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## **Language planning and social change**

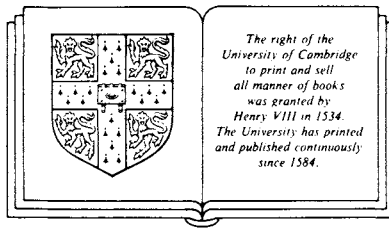
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## Contents

<i>Preface</i>	<i>page</i>	vii
Overview		i
1 Four examples in search of a definition		3
2 Definitions: a baker's dozen		29
3 The uses of frameworks		46
4 Some descriptive frameworks		58
5 Status planning		99
6 Corpus planning		122
7 Acquisition planning		157
8 Social change		164
9 Summary and conclusions		183
<i>Notes</i>		186
<i>References</i>		187
<i>Index</i>		205

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**For Bill Blum**

## Preface

When I started to write this book, I had two principal aims. First, I hoped to present a general overview of language planning. I wanted to define the field, relate it to other fields, outline its scope, and offer generalizations which would relate language-planning goals, procedures, and outcomes to one another. Second, I hoped to relate language planning to public policy more generally and to social change. If these goals have been to some degree attained, it is because I was able to rely on the pioneering work of many scholars, in particular Jyotirindra Das Gupta, Charles A. Ferguson, Joshua A. Fishman, Einar Haugen, Björn Jernudd, Heinz Kloss, Jiří Neustupný, Clifford H. Prator, and Joan Rubin. My intellectual debt to them is great. Without their work, this book would not have been possible.

A writer's debts are not only intellectual. To Joshua Fishman I owe a great deal beyond the academic foundations which his work provides. In 1966, he hired me fresh from graduate school to work with him for two years on a major sociolinguistic project, funded by the U.S. Department of Health, Education, and Welfare, and ultimately published as *Bilingualism in the Barrio* (Fishman, Cooper, and Ma 1971). Later, in 1972, he invited me to join him in Jerusalem for two years on a Ford Foundation project, subsequently published as *The Spread of English* (Fishman, Cooper, and Conrad 1977). He introduced me to the sociology of language, language planning, and applied linguistics, and he brought me to Israel, where a two-year stay has lengthened to sixteen. His influence on me, personally and professionally, has been profound.

Another important influence has been Charles A. Ferguson, who hired me in 1968 (at Joshua Fishman's recommendation) to work with his team on the Ford Foundation's Language Survey of Ethiopia, ultimately published as *Language in Ethiopia* (Bender, Bowen, Cooper, and Ferguson 1976). Although our fieldwork lasted only a year, it taught me lessons upon which I still draw. He also sponsored my Social Science Research

Council postdoctoral fellowship in linguistics at Stanford University in 1970. I was fortunate to work with each of these men at the outset of my career, when their guidance and encouragement were especially influential. For their help then and for the stimulation which they continue to provide, I am grateful indeed.

It is a pleasure to acknowledge the assistance of Penny Carter, Numa P. P. Markee, Clifford Prator, Gerard K. Schuring, G. Richard Tucker, and Brian Weinstein, all of whom read the entire manuscript and offered detailed comments, criticisms, and suggestions for revision. I am also grateful for the suggestions offered by M. Lionel Bender, Susan Laemmler, and Peter H. Lowenberg, who read smaller sections of the manuscript. All saved me from errors, obscurities, and infelicities.

Most of this book was written during my sabbatical year and leave of absence from the Hebrew University of Jerusalem during the academic years 1985–1987. I am grateful to my departments, the School of Education and the Department of Sociology, for granting me those leaves. I am also grateful to the Program in Applied Linguistics at the University of California at Los Angeles, which hosted me at various times during this period and provided me ideal working conditions and warm collegiality.

I have revised parts of two of my previously published papers for use in chapter 4. These are Cooper (1979) and Cooper (1985).