

# ICS.3

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## Diversities, New Media and Language Management

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### ORGANIZERS

The conference is organized by the Faculty of Arts,  
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FACULTY OF ARTS  
Charles University



Czech Language Institut  
Czech Academy of Sciences



Czech Academy  
of Sciences

# PLENARY TALKS

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## HOW DIVERSE IS THE INTERNET? LESSONS ABOUT DIGITAL MEDIA (AND LANGUAGE MANAGEMENT) FROM THE GLOBAL SOUTH

Ana Deumert

*University of Cape Town, South Africa*

In 1989, more than twenty-five years ago, Susan Gal published a paper with the programmatic title “Language and political economy.” Gal argued for a theoretical perspective that links signs and sign-making firmly to the material world, and to the inequalities that shape this world. This also applies to digital media. Online practices such as chatting, blogging or texting cost money and are embedded in larger economic relations: they are produced, consumed and generate profit. Like all resources, digital technologies are ‘placed’ or ‘situated’ resources: their use is shaped by local contexts, needs, practices, and the material conditions of the everyday. The internet and associated networking applications might be “new” technologies, but they reflect and reproduce historical continuities of socioeconomic structural inequality, reinforcing the imbalances, silences, and marginalizations that continue to define the global world system.

In this talk I explore the political economy of digital media in the global South and focus on the visibility – and invisibility – of linguistic diversity in online spaces. The overall picture is straightforward: there is ample digital access in the global North, but limited access in the global South, especially in Africa. In other words, those parts of the world which show the greatest diversity of languages, remain also those with least access to the internet. While digital media have the potential to support a diversity of languages – to make them visible in a global space without incurring high production and distribution costs – the persistent realities of digital access still limit this potential. At the same time, the situation is highly dynamic: growth in digital access between 2005 and 2019 has been more than ten-fold for Africa, and five-fold for Asia/Pacific. What might the linguistic future of the internet look like?

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## THE SOCIOLINGUISTICS OF VOICE IN GLOBALIZING CHINA

Dong Jie

*Tsinghua University, China*

This paper develops the notion of voice in an investigation of China’s rapidly reshuffling society. Despite its importance and usefulness, voice has been under-theorized in recent decades. In sociolinguistics, two major trends of theorization can be identified. One is Bakhtin’s “heteroglossia”, or multi-voicedness, and the other is Hymes’s functional notion of voice. For Bakhtin, voice was the sociocultural features, “the speaking consciousness”, that entered into discourse. Hymes, however, used voice more generally to point to the conditions and effects of communication. This paper argues for an inclusive notion of voice and deploys this notion to study the stratification and re-stratification of contemporary China in globalization. In the Chinese society, new social groups are emerging while “old” ones are being transformed in multiple and sometimes

unexpected ways. Some voices are vanishing, some sound strange, while new voices are appearing and can become “loud”. Social groups need to be redefined, and people look for new norms not only within national borders but also globally. This is where voice comes in. Voice serves as a sociolinguistic tool that helps us identify new social formations that otherwise can be invisible. This paper uses three examples, rural as well as urban, internal as well as international, online as well as offline, to demonstrate complex voice making processes in re-stratifying China. Based on the analyses of these examples, I conclude that voice is key to understanding society; the more diversified a society is, the more acute issues of voice become, as the structures of voice always run behind the dynamic processes of social change.

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## LANGUAGE WITHIN THE TOURIST GAZE: MANAGING MULTILINGUALISM IN A LINGUASCAPE OF TRAVEL AND RECREATION

Milan Ferenčík

*University of Prešov, Slovakia*

In tourist landscapes across the globe, different languages are spoken to be heard as much as written to be displayed, and so language signage placed for functional and symbolic reasons offers itself for visual consumption by visitors through their ‘visual gaze’ (Urry, 2005). The linguistic landscapes are the results of deliberate interventions on the part of different agents, whether official or private, who apply management policies to implement their primarily economic interests. In my lecture I discuss the presence of languages in the multilingual public space of a Slovakia’s major site of tourism, trace the agents involved in the management of its linguistic land-

scape and search for the patterns of discourse practices as well as for ideologies which motivate their decisions. Bearing in mind the focus of the conference on the language management processes, I aim at the identification of management cycles, actors and resources used within particular cases of organised and simple management. Some of my research questions regarding the dynamics of the management process include the following: How are language management processes manifested in the researched site and what are their agents? What language policies do agents implement within the adjustment design? What is the place of “English”

in the multilingual environment and which English is it? Which beliefs and expectations are traceable in agents' evaluations and how are they attended? In my search for the manifestations of languages I combine several types of qualitative data and suitable analytical methods such as the analysis of multimodal public signs, field-notes, interaction interviews, media texts, internet discussion boards, and commentaries on internet websites. Apart from the framework of 'language management theory' (e.g. Nekvapil, 2016), in my research I also draw on 'geosemiotics' (Scollon & Scollon, 2003), 'sociolinguistics of globalization' (Blommaert, 2010) and 'ethnographic linguistic landscaping' (e.g. Blommaert, 2013).

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## LINGUISTIC DIVERSITY AND THE QUEST FOR SOCIAL JUSTICE FOR MINORITIZED LANGUAGES IN (SOUTH) AFRICA

Nkonko Kamwangamalu  
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Linguistic diversity has been a thorny issue for language policy and planning in postcolonial settings, since it is seen as a threat to national unity and the overall welfare of the nation-states. Accordingly, policymakers have privileged inherited colonial languages over minoritized indigenous languages by excluding the latter from virtually all higher domains, including education, the economy, etc. Recent scholarship has sought to remedy this situation in light of theoretical developments such as Engaged Language Policy (Davis, 2014), Linguistic Entrepreneurship (De Costa, Park & Wee, 2016), and related frameworks. The former calls on scholars to work with rather than for minority language communities by giving them space to participate in critiquing and transforming dominant policies, especially the neoliberal commodification of language. In contrast, the latter – linguistic entrepreneurship – draws

attention to why learners invest in learning such high status languages as English, noting that they align with 'the moral imperative to strategically exploit language-related resources for enhancing one's worth in the world' (p. 696). What is missing from the referenced scholarly tradition is any discussion of the potential commodity value of minoritized languages vis-à-vis former colonial languages in the local linguistic market place. Using South Africa as a case study, this talk offers a constructive review of extant literature on social justice for minoritized languages. In particular, it explores ways in which these languages can achieve social justice in the diverse linguistic landscape of which they are members, where neoliberalism and its manifestation, linguistic entrepreneurship, have increasingly become the norm.

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## WHAT IS A MANAGEMENT APPROACH TO LANGUAGE AND WHAT IS IT GOOD FOR?

Goro Christoph Kimura  
*Sophia University, Japan*

Why is it useful to focus on language management as 'behavior toward language' in distinction to 'language behavior'? In order to answer this question, I will take up the approach of Language Management Theory (LMT) initially proposed by Jernudd & Neustupný (1987), which seeks to provide a framework to address behavior toward language explicitly and comprehensively. General explanation of LMT, bibliography and other materials can be found on the website <http://language-management.ff.cuni.cz>; for recent developments, see Kimura & Fairbrother (2020).

After presenting the current state of the evolution of this framework, including propositions to connect with other approaches, I will probe its place within the broader research landscape. Originally, the idea of LMT has started from a critique of the analytic division between 'language policy' and 'language practice'. It was the recognition of the multi-level characteristics of language policy and the emphasis on the

importance of considering the micro level of interaction, that led to the development of the theory. In the meantime, the division has been increasingly overcome in related research fields, theoretically and methodologically. Some recent developments have not only arrived where LMT has started, broadening the understanding of language policy, but gone further even to relinquish the distinction between policy and practice. But is it really beneficial for the analysis to put all language activities into one pot?

A case study on choosing interlingual strategies will be discussed to test the validity of the claims of LMT that management processes as metalinguistic interventions accompanying language behavior deserve attention on its own right. The study of multilingual business settings in Japan revealed that due to personal and social reasons there are many occasions which require management by business persons on when and how to use language mediation. Interpreters have to react to

such unexpected occurrences flexibly in order to bring success to the negotiation. This aspect of interpreting situations goes beyond the perceived usual image that interpreters just put one language into another in a given setting. Managing the communication should be recognized as part of the job of interpreters.

Referring to these and other examples, I will argue that, by distinguishing management yet integrating it as part of ordinary language activities, LMT shows a third way between a too narrow view of language-related intervention that overlooks a great part of such activities, and a too wide view that misses the essential distinction of different types of language activities.

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## IS IT NECESSARY OR POSSIBLE TO GLOBALISE SOCIOLINGUISTICS?

Dick Smakman

*Leiden University, Netherlands*

Like many fields in the Humanities in which culture plays a role, the field of Sociolinguistics suffers from a dominance of Anglowestern influence. The relative contributions from western academics is problematic, not only for obvious moral concerns, but also because analyses are relatively often modelled on western ways of thinking regardless of the research locations. Asian and African perspectives, as well as Asian and African scholars, in particular are not sufficiently represented in publications. The work and interpretations of this group are underrepresented, and their general visibility is too low in view of the fact that they represent the majority.

This issue has been acknowledged (Coulmas, 2013; Meyerhoff & Nagy, 2008; Smakman & Heinrich, 2015). Efforts to give more attention to lesser used languages are common, and a recent example of this is a Specials issue of *Language Ecology*, entitled 'Styles, Standards and Meaning in Lesser-Studied Languages', which is scheduled to appear in 2021.

In this talk, which is inspired by a text on this issue written by Cassie Smith-Christmas, Sandra Barasa, Nathan Albury, and myself, I seek to bring attention to this substantive issue and offer some preliminary but practical ideas for combatting it. Ahead of the field becoming more holistically engaged in the decolonisation of its theories and methods, we suggest that initial gains in diversifying the field can be made by peer-review processes, including more focus on the content than form of articles as well as using translation as a tool to alleviate language issues. Academics from within certain lesser-known areas could, furthermore, work together with academics from outside, and cultural interpretations of data could be critically negotiated. Such cooperation may be enabled by a flow

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Language Management website: <http://language-management.ff.cuni.cz>

of funds from more affluent institutions to fund research with less affluent ones. Finally, the editorial boards of journals and the ways articles are disseminated deserve critical attention.

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## PANEL 1

### LANGUAGE CONFLICT AND SAFETY ZONE APPROACHES IN THE SOCIOLINGUISTICS OF CONTEMPORARY EUROPEAN MINORITY LANGUAGES

Convener:

Tadhg Ó hIfeárnáin

*National University of Ireland, Galway*

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#### PAPER 1

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#### INTRODUCTION: LANGUAGE CONFLICT, POSTVERNACULARITY AND SAFETY ZONE THEORY

Tadhg Ó hIfeárnáin

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Keywords: language conflict, postvernacularity, safety zone theory, Occitan, Breton, Irish

Minority language movements have succeeded to varying degrees in imbedding institutional support across many European settings, drawing on discourses of the inherent rights of both native and heritage speakers to access, learn and use their minoritised language, and to extend that facility to all inhabitants of their claimed historical homelands, regardless of heritage. The European Charter for Regional or Minority Languages (1992) epitomises contemporary normal, acceptable behaviour by authorities towards minority languages. This liberal, passively supportive attitude to indigenous linguistic minorities may now be at turning point, reflecting changes in political society in parts of Europe, and it is opportune for minority language sociolinguistics to critique the purposes of minority language policy, situating promotion, tolerance and control in this contemporary context.

Each paper in the panel explores the inherent, yet often covert tension between the promotion of language as a reinvigorated vernacular and as a postvernacular component of heritage, mobilising elements of three integrated analytical tools; Language Conflict Theory, Postvernacularity and Safety Zone Theory.

The Catalan-Occitan school of Language Conflict Theory originally formulated a response to hierarchical diglossia in language contact, arguing (cf Lafont 1971, Aricil 1982) that promoting bilingualism is a way for authorities to tolerate a certain level of diversity, but that the final sociolinguistic tip in favour of a majority language will nevertheless occur when it becomes obvious to all minoritised language speakers that the majority language will dominate all aspects of future communication. Successful minority language policy lives in the area of covert, creative ambiguity, undermining notions of total supremacy of a major language, and the perceived certainty of language contact outcomes. We develop Vetter's (2015) questions as to if Conflict Theory is still useful or needs to be adapted to Late Modernity.

Postvernacularity (Kuznitz 2004, Schandler 2006) describes an affective or ideological relationship with a language without having full command of it, languages for which communicative functions are no longer the primary motivation. We

explore whether the institutionalisation of minoritised languages gives rise to or reflects postvernacular practices, and the nature of tension between promoting vigorous vernacular usage and a more restricted motivation promoting heritage within a controlled framework.

Safety Zone Theory (Lomawaima & McCarty 2014, McCarty 2013), arising from the paradoxes in US policy towards Native American languages, is mobilised to deeper understand the nature of the tensions in European settings, both in-group and in official policies. Contradictory policy trends have previously been described like a pendulum swinging from promotion to tolerance, to containment, to control and back, but these oscillations trace an ongoing struggle between vernacular and postvernacular stances over cultural difference and how authorities perceive these as threats or benefits to wider society. 'Non-threatening allowable cultural differences' are in the Safety Zone. Safety Zones may define the comfort zone of state action, but is also used to theorise a spacial or abstract sanctuary for minority language speakers.

Combined, these theoretical approaches are integrated to inform a debate about the nature of minority language protection and promotion and who it aims to benefit.

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## PAPER 2

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### **AFTER THE CONFLICT IS OVER: CAN CONFLICT THEORY STILL SERVE A PURPOSE TO UNDERSTAND LANGUAGE IN CONTEMPORARY OCCITANIA?**

James Costa

*Lacito / Université Sorbonne Nouvelle, France*

Conflict sociolinguistics in Occitania and Catalonia emerged in the 1960s both as an academic response to a scholarly conversation (Fishman's extension of the term 'diglossia') and in Occitania to a century of failed language revitalization movements based almost exclusively on literature. The questions were framed in terms of civil rights. As Lafont (1971) put it, the focus was not on the language itself but on 'liberating socially condemned voices.' Reversing diglossia was considered a way to fight alienation, not as a response to a form of language endangerment as a way to save a language.

This approach allows no space for peaceful language contact, since contact implies hierarchization and conflict. There can be only two outcomes to language conflict: shift to the dominant language, or 'normalization'; the combination of (linguistic) normativization and of (societal) domain reclamation. Aracil (1982) postulated that bilingualism was a myth propagated by pro-Castilian forces to gradually phase out Cata-

lan. In this context, Occitan and Catalan sociolinguistics have long sought out and attacked what Lomawaima and McCarty (2006) call 'safety zone', forms of difference deemed acceptable to the dominant group.

Language shift in Occitania is now almost complete, with few Occitan voices to be socially liberated. The 'safety zone' may now be a buffer created by Occitan language advocates to legitimize a form of mere linguistic presence. In this context, the Occitan case suggests a need to renew questions to understand 1. Why the language movement still exists, 2. What exactly it seeks to promote, how it positions itself with respect to 'diversity' in order to define its claims. This paper will argue that revisiting the epistemological origins of Occitan sociolinguistics and of conflict as it was envisaged then, as well as its rejection of identity politics, constitutes a useful starting point to ask new questions.

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## PAPER 3

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### **ACCEPTABLE AMBIGUITY: SELLING OCCITAN WITHIN THE SAFETY ZONE OF OCCITANIA**

Sara C. Brennan

*Université de Lorraine, France*

Drawing on ethnographic fieldwork in the French administrative region of Occitania, this paper will examine how the commercial mobilization of Occitan can be seen as encapsulating the state of the Occitan language revitalization movement today.

Worldwide, minority languages are increasingly treated as profitable sources of differentiating added value, but generally only to the extent that the difference they index is considered safe, and thus sellable, and not dangerous (e.g. Pitikäinen et al. 2016; Moriarty 2014). In the Occitan context, one can observe (albeit limited) instances of this recourse to the language in business, largely to the same effect: a few words featured on packaging or on a product, but rarely more than that. In some cases, these few words are the result of activists' efforts to keep language conflict alive and advance the cause of Occitan revitalization (Gardy and Lafont 1981) – but, as this paper will set out, these individuals are restrained both by French law and by French social conventions and thus have to remain within a 'safety zone' (Lomawaima and McCarty 2014) of legally and societally acceptable use of this minority language. In other instances, social actors not actively engaged with the language movement also commercially mobilize a word or two of Occitan in their branding efforts. While potentially tokenistic, this mobilization is generally accepted by the movement and at times even promoted by activists seeking to maximize the ambiguity of this incursion of Occitan into the public space. Beyond activist circles, this use of

Occitan might be seen as odd or unprofitable, but it is not necessarily viewed as subversive or dangerous. This paper will argue that such commercial recourse to Occitan articulates with a lack of real language conflict, as the depoliticization of the contemporary Occitan movement renders the language safe, acceptable, and open for business.

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**LANGUAGE, SPACE, AND THE FAMILY: THE MULTI-LAYERED NATURE OF POSTVERNACULARITY AND LANGUAGE POLICY IN IRELAND**

Cassie Smith-Christmas

*Ollscoil na hÉireann / National University of Ireland*

This paper will centre on family language practices at the micro-level to discuss the multi-layered and multi-faceted nature of postvernacularity (Shandler, 2004) and Safety Zone Theory (SZT) (Lomawaima and McCarty, 2006) in the context of the macro-level of language policy in Ireland. The paper examines two key layers of policy: first, the official status of the Irish language in Ireland, and specifically, Irish as a compulsory subject in schools; and secondly, the statutory designation of specific regions as Irish-speaking areas known collectively as the Gaeltacht. The paper will draw on ethnographic fieldwork in Galway, and will examine how for families whose home language is not Irish (in this particular case, Polish-as-home-language families), Irish as a compulsory language in school means that Irish takes on a postvernacular nature in the home, used for instance in the children's recitation of songs and poetry. The paper then turns to looking at

the family support programme Tús Maith located in the Corca Dhuibhne Gaeltacht, which seeks to overcome postvernacular practices by facilitating active integration of Irish into the home. The paper focuses on families' specific experiences to illustrate how both compulsory Irish and the existence of the Gaeltacht align with SZT in that they locate Irish within both specific domains (school) and geographic spaces (the Gaeltacht) and thus the language is allowed to 'exist', so to speak. However, contrary to discourses that may take a cynical view of postvernacularity and the safety zone in terms of language policy, the paper argues that without these policies, individual actors' agency would be limited in the role they may play in language development. In other words, postvernacularity and the existence of the language in certain spaces are two conditions necessary for development, rather than static points on a language's metaphorical life trajectory.

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**PAPER 5**

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**REPRODUCING AND MANAGING LANGUAGE CONFLICT AT THE MICRO-LEVEL: MINORITY AND MAJORITY LANGUAGE HIERARCHIES IN THE BAGAD**

Michael Hornsby

*Uniwersytet im Adama Mickiewicza w Poznaniu, Poland*

The pipe band (Breton bagad) tradition in Brittany was inspired by the Scottish example and has developed since the mid-20th century. The emphasis is mainly on Breton music, but each bagad's approach is evolutionary: new forms and musical ideas are experimented with at each annual national competition. As a fairly new creation, but with traditional roots, members of each bagad have to negotiate the place of the Breton language within their midst. Some bagadou can operate totally in French, with just a passing nod to the Breton

language, whereas others, located in the traditional heartlands of the language, include more sizable numbers of Breton speakers who can seek to legitimize their linguistic presence. This paper explores what is seen as acceptable linguistic behaviour in one particular bagad from Western Brittany and how members, both Breton- and non-Breton-speaking, manage potential and actual conflict and a linguistic safety zone in a site which may serve as one of the few remaining spaces where speaking Breton is still (partially) accepted.

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**SESSION 6: DISCUSSION**Eva Vetter<sup>1</sup> & Teresa L. McCarty<sup>2</sup><sup>1</sup>*Univesität Wien, Austria*<sup>2</sup>*University of California Los Angeles, USA***References**Aracil, L.V. 1982. Lo bilingüisme coma mite. *Magalàs* : IEO EdicionsGardy, P. & R. Lafont. 1981. La Diglossie Comme Conflit : L'exemple Occitan. *Langages* 15 (61): 75–91.Kuznitz, C.E. 2004. Yiddish studies. *Oxford Handbook of Jewish Studies*, M. Goodman (ed.). Oxford: Oxford University Press.Lafont, R. 1971. Un problème de culpabilité sociologique : La diglossie franco-occitane. *Langue Française*, 9(1), 93–99.Lomawaima, K. T. & T. L. McCarty (Eds.). 2014. Examining and Applying Safety Zone Theory: Current Policies, Practices, and Experiences. Special Issue of *Journal of American Indian Education* 53 (3).Lomawaima, K. T., & T.L. McCarty. 2006. *To Remain an Indian: Lessons in Democracy from a Century of Native American Education*. New York: Teachers College PressMcCarty, T.L. 2013. *Language Planning and Policy in Native America. History, Theory, Praxis*. Bristol: Multilingual Matters.

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## PANEL 2

### ANALYSING SPOKEN CZECH: MULTIMODAL AND INTERACTIONAL APPROACHES

Conveners:

Martin Havlík<sup>1</sup> & Florence Oloff<sup>2</sup>

<sup>1</sup>*Czech Language Institute of the Czech Academy of Sciences, Czechia*

<sup>2</sup>*University of Oulu, Finland*

Discussant:

Miriam Fried

*Charles University, Czechia*

The aim of the panel is to present up-to-date progress reports in the description of spoken Czech from multimodal and interactional perspectives. The presentations will be guided by the following premises: 1. any talk-in-interaction occurs in real time, 2. prosody is an integral part of the grammatical structure of any talk-in-interaction, 3. any talk-in-interaction is processed in a multimodal mode, and 4. any talk-in-interaction takes place in a particular communicative and social setting.

These premises establish a general analytical framework that many contemporary multimodal and interactional approaches share. Methodologically, the presentations will be anchored in conversation analysis (Psathas 1995, ten Have 2007, Clift 2016, Sidnell – Stivers 2013), interactional linguistics (Selting – Couper-Kuhlen 2001, Thompson, Fox – Couper-Kuhlen 2015, Deppermann – Günther 2015, Couper-Kuhlen – Selting 2018), prosody in interaction (Barth-Weingarten – Reber – Selting 2010, Szczepek Reed 2011) and multimodal analysis (Streeck – Goodwin – LeBaron 2011, Mondada 2013).

The presenters will explore how spoken Czech is used in social encounters and what communicative practices systematically co-occur in particular settings. The analyses will cover conversations both in private and public domains, but only those that naturally occur (i.e. no experimental data will be used).

The presentations will be primarily in the following areas:

- a) Projection in Czech talk-in-interaction
- b) Interplay between syntax and prosody in Czech talk-in-interaction
- c) Interplay between linguistic and bodily practices in Czech talk-in-interaction
- d) Units of talk
- e) Discourse markers
- f) Data gathering and processing

Presentations in all the above areas will have one common denominator: taking spoken Czech as an interactionally achieved process for which a key notion is projection. Projection is enabled and limited by the specific linguistic and phonetic means of each language. Interactional linguistics (cf. Couper-Kuhlen and Selting, 2018) therefore distinguishes languages with early projection (e.g. English, German) and delayed projection (e.g. Japanese and Korean). While in early projection language resources allow speakers to project their likely trajectory (whether it is a question or statement) from the beginning of the utterance, in delayed projection the projection due to syntactic and other language means is weak

and the trajectory of a turn is negotiated step-by-step (word-by-word).

Contributions in the panel will, among other things, allow us to determine what type of language Czech is with regard to its projectivity. They will enable us to achieve a better understanding of how syntactic, prosodic and non-verbal means are actually applied in Czech. This knowledge is necessary because new technologies have significantly expanded and altered the way in which we communicate.

