

DIVERSITIES, NEW MEDIA AND LANGUAGE MANAGEMENT IN A CHANGING WORLD

Following Budapest in 2017 (Hanusková 2017) and 2019 (Kopecký et al. 2019), Prague became the host for the 3rd International Conference on Sociolinguistics (ICS.3) in 2022. After two years of postponement due to Covid-19 restrictions, it was not only this global health crisis, but also the current economic and geo-political events that had a direct impact on the evolving themes and new perspectives of current sociolinguistic research. The event, entitled *Diversities, new media, and language management* attracted close to 140 participants to share their ideas and research between August 24 and 26, 2022. Still partially affected by unstable times, the conference hosts, Charles University in Prague, enabled a hybrid form for those who could not participate in person. The conference was co-organized by the Czech Language Institute of the Czech Academy of Sciences.

The conference opened with a warm welcome speech delivered by Eva Lehečková, the dean of the Faculty of Arts. The opening served as an appeal to scholars and researchers to extend the borders of the Anglo-Western sociolinguistic tradition beyond the European context. Scientists discussing the realities of countries and communities from five continents gained a unique chance to point out a wide range of perspectives and cutting-edge topics on the global variation of linguistic interactions. The current crises and political events affecting lives throughout the world were reflected in the tone of the six plenary talks as well as in the five panel discussions, which stretched into three full days. After two years of intensified online communication, it is not surprising that topics such as technologies, applications, or social media dominated the scientific perspectives the participants shared on varied modes of language use within both the local and the global scope.

Day 1: Globalizing Sociolinguistics. Dick Smakman from the Leiden University Center for Linguistics in The Netherlands led off the event with a plenary speech discussing the implications

of a lasting dominance of the Anglo-Western influence in the field of sociolinguistics (see Blommaert 2010; Coulmas 2013; Meyerhoff & Nagy 2008; Smakman & Heinrich 2015). By raising the question *Is it necessary or possible to globalize sociolinguistics?* in the title of his talk, he addressed the obvious underrepresentation of the Asian and African scholarly views resulting in inequality in publishing opportunities despite their predominance by region and population. To tackle the issue of the lack of diversified research on the global scale, Smakman raised suggestions on how to enable global visibility from the lesser-known areas. He suggested rethinking peer-review processes and standards, as well as a redistribution of funds from the more affluent institutions to developing regions.

Panel 1 expanded upon the point of the Anglo-western dominance in sociolinguistics made by Smakman and addressed topics related to language conflicts and safety zones in contemporary European minority languages, for example, contemporary Occitan and Catalan (James Costa, Sara C. Brennan) or Breton (Michael Hornsby). Other speakers discussed varied sociolinguistic themes in the context of social hierarchies or gender in such regions as Russia (Alina Kamalova), Germany (Olga Steriopo), or Ireland (Cassie Smith-Christmas).

Panel 2 gave opportunities to local scholars and focused on multimodal and interactive approaches to spoken Czech. Contributions on discourse markers (Marie Kopřivová, Zuzana Laubeová & Jana Hoffmannová) or hesitations in spoken Czech (Petra Poukarová & Lucie Jílková), were well balanced with themes discussing the use of smartphones while talking (Florence Oloff), or the alignment and affiliation in shop-floor interactions (Martin Havlík & Petr Kaderka). These were complemented by talks addressing the role of modern technologies on language use in the open sections, which included topics such as IT security and online literacy (Dominik Baumgarten), language on German radio (Sarah Josefine Schäfer) or Czech radio (Petr Pořízka), as well as social media and sustainability (Sean Smith). Language and cultural

issues from beyond the European zone, such as cultural adaptation of Iranian university students in Vienna (Roshanak Nouralian) or the indigenous Mixe-Zoquean languages in Mexico (Ana Kondic), expanded on local perspectives of the day.

