## Contents

### Acknowledgements  page xi

1  Towards a theory of language management  1

2  Managing language in the family  10
   - Managing speech and linguistic communities  10
   - The individual and “simple management”  11
   - Managing language in the family  14
   - Parents or peers?  19
   - Family as target  22
   - Methods of managing the home language ecology  23
   - Home language managers  25
   - Ideological influences on the home  26
   - A model of home language choice  28
   - First modification of the theory  30

3  Religious language policy  31
   - Introduction  31
   - Jewish language policy  33
   - Language management in Christianity  38
   - Islamic language management  44
   - Other religious language management  48
   - Religion in the theory of language management  49

4  Language management in the workplace: managing business language  53
   - Domains and levels of language management  53
   - Workplace language rules  55
   - Global business  57
   - Language management at sea and in the air  62
   - Advertising and signs  63
   - The workplace in a theory of language management  63

5  Managing public linguistic space  65
   - Public linguistic space  65
   - Public verbal signs  66
     - Early studies of public signage  66
## Contents

Preliminary questions 69  
The effect of advertising on the paysage linguistique 72  
Public signs in a theory of language management 75  
Visual space for private use 76  
Newspapers and magazines 76  
Visual space: books 79  
From sign to sound 79  
Media: radio and television 80  
Minority access to radio and television 81  
Media: telephones, cell phones, and call centers 85  
Media: the Internet and e-mail 86  
Cultivating public language 87  
Media in a theory of language management 88  

6 Language policy in schools 90  
Participants 91  
Pupils 91  
Teachers 92  
Other participants 93  
Where are the managers? 93  
The self-managed school 94  
The locally managed school 95  
Externally managed schools 97  
Examination boards as language managers 98  
Patterns 98  
Language of instruction 101  
Educational evidence 101  
Developed languages 102  
Ideological arguments 104  
Dividing language functions 105  
Teaching additional languages 106  
Teaching foreign languages 107  
The results of language education policy 108  
The tools of language management in schools 109  
Teachers as a tool of language management 109  
Managing the admission of students 111  
Punishment as language management 113  
Schooling in a theory of language management 114  

7 Managing language in legal and health institutions 115  
Safety and health 115  
The law courts 116  
Civil rights 117  
The police 124  
The health institutions 126  
The legal and health domains in the model 128  

8 Managing military language 129  
Communication needs in the military 129  
The Roman army and the sergeant’s problem 130
Contents

The sergeant’s problem in other armies 131
Canada: making an army bilingual 133
US military language management in two world wars 136
US defense language policy in an age of global war 140
The military domain in a theory of language management 143

9 Local, regional, and national governments managing languages 144
Introduction 144
The organization of this chapter 146
The pressure of a multilingual nation 147
Language management at the constitutional level 148
Center vs. periphery 152
The territorial solution 154
The new territorialism: regional autonomy and devolution 157
Going further: the breakup of nation-states 162
Central government regulation of languages 166
Spelling and language reform 167
Local government 168
Why is national policy so difficult? 173
Pressures for national monolingualism and multilingualism 175

10 Influencing language management: language activist groups 181
Entr’acte: the model to-date 181
Hebrew revitalization as a grassroots movement 185
Nationalist language activism 190
The regeneration of Māori 195
Language activism in Australia 196
Language activism in the United States 197
The volunteer stage 198
Community language activism: indigenous and immigrant minorities 198
Some other cases of indigenous schooling 200
Salvaging indigenous endangered languages 202
Language activism in the theory of language management 204

11 Managing languages at the supranational level 206
The supranational level or domain 206
Monolingual supranational organizations: language diffusion management 207
Internal policy at the supragovernmental level 208
League of Nations and United Nations 208
Europe and the European Community: internal language policy 210
Influence of international organizations on national foreign language teaching policy 213
Human and civil rights and the role of supranational organizations 214
Parenthetically, who has “language rights”? 217
Contents

International organizations on language rights 219
The European Community and language rights 222
Supranational organizations in a theory of language management 224

12 Language managers, language management agencies and academies, and their work 225
Agents and agency 225
Managers enforcing status 226
Agencies that are not specifically linguistic in scope 226
Immigration and citizenship 228
Specialized language agencies 230
Post-Independence India 233
Cultivating languages 234
Academies 234
Terminology committees 241
Nomenclature and place names 242
Language editors 243
Managers of language acquisition 244
Internally (language education) 244
Externally (language diffusion) 245
Language services 246
First aid in language management 246
Translation services 246
Interpreters 247
Language agencies and services in the theoretical model 248

13 A theory of language management: postscript or prolegomena 249
Introduction 249
Simple language management: the accommodating individual 249
Organized language management: the family domain 250
The religious domain 251
The workplace 251
Public linguistic space 252
The school domain 253
Courts, hospitals, and police stations 253
Military language management 254
Governments managing language 255
Activism and pursuit of minority rights 257
Beyond the nation-state: organizations and rights 258
Agencies for language management 259
What sort of theory do we have? 259

References 262
Index 291