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## PAPER 1

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### “MUNDANE MULTIACTIVITY” IN CZECH CONVERSATION: USING SMARTPHONES WHILE TALKING

Florence Oloff

*University of Oulu, Finland*

**Keywords:** conversation analysis, multimodal analysis, spoken Czech, multiactivity, mobile device use

This presentation will focus on two aspects relevant to the analysis of spoken Czech in everyday social encounters. On a general level, it will reflect upon the way in which practical activities have an effect on the structure of oral discourse; on a more detailed level, it will analyse how the manipulation of mobile devices such as smartphones impacts on the shape of utterances and social actions. Within conversation analysis and other interactional approaches, the intertwining of talk and embodied activities (i.e. multiactivity, Haddington et al. 2014) has been mainly investigated in clearly task-driven settings, such as driving (Haddington/Keisanen 2009), dancing (Keevallik 2013), and surgery (Mondada 2014). In ordinary face-to-face encounters however, participants constantly handle various small practical tasks like eating, drinking, or operating everyday objects while talking. Consequently, we could consider that at least some structures of talk are routinely shaped by a kind of “mundane multiactivity”.

Based on video recorded everyday conversations in Czech and a multimodal, sequential analysis (Deppermann/Streeck 2018, Mondada 2016), this presentation will illustrate how the manipulation of different objects can lead to incremental utterance formats, to turn suspensions or recyclings. Due to the ubiquity and the “polymedia” qualities (Madianou/Miller 2012) of handheld devices, their use in face-to-face interactions represents a particularly interesting case of multiactivity. The analysis will show when and how co-present participants switch between the on-going conversation and mobile device use. While it is often assumed that mobile devices distract participants and therefore impede communication, participants’ smartphone uses are frequently sensitive and adjusted to the ongoing talk and sequence (Brown et al. 2013, DiDomenico/Boase 2013). A fine-grained, multimodal analysis can therefore contribute to an understanding of how new media and communication are interrelated and routinely managed in Czech conversation.

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## PAPER 2

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### ALIGNMENT AND AFFILIATION IN SHOP-FLOOR INTERACTIONS

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**Keywords:** Conversation Analysis, multimodality, intercorporeity, materiality, workplace studies

The closely related terms ‘alignment’ and ‘affiliation’ are used by conversation analysts to describe situations where participants in interaction display cooperation, support, endorsement or affective stance (Steensig & Drew 2008; Lindström & Sorjonen 2013). While alignment is associated mainly with the smooth exchange of turns and operates within ‘turn-formed

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(Bühler 2011): i.e. in situations in which talk orchestrates and is orchestrated by manual labour (cf. Nevile et al. 2014). In this paper, we address the following question: How does the situation of manual labour change the resources for, and management of, alignment and affiliation displays?

The study is based on video recordings of workers in a small factory producing carbon fibre violins and cellos. Since the factory operates in a new industry, workers face technological difficulties on a daily basis. In the analysed data, two participants strive to find a solution for a technological problem. Handling of physical objects and tools is intertwined with talk, gestures, and gaze. It is this specific interactional ecology that opens up the possibility of a fresh look at the interplay of multimodal resources, intercorporeity and materiality. The analysis shows that alignment and affiliation displays are not only expressions of cooperation and understanding, but also serve as a device to verify whether one's reasoning is correct and the solution to the problem is viable.

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## PAPER 3

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### THE ROLE OF CUMULATED DISCOURSE MARKERS IN SHAPING SEQUENCES IN CONVERSATION

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Keywords: cumulated discourse markers, turn-initial positions, sequences in naturally occurring conversation, spoken Czech

The intense scrutiny under which conversation analysis has placed turn-taking has also gradually led to an interest in turn beginnings and expressions occupying turn-initial positions, mostly turn-initial particles (cf. e.g. Heritage, 2013; Heritage – Sorjonen, 2018). Our research follows up on an investigation of discourse markers in spoken Czech, whose results were published in the monograph *Syntax mluvené češtiny* (Hoffmannová – Homoláč Mrázková, 2019). In the present paper, we focus on the syntactic, prosodic and interactional features of multi-element clusters (cumulations) of discourse markers at the beginning of the second turn in a sequence – i.e. the reactive, responsive turn. (For an overview of the “rules of sequencing”, see Sacks, 1992.) We strive to capture the two-faced, Janus-like nature of these cumulations, i.e. their forward/backward looking orientation – the degree to which they tie into the previous turn (not necessarily a question), and how they contribute to projecting the response. This doubly

contextual perspective leads to expressing various reactive meanings and stances, such as agreement (no právě, no dyť), understanding, acceptance (jo takhle, jo aha; cf. Weidner, 2016 on this topic), hesitation, decision-making, doubts (no já nevim), disagreement (no to ne, to teda ne), reservations, objections (no jo ale), i.e. reactions both preferred and dispreferred. We leave aside one-word reactions, especially jo, no, which are very frequent in Czech, and their reduplicated variants (jo jo, no no no). We also examine the prosodic profiles of the target cumulations.

The research is based on naturally occurring private conversations collected in the ORTOFON corpus. Our analyses combine methods from conversation analysis, interactional linguistics and corpus linguistics. This type of data, together with these approaches, allows us to reflect on how to define turn beginnings (particularly with respect to overlaps).

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## PAPER 4

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### HESITATIONS IN SPOKEN CZECH

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Keywords: hesitations, projection, prosody, turn position, turns parsing

This paper focuses on hesitations in spoken texts. Speakers use them as a pragmatic device in situations when they struggle to maintain communication: they do not know how to continue their utterance, but, at the same time, they do not want to hand over to their interlocutor. The overuse of hesitations is perceived negatively; hesitations are seen as disrupting the flow of communication and, in this regard, evoke a similar negative reaction as, say, fillers (whose negative connotation is reflected by their synonym parasite word/phrase).

However, on the basis of our experience from working with spoken data we have observed that hesitations fulfil other communicative functions: for parsing turns into smaller units,

for projecting transition relevance places, for emphasising the rheme of an utterance, etc. In our analysis we would therefore like to look at hesitations in more detail and from a number of different angles. Our aim is to demonstrate at which turn position hesitations are used the most (e.g. at turn-initial or turn-ending position) and to determine their specific communicative function and prosody (in terms of intonation, duration, loudness and the occurrence or non-occurrence of pauses)

To achieve this, we shall work with data representing everyday, spontaneous communication from the ORTOFON corpus of spontaneous spoken Czech and from recordings of two public lectures that are the polar opposite of everyday dialogues in terms of their level of spontaneity, formality and the specific nature of the topic.

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## PAPER 5

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### ZOOMING IN ON POTENTIAL PROSODIC PLACES OF INTEREST IN TALK-IN-INTERACTION: AUTOMATED APPROACHES

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Keywords: prosody, spoken Czech, corpus data, prosodic annotation, automation

Prosody is an important part of the toolbox of spoken communication, and, as such, a mainstay in interactional linguistics research (Couper-Kuhlen – Selting 1996, Barth-Weingarten – Reber – Selting 2010). In the context of research on Czech, the widespread availability of relatively large corpora of naturally occurring conversations like ORTOFON (Komrsková et al. 2017), which provides access to both the original recordings and their transcripts, would seem like the ideal way to jump-start examinations of the prosodic properties of spontaneous Czech. However, there is a hurdle: these corpora contain very little in the way of reliable prosodic annotation. The reasons for this are mostly practical: while basic transcription can be performed by laypeople after some training, prosodic annotation typically requires expert work in amounts that can be prohibitive in the context of a (multi-)million-word corpus project.

In order to allow researchers to take advantage of the available corpus data and adequately examine prosodic variability

across the broader language community represented in these corpora, we are thus devising automated ways of identifying spans of speech which are potentially prosodically interesting. The researcher is still responsible for their subsequent analysis, but has much less data to manually sift through. This makes it easier to spot anomalies, such as pitch peaks, troughs or range expansions (Czech typically has a fairly compressed intonation range, Volín – Poesová – Weingartová 2015), and identify patterns – systematic associations between prosodic features and communicative functions (cf. Bolinger's 1986 stereotyped intonation contours). While the approach for Czech is still a work in progress, a conceptually similar procedure has already been implemented for English in the Spokes Mix corpus interface (Peřizik 2018), demonstrating that such a method is feasible in principle and can yield useful insights in practice.

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## PANEL 3

### INTEGRATING MACRO AND MICRO PERSPECTIVES OF LANGUAGE MANAGEMENT

Conveners:

Lisa Fairbrother & Goro Christoph Kimura

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Keywords: micro-social, macro-social, language policy, behaviour towards language

Language Management Theory (LMT) (Jernudd & Neustupný, 1987) examines the processual features of “behaviour towards language” (Fishman, 1972) in a broad array of contexts, ranging from national and supranational language policy and planning (LPP) to single incidents of conversational repair in individual interactions. In LPP research, these different types of contexts were traditionally separated into macro-level “language policy” and micro-level “language practice”, reflecting a hierarchy of social stratifications. However, more recent ethnographic approaches have recognized the overlap between these two concepts (McCarty, 2011; Tollefson & Perez-Milans, 2018).

LMT has taken a different approach to the macro-micro issue, paying attention instead to “simple management”, focusing on management in discourse, and “organized management”, focusing on “language as a system” (Jernudd & Neustupný, 1987: 76). However, recent LMT research has also pointed out the blurred boundaries between ‘simple’ and ‘organized’ management; for example, demonstrating that organized management may be carried out in discourse in individual interactions (Beneš et. al, 2018), or that an individual’s self-correction may reflect an attempt to conform to codified (macro) norms in order to avoid discrimination (Sherman, 2016). Building on Nekvapil’s (2016) elaboration of the features of organized management, Kimura and Fairbrother (2020) argue that rather than conceptualizing macro and micro as separate stratifications, they should be seen as a continuum of intertwining elements, depending on 1) whether the object of management is discourse or ‘language as a system’, 2) whether the locus of management occurs within discourse or external to it, 3) whether management occurs in a single interaction or is trans-interactional, 4) whether the agents undertaking the management are individuals or institutions, 5) whether the management is undertaken by ordinary language users or specialists, 6) whether communication about management is present or not, and 7) whether theorizing is present and explicit or not. When the macro and micro are conceptualized in this way, it is possible to see that the majority of cases of language management involve some intertwining between the two poles, i.e., it is possible to see the macro(s) in the micro and conversely the micro(s) in the macro.

In this panel we first outline the underlying theory and then the individual papers investigate how macro and micro processes intertwine in our “behaviour towards language” from either (or both), a macro-focused or micro-focused perspective. The individual papers, focusing on African, Asian and European contexts, address language management relating to the organized management of written language for immigrants, English education policy reforms, discourse management within life story interviews, language codification, pluricentric standard varieties and raciolinguistics.

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**CONCEPTUALIZING THE MACRO AND MICRO AS AN INTERTWINING CONTINUUM: A VIEWPOINT FROM LANGUAGE MANAGEMENT THEORY**

Lisa Fairbrother &amp; Goro Christoph Kimura

*Sophia University, Japan*

**Keywords:** language management, intertwining continuum, simple management, organized management, macro and micro elements

In this presentation we introduce the theoretical background of our panel by outlining our recent conceptualization of the macro and micro as an intertwining continuum (Kimura & Fairbrother, 2020), building on language management theory (LMT) (Jernudd & Neustupný, 1987). In language policy and planning and related fields, the macro and micro have tended to be regarded as a hierarchy of social stratifications, with the macro level being where supranational- and national-level language planning decisions are made and the levels below that being described as the micro (or meso) level. However, scholars have also pointed out the blurred boundaries between the macro and micro and the array of complex processes lying in between the two poles (Neustupný, 1997; Hult, 2010).

LMT has developed a separate concept to address the different scales and complexity of “behaviour toward language” (Fishman, 1972), namely ‘simple’ and ‘organized’ management (Jernudd & Neustupný, 1987). Rather than focusing merely on the societal level where management takes place, simple and organized management focus on the *object* of management, as either ‘the management of discourse’ or ‘the management of language as a system’. However, these concepts have also been shown to have blurred boundaries and Sherman (2016) has argued that they would be better viewed as a continuum.

Expanding these perspectives, we argue that the micro and macro should be understood as a continuum of intertwining elements, with some management being more macro- or micro-focused depending on the particular elements involved. Building on Nekvapil’s (2016) elaboration of organized man-

agement, we exemplify these micro and macro elements as 1) the object of management, 2) the locus of management, 3) the duration of management, 4) the agents involved, 5) the individual actors involved, 6) the presence of communication about management, and 7) the presence of theorizing.

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**PAPER 2 (ONLINE)**

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**THE LANGUAGE MANAGEMENT OF WRITTEN LANGUAGE FOR IMMIGRANTS CARRIED OUT BY MULTIPLE AGENTS IN JAPAN**

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**Keywords:** organized language management, multiple agents, written language use, immigrants

This study addresses the issue of written language directed at immigrants in Japan and examines how its organized management is implemented. To consider communication issues, we need to examine how immigrants and other parties manage problems arising in real life.

Texts used by immigrants in their daily lives include documents and forms for public institutional procedures, not just

private messages. For example, there was a case of an immigrant who was injured at work and treated at a hospital. However, he had difficulty understanding complex content, including written texts, in Japanese, and he was not even aware of the worker compensation system. Thus, when a problem cannot be addressed by personal language management at the micro level, support via human networks and a higher level of organized management by public organizations is required.

Under the slogan of multicultural coexistence, the government of Japan is trying to address real-life issues relating to

work, medical care, and communication for foreign residents via literacy management, such as explanations of systems and the publication of multilingual translations of documents and forms. Among the various agents (actors), pioneering support groups have made efforts at the local level, but there are also ministries and agencies with jurisdiction over administrative domains at the macro level, as well as higher-level organizations that supervise them. Such management seems to be partly chained. However, surveys have found that some multilingual services are in fact inadequate.

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## PAPER 3 (ONLINE)

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### THE ROLES OF THE BOARD OF EDUCATION AND THE SCHOOL DISTRICT AS MESO-LEVEL ACTORS: A CRITICAL JUNCTURE OF JAPAN'S ENGLISH EDUCATION POLICY REGARDING UNIVERSITY ENTRANCE EXAMINATION REFORMS

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**Keywords:** English education policy, university examination reforms, board of education, school district, meso-level analysis

This study investigates a critical juncture of Japan's English education policy, focusing on meso-level agents, the school district and the board of education, in relation to university entrance examination reforms. After abolishing the current standardized university entrance examination, the Japanese Ministry of Education, Culture, Sports, Science, and Technology (MEXT) has allowed the scores of private-sector English proficiency tests, such as TOEFL and IELTS, to be used as university admission criteria from 2020. Scholars have collectively voiced their criticisms of this top-down reform pointing out the unfairness and infeasibility inherent in the administration of such high-stake tests (Abe, 2017; Haebara, 2018). Furthermore, these tests do not correspond to the national-level English education policy, the Course of Study (COS), which disadvantages those who wish to go on to university. The washback of these tests can potentially cause the COS to lose its binding force; teachers may be forced to teach to the tests because the students' test scores matter for university admissions far more than classroom instruction based on the COS.

Departing from a common analytical emphasis on individual agentive roles at the micro level of policy implementation (Johnson & Johnson, 2014; Menken & García, 2011;

Ramanathan & Morgan, 2007), this study aims to elucidate the interplay between meso-level agents, such as the board of education and the school district, on the one hand and individual high schools and teachers on the other. Drawing on the Historical-Structural approach (Tollefson, 2013) to language education policy research, ethnographic data (Hornberger & Johnson, 2007; McCarty, 2011) including interviews, observations, and policy documents were analyzed in accordance with the concept of intersubjectivity (Crossly, 2005). Implications for language policy research and its analysis will be discussed.

This presentation introduces cases experienced by an immigrant and analyzes what kinds of measures exist in the background and how institutional procedures and public texts are managed. The role of mediators is also important in order to link the situation of immigrants to institutional procedures. Organized language management must be reflected at the individual level, but we must also consider how the problems are first identified.

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## PAPER 4 (ONLINE)

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### INTEGRATING A LANGUAGE MANAGEMENT PERSPECTIVE IN THE LIFE STORY INTERVIEW METHOD

Junko Saruhashi

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**Keywords:** life story interview, language management, interview method, visually impaired person, tactile culture

One of the major purposes of interviewing is to gain cross-cultural understanding. In textbooks of interview methods, there are several recommended tactics of interview interaction, such as preparing open-ended questions and being frank and open, etc. These descriptions are rather abstract, however, and are sometimes difficult to apply to concrete cases. Moreover, many methodologists have paid attention to interview settings in which the interviewer and interviewee have different linguistic and cultural backgrounds. For example, Holstein & Gubrium (2003) include a chapter titled 'cross-cultural interviewing' and discuss both non-verbal and verbal challenges. For the latter, it is said that differences in communication styles and the implications added to certain expressions are significant for interpreting their stories; however, methods of applying this knowledge to actual interview sessions have not yet been fully discussed.

This study proposes the integration of language management in life story interviews. Some cases are drawn from interviews

conducted by the author with a visually impaired person who is proposing and promoting universal museums all over Japan. While creating the interview transcriptions, the interviewer/researcher analysed the language management of the interviewee who described the communication styles of people living in "the Tactile Culture" and the difficulties and adjustment strategies used when he works with people living in "the Visual Culture." The selected language management of the interviewee was shared in the follow-up interview sessions in order to explore his intentional management processes. Following this, the author investigated how information concerning micro-level language management can help to better interpret the interaction itself and the broader context of the interviewee's stories. In conclusion, the author proposes that language management perspectives and step-by-step analytical processes should be integrated in the life story interview method as a more macro-focused application of LMT.

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## PAPER 5 (ONLINE)

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### EXPLORING TRANSLINGUAL LITERACY AND IDENTITIES FROM A LANGUAGE MANAGEMENT PERSPECTIVE

Hiroyuki Nemoto

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**Keywords:** translingual literacy, translingual identities, language management, post study abroad, career development

Language Management Theory (LMT) (Jernudd & Neustupný, 1987) has contributed to elucidating the processes through which people deal with cultural contact in engaging in situated literacy practices to date. However, given the versatility of its multifaceted, multilayered, and process-oriented nature, LMT should be more widely employed to explore language behaviour and behaviour towards language in various types of applied linguistics research. Considering the growing sociolinguistic awareness about languages as mobile resources in a globalized world (Blommaert, 2010), this study aims to reinforce LMT by adopting a translingual approach whereby communicative competence is construed as the ability to merge different language resources in situated interactions for new meaning construction (Canagarajah, 2013). From this perspective, this paper examines the ways former study abroad (SA) participants engage in language management behaviour to negotiate literacy and identities translingually while investing in their career development through job hunting and in the workplace after SA. Based on a longitudinal case study of seven Japanese participants who previously experienced a one-academic-year SA during their undergraduate study at university, the researcher collected the qualitative data by conducting open-ended questionnaires and fol-

low-up interviews after job hunting as well as after one year and a few years of employment. The findings demonstrated that the participants noted and evaluated the norms of situated interactions, their rhetorical preferences and strengths, and their new identity positions through their engagement in discursive literacy practices both in L1 and L2. These types of noting and evaluations led them to discover their own translingual management approaches to integrating L2 literacy into L1 and applying the strengths of their own L2 selves in specific L1 contexts. Some implications for incorporating the micro-level findings about L1 and L2 synergy into macro-level analysis of language management will also be provided in this presentation.

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**DESCRIBING CYCLICAL PROCESSES OF MACRO AND MICRO LANGUAGE MANAGEMENT IN THE CASE OF GERMAN STANDARD VARIETIES**

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Keywords: pluricentricity, codification, standard varieties, pronunciation, orthography

On account of the studies on the pluricentricity of German, conducted since the 1980s, more than ever the national differences in German-speaking countries have been investigated and some of them have been considered not so much as deviations from 'the' standard language, but as features of national standard varieties in their own right. The attempts by academic institutions to codify the lexicon and pronunciation forms of these national varieties can be regarded as macro processes of organized management. These codifications are more often than not based upon findings of empirical studies on language practices. These language practices, which correspond to micro processes, are thence again influenced by codified norms. This presentation will elaborate on these cyclical processes of macro and micro language management.

In analyzing their language management processes, some of the important differences between orthographic and orthoepic codification should be taken into consideration. Deviations from orthographic norms, which are visible, can be easily noted and evaluated, whereas phonetic deviations, being fleeting and invisible, are more difficult to do so. Moreover,

as orthography is by definition for written language and is used for public education as well as for writing official documents, orthographic codification has always been concerned with governmental organizations. However, the application of pronunciation norms is not so rigorously controlled, because they are used in spoken language. This may be a reason for their being codified by private organizations.

In this presentation, Language Codification Cycle Theory (LCCT) (Takahashi, 2020) will be applied in order to elucidate the processes of managing German standard varieties in terms of orthography and orthoepy. Scrutinizing through LCCT whether certain linguistic forms are codified in dictionaries (macro level) and are actually realized by model writers and/or speakers in formal settings (micro level), I will describe the intertwining processes of language management.

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**PAPER 7**

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**PLURICENTRIC LANGUAGE AS A SPECIFIC PATTERN OF THE LANGUAGE MANAGEMENT PROCESS**

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Keywords: pluricentric language, monocentric standard, language management

This presentation deals with the dynamics of the formation of pluricentric standards. The research draws upon the fact that pluricentric standards – just like every other standard variety – come into existence as discursive constructs which are created by the metalinguistic activities of various actors. They follow specific interests in various contexts. Such activities reflect these actors' behavior toward language, in other words, their language management (for more details see Fairbrother, Nekvapil & Sloboda 2018; Dovalil & Šichová 2017; see also [languagemanagement.ff.cuni.cz](http://languagemanagement.ff.cuni.cz)).

Drawing upon the phases of the language management process, I will elaborate on the following hypothesis: In the case of monocentric standards, deviations from normative expectations are noted and evaluated negatively. Alternative variants, which are designed in accordance with such monocentric standards, are implemented as *corrections*. In contrast, the management of pluricentric standards contains positive evaluation (gratification) of such deviations. This contributes to the desirable stabilization of new standard variants in pub-

lic discourses, because the deviations are not replaced by any monocentric variants. Thus, this pattern of the management process does not cause changes in linguistic structures, but it illustrates the changes in the (original) expectations. They trigger different management cycles.

I will exemplify these courses of the management process with data intertwining the simple and organized management in situations in which various features of pluricentric codification are projected into monocentric practices. The data sources consist of metalinguistic narratives in which the experiences of various agents are discussed.

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URL: <https://languagemanagement.ff.cuni.cz>

**MICRO AND MACRO PERSPECTIVES ON RACIOLINGUISTICS IN SOUTH AFRICA**

Stephanie Rudwick

*University of Hradec Králové, Czech Republic*

Keywords: South Africa, race, English, raciolinguistics, identity politics

This paper employs conceptualizations of raciolinguistics (Alim, Rickford & Ball 2016) as a way of theorizing the entanglement between language, ethnicity and race in the South African context. Apartheid as a macro system of discrimination and oppression fostered the imagination of an inextricable link between language and race and, in this paper, I show how current language practices and racial categorizing continue to reflect this imagination in terms of contextual clues. I employ Language Management Theory in order to 1) demarcate macro from micro in the South African sociolinguistic reality, 2) illustrate how dynamics in each sphere influence each other, and 3) find points of dis-entanglement of these two spheres. Employing ethnographic fieldwork in combination with an analysis of macro societal structures, the paper argues that raciolinguistic dynamics in the country are fundamentally linked to perceptions of “white”, standard English as a sign of privilege and “black” English as representative of disadvantage, but in some contexts, also as a symbol of African ‘authenticity’. Language use and practices more generally construct ideas of “whiteness” vis-à-vis “blackness” via fuzzy and ambiguous linguistic boundary work. Ultimately, it is argued that raciolinguistic analyses in South Africa have a great potential to expose the paradoxes of political constructions of race and bounded ideas about language.

