official efforts to replace the regional languages, but Pǔtōnghuà serves as a lingua franca throughout China.
- December 2004 survey of language use revealed that only 53% (700 million people), speak Pǔtōnghuà, but almost 100% understand it.



## Pǔtōnghuà cont...

- Knowledge of Pǔtōnghuà is vital for employment, and level on exam determines what sorts of jobs one can occupy.
- Another aspect of planning Pǔtōnghuà concerns norms for the romanized variety (pinyin) adopted in 1979.
- Pinyin is the standard transliteration norm used by the International Organization for Standardization, the Singapore government, the Library of Congress,, and many other international institutions. It is very useful for entering Chinese language text into computers.



## Conclusion



Language planning is the wave of the future. Every nation will be involved in one way or another. It is vital that we all understand the basic principles in order to approach language issues calmly and judiciously. Linguists have an important role to play in this effort.

## References



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