In the afternoon of the first day, Milan Ferenčík from the University in Prešov, Slovakia, delivered the second plenary speech. Addressing the topic of *Language within the tourist gaze*, he focused attention on the management of multilingualism in travel and recreation (see Blommaert 2013; Urry 2005). Studying the linguistic landscape in Slovakia during the Covid-19 pandemic, Ferenčík explored the use of English in the context of Language Management Theory (LMT) (cf. Jernudd & Neustupný 1987; Nekvapil 2016; Kimura & Fairbrother 2020). He discussed the presence of languages in the multilingual public space and traced the role of varied agents in its formation, in order to identify patterns of the LM cycle manifested in data. Picking up on the themes raised in his talk, one of the following parallel afternoon sections focused on the topics of travel and linguistic landscape. Hiroko Takanashi spoke about authentication of tourism experience based on data from walking tours in cities in Europe, Asia and Oceania. Anna Ritter described the situation of the Russian language in the linguistic landscape of Nuremberg, Germany. Yoshinori Nishijima offered a contrasting view on the linguistic landscape from the lens of car-stickers on rear windows in cities in Japan. Maria Bylin and Jennie Spetz contributed with a picture of visual language representation in public indoor spaces in Sweden, in particular in libraries and health care centers.

Day 2: Language Management Theory in Varied Contexts. The second day was set in the tone of Language Management Theory¹ which opened with a plenary speech titled *What is a management approach to language and what is it good for?* delivered by Goro Kimura from Sophia University in Japan. A prominent contributor to LMT, Kimura guided the participants through the evolution of the theory. This included rejecting the sharp distinction between policy and practice, that is, pointing out the interrelationship between the

multi-level characteristics of language policies and the micro level of human interaction. Utilizing metaphors, Kimura presented a case study from a Japanese business to show the interpreters' role in managing communication when using interlingual strategies as metalinguistic interventions in situations that require intricate decisions for language mediation. By combining professional reasons with social and personal aspects on the way to form these interlingual strategies, Kimura showed how the narrow perspectives of simple management practices and the wide perspectives of the organized forms can be joined.

The issue of social justice for minoritized languages earlier addressed by Dick Smakman was revisited at the beginning of the afternoon session of the second day by Nkonko Kamwangamalu from Howard University, USA, who delivered his plenary talk online. Titled *Linguistic diversity and the quest for social justice for minoritized languages in (South)Africa*, his talk placed the topic of social justice into the context of post-colonial African countries. While pointing out the disadvantaged position of the minoritized indigenous languages in South Africa predominated by the post-colonial languages, he highlighted their potential as a commodity value within the local linguistic marketplace.

Research initiatives addressing LMT in varied contexts then resonated in a series of talks in Panel 3. It was opened by Lisa Fairbrother and Goro Kimura, who accentuated the points made in the preceding plenary, that is, that current LMT research, while examining "behavior toward language", as defined by Joshua Fishman in 1972, seeks to understand the interrelationship between the macro and micro contexts. A broad selection of the views on LMT practices, then, were shown on analyses of both spoken and written interactions from a variety of contexts as well as regions. LMT research set in Japanese contexts could be traced in a number of contributions covering topics from the educational setting (Sunao Fukunaga), migration practices (Nobuko Kaneko), cross-cultural issues (Junko Saruhashi) or translingual literacy and identity research (Hiroyuki Nemoto). Works examining language management practices covering other geographical regions included a German view on cyclical processes of macro and micro language management (Hideaki Takahashi), Czech perspectives on specific patterns

¹ See the Language Management website: <http://linguagemanagement.ff.cuni.cz>.

in pluricentric language (Vít Dovalil) or South African insights on raciolinguistics (Stephanie Rudwick).