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## PANEL 4

### LANGUAGE AND MIGRANT ECONOMIES: AFFORDANCES AND CONSTRAINTS

Convener:

Mi-Cha Flubacher

University of Vienna, Austria

Keywords: critical sociolinguistics, ethnography, language regime, ethnic economy, labour market

Following Light's pioneering publication in 1972 on 'ethnic enterprises' (cf. also Light & Gould 2007), scholars have studied a variety of business run by an 'ethnic' group, e.g. Korean shop owners in the United States (Lee 2006), the Turkish 'kebab economy' in Finland (Wahlbeck 2007) or the globalising business of Vietnamese nail shops emerging from the United States (Eckstein & Nguyen 2011). More recently, scholars have moved away from 'ethnicity' to discuss 'migrant economies' more generally and with a broader political-economic perspective (e.g., Glick Schiller & Çağlar 2013). Irrespective of terminology, many studies still emphasise the availability of networks for resources, capital, and personnel for these businesses that offer employment for members of the same group (or beyond), irrespective of whether this group is formed along ethnic rather than national lines. Generally speaking, migrant economies are said to offer alternative economic activities as a way to circumvent structural problems encountered in the local mainstream economy. Within studies on migrant economies, these local conditions, i.e. the 'opportunity structure', include legal, educational, and linguistic requirements for work (visa), recognition of professional qualifications, or access to the labour market. However, even if the (informal or formal) migrant economy provides an opportunity for newcomers, studies have also pointed out its potential as "blocked mobility" (Rajiman & Tienda 2000), due to low-paid jobs with precarious and/or exploitative work contracts.

Against this background, the panel aims to question empirically some assumptions of this research tradition from a sociolinguistic perspective. As the contributions will show, a focus on language produces nuanced insights into the study of migrant economies, e.g. in highlighting inherent tensions. First, the double-edged quality attributed to the ethnic economy exists also in other formal and informal economic activities that are network-driven and/or have a shared linguistic, ethnic/national or religious background. Examples of this would be the formation of teams in production/construction (Kraft 2019) or the brokering of and access to information. Following from this, several contributions will discuss the possibility of ethno-linguistic networks to offer an "alternative language regime" (Piller 2016) for workers not competent in the locally dominant language. Unwittingly, the productive existence of these networks might also result in an "ethno-stratification of the labour market" (Tavares, submitted), i.e. the positioning of workers in the labour market according to their origin, with migrant workers tending to occupy the lower strata. Finally, language practices emerge in today's globalised urban semiotic landscape that have branding, marketing or flagging effects to position a particular business as *ethnic*. Yet, the adoption of such practices can also turn into an appropriation and exoticisation for profit by the majority society. It is with these ambivalent scenarios in mind that the sociolinguistic contributions to this panel pay closer attention to the *role of language* in various constellations of (formal/informal) migrant

economies, and to its effects on the business, individuals, and their networks.

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## PAPER 1

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### MOVING BEYOND THE ETHNIC LENS? LANGUAGE, GENDER, AND ETHNICITY IN THE ECONOMY OF THAI MASSAGE IN VIENNA

Mi-Cha Flubacher

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Keywords: ethnic economy, sociolinguistic ethnography, Thai massage, gender

The popularity of Thai massage is on the rise in Europe, with new studios opening regularly and across cities as well as rural areas. In Austria, this economic activity is carried out by the predominantly female community of Thai nationals, of which about 1500 women are living in Vienna, most of them married to an Austrian resident. The composition of the Thai community in Austria is thus a direct result of the strict migration policy directed at third country nationals without high professional qualifications, making family reunification as spouses the only possibility to enter the country. For this population, working in Thai massage studio is an accessible and feasible option, due to the network operating along national lines. Now, research on migrant economies has traditionally focused on the formation of economic activities within 'ethnic' groups, conflating 'ethnic' with 'national'. Such research has been criticised for essentialising specific migrant groups with an overemphasizing focus on 'group-internal features',

culturalising their economic activities in the process. As a reaction, scholars have argued for a "move beyond the ethnic lens" (Glick Schiller & Çağlar 2013), and for a focus on political economic conditions instead. Yet, drawing on a sociolinguistic ethnography in Vienna, I will argue that 'ethnicity' is in fact of primary relevance when addressing Thai massage in Europe, even if agreeing with this paradigmatic change. In other words, rather than taking 'ethnicity' as productively structuring this particular economic activity, it is understood as central to the discursive production of Asian women in the post-colonial west, inextricably interlinked with ideologies of gender, class, and sexuality, with 'ethnic' being associated with 'exotic'. It is thus the aim of my paper to highlight implications of being personally and professionally positioned as 'ethnic' and/or 'exotic'.

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## PAPER 2

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### WHITE NATIONALIST ECONOMICS

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Keywords: Whiteness, digital semiotics, ethnic economy, masculinity, youth politics

The far-right is often imagined to be 'dispossessed', under economic hardship as well as culturally excluded (e.g. Hochschild 2018), and opposed to neoliberalism as evidenced by their vociferous critiques of the ravages of 'woke capitalism'— that is, the superficially socially progressive, tech and service economy. However, a semiotic analysis of right wing social media (Delfino 2021) reveals a more complex desire for a 'white ethnic economy' that is, a return to the settler colonial ideal of cowboys and pioneers where a broadly libertarian political-economic framework is aligned with a deep social conservatism. For the far right, the world of work is entangled with desire and ideologies of race and gender (Flubacher 2020).

Drawing on 1.5 years of digital ethnography and data collection in far-right youth movements (AFPAC and TPUSA), I first sketch the contours of the right's culture war on woke capital and the shifting histories of far-right 'biblical economics' which link (paleo)libertarianism and white supremacy. I then share ways in which these align in far-right attempts to reshape the economy to (continue to) support desired forms of white masculinity which cite and transform (Nakassis 2012) the settler colonist and the cowboy – 'America First' and 'cryptocurrency cowboys'. While they have shifting, contradictory vision of the

relationship between economy and the state, all agree both must aim to revitalize white manhood.

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## PAPER 3

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### MAKING A LIVING ON THE STREETS: LANGUAGE, ETHNICITY, AND HOMELESS WORKERS

Mingdan Wu

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**Keywords:** language, migrant workers, homelessness, ethnic business, solidarity

London is seen by local authorities and sociolinguistic scholarship as a radically diverse space. This is attributed to British colonial legacies and to London's role as a global hub of capitalism. One of the strategies that ethnic minorities in London use to make a livelihood is leveraging their networks to engage in 'ethnic business' (Light & Gold, 2000). This paper draws on ongoing ethnographic work, conducted since December 2018, that documents homeless migrants' everyday engagement in the practices of informal ethnic business in London. They are workers of grassroots economic projects, street vendors of magazines, tour guides, and cleaners. Sharing an ethnic and linguistic background has, for example, given Irish homeless in London the collective support necessary to set up a charitable "company" to provide homeless people with food, cloth and events. Similarly, magazine vendors from eastern Europe buy magazines to sell as a group, relieving the burden on individuals; being Latino allows Columbian migrants access to the informal and low-paid market of cleaning jobs that is mainly controlled by Latino workers in London.

Language as a strong communal tie gives migrants access to this type of ethnic-based and informal employment (Vigouroux, 2013) but it also limits the type of activities that they can engage in and thus plays a key role in the circulation of knowledge and opportunity. In this project, I discuss how homeless individuals navigate language and ethnic differences in their everyday engagement in small-scale economic activities and further, how language and ethnicity become part of their understanding of what it means to do business on the streets. I examine how language and ethnicity both enable and prevent individuals from doing business as they pursue forms of livelihood and engage in solidarity networks.

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## PAPER 4

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### PRECARIOUS LIVES: THE POLITICAL ECONOMY OF LANGUAGE IN NON-FORMALIZED LABOR

Cécile Vigouroux

*Simon Fraser University, Canada*

**Keywords:** informal economy, entrepreneurship, political economy, migration, Africa

In the last 20 years or so, a lot of work has been done on language dynamics and ideologies in relation to labor. Scholars have highlighted how 'ways of speaking' impact a speaker's socio-economic mobility from the interview process to the assessment of their work performance. In this paper, I take a different approach to the political economy of language, focusing on non-institutionalized forms of labor. Although the latter are not new and have become dominant in some parts of the world, they have remained under-studied in the linguistics scholarship on political economy.

Based on an extensive fieldwork in Cape Town, South Africa, I examine the role played by language in unregulated labor markets, especially for people belonging in the 'precarious popular class' (Samir Amin 2003), including non-wage earn-

ers and poorly-paid or under-employed workers. I focus on migrant entrepreneurs involved in both small- and large-scale trading activities. Contrary to common assumptions, the migrants' involvement in informal economy is not always a choice by default even after unsuccessful attempts to secure a job in the host mainstream economy. The questions I wish to address here are as follows: Is the distinction between formalized and non-formalized labor markets relevant from a linguistics point of view? What role does language (or any other semiotic resource) play in access to non-formalized labor markets? Does any valuation process of the linguistic sign occur? If it does, who does the valuation and for what purpose? Are there forms of linguistic regimentation in a non-formalized labor market? Under what communicative conditions can linguistic skills become marketable commodities? What theoretical and methodological toolbox do we need to address these issues?

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## SESSION 5: DISCUSSION

Alfonso Del Percio

*University College London, UK*

## PANEL 5

### ON DIALOGICAL NETWORKS IN CONTEMPORARY MEDIA

Conveners:

Jiří Nekvapil,<sup>1</sup> Petr Kaderka<sup>2</sup> & Simon Smith<sup>1</sup>

<sup>1</sup>Charles University, Czechia

<sup>2</sup>Czech Language Institute of the Czech Academy of Sciences

Keywords: media, naturalistic inquiry, communication practices, intertextuality, technology

The concept of the dialogical network (DN) has been designed to study complex communications that typically occur in mass and social media, but not just there (see Leudar and Nekvapil 2004, for a summary, and most recently Leudar and Nekvapil, 2022). Their most important characteristic is their spatially and temporally distributed character – participants do not all meet face-to-face. For instance: somebody claims something at a press conference on Wednesday; somebody else disagrees with her claim elsewhere, say on TV, on Thursday. These claims and counterclaims may initiate further ‘branches’ of a DN if reported in several news media together with comments by journalists and other actors recruited by journalists. The media contributions are networked in that newspapers report what has been said, say, at a briefing or on TV, and people ‘on the air’ refer to newspaper reports. From a methodological point of view, the concept of the DN enables ‘naturalistic inquiry’ of the flow of media discourse, preserving the understanding and relevancies of the discourse actors. The second important characteristic of a DN is that many contributions are duplicated or multiplied – several actors may make the same point but formulate it somewhat differently, and certainly do so in different contexts. This may have consequences. One is that, being multiplied, comments, agreements, challenges made in the media become more likely to be noted, acquire gravitas and be responded to. Another is that one claim will become connected to a variety of contexts and so become more and more meaningful. It was observed that duplication in DNs generates emergent meanings, which are consequential.

The concept of the DN was worked out in the framework of empirical studies of media as they functioned in UK and Czech Republic in 1990s (see, e.g., Leudar 1998; Leudar and Nekvapil 1998; Nekvapil and Leudar 2002). Since then, however, political, social, and cultural conditions of many countries have changed dramatically, including various properties of media, and these changes have affected the shape of DNs accordingly. For example, in the 1990s there were not many happenings in DNs during the very first day of the existence of a DN and one week seemed to be an appropriate analytical unit both for the experts and members (see, e.g., Leudar and Nekvapil 2008). In contrast, current DNs may take a distinct contour during just one day (see Leudar et al. 2018) and become cloudy and labyrinthine in a week or so (cf. Kaderka et al. 2018; Hájek et al. 2019). New technological possibilities of extensive multiplication and associated changes in journalistic work practices might also contribute to the rise of ‘emergent properties’ in DNs, which have been added to the main characteristics of DNs quite recently (see Leudar et al. 2018, Leudar and Nekvapil, 2022).

The aim of this panel is to address DNs as a changing phenomenon depending on the current shape of societies and technologies enabling new communication practices. The contribu-

utors to this panel will deal with DNs arisen in various fields of practices such as politics, finance, journalism, judiciary or museum exhibitions and in the political, social, and cultural conditions of countries such as UK, Switzerland, Germany, France, Czech Republic, the former Czechoslovakia or Japan.

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**CONCEPTUALISING THE DIALOGICAL STRUCTURE OF MASS COMMUNICATION: A COMPARISON OF THE DIALOGICAL NETWORKS AND MEDIATED SOCIAL COMMUNICATION APPROACHES**

Antonia Baumgartner,<sup>1</sup> Silke Fürst<sup>2</sup> & Philomen Schönhagen<sup>1</sup>

<sup>1</sup>University of Fribourg

<sup>2</sup>University of Zurich

The *mediated social communication* (MSC) approach and the *dialogical networks* (DN) approach share some remarkable parallels despite having emerged at different times and in different scholarly disciplines: while German mass communication scholars developed the former since the first half of the 20th century (Groth 1928-30; Wagner 1977; Fürst Schönhagen and Bosshart, 2015) and based their approach on works from sociology, economics and history describing social communication mediated by mass media in terms of exchange and networks (Schäffle 1875-1878; Riepl 1913), the latter was developed in the 1990s and informed by ethnomethodology. Both the DN and the MSC approaches underline the dialogical structure of mass communication, in contrast to predominant notions that conceive mass communication processes as “inevitably one-directional, one-sided and impersonal” (McQuail 2010, 57). Moreover, both approaches demonstrate how journalistic mediation of various social actors and their statements allows the emergence and development of public discourses.

Besides these similarities, the MSC approach provides complementary (theoretical) considerations that could contribute to the aims of the DN approach, for example to “clarify the way journalists compose their articles” (Leudar and Nekvapil 2004, 248). *Communicative representation*, i.e., attributing a statement of members (representatives) of organisations or opinion-based groups to all other (represented) members of this group, is a key concept in the MSC approach. It elucidates why journalists often give a voice to legitimised representatives (see an example in Leudar and Nekvapil 2004, 261). Moreover, the MSC approach can enrich the conception of the “active” or “performative role” of journalists (Leudar and

Nekvapil 2004, 252, 256) and provide possible answers to the question, “who could have joined the dialogical network, but did not” (Leudar and Nekvapil 2004, 261). Further, the DN approach can provide pointers to the empirical analysis of dialogical structures in mass communication.

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**PAPER 2**

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**MULTIPLICATIONS AND EMERGENT MEANINGS AS CONSTITUTIVE FEATURES OF DIALOGICAL NETWORKS**

Jiří Nekvapil

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Keywords: distribution, sequential organisation, multiplication, emergent meanings, members’ phenomena

Our project on dialogical networks began in the 1990s and eventually reached the following conclusion:

“Dialogical networks (DNs) are sequentially-organised communications which supervene on face-to-face interactions. They are spatio-temporally distributed, and the parts of sequences are multiplied in that they consist of type-similar contributions by different participants. Due to such multiplication, these parts of DN’s have emergent meanings that are

different from those of the individual contributions composing them. DN’s are, however, not coincidences; they are participants’ accomplishments, resourced by shared conversational practices such as formulation, speech reporting and membership categorisations.” (Leudar and Nekvapil 2022, p. 293).

Sequential organisation and distribution were the characteristics of DN’s which we analysed to begin with. Multiplications were noted, but remained unexamined. More recently discourse practices which give rise to multiplication and consequently to emergent meanings began to be studied (Kaderka

et al, 2018; Leudar and Nekvapil, 2022). This paper summarises these more recent developments. We demonstrate how we came to realise that multiplications and emergent meanings are crucial to DNs, proceeding gradually from their empirical description to formulating a praxeological account. Our work now focuses on practices through which multiplications are accomplished and on how emergent meanings are oriented to, expressed and used.

Multiplications create joint contributions to DNs ('contributions in common'), from which emerge argumentative positions on issues, and eventually membership characteristics of those subscribing to these positions. DNs are members'

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### PAPER 3

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## MEDIA TWITTER ACCOUNTS AS A SOURCE OF DATA FOR RESEARCH ON MEDIA DIALOGICAL NETWORKS

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Keywords: media dialogical networks, social media, Twitter, adjacency pairs, Membership Categorization Analysis

The mass media use Twitter as a source of information on current events as well as as a tool enabling them to cover events quickly and continuously, to target more readers and to receive feedback (Weller et al. 2013, Zappavigna 2013). Mass media texts are also disseminated by journalists and other users on their private Twitter accounts. All these practices make media dialogical networks more complex than those defined and analyzed by Leudar and Nekvapil (2004) or Nekvapil and Leudar (2002). We analyse the way environmental activist Greta Thunberg's speech at the Climate Action Summit in New York on 19th September 2019 was reproduced and/or commented on in the Czech media, on official media Twitter accounts and on the private accounts of journalists working for these media. We pose the following research questions: 1) How is Greta Thunberg's speech categorized in the texts analyzed? 2) Does the second pair part predicted by this categorization follow?

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### PAPER 4

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## WOMEN AND IDENTITY IN THE SPINNING OF ISLAMOPHOBIA DISCOURSE: A DIALOGICAL NETWORK ANALYSIS

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Keywords: islamophobia in the media, terrorist attack, Muslim women, dialogical network, neutrality

Neutrality is a fundamental principle of the Belgian constitution to define the relationship between the State and religion (Merckx & Fekete, 1991). First, it is characterized both by the recognition of religions and by the financing of the recognized religion (Sägesser, 2009). As for the financing of worship, it was promulgated following the Belgian revolution in 1830. In the same vein, this funding was enshrined in the Belgian constitution in 1831 and is considered to be a mutual and independent

phenomena – not just the researchers but participants also note multiplication of contributions to DNs and gloss them, creating argumentative positions in common and distributed social identities.

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We argue that this kind of analysis should contribute to the methodological development of the concept of media dialogical networks.

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relationship between Church and State (Christian & Wattier, 2015). However, in spite of state recognition, discrimination on the grounds of religion and belief, especially towards Muslims, consistently shows the highest rates. Compared to other areas, media is the most frequent domain where discrimination can occur. In this case, Muslim women are the most frequent victim (UNIA, 2019).

Hence, this paper focuses on the issue of how Muslim women's identity relates to the deployment of the term Islamophobia in media texts. The purpose is to analyze the significant

actors who deployed the issue as well as their intention and target. The paper also discusses how they interpreted the concept of neutrality while they were talking about Muslim women by mobilizing the word Islamophobia.

The dialogical network approach is applied to analyze the publications of Belgian medium *Le Soir*, focusing on two 'in situ' events: the 11 September terrorist attack in 2001, which happened outside Belgian territory (2000 - 2001), and the 22 March suicide bombing at Brussels Airport in 2016 in Belgium (2015-2016). Here, the dialogical network approach will help to explain the extended and intensified discourse on the same issue from the perspective of two different events, one originating outside and the other inside Belgium.

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## PAPER 5

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### MAKING SENSE OF 'ISOLATION IN CONNECTION': HOW CITIZENS NEGOTIATE THE TRANSFORMATIONS OF PERSONAL TROUBLE INTO PUBLIC ISSUES IN PARTICIPATORY JOURNALISM

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Keywords: participatory journalism, Dialogical Networks, Membership Categorisation Analysis, social networking sites, isolation in connection

This study explores news production as 'participatory journalism' in which ordinary people directly participate via the Internet. While participatory journalism idealizes the citizens' and journalists' co-creation, there are said to be limitations such as loss of quality, which originates from the insularism of participants. In this study, we consider the example of a Japanese TV news programme as participatory journalism, which reports on the problem of 'isolation in connection'—the youth's persistent sense of loneliness despite keeping in touch with many people via online connections. However, the concept of 'isolation in connection' presents different versions of the problem such as public projections of personal angst. Therefore, we adopted a combined methodological perspective, including membership categorisation analysis (MCA) and dialogical networks (DNs). Subsequently, we investigated how the programme participants made the problem

accountable through categorical descriptions and discursive organization of interactions among relevant actors in the course of programme sequences. Through this investigation, we highlight how participants negotiate an appropriate version of the problem by applying local membership categorisation devices and extending global dialogical links. Hence, we consider how news production works through discourse practices in the Japanese milieu.

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## PAPER 6

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### MEDIA DIALOGICAL NETWORKS IN HISTORY: THE CASE OF THE FORMER CZECHOSLOVAKIA OF THE 1950S

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Keywords: media, history, political culture, technological possibilities, sequential structures

The concept of the media dialogical network (DN) has been developed using data collected in the 1990s in the UK and

the Czech Republic, which may constrain our understanding of how DNs, i.e. mediatized dialogue, work on a more general level (for a summary, see Leudar and Nekvapil 2004). Therefore, in this paper, I analyse materials produced in the 1950s in the former 'communist' Czechoslovakia and pose the question whether DNs or cognate interactional phenomena actually occurred at that time period in such a polity, and if so, what their properties were.

Using articles published in the national daily "Rudé právo" [Red Justice], I demonstrate that many newspaper exchanges had the spatially and temporally distributed character of contemporary DNs and displayed similar structural features. However, DNs then and now also differ in several respects. The most noticeable differences were that DNs in the 1950s were structurally much simpler and that the second-pair part of sequences was delivered after a much longer period of time.

The most frequent sequence found in the 1950s newspaper was 'criticism – acceptance of criticism'. This is consistent with the fact that the editors of "Rudé právo", the official newspaper of the ruling Communist Party, were anxious to intervene in social reality directly, and the criticised individuals

were expected to accept the published criticism and work on the elimination of the criticised issue before responding. This practice, indexical of the political and socioeconomic context of the time, partly explains the long time span between the two parts of pair sequences. It is nevertheless also the case that the media technologies of the time did not allow for more immediate reactions of the kind we observe nowadays (cf. Kaderka, Leudar and Nekvapil, 2018).

Thus, the analysis of these historical DNs shows that their structural properties are based both on the technological possibilities of mass media and on the political culture and socioeconomic regime of the polity.

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## PAPER 7

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### 'SHARING EXPERTISE WITH THE PUBLIC': THE PRODUCTION OF COMMUNICABILITY AND THE ETHICS OF MEDIA DIALOGICAL NETWORKING

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Keywords: communicability, communication ethics, goldwater rule, media dialogical network, membership category, participant role

This paper examines two controversies implicating psychiatrists in order to shine a light on the ethics of experts' media dialogical networking. Employing a dual approach to discourse underpinned by membership categorisation and narrative analysis, and making a corresponding distinction between communicability as reportability and as tellability, I show that media dialogical networks (MDNs) are not just sequences of arguments and counter-arguments, but also sequences of happenings that redefine situations and reposition actors. In the cases examined, each expert is accused of inappropriate behaviour – public talk unbecoming of experts.

I reconstruct the interactive negotiations around communication ethics between experts and journalists in interviews and show how these interactions and the distributed reactions they provoked elsewhere in the controversy-related MDNs were narrativised in summarising news reports and interview introductions, positioning experts more as protagonists than as category incumbents. Taking media dialogical networking as social practice and performative discursive repertoire, I show how its dual – narrative-routine – performance involves trade-offs between reportability and tellability, rendering problematic any simple rule covering experts' voice entitlements, i.e. knowing when, where and how it is appropriate to offer a professional opinion. The public conversation about mental illness, however, is enriched by these imbrications.

**TRACING MUSEUM EXHIBITION REVIEWS: REFERENCES, REPLIES AND TRANSLATIONS BETWEEN THE MUSEUM SPACE AND THE MASS MEDIA**

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Keywords: media dialogical network, museum, exhibition review, guided tour, guestbook, contextualization

This paper traces how media dialogical networks are generated in interactions across different media. Reviews of a museum exhibition on public representations of immigrants in France and Germany serve as an example to follow connections between social interactions during guided tours in the exhibition space, comments written in the exhibition's guestbook and reviews of the exhibition published in newspapers. This contribution exemplifies how a contextualisation analysis allows us to disassemble how multiple voices and references are orchestrated in sequentially organised enunciations. The

analysis shows, firstly, how journalists, museum staff, and visitors engage in face-to-face and written dialogues in which they refer to each other beyond co-present situations to politically position themselves, the museums and newspapers in relation to governmental politics; secondly, how members engage in disputes about networks' normative orders; and thirdly how multiple selection practices fundamentally change the meaning of enunciations in translations between modalities of the museum space and the mass media. Allegations of censorship give rise to professionals and laypeople in their reviews generating alliances and oppositions on the question how independent museums should be from the government.

