



THE UNIVERSITY OF
MELBOURNE


*Global English ~ Language Planning
Dilemmas of Identity, Efficiency,
Worldmindedness*

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Anthony Giddens

Globalisation, Localisation and Regionalisation
occur simultaneously and co-produce each
other

A faint, semi-transparent image of two hands shaking is visible in the background, positioned behind the text. The hands are rendered in a light teal color, matching the overall theme of the slide.

Things that never go away

4 institutions that, despite the best efforts of radical revolutionaries for over a century, never seem to go away:

State, Nation, Language, Religion

(Joseph Alpher, *Nationalism & Modernity*, 1986).

*A Common Writing: Whereby Two,
Although Not Understanding One the
Others Language, Yet by the Helpe
thereof, May Communicate Their
Minds One to Another, 1647*

<i>Treated</i>	{	General	}	Exanguinous	}	Spiritual	}															
		Rel. mixed						}	Fish	}	Corporal	}										
		Rel. of Action											}	Bird	}	Motion	}					
	Discourse	}	Beast	}	Operation	}																
	God						}	Peculiar	}	Occon.	}											
	World											}	General	}	Possel.	}						
	Element	}	Magnitude	}	Provil.	}																
	Stone						}	Space	}	Civil	}											
	Metal											}	Measure	}	Judicial	}						
	<i>Not treated accord. to the</i>	{	Leaf	}	Power Nat.	}											Military	}				
Flower			}				Habit	}	Naval	}												
Seed-vessel											}	Manners	}	Ecclef.	}							
Shrub																}			Quality sensible	}	Difcalt	}
Tree																						
	}	Quality		}	Difcalt	}																
			}				Quality	}	Difcalt	}												
											}	Quality	}	Difcalt	}							
																}	Quality	}	Difcalt	}		
																					}	Quality

The Differences are to be affixed unto that end which is on the left side of the Character, according to this order;



The Species should be affixed at the other end of the Character according to the like order.



American or English?

- (i) 1776, Noah Webster: Declaration of Linguistic Independence
- (ii) 1820, American Academy of Language and Belle Lettres
- (iii) 1923, McCormick Congress Proposal > American as Official Language & Senator Frank Ryan, Illinois > 1969 becomes "English"

Sources of LP pressures ~ Britain

SUPRA-NATIONAL

European policies on official EU languages

+

Europe wide conventions on regional & minority languages

SUB-NATIONAL

Devolution to Regions

Scotland, Wales & NI, Isle of Man, Govt of SW (Cornwall)

EXTRA-NATIONAL

Globalisation: English + Standard literacy + trade/security FLs + immigration

A new-old nation and its new-old identity language

"Gaelic is a precious jewel in the heart and soul of Scotland..... a foundation-stone in the building of the new Scotland, Gaelic .. will be an integral and dynamic component of a self-assured community with economic and social stability and pride in its linguistic and cultural identity.'

A. Morrison, MSP, Minister for Gaelic Scottish Parliament,
2001

Arjun Appadurai

"...for polities of smaller scale, there is always a fear of cultural absorption by polities of larger scale....One man's imagined community...is another man's political prison"

Appadurai 1990/1999: p. 295.

The Efficiency Dream

Language planning as a rational & technical process informed by actuarial data & by ongoing feedback is still a dream, but it is by no means so farfetched a dream as it seemed to be merely a decade ago.

J. A. Fishman 1971:111

IDENTITY SCRIPTS

Panjabi in Gurmukhi script ~ Sikhs

ਨਸਲੀ ਭੇਦਭਾਵ ਦੇ ਵਿਰੁੱਧ ਸਾਲ
ਦੀ ਪਾਲਿਸੀ ਦਾ ਵਿਸਥਾਰ

Hindi in Devanagari script ~ Hindus

नस्ली भेदभाव के विरुद्ध वर्ष
की नीति के बारे में बयान

Urdu in Perso-Arabic ~ Muslims

نسلی منافرت کے خلاف سال - پالیسی کا بیان

Worldmindedness

1. Rejects the foreign-cultural approach which aims to teach uncritical admiration of foreign cultures;
2. Critiques limits of inter-cultural approach which contrasts target and learner cultures looking for similarities and dissimilarities;
3. Identifies limits with multicultural approach which aims for the maintenance of differences.

Worldmindedness

Proposes instead a trans-cultural approach ~
recognising that
cultures penetrate each other, are not discrete and in
bounded nation states.

Worldmindedness seeks to impart critical
generalisations beyond the two cultures of learner
and target societies and reflects influences of
migration, tourism, globalisation, digital identities.



Beijing 2008



Citius ~ Altius ~ Fortius

The background of the slide features a stylized, semi-transparent image of two hands shaking in a firm grip. The hands are rendered in shades of teal and blue, creating a sense of depth and movement. The overall aesthetic is clean and professional, with the Latin motto 'Citius ~ Altius ~ Fortius' centered in a bold, yellow-green font.

Globalisation

'the widening, deepening and speeding up
of world wide interconnectedness'

(Held, McGrew, Goldblatt and Perraton, *Global Transformations:
Politics, Economics and Culture*. Stanford University Press, 1999)