Significant linguistic diversity, combined with new phenomena in the forms of communication within the varied linguistic landscapes, could be traced in the remaining sections throughout the day. Talks addressing the complexity of languages in contact covered varied language management contexts across a wide range of geographical areas of the world. These included a case study of local government language policies and their implementation in South Africa (Nobuhle Mhlongo), research on the educational aspects of minority languages in Japan (Daniel Roy Pearce, Mayo Oyama), linguistic diversity in Eastern India (Ariba Hidayet Khan), the dynamics of retaining Russian in Germany (Bernhard Brehmer; Veronika Wald, Tatjana Kurbangulova & Anna Ritter), the linguistic revitalization policy of the Ryūkyū Islands (Zsófia Hidvégi), the representation of Ob-Ugric languages in Western-Siberia (Csilla Horváth), or multilingual family language policies in Latvia (Heiko Marten & Sanita Lazdiņa).

Modern communication tools bred research on media biographies (Julia Sonnleitner), online comments (Martin Gill), algorithmic populism as a threat to democracy (Emilia Slavova), Orkney dialect in social media (Thomas Rendall), or code-switching between Indonesian and English on Instagram (Luca Iezzi). Other speeches discussed sociolinguistic or sociocultural aspects within varied language contexts, for example, unconscious biases in corporate leaderships (Dagmar Siegllová, Jan Kotík, Miluše Löffelmannová, Vladimíra Soukupová & Lenka Stejskalová), para-linguistic eye gaze (Kurumi Saito), stereotypes in Jamaican Countdown (Anika Gerfer & Lisa Jansen), political correctness toward the disabled in Russia (Ekaterina Rudneva), shame and social renegotiation among new speakers of Kazakh (Kara Fleming), or dialects in the works of Haruki Murakami (Hanna Jaskiewicz). A series of speeches covering the context of education addressed topics such as university students' written testimonies of critical incidents (Dagmar Siegllová & Lenka Stejskalová), language attitudes of Czech university students toward Slovaks (Melissa Shih-hui Lin, Marián Sloboda & Mira Nábělková), or language management in historical educational contexts (Agnes Kim & Maria Schinko).

Day 3: New Media and Sociolinguistic Diversity. In line with the main theme permeating all three days of the conference – sociolinguistic diversity, the third day brought attention to further geographical regions. The morning plenary speech *The sociolinguistic of voice in globalizing China* delivered by Dong Jie from Tsinghua University, China, centered on China and its underrepresented visibility despite the country's indisputable impact in the context of globalization. Using three examples of the stratification and re-stratification of contemporary rural and urban China and its changing society in the context of (inter)national relations and emerging technologies, Dong argued for the greater inclusion of the newly formed social groups in the current Chinese society in order to achieve positive effects of communication and understand this society. The issue of voice was then addressed in further sociolinguistic contexts, such as post-apartheid South Africa (Justin Brown), contact situations in Bosnia and Herzegovina (Jelena Božović), ultra-orthodox news websites in Israel (Malka Muchnik), or even simulated restaurant encounters of South Tyrolean secondary school students involving a Russian waitress and a tourist from Morocco not sharing a mutual language (Anna Cijevski & Verena Platzgummer).

Minority groups also defined the theme of Panel 4 during the final afternoon section. Language and migrant economies were discussed in varied socio-economic contexts, including Thai massage in Vienna (Mi-Cha Flubacher), homeless workers in London (Mingdan Wu), non-formalized, i.e., non-wage earners and under-paid labor in South Africa (Cécile Vigouroux) or far-right youth movements of white nationalists in the digital world (Cat Tebaldi).

Contributions addressing varied sociolinguistic phenomena in China and further Asian regions were also offered throughout the day. Researchers discussed Chinese diaspora in greater China (Di Jin & Ad Backus), deviance and respectability in online chats in China (Chaoqun Xie), multilingual education policies in minority dominated regions in China (Ping Zhang & Yangquan Li), or vernacular standards of written Cantonese in Hong Kong (Chaak-ming Lau). Other topics included Japanese sojourners in Singapore (Jason Fan), linguistic politeness strategies between Japanese and overseas students in Japan (Koichiro Kitamura), or the increasing role of English in Thai academic

publications (Kittinata Rhekhalilit & Siriporn Lerdpaisalwong).