## LANGUAGE MAKING AND OWNERSHIP FROM THE PERSPECTIVE OF WRITING CREOLES

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Keywords: creole languages, orthographies, language making, language ownership

In this paper, I examine the ideologies and policies around writing creoles as examples of hitherto mostly agraphous languages especially from the perspective of language making (cf., e.g., Makoni & Pennycook 2005) and language ownership. According to post-colonial discourses, writing is perhaps not necessary and might actually impede the preservation of the vitality and creativity of a creole (cf. Freeland 2004). This is, of course, true to the extent that choosing one specific variety and not allowing for, e.g., regional variation, especially in the initial phase of graphification, may alienate speakers from writing (cf. Koskinen 2010; Sorba 2018).

However, I have argued elsewhere (Bartens 2018: 403; Bartens forthcoming) that writing is crucial taking into account the prevalent “Western” ideologies of what constitutes a language. What is more, whereas language is above all a (socio) political concept and it would often be preferable to speak of varieties, in specific contexts of language minorization clear-cut boundaries, labels, names, and norms are a necessity (cf. Hüning & Krämer 2018).

In defining what is a language, orthographies and the actors behind them play a crucial role to the effect that, for example, certain graphemes have heavy sociopolitical connotations which may emphasize the question of language ownership. I will discuss the orthographies of certain smaller Western Caribbean English-lexifier Creoles (Belize, Nicaragua, San Andrés, and Limón; e.g. Belize Creole Orthography Project 1994; Crosbie et al. 2009; Zuñiga & Thompson 2018) and their evolution over the past three decades in order to address these issues. A useful point of comparison is constituted by the orthographies devised for Haitian Creole since the 1940s (McConnel-Laubach, Pressoir, current official; e.g. Schieffelin & Charlier Doucet).

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## WHO PLANS WHAT FOR WHOM AND HOW? THE CASE OF “SELFIE” IN THE TURKISH LANGUAGE

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Keywords: language planning, new media, Turkish, Turkey

In May 2014, the Turkish Language Association (TLA, Turk.: Türk Dil Kurumu) suggested to replace “selfie”, a borrowing from English, with the term “özçekim” (lit.: ‘self-shot’). However, only two years later, the organization’s official journal

“Türk Dili” published an article with the help of which the term “görçek” (lit.: ‘see-take’) was popularized. Reactions in social networks such as Twitter on both occasions showed quite different reactions, ranging from ironical comments to serious enthusiasm.

Thus, the case of “selfie” offers some interesting insights when looking at it from the perspective of Cooper’s (1989: 31) question: “Who plans what for whom and how?” This question, serving as Cooper’s starting point for his examination of language planning, can serve as a guideline for examining this specific case. Therefore, the paper will shortly trace the background of the TLA, founded in 1932 and a state-run organization since 1982, as an important agent in language planning in Turkey and as an advocate for a strict purification of the Turkish language. It will then have a look at the specific events concerning the intended replacement of “selfie,” one case amongst others in which anglicisms were to be replaced by “pure” Turkish counterparts. The main part of the paper will be an analysis of comments on social networks from May 2014

and July 2016, illustrating how the recipients of the proposed change reacted. Therefore, the paper uses methods from critical discourse analysis (namely the DIMEAN model, cf. Spitzmüller/Warnke 2011). Thus, the paper aims to visualize multiple aspects of language planning on a concrete example.

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## CONTEMPORARY ONLINE LITERACY – A MATTER OF IT SECURITY?

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Keywords: discourse analysis, online language, online literature, IT security

Contemporary literacy utilizes digital technology to present its narratives. Especially online communication formats such as webpages and social media come into play for the purpose of displaying and advertising the individual novels.

In 2013, German Rohde created his fictional character Renate Bergmann on Twitter. Becoming quite popular soon after the release of the account, Rohde built his first novel – also under the now well-known pseudonym. This career of a literary character and its online development on a social media platform represent the influence of online media on current authorship. Cathy’s Book, on the other hand, a sponsoring-based American novel, creates a work complex that holds accounts on Facebook, Twitter, MySpace and YouTube and further web presentations. The possibility of online-interaction between the reader and literary fiction either fosters a (fictional) digital discourse between the reader and a literary character of their choice or literally visualizes these characters – e.g. on Instagram.

In contrast, the same genre of contemporary novels often deals with issues of online communication and IT security. German publication *The three !!!*, a teenage detective novel series, addresses topics such as cyber stalking, virtual harassment and other online crimes. In adult literature, Els-

berg’s *Blackout* simulates the dangers of an interconnected world in case of a central cyberattack.

The planned talk aims to address the contradiction of simultaneously critiquing the dangers of online activity and issues of IT security while at the same time utilizing these technologies and media for the purpose of advertising the same critical texts. In comparison to the carefree utilization of online tools on the media level (e.g. in case of online advertising), novels may indeed deal with the societal and technological issues thereof and therefore contribute to current digital discourse analysis.

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## “WHEN I GO TO A BAR OVER THERE, I AVOID USING KAFA OR KAVA AND SAY ESPRESSO INSTEAD”: BIVALENCY AS AN AVOIDANCE STRATEGY TOOL IN CONTACT SITUATIONS IN BOSNIA AND HERZEGOVINA

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Keywords: inter-ethnic conflict, bivalency, language management, ethnography

Avoidance strategies are studied within Language Management Theory as adjustment, or more specifically, pre-interaction management strategies (Neustupný 1985, Nekvapil & Sherman 2009). When they consist in selection of one commu-

nicative act over another (Nekvapil & Sherman 2009: 187), the underlying meaning and implications of both the avoided and the performed act are not always equally consequential nor fully evident. This paper aims to bring to the fore and examine the dual nature of avoidance strategies and thus contribute to further extending our understanding of these language management strategies. Important insights into these processes

are found in Bosnia and Herzegovina, where co-official standard languages of the three previously warring ethnic groups are at the same time closely related. In contact situations, avoidance strategies here oftentimes consist of (1) avoidance of ethnically marked elements perceived as potential sources of language related problems (especially certain lexical forms and Cyrillic script) and (2) employment of bivalent (Woolard 1998), or trivalent, linguistic features, i.e. features belonging simultaneously to two (or three) languages. Data coming from several different domains where inter-ethnic contacts occur, such as translation, education, private businesses, and printed media, have been collected both from secondary sources and my own ethnographic research, where metalinguistic commentaries constitute the central part of field data. Research shows that the avoidance of distinctiveness and mobilization of bivalency are worth examining as simultaneous processes, both structural and ideological. On the one hand, bivalency as a convergent practice reflects resistance towards full acceptance of standard languages, which impose their own set of normative boundaries often at odds with boundaries established by actors. This is particularly noticeable in the use of foreign words frequently deployed at the expense of native lexical stocks. On the other hand, routinized

avoidance of certain distinctive features seems to (further) feed into their iconic meaning. In a context still burdened by inter-ethnic tensions, such tendencies may contribute to negative phenomena such as suppression of diversity and perpetuation of ethnolinguistic intolerance.

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## MAINTENANCE OF RUSSIAN AS A HERITAGE LANGUAGE IN GERMANY: A LONGITUDINAL APPROACH

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Keywords: Russian, heritage language maintenance, longitudinal approach, language attitudes, heritage language instruction, lexical proficiency, grammatical proficiency, Germany

The study discusses the perspectives of long-term maintenance of Russian as a heritage language in Germany. Based on data from a longitudinal study (2014–2018) we investigated changes in the sociolinguistic situation of 19 adolescent heritage speakers and in their proficiency in Russian. The aim was to investigate whether changes in the participants' sociolinguistic situation are reflected in their knowledge of Russian. Data on the sociolinguistic situation were collected via an extensive questionnaire that the participants had to fill out once a year. Language proficiency was measured by experimental tasks targeting different linguistic domains. For the current paper, we used data from the longitudinal measurement of lexical and grammatical proficiency.

The results revealed that the participants' exposure to Russian input is decreasing in several domains over time, especially concerning media consumption and personal visits to the homeland. Russian is increasingly restricted to interactions with parents, and to educational settings (classes in Russian as a foreign or heritage language). Regarding language attitudes, our participants explicitly consider Russian important primarily for family interactions and cultural factors, but less with regard to career goals. Nevertheless, there was a positive trend in lexical and grammatical proficiency. We interpret these findings as a result of the prolonged exposure to heritage language instruction which leads to a stabilized proficiency in Russian. Given the institutional support and the size of the community, we hypothesize that the perspectives for long-term maintenance of Russian as a heritage language in Germany are better than for Russian heritage speaker communities in other countries.

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## DEVELOPING AN INDIGENOUS VOICE THROUGH LANGUAGE RECLAMATION IN POST-APARTHEID SOUTH AFRICA

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This paper looks at the sociolinguistic concept of voice within the context of a cultural and linguistic reclamation movement currently underway in South Africa. According to Keane (1999: 271), “research on voice directs attention to the diverse processes through which social identities are represented, performed, transformed, evaluated, and contested”. With this in mind, this paper will investigate both the political and the epistemological significance of voice within the context of the Xhosa reclamation movement – an indigenous reclamation movement in South Africa. It will do so by taking se-

riously “the artfulness and subtlety at work not just in highly self-conscious forms of expression, such as literary or oratorical texts, but in everyday uses of language” (ibid.). What role does an ancestral language play in speakers' efforts to claim and to exercise an ‘indigenous’ voice in a transforming society (often in the face of considerable contestation)? The paper argues that Xhosa activists are using fragments of their long-lost ancestral language in an attempt not only to claim an indigenous identity, but to re-claim a lost sense of being African as well.

## MAPPING THE IMPLEMENTATION OF A NATIONAL LANGUAGE POLICY

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**Keywords:** linguistic landscape, language management, language policy, language planning

This study broadly maps visual language representation in two types of public indoor spaces in Sweden: libraries and health care centers. The aim of the study is to investigate the implementation of the Swedish national language policy, which aims to make public spaces linguistically accessible to all citizens.

The study draws from the perspectives of the field of language choice in public spaces (Spolsky 2009) and the field of linguistic landscapes (Landry & Bourhis 1997, Backhaus 2007, Blommaert 2013). A keynote in the field of linguistic landscaping is that the way different languages are represented in public spaces may demonstrate a balance of power of languages and its speakers in that specific society. To get an overview of the state of Sweden, 2000 photographs were taken of the interiors of libraries and health care centers in 11 cities throughout Sweden. The representation of different languages (Swedish, national minority languages and immigrant languages) through texts (signs, posters, notes etcetera) in these environments was analyzed with tools from linguistic landscaping: visibility, placement and size of the lettering, permanency of materials, their communicative and symbolic functions.

The results indicate that Swedish is the overall dominant language all over Sweden, with English as a (scarce) complement. The dominance of the Swedish language was visible in the overwhelming frequency of Swedish texts, as well as

in the superior positioning of Swedish texts on all bilingual signs. In the northern parts of Sweden, texts in the languages of national minorities did occur, even if scarce. National minority languages were more frequently serving a symbolic function, compared to the immigrant languages, which were used mainly to communicate health information. The overall result, however, indicates that signage in public indoor spaces in Sweden continues to be an almost exclusively monolingual matter.

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## ENJOYING SPORTS THROUGH HUMOUR: COMMUNICATION IN FAN ONLINE DISCUSSION FORUMS

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**Keywords:** humour, interactional sociolinguistics, sports discourse, online comments, fandom

This paper addresses the issue of humorous verbal interactions in the new media, concentrating on online discussion forums of sports fans. While recent research has increasingly looked into humorous communication in social media, dealing with various aspects of verbal as well as multimodal – including memetic – interaction (cf. Shifman 2014), the issue of language use and humour construction in specific online groups (or communities of practice, cf. Wenger 1999), remains a relatively under-researched topic, despite the current calls for a more context-based approach to the analysis of humour (Tsakona 2020).

Based on a data set from various Czech online discussion forums on sports, the presentation documents diverse instances of humour in the fans' comments, with the ultimate aim of proposing a sociolinguistic explanation for the omnipresence of humorous phenomena in sports fan discussion forums. The paper starts by identifying the diverse forms of humour attested in the data, ranging from simple puns to complex intertextual references, and proceeds by describing how humour is achieved in dialogic interaction between mul-

tiple fans, giving rise to positive/negative responses and, occasionally, subsequent follow-ups.

While noting that many of the attested examples are, in certain respects, similar to those found in other forms of digital media communication (cf. Vásquez 2019), we suggest that humour in online fan discussion forums has a more complex interpretation. Engaging in verbal acts of humour appears to be a common communicative strategy – almost a normative perspective – adopted by the users when communicating about sports events. In this way, we argue that humour constitutes a specific way of not only experiencing but also enjoying the event: an act of non-linguistic entertainment is thus matched by an inherently entertaining mode of discourse.

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## 'WE WERE ABLE TO COMMUNICATE AFTER ALL': STRATEGIES AND RESOURCES IN INTERACTIONS WITHOUT SHARED NAMED LANGUAGES

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As the world becomes increasingly interconnected and mobility increases, more and more encounters take place in which people interact despite the absence of a shared named language in their linguistic repertoires. Such communicative encounters may occur, for example, in tourism or between refugees and local authorities, when those involved have no lingua franca at their disposal. The study of communicative practices in such situations has largely been neglected so far. Yet, a better understanding of such practices would have important implications for numerous fields, including crisis response, social work and labor more generally in migration societies as well as language learning and teaching.

In this paper, we therefore present a close interactional analysis of an interaction without shared named languages, examining the communication strategies (Selinker, 1972; Dörnyei & Scott, 1997) and resources (Mondada 2019; Kidwell 2013) employed. Our analysis is based on an audiovisual recording of a simulated restaurant visit in which four South Tyrolean secondary school students interacted with a Russian waitress and a tourist from Morocco seated at the same table. While all four students disposed of several named languages and varieties in their linguistic repertoires, none of them spoke Russian or (Moroccan) Arabic. In our paper, we investigate the communication strategies and semiotic resources which the interactants employed during this task, such as the use

of deictic gestures and particles to establish a common focus and the use of objects and representational gestures in combination with speech to make verbal resources available to the co-interactants. In total, we show that interactants cooperatively establish common ground through the reflective, constantly adapting management of all available resources.

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## LANGUAGE PROBLEM PRESENTATION IN THE LANGUAGE CONSULTING CENTRE

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Keywords: language consulting, language norms, language awareness

The Language Consulting Centre (LCC) is a service offered to the general public by the Czech Language Institute. Anyone can call on the LCC telephone line and ask for assistance with solving language and communication issues. The queries cover a wide range of linguistic topics (orthography, stylistics, phonetics, pragmatics, etc.) and are simultaneously based mostly on unique language material. Nevertheless, when callers present their issues, they do not only ask a simple question, usually they do much more than that. So how do they compose their queries?

I analysed over 60 recordings of telephone calls between LCC employees and its enquirers from the perspective of conversation analysis. By doing so I identified structural units which repeatedly appear when enquirers present their language problems, e. g.: specific query (focused on a specific language mean: *What is a correct vocative form of forename Jan?*), specific instance (turn construction unit based on a material component: *Oči svítily*. Is in the end i or y?), specified

query (narrower query presented later in the utterance: *Is it Jene or Jane?* – continuation of the query about the forename Jan), solution proposal (How is Internetová jazyková příručka written? With capital or lowercase? *With capital, right?*), evaluation (*It doesn't sound very good to me.*) and more. These components can be combined in various ways, however their purpose remains the same – to present all information that callers consider to be (potentially) relevant for both comprehension of the issue and subsequent advice provision by LCC employee.

Moreover, callers present not only what LCC employees need to know, but also what they know and/or think about the problem themselves. This way they give clues to LCC employees on how to approach them. Therefore the choice of components by the caller and their recognition by the communication partner naturally influence interaction progress.

## NEGOTIATING AUTHENTICITY IN INSTAGRAM: DYNAMICS BETWEEN LOCAL AND TRANSLOCAL NORMATIVE FORCES AMONG BASQUE YOUTH

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Keywords: authenticity, Instagram, Basque, scale-jumping, social media

Authenticity still matters in the complex and mediatized sociolinguistic context of late modernity (Coupland 2014; Blommaert 2010, 2016; Pennycook 2010, among others). It remains a quality of experience that we actively seek out in most domains of both material and social life. We all respect people, materials or cultural expressions that are ‘true’, ‘natural’, ‘real’, ‘original’ (Coupland 2014). But it seems that authenticity matters even more in digital communication. In social networks, for instance, having a ‘real’ identity plays an important role in the identity construction of any individual: as Marwick and Boyd (2011) propose for Twitter, communication in social networks in general “has a presumption of personal authenticity and connection (...)” (Marwick and Boyd 2011, 16).

On those global social networks such as Instagram, the negotiation of authenticity has shifted from the local to a translocal and even global context. Authenticity in those social networks, then, needs to be understood “as developing at

several different scale-levels where different orders of indexicality dominate, resulting in a polycentric ‘context’” (Blommaert 2010) and Instagram, as we will try to show in this work, is particularly interesting in the study of that scale-jumping in normativity (Blommaert 2010).

From such a multiscale perspective, in this talk I will analyse the way Basque young people negotiate their ‘real’ identity in Instagram, and how that self-presentation can be developed by means of language choice. I draw my data from the corpus of the Gaztesare project that contains the production in Instagram of 30 Basque university students who draw on an inventory of multilingual resources in their interactions. The study sheds light on the social meaning a ‘local’ language such as Basque can have in a global multilingual social network. Moreover, it offers interesting insights with which to explore the dynamics between local and translocal normative forces with respect to authenticity.

## JAPANESE SOJOURNERS IN SINGAPORE: A SOCIOLINGUISTIC “ROJAK”

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Keywords: language management, sociolinguistics, Singaporean English, EFL teaching and intercultural communication

Diverse varieties of English are being spoken all around the world which are different to the more prestigious varieties of English that are taught to English as a Foreign Language (EFL) learners in Japan (Galloway, 2009; Phillipson, 1992). Many Japanese who learn English in Japan might go on to work in other countries where English is one of the official languages, such as Singapore, thinking that the English they have learnt is sufficient for effective communication. However, the variety of English that is spoken in Singapore (Singaporean English), possesses many features that are different from the varieties Japanese people are more used to (Bao, 1998; Deterding, 2007; Gupta, 1992; Lee, Ling, & Nomoto, 2009; Leimgruber, 2013; Ng, 2012; Tongue, 1974).

This study explores the sociolinguistic obstacles and issues perceived by Japanese sojourners in Singapore as a result of the mixing (rojak) of different varieties of English and the different cultures during communication in English with Singaporeans through interviews with Japanese living in Singapore, through interactions with locals in the workplace, in social situations and everyday contact situations (Neustupný, 2005). These issues were classified according to Neustupný’s (1997) description of sociolinguistic competence. This study found a diverse variety of sociolinguistic issues encountered by Japanese and how they perceived these issues. Furthermore, they were affected by these sociolinguistic issues more than other types of issues. This study also shed light on the strategies that Japanese use when interacting with Singaporeans in English.

This study provides insight into the sociolinguistics of Japanese people when they work in a different country that uses different varieties of English, such as Singapore Standard English (SSE) and Singapore Colloquial English (SCE or Singlish) and offers suggestions and strategies that they can use to facilitate communication in Singapore. It also challenges current educational norms which puts sociolinguistic rules at the back of the line when it comes to EFL teaching.

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## KEEPING ‘OLD’ ROOTS VS. TAKING ‘NEW’ ROOTS: MULTIDIRECTIONAL INITIATIVES IN MOSCOW AND ST. PETERSBURG MICRO-LEVEL LANGUAGE PLANNING

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Keywords: language planning, micro-level, social actors

The paper focuses on micro-level language policy and planning in Russian megalopolises; it aims at analyzing how networks of (semi)-formal institutions and efforts of individual actors can supplement, or even substitute, official language planning in the circumstances when there is lack of consistent minority language support programs.

Traditionally language policy researches were state-oriented and paid less attention to bottom-up initiatives for multilingualism and revitalization of minority languages; however, last decades have witnessed a shift in focus to the local contexts (Liddicoat & Baldauf 2008) and micro-level of language planning (Davies & Ziegler 2015). Within this framework, the results of language planning per se became less interesting than the process of its implementation and contributions of different actors. Consequently, recent studies tend to discuss efforts of local actors involved in multilingual education projects and in cultural initiatives (Moriarty & Pietikäinen 2011) to a greater extent than legal statuses of minority languages and governmental support to them.

The paper analyzes different aspects of bottom-up multilingual projects in Moscow and St. Petersburg. It compares, on the one hand, grass-root initiatives for integrating migrant children and teaching Russian to them and, on the other hand, efforts of ethnic minorities’ activists directed at maintaining their languages. It is based on several sets of data:

information about the multilingual projects on their web-pages; discussions about these projects in social media; interviews with language activists; interviews with members of minority groups. The paper demonstrates that the concept of micro-level planning, which reveals the agency of different actors involved in this complex process, is very effective in understanding of language policy and multilingual communication in main Russian cities.

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## SHAME AND SOCIAL RENEGOTIATION: NEW SPEAKERS OF KAZAKH IN KAZAKHSTAN

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Keywords: language shaming, new speakers, language ideology, Kazakhstan

The phenomenon of language shaming has been described under different names, such as language bullying, linguistic discrimination, accent discrimination, and others, but the role of shame and anxiety is to our knowledge best documented in the context of L2 acquisition and the language classroom (e.g. Horwitz 2010) and in relation to struggles over authenticity in language revival (e.g. Jaffe 2015). Yet, few studies have directly focused on language shaming as a social process and a tool for power negotiation. This study aims to foreground

shaming practices as an important aspect of the process of language revival and renegotiation of linguistic hierarchies by describing the ideologies and practices of shaming in Kazakhstan. In Kazakhstan, widespread ideologies of language seem to treat Kazakh as a property that ethnic Kazakhs either have or do not have, not as a language which can be learned to varying degrees of fluency. As a result, new speakers are often ridiculed by native speakers. At the same time Russian-speaking learners of Kazakh are often blamed for language loss and unwillingness to learn and use their ‘mother tongue’. Drawing on survey and interview data collected in Almaty, Kazakhstan, we examine these issues in a context where an established

Russian-speaking elite maintain a socially powerful position yet also may be subject to shaming practices which target real or perceived imperfections in their Kazakh, and accordingly cast them as insufficiently authentic Kazakhs. This study

expands the existing literature by framing language shaming practices as part of a larger struggle over power, authenticity and language ownership

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## THE PERFORMANCE OF STEREOTYPES IN “JAMAICAN COUNTDOWN”

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**Keywords:** sociolinguistics of performance, linguistic appropriation, comedy, Jamaican Creole, multimodality

In 2020, the BBC released their new sketch series *Famalam* starring Black British actors. The clip “Jamaican Countdown” openly displays stereotypes about Jamaicans and has sparked off a heated public debate.

Previous research on the appropriation and performance of Jamaican Creole (JC) e.g. in reggae and dancehall music (Gerfer 2018, Westphal 2018) showed that non-Jamaican singers only use a limited range of some stereotypical phonetic and morphosyntactic features of JC as well as lexical items of the creole register *Dread Talk* (Pollard 2000). Lopez and Hinrichs (2017) analyzed the appropriation of JC by a European American character in a VW Super Bowl commercial. They found that the linguistic representation is restricted to stereotypical features which would be identified by an American viewership. Additionally, the actor’s language use and his non-verbal performance index images of “the dreadlock-wearing Jamaican Rastaman” (Lopez & Hinrichs 2017: 140) as well as associated social practices such as smoking marijuana.

Our study addresses the following research questions: 1. How do the actors perform JC in “Jamaican Countdown”?, and 2. Which cultural stereotypes are portrayed and how? To answer these research questions, we conducted a qualitative linguistic analysis, focusing on the actors’ use of JC phonetic, morphosyntactic, and lexical features, and a multimodal analysis of the content, the actors’ outward appearance, their gestures and facial expressions, as well as background music.

The results show that the use of JC in “Jamaican Countdown” is remarkably accurate and not only based on few stereotypical features. This ‘authentic’ use of JC may only be intelligible to audience members who are familiar with the language. However, viewers do not necessarily need to understand JC to understand the sketch but be able to recognize the displayed cultural stereotypes, which are highly exaggerated: Jamaicans are portrayed as being musical, highly sexualized, well-endowed, undisciplined, uneducated, and drug users.

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## OPENING THE ECHO CHAMBER: ONLINE COMMENTS AND THE SHIFTING DYNAMICS OF THE PUBLIC SPHERE

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**Keywords:** online comments, the public sphere, democracy, mainstream media

Over the past decade, public political discussion has become increasingly febrile and polarized. The breakdown of trust, rise of intimidation and spread of ‘fake news’ has taken its toll on the idea of a rational public sphere. Online, unprecedented levels of vitriol have undermined early hopes that the internet would help to extend the scope of democratic debate. Comment sections to online news articles, once promoted as a means by which readers could offer their own perspectives on matters of national significance, are now regularly dismissed as ‘echo chambers’ for angry bigots, best avoided at all costs.

In the light of these developments, this paper will examine these echo chamber more closely. It will argue that the term

misses their real significance. By implying that comment sections are closed off from the outside world, it fails to capture the nature of the interaction that occurs in them, or the challenges they pose to the wider public sphere. Working with examples from a corpus of comments posted in the British tabloid press, it will show how comment sections are far from spontaneous or uniform but products of a complex dynamic in which popular responses are stage-managed and discursively framed by tabloid news media themselves. It will show further how they provide a channel through which hate speech and conspiracy theories from marginal online sources flow into and gain currency, often unchallenged, in mainstream news discourse.

It will suggest that comment sections provide a forum for those excluded from ‘polite’ debate, not as would-be contributors to enlightened consensus but in explicit, vocal opposi-

tion to it. As such, they are key sites for the construction and performance of those 'ordinary', authentically uncivil voices whose disruptive presence in the public sphere is currently re-shaping the nature of democratic debate itself.

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## REFLECTIVE WORKERS: STRUGGLING WITH ENGLISH AND MAKING AN INTERNATIONAL BUSINESS SELF

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Keywords: reflexivity, ideology of social change, professional persona, social mobility, language at work

Based on Archer's call to further study reflexivity and ideology of social change in late modernity (2012), my work offers a sociolinguistic analysis of reflective workers who struggle with English, a new form of cultural capital (Bourdieu 1986), which attributes value to their labor power and legitimizes stratification. I am giving an ethnographic account of reflexivity in everyday business of a transnational company in Shanghai where workers reflect about their own selves and status in Shanghai society and develop strategies to achieve social mobility and emancipation.

In the documented company good English proficiency is indexical for an international business persona associated with a "promising future" and access to promotion as well as roles of prestige. Self-analysis conversations recurrently happen at specific moments and events, e.g. after promotion list an-

nouncements and international business trips. There are also institutionalized reflective practices at review meetings specially held for employees who compete for the same position. Workers with privileged background who have had education in English reflexively construct their trajectories in accordance with elite aspirations. However, those unprivileged take English learning as "self-imposed colonization" (Gao 2014) and, navigating their professional identity in English, face exclusion from positions of prestige. Anxieties, struggles and tensions behind workers' constant analysis and self-analysis activities can be observed. This paper will look at the modes of reasoning about their own selves and the ideas about language and social mobility that inform these modes of thinking the self. I also trace the history of ideas informing these practices of reflexivity and self-analysis and their anchoring in larger cultural formations linked to ideas about what counts as being a good person in China and a good professional in particular.

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## NEW MEDIA AND LANGUAGE DEVELOPMENT

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Keywords: new media, Georgian, language management

Contemporary globalizing processes significantly influence the lives of different societies of the world. The emergence of global and local perspectives sets challenges and diversifies modern tendencies. The omnipresent new media and their various genres represent spaces where we can easily keep an eye on the latest trends and reflect upon language use, because language, as a social phenomenon, is a "carrier" of epochal changes.

The paper reflects the Georgian societal life of the last decades (after the dissolution of the USSR until the present day) and its influence on the development/management of the state language. The major accent is put on the evolution of Georgia's mass media and certain sociolinguistic aspects of the contemporary Georgian language. The research comprises the theoretical and practical studies. It considers increased concerns and destroyed expectations of the Georgian scholars, who raise the problem of the destroyed ecology of the language, the norms established by journalists and the usage of irregular, linguistically unacceptable forms determined by the influence of today's lingua franca (the English language) that has "invaded" the Georgian lingual landscape. The rapidly changing modes of linguistic interactions, sociolinguistic

analysis and innovative ways of the solution of the problem of the destroyed language-ecology – these are the major issues of the paper and the urgent problems of today's Georgia. The outcomes will be useful for the further management of the state language.

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## LANGUAGE MANAGEMENT THEORY AND WORLD ENGLISHES

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Keywords: World Englishes, Language Management Theory, errors and varietal features

World Englishes (WE) has provided a new paradigm in our understanding of the sociolinguistics of English in the current era. Increasingly, the key arguments underpinning WE including the plurality of English and the multiplicity of norms are applied to the context of English language teaching across societies. A critical pedagogical question pertaining to this application is: How can we draw a line between what is traditionally known as “errors” and features of a new variety of English? In this presentation, I would argue that language management theory (LMT) may provide important theoretical and methodical lead in drawing this necessary distinction. Language management is broadly defined as any activity focusing on language or communication. It is about the management of communicative acts taking place in concrete interactive contexts. The four-stage process of what is called

“simple management” can be especially useful in WE pedagogy. For example, specific instances of innovative language use may constitute the first stage of “problem identification”. The second stage or the “evaluation of the problem” may be implemented by eliciting practitioner judgments on the intelligibility and social acceptability of the innovative usages. A combination of these two judgments may lead to an “adjustment plan” which may help to decide on their status as errors or varietal features. Finally, the implementation of the adjustment plan may consider developing consensus among language practitioners at local institutional levels in order to avoid educational and social consequences of divergent views and understandings among teachers. I will use data from a group of international TESOL students and practitioners in an Australian university to illustrate the process. I will conclude by highlighting the potential of LMT in the WE pedagogical realm.

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## “ISLAMISATION BY STEALTH” – THE NORWEGIAN PROGRESS PARTY’S CONTRIBUTION TO ISLAMOPHOBIA

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Keywords: critical discourse studies, Islamophobia, political discourse, metaphor, Eurabia

The Norwegian Progress Party (PP) is a right-wing populist party which sat in the Norwegian government from 2013 to 2020. The party’s commitment to liberal democracy has given it a relatively respectable image, which has contributed to its success. At the same time, anti-immigration rhetoric is central to the Progress Party’s profile, and a key issue has been the restriction of immigration from Muslim-majority countries. Former party leader Siv Jensen introduced the term “islamisation by stealth” (“snikislamisering”) in 2009, and sparked debate and a government-internal crisis by using the same term in 2019. According to Bangstad (2013), the PP has contributed to the Eurabia conspiracy genre in Norway. Helland (2019) argues that the PP uses islamophobic discourse, and that this Islamophobia represents ‘cultural racism’.

The paper utilises tools from the Discourse-Historical Approach (Reisigl and Wodak 2016) and Critical Metaphor Analysis (Hart 2010; Charteris-Black 2014). Analysing data from 2009 to the present, I aim to answer the following questions:

*Which linguistic nomination and predication strategies, including metaphors, are employed by the PP to describe Muslim immigrants and Muslim immigration? To which topoi do the statements belong?*

*To what extent do PP statements promote and legitimise the islamophobic Eurabia genre?*

The analysis shows that the PP primarily argues against Islam and Muslim immigration through the topos of culture, but also through the topoi of threat and burden. Furthermore, water metaphors and container metaphors are employed. The PP’s insistence on the term “snikislamisering” may contribute to legitimising islamophobia in Norway.

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# A NEW APPROACH IN THE LINGUISTIC REVITALISATION POLICY OF THE RYŪKYŪ ISLANDS: TRANSGLOSSIA FOCUSED LANGUAGE MANAGEMENT

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**Keywords:** language revitalisation, language planning, multilingualism, indigenous languages, transglossia

The Ryūkyū Islands became part of the Japanese Empire in 1872, and the language of education and administration switched to Japanese from the indigenous Ryūkyūan languages. As a by-product of the language shift, two creole languages were born: the uchinaa-yamatu guchi *ウチナーヤマトウグチ* on Okinawa Island, and ton-futsūgo *トン普通語* on Amami Islands (Karimata 2008), creating a complex multilingual environment.

Languages in contact adapt themselves to the multilingual set-up (Mühlhäusler 2000, 2002), and the network of this complex linguistic system defines the role and place of each languages (Annamalai 2005). While the process of the language shift is advanced (Anderson 2014), the middle-aged generation understands the indigenous languages, and the older generation are able to actively use the Ryūkyūan languages, and almost all of the locals are able to understand and speak at least one creole language and Japanese as well. This complex setup should be reflected in the language policy of the revitalisation movement, yet the centralised revival efforts often treats the indigenous and creole languages as one variety (wether they call it a dialect or language) in opposition to the standard Japanese.

The aim of this paper is to propose a new approach for the planning and managing of the revitalisation of the indigenous languages on Ryūkyū Island based on García's (2009, 2013) transglossia theory.

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# FEMALE PROTEST CULTURE IN UKRAINE AS REFLECTED IN THE PRINT MEDIA

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**Keywords:** gender discourse, female protest culture, multi-level analysis, intratextual level, transtextual level

The role of women in Ukraine is diverse. While stereotypes of the post-Soviet patriarchal family image still persist, one increasingly encounters Western-oriented, independent and committed women. How is the female protest culture presented in the Ukrainian media?

In the proposed paper, using discourse-linguistic methods, the gender discourse will be examined on the basis of selected Ukrainian print media. The paper will use the discourse-linguistic multi-level analysis (DIMEAN), which, based on Foucault's concept of discourse, represents a methodological combination of language- and knowledge-related discourse analysis and comprises three interacting levels:

1. At the intratextual level, keywords and lexical fields will be examined.

2. At the level of the actors it will be attempted to investigate the discourse positions of the print media to be examined with regard to generated discourse rules.

3. At the transtextual level, the analysis of collective symbols will attempt to provide information about social knowledge within the framework of this discourse.

It is assumed that the print media's reporting on gender issues differs in its pro-Russian or pro-European stance. Certain positions or statements, which are predominantly made for political reasons at a given time or place, are distributed, commented on, marginalised etc. in order to manipulate the readership accordingly. A lack of consolidation in society, deep rifts between Ukrainian nationalists and pro-Russian groups of the population, conflicts between generations, etc., affect the discourse, which is characterized by certain key words combined with corresponding connotations.

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## THE KHANTY CROW AND THE RUSSIAN PRINTER: REPRESENTATION OF THE OB-UGRIC LANGUAGES IN THE MULTIETHNIC DOMAINS OF KHANTY-MANSIYSK

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Keywords: Ob-Ugric languages, endangered languages, language revitalization

Khanty and Mansi, the Ob-Ugric languages are endangered Uralic languages, spoken in Western-Siberia. Although the prestige of Khanty and Mansi languages and cultures is rising, the number of speakers is decreasing. Ob-Ugric languages play limited role in their Russian-dominated, multi-ethnic and multilingual environment, their use is heavily affected by the loss of the traditional way of life and rapid urbanisation as well. While the Ob-Ugric peoples have been regarded as followers of traditional, nomadic lifestyles, the majority of Khanty and Mansi live in multi-ethnic urban environment, which – besides intensifying the efficiency of language shift – also creates new tools and domains helping language maintenance and language revitalization.

The aim of present paper is to describe the strategies the urban speakers use to represent the Khanty and Mansi languages outside the Ob-Ugric community in Khanty-Mansiysk

city, with special attention to the online sphere, and the municipal public events organized to attract the multi-ethnic Russian-speaking audience. The presentation introduces the Ob-Ugric community of Khanty-Mansiysk, the situation of Khanty and Mansi linguistic vitality, the role of heritage language speakers, and the new urban domains of language use.

The data used in the presentation were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (eight times between 2006 and 2019). The data on language use and language attitudes were collected during participant observation and semi-structured interviews carried out at the Ob-Ugric institutions of Khanty-Mansiysk. The data on online language use were collected during online observation.

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## A CHRONICLER HATH A FACEBOOK PAGE: ENREGISTERING OLD ROMANIAN ONLINE

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Keywords: enregisterment, new media, archaicity, old Romanian

Drawing on Agha's (2003, 2007) theory of enregisterment, our research is concerned with the linguistic practices through which old Romanian is perceived and represented online by educated non-linguists contributing to the Letopiseț („chronicle”) Facebook page. The administrator and the community coagulated around this page write humorously about current political or social events using, more or less competently, an approximation of XVIIth century Romanian – an endeavour similar to the one found on Geoffrey Chaucer hath a blog (Bryant 2010).

The purpose of our paper is to analyse how old Romanian is enregistered as such and what are the salient linguistic and cultural features indexically linked to the idea of „archaicity”. We contend that on the Letopiseț Facebook page, old Romanian is enregistered in three main ways: by using a set of archaic graphic, morphosyntactical and lexical features (either real – i.e. documented through old Romanian texts (cf. Gheție

1997; Frâncu 2009); or invented – i.e. bricolage-like formations consisting usually of a modern lexical base, and one or more old morphemes); by using dialectal features, thought of as old; and by using quotes and pseudo-quotes (Minugh 1999) from old Romanian texts. In the end, we will discuss a few possible reasons for using old Romanian online.

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## INDONESIAN AND ENGLISH CODE-SWITCHING ON INSTAGRAM

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Keywords: Bahasa gaul, English, code-switching, Instagram

Code-switching, broadly defined here as the use of two language varieties in the same conversation (Myers-Scotton 2006), is often looked at in spoken communication. However, in the past two decades, extra attention has been paid to language usage online, which finds itself at the boundary between written language and oral communication, creating an intersection between the diamesic dimension (Mioni 1983) and the diaphasic dimension (Coseriu 1981). Furthermore, it focuses on the idea that it “may potentially inform us about linguistic aspects of contemporary societies” (Androutsopoulos 2006). This contribution aims at investigating the role of bahasa Indonesia (in its slang variety, called bahasa gaul) and the English language in code-switched sentences on Instagram posts, performed by a small sample of Indonesian young adults. I will not only try to functionally categorise this phenomenon under the light of the English language imperialism and its place on language-in-education policy in Indonesia (LoBianco 2014, Zein 2020), but I will also analyse the posts from a structural perspective, making use of Muysken’s categorisation between insertional switching (e.g. “**sekarang ganti pose serius** sambil nunggu [...]”), alternational switching (e.g. “**travelnya delay**, jadi **arrival time** +1 jam”), and congruent lexicalisation (e.g. “**morning vibe with** duta sosial di salah satu **man** di perkotaan”) (Muysken 2000). The examples are extracted from real Instagram posts, while the anonymity of the users will be maintained. The study illustrates how an increasing knowledge of the English language by Indonesian

people, and the importance of this language in a globalised world, is becoming more and more visible even in multilingual instances online, which resemble spoken language.

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## NATIVE SPEAKER IDEOLOGY AND INVESTMENT IN LANGUAGE LEARNING: THE CASE OF MIGRANT PARENTS IN FINLAND

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Keywords: migrant integration, native speaker ideology, investment in language learning, forms of capital

This contribution examines migrant parents’ language learning and integration trajectories through the concepts of investment (Norton 2013) and capital (Bourdieu 1986). The study sheds light on how the use of language contributes to migrants’ opportunities in a new home country, and how their perceptions about themselves and possibilities for the future fluctuate, thus shaping the process of language learning. The experiences of those, who resisted learning the language (c.f. Soler & Marten 2019) and left Finland, will provide insights on the varied circumstances of the people involved.

English is considered the language of the global economy allowing access to quality education and upward social mobility. Based on the experiences of newly arrived voluntary mi-

grants with young children, and those of Finnish family clinic nurses, English can serve both as a gateway and an obstacle in the process of integration into Finnish society (Iikkanen, 2017; Iikkanen 2019a, Iikkanen 2019 b). Although English can be a resource during the initial resettlement period, the longitudinal perspective of the study shows that one’s educational and professional opportunities as well as social participation may be severely limited when remaining in the “English only” bubble. Moreover, there seems to be a heavy reliance on native speaker norms (Seidlhofer 2017), the kind of English people speak, in Finnish institutions. People’s perceived English proficiency, and how closely it conforms to the native speaker ideology, may lead to categorizations based on their assumed ethnicity, socio-economic status and educational background. However, being able to utilize an existing resource such as English proficiency along with Finnish language and

professional skills achieved through education, clearly provided the participants with more social and cultural capital (Bourdieu 1986). When recognized as legitimate and, thus, transformed into symbolic capital, it helped them to reach better professional integration and their overall satisfaction in life increased.

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## LANGUAGE IDEOLOGY AND THE REPRESENTATION OF DIALECT IN THE WORKS OF HARUKI MURAKAMI

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Keywords: language ideology, dialects, standard language, Japanese, Haruki Murakami

This paper examines the role of language ideology, defined by Michael Silverstein as “any sets of beliefs about language articulated by the users as a rationalization or justification of perceived language structure and use” (1979: 193), in the dialect representation in modern Japanese literature.

Due to geographical and historical conditions a large variety of regional dialects has always existed in Japan. This changed when the standard language (*hyōjungo*) was created during the period of social and political changes at the beginning of the 20th century as a way to unite the newly emerging nation state. According to Shibatani (1990) the new standard Japanese was based on the variant spoken in the capital region *Kantō* and promoted through media, literature and school system. As a result dialects are now mostly spoken in the private sphere, however they sometimes appear in various cultural texts. By examining these representations we can establish the attitudes towards dialects of the contemporary Japanese society and consequently its language ideology.

In my research I used the sociolinguistic framework and applied it into the field of literature in order to examine the dialect representation in three works of a popular writer Haruki Murakami: *Moshomosho* (1995), *Airon no aru fukei* (2000) and *Iesutadei* (2014). I concentrated on three aspects: what dialect is represented, how it is represented and why the author decided to include it in their work. The research findings show that Murakami only uses Kansai dialect, which is the most well-known and prestigious among the Japanese dialects. His representations are usually focused on the most characteristic elements of this dialect, such as negative form of verbs *hen* and contrasted with the standard language. The comprehensive analysis of these three works leads to the conclusion that Murakami often uses dialect to highlight the internal identity conflicts of his characters.

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## MODERN ANCIENT CHINESE: THE CHRONOTOPE APPROACH TO HANFU IDENTITY CONSTRUCTION

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Keywords: Hanfu identity, chronotope, Chinese youth, practices

Over the past decades, Hanfu (literally Han clothing) revival has spread throughout China and the global Chinese diaspora. Officially, the term Han refers to the dominant ethnic group in mainland China. This article considers the emergence of Hanfu identity construction among Chinese youth in contemporary China. Drawing on online and offline ethnographic

fieldwork of self-identified Hanfu fans in Beijing, China, this paper employs the notion of chronotope to examine how this group of people constructs Hanfu identity through dressing, linguistic, and paralinguistic practices, in particular, through wearing Hanfu attire, using the address term *Tongpao*, and the *Zuoyi* greeting gesture. This paper argues that the great ancient China chronotope invoked in the Hanfu definition serves as a framework to structure the practices in the negotiation and formation of Hanfu identity.

# 'CUV CHINESE': A SPREADING RELIGIOUS REGISTER FROM THE CHINESE DIASPORA TO GREATER CHINA

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Keywords: language and religion, Chinese, New Christianity, religious register, transnationalism

Due to globalisation, many religious communities and networks exist in diaspora contexts, and this comes with sociolinguistic implications. Some of these are common to all migrant settings; others are more specific to religious communities. As part of a four-year ethnographic study on multilateral Protestant ministry of Chinese international students in the Netherlands, this paper examines 'CUV Chinese', a religious Chinese register based on the Chinese Union Version (CUV) Bible. It is used in Chinese student services jointly operated by local diasporic Chinese Protestant churches in the Netherlands, transnational East Asian counterparts and a local Dutch institute. This paper discusses the register's linguistic features and how it is transmitted. 'CUV Chinese' proves the norm in the diasporic churches while differing from Modern Standard Chinese in word use and grammatical patterns as the CUV Bible was translated by Anglo-American missionaries between the 1890s and 1910s, namely before the standardisation of Chinese in later years. Current student DCP church members learn this register through religious services and written communication within the religious space, much of which is distributed online. Crucial factors in this diffusion are the clerics' authority and a doctrine of sola scriptura. The students actively consolidate the register when they practice it in religious meetings, but also outside such settings. The DCP churches are seen as an authority on Chinese by their adherents in a way that would not be possible in Greater China, where religious institutions do not have this norm-setting role. The 'CUV Chinese', while described here in the context of a peripheral diasporic Chinese community, spreads into the centre of Greater China to an extent not seen before because of the transnationalism of its users and their online presence. In addition, DCP church members sometimes apply the religious register in the secular space.

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## “HOW DARE YOU – YOU’RE A MOTHER”: FAMILIAL IDENTITY IN THE RUSSIAN TABLOID TALK SHOW

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Keywords: media talk, family discourse management, identity construction

Based on a sociolinguistic perspective, this study aims to shed a light on family identity construction in the Russian top-rated tabloid talk show *Pust’ Govoryat*, broadcasted both on television and YouTube. Discursive approaches to familial identity negotiation have been applied to talk in natural family environments such as during family meals (Ochs and Taylor 1992, Gordon, Kendall, Tannen 2007). While research on family discourse in media talk has also yielded a number of valuable publications (Blum-Kulka 2001, Thornborrow 2001, Myers 2001), however, there is little research on family identities presented on air. The study adopts conversational analysis to uncover how and what discourse strategies and interactional patterns are used by talk show participants who construct familial identities (Hutchby 2006, Tolson 2001, 2006). A cultural-generic approach (Fairclough 2003) is adopted to explain how family discourse is constructed and managed in the mediated broadcast talk. The analysis shows that the producers, the host, the guests, and the audience of the show co-produce identities through which they can launch their personal and family beliefs and values. The used framework allows advocating that domesticated Russian tabloid talk show format differs from its western analogues. The show is used by the federal Channel One as a tool to promote traditional family values, patriarchal gender roles, and to broadcast state ideology on such issues as same-sex and civil marriage, abortions, maternity capital, and child adoption. The sociolinguistic analysis of tabloid talk show interactions makes a family identity a major part of the country’s cultural matrix dependent on socio-political processes. I argue that this approach has the potential to broaden a theory of family identity construction previously studied mostly in typical interactions such as dinner talk.

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## SORRY FOR YOUR LOSS, SAMUELS: UNDERSTANDING AN UNCONVENTIONAL ADDRESS MANNER ON SOCIAL MEDIA FROM A TEMPORAL REPERTOIRE PERSPECTIVE

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Keywords: spatial repertoire, assemblage, address manner, sociopragmatics, SNS

The concept of spatial repertoires is a remarkably expansive view to understand communication. In this perspective, diverse semiotic resources are scattered in space, where communication happens by assembling available linguistic and non-linguistic resources (Canagarajah, 2017; Deleuze & Guattari, 1980). While less emphasized in previous studies of spatial repertoire, ‘time’ is inherently part of ‘space.’ In this presentation, through the lens not only of spatial but of ‘temporal’ repertoire, I discuss one highly localized address manner in which female junior college students in Japan called native-speaker-of-English teachers by their surnames without honorifics.

In 2002, while collecting data for my dissertation, which was an ethnographic study of an English discussion class taught

by an American male teacher (Katayama, 2008), I noticed a peculiar manner of addressing the teacher by his students. In fact, at this junior college in West Japan, students regularly called teachers, mostly male, to their faces, by their surnames without a title. Honorifics including Mr., Dr., Prof., and the Japanese equivalent, sensei, were consistently missing. For instance, in one of the classroom recordings, a student said to their discussion class teacher Donald Samuels “Samuelsuu, Samuelsuu, is this all homework?” The address manner was prevalent in the institution, moreover, willingly accepted by non-Japanese teachers. For example, every morning, students would greet their non-Japanese teachers at the school gate, “Good morning, Jones!” in a cheerful and polite enough tone, and the teachers would happily greet back.