Another set of presentations addressed the topic of language ideologies within the larger Euro-Atlantic space. Native speaker ideology was discussed from the perspective of migrant parents in Finland (Päivi Iikkanen), through the voice of minority languages in heterogenous classrooms in Denmark and Finland (Heini Lehtonen & Janus Spindler Møller), or through the lens of the debate on the Serbian language (Vukašin Stojiljković). Mono-ideologies of language were pursued in Croatian, English, German, French, Italian, Spanish, and Portuguese usage guides (Anđel Starčević, Mate Kapović & Daliborka Sarić). Ideologies and policies of writing creoles were examined in relation to the linguistic landscape of the Western Caribbean and Haiti (Angela Bartens, Tamiranda Nnena De Lisser & Kwaku A. O. Osei-Tutu). Traditional approaches to linguistic inaccuracies occurring in the new varieties of English were debated using the language management framework in the context of international TESOL students and practitioners at a university in Australia (Obaidul Hamid). Finally, from a local perspective, Klára Dvořáková and Kamila Smejkalová both addressed language user issues, attitudes and approaches from the everyday practice in the Language Consulting Center of the Czech Language Institute.

Panel 5 drew the main ideas of the international event into a meaningful end. With a focus on dialogical networks in contemporary media, it highlighted new opportunities created by modern technological tools accelerated by the current crises for the contemporary as well as future sociolinguistic research. The panel opened with talks that underlined the multi-directional, multi-sided and personal character of dialogical networks enabled by new types of communication practices. While Antonia Baumgartner, Silke Fürst & Philomen Schönhagen provided a comparison of dialogical networks with mediated social communication approaches to point out the new development of public discourse, Jiří Nekvapil defined the emergent meanings and related consequences of online communication systems. In his talk, he analyzed discussions in countries such as the UK or Czechia to foreshadow how the shared conversational practices that occur in the virtual world breed a variety of emergent meanings, contexts, and social identities as a result of their multiplication in time and

space (see Leudar & Nekvapil 2022). Dialogical networks and contemporary media were further addressed in a selection of talks addressing mass media in the context of gender, identity, religion or state (Ima Sri Rahmani, Karla Tvrďá), communicability and ethics (Simon Smith), communication between journalists and museums (Yannik Porsché) or journalists and citizens (Ron Korenaga & Tom Ogawa; Kamila Mrázková & Jiří Homoláč). In the meantime, most of the contributions on the dialogical networks have been published in a virtual special issue in the journal *Discourse, Context and Media* (Nekvapil, Kaderka & Smith, in progress).

A great variety of contributions centered around the topic of social media from varied socio-cultural or sociolinguistic perspectives. Following the last plenary speech *How diverse is the internet? Lessons about digital media (and language management) from the global south* delivered by Ana Deumert from the University of Cape Town, South Africa, the digital space was further addressed in the context of internet politeness formulas in the French and Polish language (Kamila Lobko), or communication and humor in sports' fans online discussion forums (Jan Chovanec & Jana Hoffmannová). Various additional contributions focused on individual social media networks. Instagram was investigated through the lens of the dynamics of the local and translocal normative forces among the Basque youth (Agurtzane Elordui) or in posts about Czech language norms (Hana Mžourková). Studies on Facebook helped to understand the enregisterment of old Romanian (Monica Huțanu & Adina Chirilă) or the variation of social media platforms' names and related functions in Latvian (Dace Strelēvica-Ošiņa). Audiovisual tools, then, were the subject of studies analyzing YouTube speech to show the authenticity of videos about mental health and well-being (Anna Barańska-Szmitko) or analyzing online reactions to a Turkish translation of the notion of 'selfie' to help visualize multiple aspects of language planning (Ruth Bartholomä).