Nearly two decades after the data collection, I found that responding to Donald’s Facebook announcement of the loss of

his family member, a former student posted a sincere condolence addressing Donald “Samuels.”

The study analyzes the temporal repertoire of this socio-pragmatically dispreferred address manner situated in the progress of the internet, more specifically, what resources have been assembled over years to preserve this address manner.

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## UNDERSTANDING THE QUESTION OF LINGUISTIC DIVERSITY: A CASE OF EASTERN INDIA

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Keywords: linguistic diversity, inequality, ethnic variety, identity, power

The Indian subcontinent is an important area for sociolinguistic and historical linguistic research. India is home to over 600 languages and several language families. Historically, eastern India has seen many ethnic varieties whereas the west has had little diversity. Remains of this ethnic variety can still be found in the east but it is fast disappearing. Jharkhand, a state in Eastern India, is known for its tribal population and the associated linguistic diversity. There are about 32 diverse tribal groups living in the region - in addition to the non-tribal population - speaking about 17 different languages.

This paper investigates the historical convergence of the diversity in the state of Jharkhand, highlighting the social factors responsible for this reduction. Traditional sociolinguistic interviews are used for this purpose. The recorded speech is analyzed for information labelling and categorization with an inclination towards noticeable shibboleths. Taking Jharkhand as a case study, the significant roles of politics, identity, social inequality and power dynamics, in converging language diversity is emphasized. In a country like India, the above-mentioned factors come to the foreground quite evidently because of the extremely hierarchical social structure. Moreover, there is a constant emphasis to promote one national identity, which is linguistically associated with speaking Sanskritized Hindi. The diverse linguistic landscape is thus seen as a threat to the aimed national identity, which raises questions of language management and linguistic justice. The case of Jharkhand, among other Indian states, is particularly interesting because of the varied ethnic population and the agency they bring with them.

The paper, thus, investigates the relationship between essential social factors and the fast-changing language diversity in Eastern India, particularly Jharkhand, covering questions of self and projected identity, social inequality, and power dynamics which attempts to begin to arrive at practical solutions for this change.

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## **A GLIMPSE THROUGH THE CLASSROOM WINDOW – LANGUAGE MANAGEMENT IN HISTORICAL EDUCATIONAL CONTEXTS**

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**Keywords:** historical sociolinguistics, diglossia, Moravia, education, language management

While the early 21<sup>st</sup> century is characterised by evolving (multi-)linguistic diversity in the context of new media, the late 19<sup>th</sup> and early 20<sup>th</sup> century in Central Europe was shaped by the opposite development: The gradual rise and lasting establishment of (linguistically defined) nationalism as a mass ideology resulted in the suppression of societal multilingual practises and, in the long term, lead to the consolidation of individual monolingualism as the norm.

Our contribution aims at fostering a deeper understanding of (the ideology of) individual monolingualism dominant throughout the 20<sup>th</sup> century. It does so by shedding light onto its development by analysing historical data on an important power domain targeted by language politics and management – education.

In that context, Moravia is an ideal area of investigation. In comparison to Bohemia nationalism gained ground quite late and Czech-German diglossia remained widespread until the late 19<sup>th</sup> century. The nationalisation of discourse and society is therefore well documented in the school programmes that were issued every year by educational institutions above the primary level. In our research, we analyse these unique sources from ten Moravian grammar schools with German as language of instruction in the timespan between 1867–1918. We focus on statistical information on the students' native languages and the non-obligatory instruction of Czech as second language of the Land. We investigate whether and how these variables change in interaction with national and federal language policies. This enables us to describe processes of institutional language management throughout the late 19<sup>th</sup> century.

We identify two overall trends: While institutional linguistic diversity (in terms of students with native languages other than German) continuously decreases over time, individual multilingualism gains importance for career prospects, resulting in an increase of basic instruction of Czech. However, local circumstances and practices seem to have had important effects on specific institutional language management.

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## **ADJUSTING STANCES AT WORK: INTENTIONAL STANCETAKING TO ACHIEVE THE GOALS OF MEETINGS**

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**Keywords:** workplace, stancetaking, epistemicity

This paper claims that, in a workplace meeting, workers take stances differently according to the social settings of a meeting to achieve the goals of a workplace. As scholars show (e.g. Du Bois, 2007; Jaffe, 2009), people take two kinds of stance: an epistemic and an affective stance. I examine these stances in the meetings among four teachers working for a private preparatory school in Japan. In this workplace, they hold a meeting before and after classes. A superior teacher usually conducts a meeting; other workers engage in it.

In a before-class meeting, the superior tends to take an epistemic stance and to impose his epistemicity on other workers straightforwardly, showing his power and entitlement to do so. Other workers, on the other hand, tend to align themselves with the superior's stances. This can be because all

workers understand the goal of a meeting: sharing what to do on that day in a limited time. Since there is not enough time to talk, the superior tends to tell others what to do one-sidedly, and others just follow it.

In an after-class meeting, by contrast, workers exchange their epistemicity mutually, because they are supposed to share what they did and knew on that day after class. The superior not only takes an epistemic stance but also encourages others to share their epistemicity so that all workers can share new epistemicity and employ them to run the school more smoothly. In addition, the superior takes an affective stance more often in an after-class meeting. This makes an after-class meeting more casual, and here, the superior shows his friendliness to other workers and tries to keep good relationships with them.

As I state, workers adjust their stances intentionally according to the situations to achieve various goals of a workplace collaboratively.

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## A CASE STUDY ON LINGUISTIC POLITENESS IN JAPANESE: STYLE-SHIFTING IN INTERCULTURAL INTERACTIONS BETWEEN JAPANESE AND OVERSEAS STUDENTS IN JAPAN

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Keywords: language management, linguistic politeness in Japanese, style-shifting (code-switching), intercultural interactions

The present paper makes an analysis of the language management in intercultural interactions among Japanese and overseas students from China, South Korea, and Vietnam in a university in Japan by focusing on their style choice between formal and plain forms in Japanese. The research question to pursue is how the L1 and L2 speakers of Japanese negotiate the meaning of using or not using polite forms in their first contact situations. This study will illustrate the motivations for their style-shifting in which the students make an adjustment as a result of noting and evaluating their differences from other participants in the way of treating polite forms.

The process of their language management is to be observed in cross-cultural interactions between the two groups of Japanese speakers in an English language classroom for international students at a university in Japan. The opportunity for

international communication is provided by inviting a group of local students or L1 speakers of Japanese as visitors to the classroom and encouraging them to enjoy practicing speaking English with a group of overseas students or L2 speakers of Japanese. The class activities consist of three parts: Introduction in Japanese, Conversation in English, and Evaluation in Japanese. The data used for this paper are collected from the two segments of conversations in Japanese which are audio-recorded and transcribed for analysis.

In investigating the distribution of polite forms in the conversations between the two groups firstly exchanged as strangers and later resumed as partners who have gone through the English activities together, it becomes clear that their linguistic choice is partly determined by a sense of distance and solidarity they realize. The characterization of their language management sheds light on the correlation between style-shifting and the way they define and redefine their interpersonal relationships.

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## TOWARDS A SOCIOLINGUISTIC PROFILE OF MIXE (MIXE-ZOQUEAN, MEXICO)

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Keywords: Mesoamerica, endangered languages, bilingualism

In this presentation I would like to share the sociolinguistic traits of Mixe, an understudied indigenous language of the Mixe-Zoquean family, spoken in the state of Oaxaca, Mexico.

Apart from collecting narratives in three underdescribed varieties of this language for my documentation project, I concentrated on assessment of its endangerment and its sociolinguistic profile. The methodology I applied in this study was the individual and group interviews, and the usage of different questionnaires I prepared to establish, for example, the language attitudes of the speakers towards their language. To assess the Mixe language endangerment I used the scale and the factors proposed by UNESCO (2003):

Factor 1. Intergenerational Language Transmission

Factor 2. Absolute Number of Speakers

Factor 3. Proportion of Speakers within the Total Population

Factor 4. Trends in Existing Language Domains

Factor 5. Response to New Domains and Media

Factor 6. Materials for Language Education and Literacy

Factor 7. Governmental and Institutional Language Attitudes and Policies

Factor 8. Community Members' Attitudes toward Their Own Language

Factor 9. Amount and Quality of Documentation

I will be happy to discuss these factors and other sociolinguistic traits of the Mixe language in light of the approaches by Sallabank (2013), Rehg & Campbell (2018), Brezinger (2000) and Fishman (1991), among others.

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## INTERDISCURSIVITY IN DOCUMENTARY FILMS: PUBLIC AND PRIVATE DISCOURSES IN *EPIDEMIC OF FREEDOM*

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Keywords: documentary film, interdiscursivity, public and private discourses

In today's world, a significant restructuring of the boundaries between the public and private domains is taking place (cf. Fairclough 1992: 204). This process is now seen primarily in the massive use of social media, esp. in sharing private content through them (see eg. Seargeant & Tagg 2014). Even before the advent of online media, however, there were other forms of mixing private and public discourses in different genres of traditional media. Documentary film can be considered one of these (cf. Nichols 2010: 80). The structure of a filmic text, consisting of a series of shots and scenes, enables and stimulates the plurality of discourses: fragments of discourse events from different domains and/or reproducing various ideologies are ordered one after another, thus different discourses can be confronted, contrasted, etc.

The present case study explores interdiscursive relations in the Czech documentary *Epidemic of Freedom* (*Epidemie svobody*, 2017, dir. by H. Reich Štětka and T. Reichová). The film deals with the issue of mandatory vaccination of young children in Czechia. The authors document the process of their own decision regarding whether to have their child vaccinated. The study is theoretically and methodologically anchored in multimodal discourse analysis (Kress & van Leeuwen 2001) and in some elements of Fairclough's critical discourse analysis.

It aims to answer the following questions: By what means is interdiscursivity (Fairclough 1992) constructed in the genre of documentary film, and what are the effects of mixing private and public domains within the film text? One of the preliminary findings is that the hybridization of private and public discourses in *Epidemic of Freedom* helps to support one of the main messages of the film, which is that vaccination should become voluntary.

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## VERNACULAR STANDARDISATION DRIVEN BY THE PROMOTION OF THE NATIONAL STANDARD LANGUAGE: THE CASE OF HONG KONG WRITTEN CANTONESE

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Keywords: diglossia, vernacular standardisation, endoglossic standard

This paper examines how the diglossic community in Hong Kong is slowly shifting away from the Cantonese-Written Chinese stable diglossia (Snow, 2010) by adopting full Written

Cantonese (Bauer, 1988, 2018), an emerging vernacular-based written standard in multiple domains. The following discussion builds on Auer's (2005, 2011) model on European dialect/standard constellation.

1. Written Chinese (H) and Cantonese (L) are structurally similar due to cognates and shared phonologies (the nature of logographic writing), which means that users who need to write in the H variety can operate in Cantonese entirely, by applying lexical and grammatical conversion rules.
2. The pluricentric nature of Chinese gives room to local standards, which further shortens the distance between speaking and writing.
3. If the structural difference between H and L exceeds a psychological threshold, the H-variety will be considered foreign.
4. In practice, the H and L varieties can form a formal-to-informal continuum, which is better described as a diagglossia (Type C repertoire), because of the extensive use of Written Chinese words in formal speech and Cantonese elements in informal writing / verbatim record.
5. Words and grammar of Standard Chinese is closer to Putonghua. The fact that Written Chinese texts resemble Putonghua (and can be read out in its phonology) have pushed it over the threshold and lead some speakers to resituate it as an exoglossic standard (Type 0 repertoire).
6. Vernacularisation strategies are applied in full writing and give rise to a newly-developed, psychologically-close endoglossic standard (Type A repertoire). The new endoglossic standard has become the norm in informal domains (instant messaging, social media platform) and has limited use in the formal domains, and has triggered further conventionalisation of previously unsettled lexical and grammatical issues.

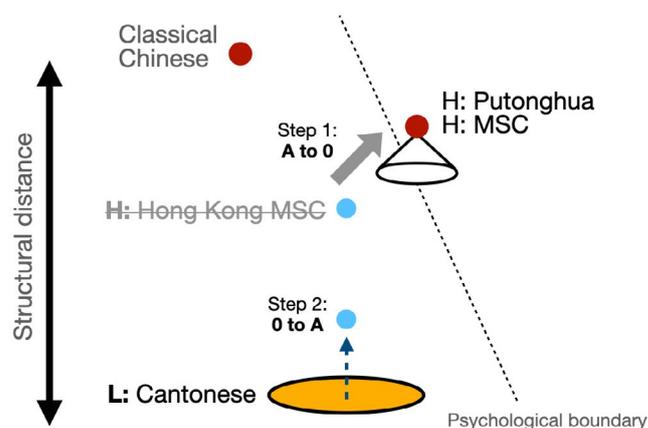


Fig. 2: The decoupling: Written Chinese becomes an exoglossic standard, Written Cantonese fills the gap as the new endoglossic standard

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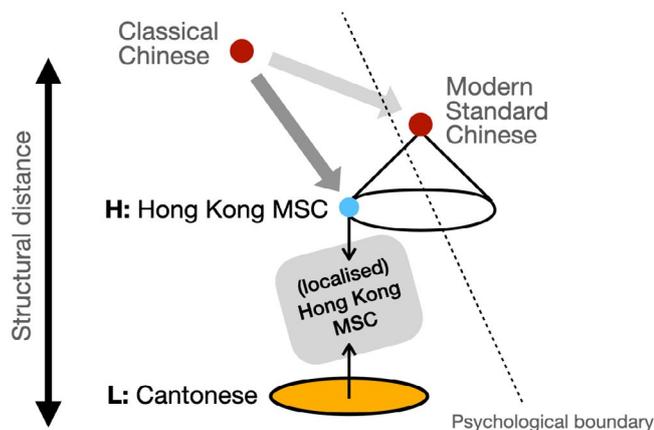


Fig. 1: Diagglossia of Hong Kong Modern Standard Chinese (H, written) as an endoglossic standard and Cantonese (L, spoken)

## MINORITY LANGUAGE AS A PRIVATE 'POSSESSION' AND/OR AS A SHARED RESOURCE IN HETEROGENEOUS CLASSROOMS IN DENMARK AND FINLAND

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Keywords: diversity, classroom, language ideology, privacy

In this paper, we analyze interaction in linguistically and culturally diverse classrooms in Copenhagen and in Helsinki.

Across our two field sites, we have observed similar patterns of behavior when minority languages are introduced in traditionally monolingual institutional space in connection to the metapragmatics they arouse. We present these patterns

through representative examples, and ask how minority languages are introduced, treated, and reacted upon.

Our theoretical and methodical framework is linguistic ethnography, interactional sociolinguistics, and action research. The data come from two different projects, from Helsinki and from Copenhagen. The Helsinki data (videos, tape recordings) come from community art sessions organized in an elementary school during a sociolinguistically informed action research project. The data from the Copenhagen school consists of observations and recordings collected during so-called 'project weeks' and discussions and interviews of language use.

In our examples, linguistic resources that are not generally associated with classroom activities and are not equally shared by the participants, are introduced and contextualized.

Sometimes this leads to 'safe' crossing, and the resources seemingly fit into the institutional space and practices within it. In other occasions, attempts to introduce resources associated with minority languages cause conflict and/or embarrassment. Both types of cases often involve explicit metapragmatic negotiations of social indexicality, language ideologies, and senses of ownership. Across the sites, we find that the distinction between viewing language as a private 'possession' and as a shared resource for learning play central roles in these negotiations. Thereby our results stress the importance of asking who has, or claims, the power to decide what is shared and made visible of language associated with minorities in heterogeneous classrooms or in studies concerning classroom diversity, and with what consequences.

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## LANGUAGE PLANNING AND LANGUAGE ATTITUDES: A STUDY OF CZECH UNIVERSITY STUDENTS' POSITION WITH RESPECT TO THE CZECH-SLOVAK LANGUAGE CONTACT

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**Keywords:** language attitudes, intercomprehensibility, mutual intelligibility, closely-related languages, Czech-Slovak language contact

After the establishment of Czechoslovakia, the authorities made many efforts to the coexistence of Czech and Slovak in communication (Nábělková, 2007). However, after the split of Czechoslovakia, the question of mutual intelligibility of Czech and Slovak (Budovičová, 1987, 1988, 1989), especially the loss of intelligibility of Slovak for the Czech young generation, has become a topical issue (Horecký, 1995; Sloboda, 2004, 2006; Hurajová, 2017).

This study aims at the investigation of the Czech university students' language ability in Slovak and their attitudes to Slovak on the basis of questionnaire surveys and focus group interviews. The surveys and interviews were prepared with the help of short videos recorded during the 1960s, 80s, 90s, and the 2010s in Czechoslovakia and then in the Czech and Slovak Republics. The former three videos have been extracted from the talk shows of comedians Milan Lasica and Július Satinský. The 2010s data is from the contemporary Czech and Slovak television program *Česko Slovensko má talent (Czechia Slovakia Got Talent)*. These four also represent different types of communication, including mono- and bilingual ones. The respondents were Czech university students, born after the split of Czechoslovakia. Among them, 20 respondents were living in Praha and 20 respondents in Brno, who represent the lands of Bohemia and Moravia, respectively, in order to take into account the potential impact of regional factors.

The results of this study reveal some interesting phenomena: 1. the attitudes of Czech university students to Slovak and contact phenomena; 2. the language ability of the Czech university students in Slovak, particularly in vocabulary; 3. the different discourse characteristics in Slovak of different historical origins and different communication types; 4. the impact and effectiveness of the language planning and policy after 1993 in this territory.

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## POLISH AND FRENCH POLITENESS FORMULAS IN THE INTERNET LANGUAGE

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Keywords: pragmatics, politeness, Internet language, French, Polish

The aim of the present research is to compare Polish and French politeness formulas, especially thanking and replying. The analysis of language formulas leads to conclusions concerning politeness acts which reflect cultural differences. The examined material encompasses the Internet language.

Methodology used in the research includes works on politeness pragmatics (Kerbrat-Orecchioni 2014) and linguistic comparison of various acts of speech. The author is to conduct a study of language realisation examples retrieved from language corpora as well as blogs, social networking sites, and fora.

Research conducted up to now is mainly comparative works on politeness acts in different languages (Romero 2000, Rădulescu & Scurtu 2003, Pérez 2005, Grossmann & Krzyżanowska 2018). However, none of these has examined Polish and French politeness formulas in the Internet language. I expect the research to prove the thesis that linguistic behaviour is a reflection of cultural behaviour.

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## FIRST STEPS TOWARDS SELF-ACCESS: A GLOBAL LANGUAGE TABLE

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Keywords: identity, language learning, self-access, autonomy

Language tables are an important component of self-access language learning at universities in the United States. Although English chat lounges and self-access learning centers are an emerging phenomenon in Asia (Ryan, et al., 2019), only one existing language table as of 2018 was discovered in Japan. This presentation will introduce a self-access language table initiative at a newly-opened public university in Japan.

At the university, students are required to take 400 minutes of English-languages classes every week for 2 years in a mandatory semi-intensive program that culminates in a study abroad experience in an English-using country. Although many students enrolled in the program expressed the desire to interact with foreigners, and to use English and other foreign languages, students often do not avail themselves of opportunities when they are offered on the university campus or at the first-year dormitory.

In the first study, two semi-structured interview sessions with a focus group comprised of second-year students were held (n = 26). Online questionnaires with 4-point Likert-scale items were also distributed to the focus group (k = 20) between sessions 1 and 2. The data were divided into users and non-users of the language table, and coded thematically.

In the second study, semi-structured interviews were held with users and non-users (n = 4) in order to follow up on focus group data, gather more detailed qualitative data, and elicit individual narratives.

Although the interest expressed was high, three main challenges for users were found in the data: time, self-perceived ability, and identity as a language user. These challenges reflect those experienced by self-access centers in general, especially those in Japan (JASAL SAC Administrators' Forum, 2019). The challenges faced by the language table administrator regarding student engagement will be discussed, as well as how these challenges were overcome.

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## CONSTRUCTION AND TRADITION OF 'KNOWLEDGE' IN LINGUISTICS: PERSPECTIVES ON GERMAN LINGUISTICS IN AUSTRIA

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Keywords: reflection of sociolinguistics, metapragmatics, constructivist epistemology

This paper aims contribute to the theoretical assessment of language use and communication practices within our own discipline by reflecting the perspectives that linguistics takes on language.

In the past years, various types of discourse have been examined for their language use. However, the language sciences themselves have not yet been subjected to intense scrutiny through the lens of modern sociolinguistics. The present paper addresses this apparent gap.

By applying the concept of metapragmatic function and the understanding of language as ideology (Vološinov 1973, Silverstein 1993, Spitzmüller 2013) to linguistics itself and combining it with constructivist epistemology, according to which science constructs its 'subject' (Luhmann 1990, Fleck 1935), I aim to draw attention to the reflection of linguistic scopes of action. Perceiving signs attributed to (constructed 'entities' of) 'language' by linguist(ic)s as metapragmatic events, it can be discussed how those categorizations mirror linguistic positioning.

This theoretical proposition is illustrated by the exemplary analysis of perspectivizations in linguistics at five institutes of German Studies at Austrian universities. The ongoing study of linguistic categories has, for instance, identified a shift from regarding 'entities' within the broader context of German 'dialect areas' to perspectivizing 'Austria' and its federal states. It can also be observed how institutional processes and hierarchies such as chairs in "language and literature" vs. "German linguistics" determine the researchers' view of their 'subject' as well as the institutes' self-perception. Further, changes in fields of interest, methods, and systematizations evidence

that linguistic categories reproduce socio-historical and political structures.

Thereby, my approach emphasizes that the idea of objectified science needs to be overcome by considering both, what linguistic paradigms (attempt to) say about language, as well as what they say about linguistics.

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## BETWEEN NATIONALIST DISCOURSES AND LACK OF RESPECT FOR A NATIONAL LANGUAGE: FAMILY LANGUAGE POLICIES, PRACTICES AND REGARDS AMONG MULTILINGUAL FAMILIES IN LATVIA

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**Keywords:** family language policy, Latvia, Russian, nationalism, reversal of language shift, language regards, critical events

Our paper discusses language policies, practices and regards among multilingual families in Latvia. Latvia is known in international sociolinguistic circles mostly for its top-down language policies which have since the 1990s aimed at overcoming Soviet-time "asymmetrical bilingualism" to re-establish Latvian as the main language of society. In this context, sociolinguistic studies of language policies have mostly analysed policies from a macro perspective, either criticising the Latvian state in a minority-rights discourse, or supporting official policies as a legitimate reversal of language shift after decades of linguistic imbalance to the detriment of the ethnic majority. There has been relatively little research, however, on micro-level perceptions and practices of how and why individuals adapt to or reject the dominance of Latvian in official contexts (cf. Lazdiņa / Marten 2019).

In this light, our paper discusses two case studies conducted among families in Latvia with different home languages in a framework of family language policy (Curdt-Christiansen 2018). First, based on interviews with L1-speakers of Russian who have chosen to send their children to Latvian-medium schools, we discuss which "critical events" (Cheshire 2000) have shaped these individual decisions. Second, a survey conducted among families with different home languages (Latvian, Russian, English, German and others) has helped

to understand practices and attitudes regarding Latvian and other languages in the increasing international community of Latvia, in this case among the parents of an international school in Riga.

In total, our research shows that individual critical events are most relevant for family language policy decisions in favour or against specific language trajectories. These can depend on family backgrounds, individual initiatives but also positive or negative encounters with a specific language and its speakers. At the same time, our studies confirm previous research that opposing discourses between Latvian nationalism and a lack of respect for Latvian as the national language of a rather small country often make it difficult for families who wish to choose a pragmatic, balanced language education for their children.

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## THE IMPLEMENTATION OF THE SOUTH AFRICAN LANGUAGE POLICY BY LOCAL GOVERNMENT: A CASE STUDY

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**Keywords:** language policy, African languages, government communications

In 1994, the South African democratic government declared 11 languages as official. Section (6) of the Constitution stipulates that all 11 official languages should enjoy equal status. Amongst other things, language policies, language institutions, and legislations were established to assist in implementing Section (6) of the Constitution. Provincial governments have been given the task to adopt a language policy that will ensure that the designated official languages are used, promoted, and developed equally. Mpumalanga has four designated official (provincial) languages: Afrikaans, English, isiNdebele, and SiSwati. This study aims to investigate the implementation of the South African language policy by a local municipality in Mpumalanga. The theoretical framework for this study include: Language policy, language planning, language ideologies, linguistic rights, and linguistic citizenship paradigm.

The data presented in this thesis were gathered using semi-structured interviews with executive staff members as well as through questionnaires and office observations at the municipality. In addition, this thesis analysed physical municipal signage, Facebook posts by the municipality and members of the public, the official website of the municipality, and

annual municipal reports. The findings indicate that there exist a variety of multilingual practices on the ground. However, these multilingual practices are mostly habitual and everyday; they are not due to the active implementation of a municipal language policy. Moreover, the findings of the study indicate that English is the preferred language at the municipality: English dominates in meetings, in written communication, on signage, official Facebook posts, and the website. The data also indicate that SiSwati has a strong presence at the municipality, but it is marginalised in other areas such as written and online communication. In addition, the data suggest that there is inequality in how the other provincial languages are used: there is only minimal presence of isiNdebele and Afrikaans. Moreover, Xitsonga, which is not a designated provincial language, has a strong presence in the municipality but no official status.

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## THE HYBRID LANGUAGE OF ULTRA-ORTHODOX NEWS WEBSITES IN ISRAEL

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**Keywords:** language of media, news websites, ultra-Orthodox Jews, Israel, hybrid language

Language and religion as a sociolinguistic field of study is relatively new, as it started in the 21<sup>st</sup> century (Darquennes & Vandebussche, 2011; Fishman, 2006; Omoniyi, 2010; Spolsky, 2006). The new media that has developed in recent years among Israeli ultra-Orthodox communities is constantly increasing, and awakes the interest of sociologists and communication researchers (Golan & Mishol-Shauli, 2018). However, this digital media was not studied from the linguistic point of view.

Most of ultra-Orthodox Jews in Israel live in separated neighborhoods and constitute a diglossic society. They consider Hebrew a sacred language, and therefore use it mainly for praying and for religious issues, while their vernacular language is Yiddish. In the past, a few newspapers in this community were written in Yiddish, but nowadays their language is Hebrew. The linguistic style used by ultra-Orthodox Jews in Israeli printed newspapers has been found as quite different from the Modern Hebrew used in general media (Sela, 2004;

Shlesinger, 2000). The reason for this is the great influence of classical Hebrew and Aramaic used in the Holy Scriptures.

The present study focuses on the two best-known ultra-Orthodox news websites in Israel, BeJadre Haredim ('Inside Ultra-Orthodox Rooms') and Kikar HaShabbat ('Sabbath Square'). They were launched in 2002 and 2009 respectively, and both can be also seen in Facebook, Twitter and YouTube. At the beginning, a boycott was imposed on them by Rabbis, as they strongly opposed to the use of Internet, but afterwards were accepted, not before they committed themselves to filter any word and item considered taboo among this community.

Findings show a clear hybridity in this media language, naming the use of classical besides Modern Hebrew, including slang expressions, as well as a strong impact of Yiddish. The linguistic choice is connected to the issues reported and the internal target audiences.

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## LET ME SHOW YOU MY PICTURE OF THE CZECH LANGUAGE – INSTAGRAM POSTS ABOUT CZECH LANGUAGE NORMS

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Keywords: social network, language attitudes, emic perspective, language norm, language management

Soon after being introduced into the public sphere, social network platforms became the focus of many researchers, especially sociologists and sociolinguists. In 2010 Instagram was launched, a photo and video-sharing social networking service, primarily used to present user photos and short videos. This digital platform is predominantly image-oriented and not intended to be used for other purposes. Yet, from its inception, Instagram users have been embedding text components onto its limited framework to comment on various topics. This includes a significant proportion of posts that contain metatextual expressions that focus on language norms and language violations.

Although Czech sociolinguistic studies (Sherman & Švelch 2015; Mrázková 2018, Homoláč & Mrázková 2019), have previously focused on social networks like Facebook and Twitter, Instagram has generally eluded the attention of researchers. This is despite the fact that language has become a discussion topic on this specific digital platform.

Providing a qualitative thematic analysis of different sets of Instagram posts, my paper addresses the following questions:

1. What are the common characteristics found in posts that express the attitude the user holds about the Czech language and its norms, in terms of graphic representation as for propositional contents?
2. Which communicative functions do Instagram posts about Czech language and Czech language norms have?

3. How posts, and related comments can be used to understand language management and attitudes about Czech language by Czech Instagram users?

My research on Instagram's online platform generated a default typology based on the specificities and meanings of the expressions used in Instagram posts that demonstrate language attitudes towards Czech language norms. At the same time, my analysis confirms the premise that thinking and arguing about language is an important link that helps bridge the gaps in a dispersed digital environment. Instagram posts about Czech language norms present numerous similarities noted in Instagram and other social networks, especially Facebook.

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## CAR-STICKERS ON REAR WINDOWS: AN ANALYSIS FROM A POINT OF VIEW OF LINGUISTIC LANDSCAPE

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Keywords: car-stickers, linguistic landscape, communication style, function

Everywhere in Japan there are various signs, which build linguistic landscape in the cities. Besides such signs, various posters and stickers are also seen on different places like poles, walls, buildings, and even car rear windows. Linguistic expressions on them can be also regarded as a kind of linguistic landscape in a broad sense. In this way, textual information is flooding as linguistic landscape in cities in Japan. In general, such signs, posters, and stickers are seen in certain places to provide certain textual information to citizens or concerned people for certain purposes. However, some of them are too vague to understand their intentions immediately and clearly. For example, car-stickers on rear windows are typical ones: "Baby in car", "Dash cam in operation", which provide certain information to the drivers of the following vehicles and do not always seem to be clear to them. The main research questions of the study are: For what purposes are car-stickers put on rear windows? How can their intentions be interpreted from the textual information? The aim of this study is threefold: (1)

to collect linguistic expressions on car-stickers as linguistic landscape by fieldwork in Japan; (2) to analyze linguistic expressions on car-stickers pragmatically; and (3) to reveal what is intended to communicate through linguistic expressions on car-stickers with others. The results show, for example, that English is often used (sometimes with grammatical mistakes), that car-stickers often provide only information, which, however, requests the readers to infer its intentions, that some car-stickers may provide a warning, but it is unclear what kind of warning it is. Based on the results, it can be said that car-stickers on rear windows do not only provide certain information, but also have certain symbolic functions. The study is expected to make a contribution to communication styles (cf. Hinds, 1987) through car-stickers as linguistic landscape in Japan.

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## CULTURAL ADAPTATION OF FOREIGN STUDENTS IN VIENNA: A SOCIOLINGUISTIC CASE STUDY ON IRANIAN UNIVERSITY STUDENTS

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Keywords: acculturation, university students, study abroad, Iranians, Vienna, Austria

The aim of this study is to find out if Iranian students attending universities in Vienna experience any difficulty in their cultural adaptation to the Austrian society, if they have preferred acculturation strategies, and whether their origins, mother tongues, and/or educational fields play any role in this experience. The sociolinguistic analysis will study whether mother tongues and cultural backgrounds influence Iranian students' cultural adaptation and acculturation strategies, which are the participants' experiences in their German language communication. The paper starts with a definition of culture based on Holliday's (1999) model (large and small culture), as well as with a review of the literature on acculturation and cross-cultural adaptation. It also addresses Kim's (2001) cross-cultural adaptation model and Berry's (1997) theory of acculturation strategies. In this research project, Holliday's theory will be used for the sample selection, and the two other theories will be used in data analysis procedures. For this study, the following research questions are proposed:

1. What experiences do Iranian university students in Vienna have regarding cross-cultural adaptation in Vienna?
2. What acculturation strategies do Iranian university students in Vienna prefer?

3. Is there any significant difference in Iranian university students' cultural adaptation considering their ethnic or cultural background and mother tongue?

4. Is there any significant difference in Iranian university students' acculturation strategies considering their ethnic or cultural background and mother tongue?

It is a mixed methods study involving a qualitative phase of research on focus groups, short essay writing, and interviews on cross-cultural adaptation and acculturation strategies, as well as a quantitative phase based on questionnaires. Both the qualitative and quantitative data collection and analyses will be used to triangulate and understand the topic in depth.

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## MEASURES TO SUPPORT LINGUISTIC MINORITY CHILDREN AS A KEY TO RAISING AWARENESS OF LANGUAGE MANAGEMENT IN JAPANESE SCHOOLS

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**Keywords:** language management, Japanese schools, awakening to languages, translanguaging, holistic model of bilingualism

Japan is a country where only two languages – Japanese and English – are considered as important, and this representation continues to be strengthened by the educational system. In public education, English is the only foreign language that most Japanese have access to; At elementary schools, the foreign language subject is, in principle, English; at junior high schools, English is a compulsory subject; at senior high schools, only 1.3% of students study a foreign language other than English. Language management is therefore not yet perceived as an issue in Japanese schools.

While Japan has the lowest proportion of foreign residents among the OECD countries, in recent years the inflow of foreigners has manifested a sharp increase (OECD, 2019). As a result, schools are now facing the need to support minority language students. Several measures for support language students have been proposed and practiced: “the inter-development and learning model of academic learning the first language and the second language” that gives extra classes given in Japanese utilizing subject materials translated into pupils’ mother tongues (Kiyota, 2016, etc.); the “awakening to languages approach” that uses several varieties of languages at the same time to support and enrich foreign language classes (Oyama, 2016, etc.); „translanguaging“ that focuses on foreign pupils’ ability to speak their home languages as a way to measure their linguistic ability (Kano, 2016, etc.), etc.

How might these approaches contribute to raising awareness of language management in schools? In this presentation, I will first show how they differ from each other practically and epistemologically, and in the ways they describe learning, by comparing them with the wholistic model of bilingualism proposed by François Grosjean. Then I will discuss the possibilities of these approaches to introduce readiness to linguistic diversity both for the minority and for the majority in schools.

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## LANGUAGE EDUCATION AND THE HOMOGENIZATION OF DIVERSITY IN JAPAN: AN EXAMINATION OF ASSISTANT FOREIGN LANGUAGE TEACHERS IN ELEMENTARY SCHOOLS

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**Keywords:** foreign language education, elementary school, assistant language teachers, plurilingualism, Japan

Since the late 20<sup>th</sup> century, educational policy in Japan has increasingly emphasized the need to cultivate ‘Japanese with English capabilities’ (MEXT, 2003). As part of this push for greater communicative English ability, from April 2020 English will become a compulsory subject at public elementary schools. As elementary school teachers have typically not been trained in foreign language education (less than 1% of practicing teachers hold qualifications in foreign language teaching: MEXT, 2016), the use of assistant foreign language teachers (ALTs) is encouraged (MEXT, 2017).

However, the ALT system is problematic in several ways. Most ALTs are not trained in foreign language teaching, and require considerable support from their Japanese colleagues, which they often do not get (Kano & Ozeki, 2018). ALTs often visit several schools and are regularly relegated to the role of a guest, which leads to feelings of isolation (Kano & Ozeki, 2018). Policy documents continue to portray ALTs as homogenous na-

tive-speakers of English, neglecting the rich diversity in their linguistic and cultural backgrounds, which is not therefore fully capitalized upon in the classroom. How, then, might ALTs be better utilized in the foreign language classroom?

This presentation will first give a background on primary-level language education policy in Japan. Then, observations of team-taught classes between non-native English speaking assistants and their Japanese teaching partners, as well as interviews with practitioners, will reveal issues in the ALT system that have not been identified in the previous literature, including a desire from both ALTs and local Japanese teachers to allow ALTs greater access to training opportunities and greater involvement in the school communities. Finally, based on the survey and interview findings, recommendations for policy will be made, including a reconceptualization of ALTs as plurilingual human resources, that may help to achieve the foreign language education goals for elementary schools.

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## SOCIOLINGUISTIC PARAMETERS OF VOWEL ARTICULATION OF CZECH RADIO AND TV PRESENTERS

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Keywords: sociophonetics, formants, vowels, orthoepy, spoken Czech

Our research aims at providing new referential (and normalized) values of vocalic formants that recognize current state and the developmental aspect of articulation of Czech vowels. This treatise focuses namely on certain sociolinguistic variables of professional speakers, it tries to find out whether and to what extent these variables influence the pronunciation of vowels.

We analysed the speeches of 95 presenters that have been broadcast in the last 50 years (between 1970 and 2018) – using databases and archives of particular media stations. Using methods of acoustic analysis, we measured the values of F1 and F2 formants that were subsequently normalized (from Hz to ERB units). Further on, the obtained data were processed statistically (descriptive characteristic of variables followed by testing of hypotheses with the aim of determination of relevant sociolinguistic parameters). We registered the sex, age groups and locality of individual presenters (with the distinction of Bohemia vs. Moravia/Silesia), also types of media (public vs. commercial stations) and types of speeches: read (prepared) vs. spontaneous speech. We also carried out a mutual comparison of individual stations (ČRo, ČT, TV Nova, TV Prima, and TV Barrandov).

Among the most relevant findings we can mention the long-term tendency towards overlapping of Czech vowels; it has been evident namely after 1990, as before 1989 the formant fields were still relatively well distinguished. Among sociolinguistic parameters, type of the communicate has turned out as the most relevant influence; in this aspect, there is a distinct difference between public and commercial stations. Speakers from public service are obliged to observe orthoepic norm while pronouncing sounds of speech in contrast with presenters from commercial stations: their vowels were much less differentiated and showed a higher rate of both centralization and overlapping of vocalic fields.

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## ORKNEY DIALECT WITHIN SOCIAL MEDIA – DIVERSITY WITHIN AN ISLAND CONTEXT

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Keywords: diversity, identity, community, diglossia, dialect

This paper will focus on the ways in which a rural island community – Orkney in the north of Scotland – has embraced electronically mediated communication (EMC) in the context of the use of the local dialect. Through the use of texting and Facebook there appears to be a trend towards speaking the vernacular. It will be postulated that the assumed dialect decay will be reversed due to the number of people engaging with EMC through the medium of the local tongue rather than Scottish Standard English.

Orcadians could be said to be bi-dialectal using an Orcadian influenced Scottish Standard English including Norse-derived lexical items spoken within a diglossic speech situation.

The results of a small survey with secondary pupils from local schools – using a questionnaire and semi-structured questions – will examine the use of text on mobile phone

and within Messenger. Further to this the paper will consider a specific site created on Facebook – called Orkney Reevlers – and how this offers people the opportunity to discuss a plethora of issues in the dialect. This site has 1500 members spread throughout the world and comments from an online survey will highlight the value and influence of the vernacular to the community and to the members of the site itself.

The Orkney diaspora are able to access the Orkney Reevlers and the diversity of voices together with the range of lexical items will assist in the understanding of the dialect and also raise the profile of its value to a wider audience.

There are a number of key issues encapsulated in the paper. The use of EMC within text and social media comments on the Reevlers site defines the identity of the users and contributes to the use of Orkney dialect in a world where local vernacular is seen at risk it can be argued that different forms of modern communication can reverse the risks of dialect death.

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## THE INCREASING ROLE OF ENGLISH IN THAI ACADEMIC PUBLICATIONS

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Keywords: English as an academic lingua franca, Thai academic publications, Thai scholars, language choice

The role of English as a medium of communication especially in the academic domain has been accelerated. This is reflected in the growing number of English language academic journals in non-English dominant countries such as: China, India and Spain (Ren, S. & Rousseau, R., 2004; Xian, J., 2006). Similar to other peripheral countries, Thailand is no exception. This situation results in competition between the national language and English. This present study compares the language choice of academic papers published in Thai national journals in two major fields: science, and its counterpart, humanities and social science. The data collection includes a corpus of 663 articles published in 2005 and in 2015, specifically 346 from Science and 317 from Humanities and Social science. We have hypothesized that English plays a more significant role in sci-

entific journals compared to those in Humanities and Social Science. In addition to the language choice in Thai academic journals, a questionnaire was also distributed to 73 respondents to investigate the language ideology of Thai scholars in choosing a language for their manuscripts. The result reveals that many Thai scholars choose English in writing manuscripts due to the lack of technical terms in their field in Thai whereas some of them prefer Thai due to the publication process and the Thai readership orientation.

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## BETWEEN MIGRATION AND TOURISM: THE RUSSIAN LANGUAGE IN THE LINGUISTIC LANDSCAPE OF NUREMBERG (GERMANY)

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Keywords: linguistic landscape, city, Russian, migrant community, language and tourism

The present study investigates the situation of the Russian language in the linguistic landscape of Nuremberg (Germany), a middle-size Western European city with numerous migrant communities. This city hosts a large Russian-speaking community and attracts many Russian-speaking tourists during the whole year.

Basing on previous work in linguistic landscape research (e.g.

Shohamy/Ben-Rafael/Barni 2010; Shohamy/Gorter 2009), the study considers the following research questions: What is the role of Russian in the linguistic landscape of the super-diverse urban settings of Nuremberg regarding the migrant population? What is the role of Russian in the tourism industry of Nuremberg in the face of increased numbers of Russian-speaking tourists after the collapse of the Soviet Union?

The study is based upon the photographs (n=92), Russian-speaking websites (n=7), representing the material and

the virtual display of Russian, supplemented by ethnographic fieldnotes.

The analysis of the material linguistic landscape of Nuremberg shows a strong presence of Russian in connection with the Russian-speaking infrastructure (e. g. shops and service companies). The signs are mostly issued and displayed by the community itself. The analysis of the virtual linguistic landscape shows a selective presence of Russian issued by the local authorities and the migrant community addressing both tourists and migrants. As a consequence, in the face of globalization and globalized mobility of goods and people, the former regional lingua franca Russian gains more and more

importance in Western Europe, acting as a “hidden” protagonist even in non-metropolitan urban centers like Nuremberg.

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## POLITICAL (IN)CORRECTNESS TOWARDS PEOPLE WITH DISABILITIES IN RUSSIA

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Keywords: political correctness, Russian media discourse, people with disabilities

The talk focuses on the ways people with disabilities are referred to in various Russian contexts. As has been demonstrated since early anthropological studies, people with impairments are represented and perceived in different ways across cultures (Benedict 1934; Hanks & Hanks 1948) (see also overview in Reid-Cunningham 2009: 101-103). It has also been noted that they are often labeled “the Other”, i.e. outsiders in some way (Ablon 1995; Reid-Cunningham 2009: 100). In modern disabilities studies, the category is efficiently approached as a social construct (Shakespeare 2011).

The contemporary Russian context is particularly interesting, because the problems of people with disabilities, particularly of those who are isolated in special care institutions (Klepikova 2019), are discussed more often in media and public discourse. While activists are fighting for the rights of these people, reporters and officials are forced to cater to the activists’ ideology and search for new vocabulary instead of the one they are used to. The question is in what way this labelling is influenced by the ideology of political correctness, which aims to avoid discrimination and change culture through changing language (Fairclough 2003: 18). Moreover, are the new “politically correct” words helping to avoid discrimination?

The data includes a collection of 100 cases of referring to people with disabilities: online articles, social media discussions, extracts from videos of politicians’ talks and TV reports, public discussions, spontaneous interactions. The main approach is critical discourse analysis (Fairclough 2003).

While for some contexts (like everyday talk) political correctness often turns out to be irrelevant, public and media discourse is being shaped by this ideology, with reporters and politicians trying to avoid certain terminology and to use the “correct” one. The latter, however, in many cases turns out to be constructing new barriers and participating in discrimination, rather than helping to avoid it.

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## PARA-LINGUISTIC EYE GAZE AS SETTING-SWITCH MARKING

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Keywords: eye gaze, sign languages, Indian dance, rakugo, kōdan

Social eye, an eye for communication, is not an eye for observing. It falls into (1) eye contact and (2) eye for joint attention or shared attention which usually appears with pointing. In

other words, (1) is EYE TO GAZE EACH OTHER, and (2) is EYE TO SHOW.

The most sophisticated social eye is that in sign languages. In Japanese Sign Language, for example, eye movement diagonally upwards refers to the third person. Native signers gen-

erate these movements ingeniously, but stop generating EYE TO SHOW and gaze at the addressee once they finish indirect speech, or when they change the subject, as if placing commas and periods.

Similar kinds of eye usage are seen in performing arts such as Indian Dance, Japanese kodan and rakugo. I call this kind of eye “setting-switch marking eye” (SSME); it is EYE TO GAZE EACH OTHER converted into EYE TO SHOW.

Indian Dance tells a story through physical movements of hands, neck, eyes, eyebrows and even body orientation strictly by the rule, which is very similar to Deaf sign languages. The dancer gazes at the audience only when the setting (place and time) changes. Kodan and rakugo are Japanese traditional storytelling in which a single performer in kimono plays several different roles in a sitting position. Kodan is usually a more dramatic performance on historical materials, while rakugo tends to be more comical, dealing with folk culture.

My objective is to prove the existence of SSME in Indian Dance, kodan and rakugo using ELAN, the software which creates complex annotations on video resources, by referring to eye usage in Deaf sign languages. The ELAN image also demonstrates the frequency and duration of SSME and their latent rules, which relate to and influence on the general impression of each genre.

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## MULTILINGUAL AND MULTIMODAL: LANGUAGE ON GERMAN RADIO

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Keywords: English, German, radio, multimodality, genre

In a world that has become increasingly mobile due to globalisation and mediatisation, the conceptualisation of language gives rise to various debates (Pennycook 2007; 2020; Blommaert 2010; Saraceni 2015). In order to examine linguistic resources and how these become resemiotised, one must consider the medium of communication and how it shapes what is communicated through it. Journalistic speech on German radio interacts with other modalities, such as sounds made by the journalists and the music played by a station. Before this background, I will examine the usage of English mobile linguistic resources by German radio journalists and how the constraints of the medium shape this usage on air. In the light of Blommaert’s (2010) centres of authority and orders of indexicality, I will undertake a multimodal analysis (see Bateman 2008; Stöckl 2016) of journalistic speech in different radio genres. Examples will be given from a larger research project on the usage of English mobile linguistic resources on German radio for which I compiled a 60-hour radio corpus and interviewed 19 German radio hosts, presenters, and producers. The results show that English resources have a special communicative function on radio, which is nevertheless constrained by various centres of authority, such as the target audience, the radio genres, and the overall message of the medium.

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## THE ROLE OF CRITICAL INCIDENTS IN PERSONAL AND PROFESSIONAL GROWTH OF HIGHER EDUCATION INSTITUTION STUDENTS

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**Keywords:** critical incidents, content analysis, personal development, socialization, higher education institution

Personal growth goes hand in hand with life-long learning. This is not only a reality set by the 21<sup>st</sup> century technological development and globalization trends, but also by the current time events. The Covid-19 crises proved individual responsibility for own education playing a key role and there is no reason this would change even after the health and epidemic issues become stabilized. School, therefore, cannot be the only agent of socialization contributing the developing skills and competences for student personal and professional growth. This paper focuses on examining the role of critical incidents (CI) experienced in a variety of social situations in building the student personality, experience, and expertise. Adequate recommendations for higher education institutions (HEI) are made.

The study was conducted at the ŠKODA AUTO University as part of a EC project Critical Incidents in Intercultural Communication and Promoting Diversity (CIICPD) with Master's degree students of Business English module focused on human resource management. The Critical Incident Technique was used to collect data in the form of written narratives submitted by students as one of the course requirements in the period of 2016 - 2020. 146 student analyses of incidents from diverse areas of life were submitted to subsequent content analysis. Corresponding categories of situation types critical in building necessary skills were identified. The data shows that besides the academic environment, it is also work, travel, family, friends, or sports that play a crucial role in personal development and learning. Therefore, it is of key importance to provide HEI students working opportunities over the course of their studies, enforce the HEIs internationalization programs, as well as encourage them to actively engage in social and intercultural contact through free time activities.