Though it took place amid parallel global health, emerging economic and political crises that no doubt molded its format, content and atmosphere, ICS.3 showed that crises can also lead opportunity and progress. It underscored the importance of looking into the future with long-term visions, flexibility, and an open mind, while opening a great

range of undiscovered space for far more diversified sociolinguistic research. It also highlighted the exceptional advantages of globalization for international cooperation and boosted scientific exchange, while proving the importance of direct human interaction and social encounters taking place in real time and space.

REFERENCES

- BLOMMAERT, J. (2010): *The Sociolinguistics of Globalization*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9780511845307>
- BLOMMAERT, J. (2013): *Ethnography, Superdiversity and Linguistic Landscapes: Chronicles of Complexity*. Bristol: Multilingual Matters. <https://doi.org/10.21832/9781783090419>
- COULMAS, F. (2013): *Sociolinguistics: The Study of Speakers' Choices*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9780511815522>
- FISHMAN, J. A. (1972): *The Sociology of Language: An Interdisciplinary Social Science Approach to Language in Society*. Rowley: Newbury House. <https://doi.org/10.1515/9783111417509-005>
- HANUSKOVÁ, M. (2017): 1st International Conference on Sociolinguistics 2016. *Slovo a slovesnost* 78 (4), 356–360.
- JERNUDD, B. H. & NEUSTUPNÝ, J. V. (1987): Language planning: For whom? In: L. Laforge (ed.), *Actes du Colloque international sur l'aménagement linguistique / Proceedings of the International Colloquium on Language Planning*. Quebec: Les Presses de l'Université Laval, 69–84.
- KIMURA, G. C. & FAIRBROTHER, L. (eds.) (2020): *A Language Management Approach to Language Problems: Integrating Macro and Micro Dimensions*. Amsterdam: John Benjamins. <https://doi.org/10.1075/wlp.7>
- KOPECKÝ, J., NEKVAPIL, J., ÖZÖRENCİK, H. & SHERMAN, T. (2019): Superdiverzita, komplexita a multimodálnost. *Slovo a slovesnost* 80 (1), 68–74.
- LEUDAR, I. & NEKVAPIL, J. (2022): *Dialogical Networks: Using the Past in Contemporary Research*. London: Routledge. <https://doi.org/10.4324/9781003242505>
- MEYERHOFF, M. & NAGY, N. (eds.) (2008): *Social Lives in Language – Sociolinguistics and Multilingual Speech Communities: Celebrating the Work of Gillian Sankoff*. Amsterdam: John Benjamins. <https://doi.org/10.1075/impact.24>
- NEKVAPIL, J. (2016): Language Management Theory as one approach in Language Policy and Planning. *Current Issues in Language Planning* 17 (1), 11–22. <https://doi.org/10.1080/14664208.2016.1108481>
- NEKVAPIL, J., KADERKA, P. & SMITH, S. (eds.) (in progress): The changing shape of media dialogical networks [virtual special issue]. *Discourse, Context & Media*. <https://www.science-direct.com/journal/discourse-context-and-media/special-issue/10T5GV1RGWQ>
- SMAKMAN, D. & HEINRICH, P. (eds.) (2015): *Globalising Sociolinguistics: Challenging and Expanding Theory*. London: Routledge. <https://doi.org/10.4324/9781315697826>
- URRY, J. (2005): Chapter 1: The 'consuming' of place. In: A. Jaworski & A. Pritchard (eds.), *Discourse, Communication and Tourism*. Bristol: Channel Publications, 19–27. <https://doi.org/10.21832/9781845410216-004>

Dagmar Sieglová 

Škoda Auto University
Na Karmeli 1457, 293 01 Mladá Boleslav, Czechia
dagmar.sieglowa@savs.cz



This is an open access article under the terms of the [Creative Commons Attribution 4.0 International Public License](https://creativecommons.org/licenses/by/4.0/).