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## UNDERSTANDING DIVERSITY AND INCLUSION THROUGH UNCONSCIOUS BIASES: DEALING WITH EMOTIONS IN MULTINATIONAL COMPANY LEADERSHIP

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**Keywords:** unconscious bias, diversity, inclusion, nudge management, thematic analysis, multinational company

Realizing the discrepancy between diverse customer and frequently rather homogenous employee structure, diverse workforce has been one of the most common and integral strategic goals of many multinational companies in recent years. Diversity, however, does not necessarily mean inclusion

and without inclusive environment and corporate culture, companies do not benefit from people's full potential. To be able to draw on what people carry with them to the company, managers need to adopt their leadership style to the current time behavioral economics' findings indicating that it is not the external incentives but internal emotions which are the key to people identification with the company and motivation for work.

The study was conducted at the ŠKODA AUTO company in Mladá Boleslav, Czech Republic as part of a project Diversity Wins @Volkswagen, a group-wide initiative reflecting the Monitor Recommendation 7 for employee retention. Being part of the newly defined Volkswagen Group Essentials, diversity has been confirmed as one of the company strategic priorities targeted at increasing the awareness of all Volkswagen executives of all ranks, out of which approximately 2000 were trained online in the Czech branch. Getting through a training aimed at tackling unconscious biases and using modern emotion-directed tools based on the nudge management theory, groups of up to 12 participants engaged in online activities and discussion groups. Stories based on shared experience from practice were noted, transcribed, examined, and the findings categorized using the thematic analysis. The most frequent stereotypical behaviors were pinpointed for implementing relevant measures into the participants' leadership practice.

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## DEFENDING THE TRADITIONAL FAMILY: SOCIAL MEDIA, ALGORITHMIC POPULISM, AND THE SUBVERSION OF DEMOCRACY

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Keywords: social media, algorithmic populism, propaganda, traditional family

New media came with a promise to democratize communication and the spread of information. Instead, there have been concerted attempts to use the affordances of the media in order to push political agendas and to promote specific groups' interests under the guise of 'the voice of the people'. This phenomenon has been described by Maly (2018) as algorithmic populism.

Globally, we have witnessed how social media campaigns have been successfully used to turn around election and referendum results. Troll factories have been set up to produce controlled discourses and to spread talking points across the internet. User data have been gathered to profile social media

users and to attack them with targeted political advertisements. This has been amply recorded and analyzed.

Similar processes have been observed in Bulgaria. In 2018, a mixture of old and new media messages were aimed at undermining the ratification of the Istanbul Convention. The campaign was highly successful, and after it was declared "unconstitutional" by the Constitutional Court, the Convention was withdrawn. A similar process developed in 2019 around the Strategy for the Child. Numerous Facebook groups were instrumental in the spreading of propaganda, fake news and fearmongering. Under the guise of protecting national identity and the traditional family from outside attacks, these groups created huge amounts of online communication with very real (and disturbing) political results. The aggressive campaign on social media (coupled with off-line activities) led

to the prompt withdrawal of the Strategy and another victory for ultra-conservatives.

The use of social media in the two campaigns has been of central importance. This paper traces the messages framed as ‘the voice of the people’ back to several political and other actors who effectively exploited the new media affordances to push their own agenda and make political gains.

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## MORE OPTIONS OR ONE DEFINITE ANSWER? WHAT KIND OF LANGUAGE CODIFICATION IS PREFERRED BY CZECH SPEAKERS

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Keywords: language standardization, codification, language attitudes, correctness

In my paper I analyse attitudes of Czech language users to the language codification. The problem of codification is still widely discussed, and the main attention has been focused on how precisely the codification (e. g. dictionaries) reflects the real language norm (= language means considered as standard and correct). There have been various approaches to what is correct in language (and should be codified) and what is not. However, very often it is considered as a problem only to be decided by experts. Therefore, there have been many studies on various language means, based on language corpora but the research concerning attitudes of language users to the codification has been so far underrepresented.

In my research, I analyse a corpus of 800 of recorded and transcribed phone interactions in the Language Consulting Centre of the Czech Language Institute between enquirers and linguists. I focus on enquirers’ statements about following topics: if they consider the codification to be legally or socially binding or not, why they find certain language means correct/codified or not (what arguments they use), how they understand and interpret the information in codification reference books such as dictionaries and grammar books (e. g. how they understand when there are two options offered in a dictionary) and what kind of information they prefer.

We can apply our knowledge of speakers’ attitudes towards codification in teaching language at schools and in creating new reference resources to make them more user friendly and understandable for general public .

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## SOCIAL MEDIA AND SUSTAINABILITY? TRACING POSSIBILITIES IN DIALOGICAL INFRASTRUCTURE AND LINGUISTIC MARKETS

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Keywords: social media, sustainability, environment, nature

Social media is widely criticized in both popular and scholarly discourses as superficial, deleterious to mental health, and a vehicle for the commodification of the previously uncommodifiable. (I write this having contributed myself to this chorus of critique.) But it is perhaps equally essential to examine the constructive possibilities afforded by social media, which is especially productive for the field of environmental sustainability. To consider whether social media can be leveraged in the support of sustainability, I begin with an ethnographic analysis of the recent and dramatic increased engagement with nature\* in the Arabian Gulf country of Oman, drawing upon both in-person and mediated (online) fieldwork in 2021-22. As virtually all my interlocutors attest, this increased engagement has led to an uptick in the amount of litter in popular outdoor recreation areas as educational campaigns lag behind the surge of interest in nature. To counter widespread

polluting practices, users of Instagram – the most popular social media app in Oman – create anti-littering posts, pointing to the potential emergence of a subgenre within the thriving nature genre on the platform. Such genres comprise linguistic markets that, in the case of Instagram, are regulated and maintained by a dialogical platform infrastructure that affords users the accumulation of symbolic capital yet necessitates face-work. In this context, users’ anti-littering posts can act as educational efforts and/or bids for distinction, utterances with the potential for substantial appeal within the nature genre’s platform-specific linguistic market. If dialogical infrastructure can be leveraged with the effect of spreading anti-littering discourses, the question can then be asked whether such user-generated content might produce broader shifts in sustainability practices.

\*We can define ‘nature’ as the more-than-human environment where human impact is perceived to be minimal.

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## MEDIA BIOGRAPHIES IN THE CONTEXT OF FORCED MIGRATION: MEDIALITY AND THE LIVED EXPERIENCE OF LANGUAGE

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Keywords: media biography, multilingualism, linguistic repertoire, agency, migration

In Sociolinguistics, speakers' metapragmatic reflexivity of media practices has attracted considerable attention. Specifically, the term *mediality* was coined to designate expectations, perceptions, and ascriptions by speakers (Spitzmüller 2014) of what a medium is, does, and can accomplish. I propose a media biographic approach to explore the retrospective assessment of media practices by individuals from the standpoint of present media use. Preliminary findings from my current research with people of the generation who fled the war in Ex-Yugoslavia as children in the 1990s will be presented. While growing up in Austria, these young people were often confronted with xenophobia and a coercion to „integrate“ into the Austrian society, practically understood as cultural and linguistic assimilation. Forced migration and assimilation open up questions about the role that media play for speakers' attitudes towards languages. In particular, I will discuss the value of media biographies for the study of linguistic repertoires by drawing on the concept of the lived experience of language (Spracherleben; Busch 2012). It captures the em-

bodied and emotional dimension of heteroglossic repertoires from the perspective of the speaking subject. Just as situations of speaking are experienced along the axes of relative power or powerlessness, belonging and not-belonging, and a perception of the self that might collide with the perception of others (Busch 2015), I will discuss how media afford agency or pose restrictions to heteroglossic repertoires in the eyes of multilingual speakers.

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## THE ONE AND ONLY: PRESCRIPTIVISM AND MONO-IDEOLOGIES OF LANGUAGE

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Keywords: language ideologies, prescriptivism, usage guides, critical discourse analysis

Although linguists have long considered prescriptivism to be a non-scholarly approach to language, the average speaker often equates prescriptivism with linguistics. This has paved the way for the promotion of ideological conceptions of language(s) as ‘scientific’, ‘commonsensical’, and ‘neutral’, especially in usage guides and similar texts. This study is part of a larger project which focuses on the typology of language ideologies as found in Croatian, English, German, French, Italian, Spanish, and Portuguese usage guides, as well as in other sources of prescriptivist advice. The material is examined through a critical analysis of its language planning discourse (Lo Bianco 2004, Verschueren 2012, Fairclough 2015). The initial results indicate that authors of usage guides/prescriptivists often promote as legitimate only one of several coexisting options. Such beliefs and representations can be

viewed as components of the ideology of the standard language (Milroy 2001) and classified as fractally recursive (Irvine & Gal 2000) mono-ideologies, since they propagate the same contrast on multiple (extra)linguistic levels (ibid.). These ideologies include (1) the monocodal ideology or monocodia (‘only one code is needed’, i.e. the standard dialect), (2) the monoglossic ideology or monoglossia (‘codes should be used one at a time’, Bakhtin 1981, Wardhaugh & Fuller 2015), (3) the monoverbal ideology or monoverbia (‘a single word is better than a phrase’), (4) the ideology of monosemonymy (‘one form should have only one meaning and vice versa’), and (5) the ideology of monoetymy (‘all morphemes should be of one, native origin’). In order to portray these and similar ideologies as ‘objective’, the authors of the analysed texts resort to various discursive strategies resulting in the stigmatization and erasure (Irvine & Gal 2000) of non-standard or supposedly non-standard elements, which calls for a stronger promotion of scholarly views on language ideologies in the public sphere.

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## DIVISION OF GENDER

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Keywords: social gender, grammatical gender, natural gender, linguistic typology, morphosyntax

Aikhenvald (2012:33) posits that there are three different types of gender across languages: (i) Natural gender (N-gender), which corresponds with the biological sex, (ii) Social

gender (S-gender), which reflects “the social implications of being a man or a woman,” and (iii) Linguistic gender (L-gender or grammatical gender). L-gender receives its meaning in direct relation to S-gender. In this regard, the following question arises: How is the interrelation between S-gender and L-gender formally established?

The main question investigated in this work is as follows: *How does the social gender as established in a given society affect the use of grammatical gender?* This research continues along the path laid out in previous studies on relations between language and society, most notably sociolinguistics and sociology of language.

This work presents a novel methodological approach to understanding the interrelation between social gender and grammatical gender across languages. It interrelates two different disciplines: *sociology* ('sociology of gender') and *theoretical linguistics* ('Distributed Morphology'). With respect to sociology, this work conducts a mezzo sociological analysis of gender, which means that it takes into account broad cultural norms which shape all kinds of social interaction. With respect to theoretical linguistics, Distributed Morphology (Halle and Marantz 1993) distinguishes between word formation from  $\sqrt{\text{roots}}$  and from syntactic categories. Thus, it provides us with formal tools necessary to understand the morphosyntactic processes occurring within a word.

The results of this interdisciplinary work are of interest to

theoretical linguists, language typologists, linguistic anthropologists, language-area specialists, language educators, sociolinguists, and sociologists, as well as the general public interested in gender. Due to the fact that a number of the languages and dialects analyzed here are on the verge of extinction, the findings are also relevant to the field of endangered language maintenance and revitalization.

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## "HOW AMBIGUOUS THAT TERMINOLOGICAL PHRASE SERBIAN LANGUAGE IS": CHOOSING SIDES IN THE DEBATE ON THE SERBIAN LANGUAGE

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Keywords: post-Yugoslav language ideological debates, metapragmatic discourses on Serbian, positioning, citationality

The dissolution of Yugoslavia led to the retreat of the metapragmatic discourse on Serbo-Croatian as the language of the four of its six 'peoples', which was, to a large extent, naturalized in Serbia. However, a consensus among influential Serbian linguists has not been achieved on what linguistic practices are to be subsumed under the Serbian language (see Stojiljković 2017). The proliferation of nationally circulating discourses on ethnolinguistic identity might be argued to pose a challenge for young professional linguists expected to position themselves vis-à-vis these issues.

I will analyze an excerpt from an interview with a PhD student specializing in Serbian philology, which is particularly interesting because the interviewee, unlike many of her colleagues, does not seem to have trouble picking sides in the ongoing debate among Serbian linguists, that is, her utterances resemble quite a bit a newspaper article written by one of the prominent debating linguists, who has been regarded by some commentators as a promoter of (a form of) nationalist language ideology. Although this resemblance is noteworthy in itself (it

might indicate a shift in Serbian linguistic circles), my aim does not only lie in addressing why she resorted to that particular choice from the ideological stock. Even though iconic of that text, her act of positioning, which revolves around the attribution of authenticity, can hardly be argued to lack originality when subjected to a close reading. The analysis will draw on positioning/stance research (Deppermann 2015, Jaffe 2009), as well as on the concept of citationality as proposed by Nakassis (2013).

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## NAMING THE FACEBOOK IN LATVIAN: OFFICIAL/UNOFFICIAL NAMES AND USER ATTITUDES FROM A SOCIO-ONOMASTIC VIEWPOINT

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Keywords: socio-onomastics, social media network, unofficial name, attitude

This paper discusses a phenomenon calling for a socio-onomastic, rather than purely sociolinguistic analysis. Socio-on-

omastics, as pointed out by one of its leading scholars Terhi Ainala (2016), mainly concentrates on name variation (either social or situational). The choice of an official vs. unofficial name may reflect the user's attitude towards the referent of that name (person, place or any other object).

Names of social media and networking platforms, however, seem to be a relatively less-researched topic (in onomastic studies of the digital world, there has so far been more emphasis on “virtual anthroponyms” i.e. usernames than on “virtual toponyms”), and so is the social or situational variation of these names. The case study of naming Facebook in Latvian language environment involves various factors. Traditionally, foreign names are transcribed and grammatically adapted when used in written Latvian – this practice, however, is mostly applied to anthroponyms and toponyms, while business names and trademarks usually retain their original form. In a formal discourse, Facebook in Latvian is referred to as sociālo tīklu vietne “Facebook”. In semi-formal and informal contexts, diverse names are used – from a transcribed version (feisbuks) to a version derived with a diminutive suffix (feisītis) to a partially transcribed facebucs to humorous calque translations seju grāmata, ģīmju grāmata, etc. (Examples are gathered from media publications and user comments.) There are at least two challenges at play in this variability – the need to adapt a foreign word/name, and the desire to ex-

press one’s emotional attitude. Pierre Bourdieu’s concept of the power of naming/nomination (1985 etc.) might also be invoked when analysing the correlation between a person’s attitude towards Facebook and their likelihood to use a neutral name or to choose or coin a nickname, thus perhaps attempting to symbolically “depower” the impact of Facebook on their life.

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## THE INTERACTIONAL PERFORMANCE AND AUTHENTICATION OF TOURISM EXPERIENCE

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Keywords: tourism, authenticity, performance

Authenticity has long been discussed in tourism studies. Boorstin (1961) states tourists expect to see their preconceived images of tourism place in what they see in “pseudo-events,” and the matched images are taken as reality. MacCannell (1976) claims tourists seek out authenticity in their experiences at tourism place, even though their experiences may be “staged” (Goffman 1983) to varying degrees to appeal to them. More recently, Urry and Larsen (2011) point to the importance of performativity of tourism, turning the focus from mere epistemology to linguistic and embodied practice, mobilizing multiple senses such as seeing, tasting, listening, and touching. This is called “performance turn.” Tourism is considered to encompass a series of performances whereby tourists’ images of place are reconstructed, which occasions authentication of tourism place. Yet, how it is achieved through interactional engagement between host and guest is under-examined.

Drawing on the notion of performance and the assumption that its basic unit is engagement between people (Urry and Larsen 2011), I will demonstrate how the tourist-host intersubjective interactions with the use of language and body serve to reshape and authenticate tourists’ images of tourism experience. The discourse data were collected in my ethnographic research of walking tours in tourism cities in Europe, Asia,

and Oceania. The analysis shows that hosts present tourism resources accessible to tourists (e.g., famous and representative entities such as featured location in a film), inviting them to take part in direct “here and now” activities. At the same time, hosts also provide tourists with local “hidden gems” and their stories that can only be found onsite, furnished by personal accounts. I argue that such attempts by hosts facilitate the constitution of tourists’ authentic impressions of the place as well as its people and culture, as evidenced by their display of emergent stances.

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## A DIACHRONIC/COMPARATIVE STUDY ON GREEK MIGRANT JOKES

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Keywords: humor, migrant jokes, racism, script opposition

Migration has massively taken place since 1990 and is perceived by European nation-states as a ‘threat’ to their sover-

eignty and linguocultural homogeneity. Hence nation-states put forward racist discourses and attitudes denigrating and oppressing migrants. On the other hand, humanitarian and

anti-racist values of tolerance and acceptance of difference are also in wide social circulation, thus extreme racist behaviors are usually hindered or banned, and verbal racist attacks have acquired a mitigated form. Such mitigation is often achieved through racist jokes, which may more or less disguise their denigrating or aggressive meanings through laughter and the creation of a light-hearted context (Santa Ana 2009, Weaver 2016).

This study examines Greek racist jokes targeting migrants. Due to recent geopolitical changes (e.g. the collapse of the Eastern Bloc, the wars at Syria and North Africa), millions of migrants have moved towards Greece the last thirty years: the first twenty years, Greece received migrants mainly from the Balkans; the last few years, Greece has received mostly Muslim migrants. Our aim is to investigate the differences between the jokes created in the 1990s for Eastern European (mostly Albanian) migrants and those recently created about Muslim migrants. Using the concept of script opposition (Attardo 2001), we trace the different scripts exploited to denigrate migrants and represent them as 'incongruous' to the Greek context.

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## ETHNOLINGUISTIC VITALITY OF MARI

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Keywords: ethnolinguistic vitality, mathematical model

'The vitality of an ethnolinguistic group is that which makes a group likely to behave as a distinctive and active collective entity in intergroup situations' (Giles et al. 1977, 308). Giles, Bourhis, and Taylor (1977) suggested that groups that have little vitality are likely to cease to exist as distinctive collectives, while those that have high vitality are likely to survive; and proposed three structural variables that are likely to influence ethnolinguistic vitality: demographic, institutional support and status factors.

Based on the theory of vitality its mathematic model was created by Martin Ehala (University of Tartu). According to the theory of Ehala (2015), ethnolinguistic vitality consists of four important components - perceived strength differential (PSD), perceived intergroup discordance (D), perceived intergroup distance (R) and the level of utilitarianism (U). Every component reflects a significant aspect of people's identity, psychology and modern reality in terms of its existence as nation.

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## BILINGUALISM AND (SUCCESSFUL) LANGUAGE MANAGEMENT IN RUSSIAN-SPEAKING IMMIGRANT FAMILIES

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Keywords: language management, bilingual family, Russian-speaking immigrants

The present study explores bilingual communication in Russian-German immigrant families in Germany from linguistic and sociolinguistic points of view. It focuses on parental

Our findings suggest that, in the first case, migrants are portrayed as impoverished criminals, while, in the second, as uncivilized invaders and terrorists. Such racist representations could be accounted for in terms of the different sociopolitical circumstances in Greece. In the 1990s, Greece enjoyed financial prosperity and political stability, hence migrants represented a 'financial threat'. Recently Greece has been facing a severe financial crisis with significant repercussions on people's prosperity and sociocultural (e.g. European) identity, hence migrants represent a 'cultural threat'.

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The model of Ehala was applied in author's co-project aimed to investigate ethnolinguistics vitality of Mari, Finno-Ugric people, located in the central part of Russia (total number is 550,000). Based on the collected statistical survey data at fieldwork (in 2013 and 2014) the mathematical model allowed measure and determine the subjective vitality of Mari in the Russian context. The received results were supported by later qualitative data (interview) collected from 2013 to 2016 and give a full picture of the current state of Mari and development prospects.

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language management (cf. Sloboda 2009, Spolsky 2009, Ramoniene 2013, Nekvapil/Sherman 2015) and sources of information about the up-bringing of bilingual children.

After the dissolution of the Soviet Union, Germany was one of the countries to receive a major part of the immigrants from

the succession states. Meanwhile, many Russian-speaking immigrants have been living in Germany for about 20 years and have children, who were born in Germany. Hence, many of the parents are faced with the question of how to transmit the Russian language to their children and how to do it the best way.

The present study, based on sociolinguistic questionnaires and guided interviews with 15 families, has an intergenerational character and aims to answer the following research questions: What language management strategies did or do parents use to transmit the Russian language to their children? What strategies are supposed to be (un-)successful? Where do the parents look for the information on bilingual families and the up-bringing of bilingual children?

The analysis, basing on the qualitative content analysis (cf. Mayring 2015), showed that not all the invented language management strategies were successful, especially when children started to attend a nursery or a school. Such strategies as the reading of Russian fairy-tales, watching Russian cartoons, or singing Russian songs together were more successful than sending of messages in Russian. This may depend on the age of children, their interests, and the number of children in the family. As their sources of information, parents mentioned their parents or elder relatives and friends, internet forums, family doctors or pediatricians, and, in rare cases, popular scientific literature. In this context, were found several myths in the field of education.

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## FIELDWORK-BASED ANALYSIS OF THE PRESENCE AND APPLICATION OF CRIMINAL ARGOT IN CONTEMPORARY CHINA

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Keywords: sociolects, criminal argot, survey, China

The present research has conducted individual interviews with 533 (effective interviewees) criminal suspects, inmates, drug addicts under correction in 120 facilities of detention, drug rehabilitation and imprisonment in 45 cities in 30 provinces (except the Tibet autonomous region) and municipalities directly under the central government within the Chinese territory, which spanned 7 years from 2007 to 2014. A total of 16,448 samples of criminal argot have been collected, catego-

rized, and stored electronically, which has offered a picture of the current state of the criminal argot in contemporary China. Based on the user groups and application environment, all the samples have been classified into 12 categories of criminal and other argot, including general, narcotics, theft, gamble, pornography, fraud, prison space, currency and amount, snatching, human trafficking, same sex relations and former whore house. Also, analysis has been made regarding the conditions and causes of the creation of such argots.

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## WHOSE MORALITY IS OUT OF ORDER? A CASE STUDY OF DEVIANCE AND RESPECTABILITY IN ONLINE CHATS IN CHINA

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Keywords: online discussions, moral order, ethic behavior, discourse analysis

The Internet contributes, in a sense, to the extension and expansion of social members' presence and existence in their life worlds and to the increasing blurring of online/offline, and public/private boundaries, making digital living an everyday and ordinary fact. This, in turn, has brought about, among others, an observation that interpersonal interaction these days is increasingly becoming a dangerous business, in the sense that what is said or typed in a normal online discussion

or debate may later be appropriated as the source of delation, incurring undesirable consequences.

Based on a detailed discursive analysis of an incident in which a seemingly normal discussion between a university professor and his students as regards the writing of a term paper for the course called "Essence of Innovation" was screenshot and posted online generating immediate wide attention and mixed responses, this paper aims to argue that perceptions around the deterioration of morality, or even the loss of 'moral sense', in modern China, along with the affordances of

the online interactional landscape, are contributing to the rise of claims of deviance and disrespect in online chats. However, there has been at the same time a rise in perceptions that those making those claims are themselves without a proper

sense of and due respect for the moral order that underlies and constrains human interactions, and that self-interest and individual satisfaction gained through 'retaliatory pleasure' is driving these discursive conflicts.

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## **POLICIES FOR MULTILINGUAL EDUCATION IN MINORITY DOMINATED REGIONS IN CHINA**

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**Keywords:** multilingualism, education, linguistic minorities, language policy, socio-political ecology

Recent developments in multilingualism and multilingual education in minority-dominated regions in China highlight the importance of policy studies to support the national goals of achieving multilingualism (Feng and Adamson, 2015), especially in remote western regions such as Xinjiang Uygur Autonomous Region (XUAR) that pose geographical, socio-political, and educational challenges. This study investigates the effectiveness of language policies and the implementation of multilingual education for minority dominated regions in XUAR, and of the extent to which those policies support multilingual education. The data mainly comprise policy documents issued at the national, regional and institutional level, supplemented by interviews with policy makers at regional and local levels. The study finds that, while the policies at both national and regional levels regarding language education in China are generally supportive of multilingualism, in reality, some of the implemented practices at local school levels in XUAR are not totally consistent with the policy goals, while weak local capacity also hinders the implementation of multilingual education.

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