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Научная рецензия: Язык, общество и государство
в изменяющемся мире / под редакцией Стэнли Д. Бранна,
Роланда Кехрейна, Швейцария. 398 с. ISBN 978-3-031-18146-7

Миляева Л. В., Кушнарев А. Н.

Аннотация. Коллективная монография, изданная в 2023 году Springer Nature Switzerland AG, является всесторонней работой, написанной известными лингвистами и отредактированной Стэнли Д. Бранном из Университета Кентукки и Роландом Керхайном из Университета Марбурга. Книга структурирована на три отдельных раздела, а именно: картографирование языковых ландшафтов, исследование сложных взаимосвязей между языком, обществом и политикой, а также изучение различных функций языка на локальном и глобальном уровнях. Кроме того, монография содержит обширную библиографию и указатель. Ожидается, что книга предложит много актуальных примеров для иллюстрации концепций коммуникации на практике. Более того, она служит ценным справочником для лингвистов, работающих в области коммуникации и динамики языка. Основная цель этого исследовательского проекта – провести всесторонний анализ языковых ландшафтов по всему миру и определить текущее состояние различных языков. Данный анализ в итоге позволит понять существующую языковую политику во всем мире.

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Language, society and the state in the changing world /
edited by Stanley D. Brunn, Roland Kehrein, Switzerland. 398 Pp.
ISBN 978-3-031-18146-7: Book review

Milyaeva L. V., Kushnarev A. N.

Abstract. The collective monograph published in English by Springer Nature Switzerland AG in 2023 was written by the world's leading linguists and edited by Stanley D. Brunn from the University of Kentucky and Roland Kehrein from Marburg University. The book is divided into three parts: the first part discusses mapping language landscapes, the second one covers the interconnection of language, society, and politics; and the third one focuses on the functions of language on a local and a global scale. The book also features an extensive bibliography and index. The book is supposed to be full of timely, actual examples, drawn from real life, of communication concepts in action. It is also intended to serve as a reference text for professionals in the fields of communication and language dynamics. The purpose of this research project is to provide a detailed analysis of the language landscapes and the status quo of different languages in the world. This analysis will ultimately lead to an understanding of what language policies there are in the world.

The book is divided into 17 parts; however, only a few of them are described, as they appear to be the most intriguing for linguists. The first part is devoted to “A Typology for Evaluating Language Maps” and written by Adam Stone and Erik Anonby. The authors are sure that open-ended questions can be used to analyze and describe the different elements of a language map. This includes the technical set-up, context and theme, type of map, data utilized, visualizations as well as other representational strategies. Additionally, it helps assess the overall contribution of a language map. By conducting a comprehensive examination of language maps, people have acquired the knowledge to construct maps that depict historical usage and can be customized to meet particular circumstances.

In the second part “Issues in Classifying and Mapping the Semitic Languages of Ethiopia”, Tekabe Legesse Feleke highlights some controversial aspects regarding the origin and classification of Ethiosemitic languages, examines their respective limitations and associated obstacles. Moreover, a comprehensive assessment of the various linguistic

mapping initiatives is conducted. Through this, the constraints of the maps and the difficulties associated with Ethiosemitic language map identification are highlighted.

In the third part “Exploring the Linguistic Landscape of Cities Through Crowdsourced Data”, Christoph Purschke highlights the analysis “crowdsourced data” and says that “it has shown that data collected by a large and diverse group of participants can be used to reconstruct the linguistic landscape of a given location.” Christoph Purschke also presents the results of the consideration of user participation and personal spatial orientation strategies and claims that this research provides an ideal platform to discuss the importance of linguistic and sociocultural diversity in education and how it can be effectively implemented into teaching units. The students made a conscious effort to learn about the local language situation by meticulously studying public signage. This allowed them to discover an ongoing tension in the linguistic system of their surroundings.

The fourth part “Changing Attitudes of Beijingness to Westernized Place Names in Beijing: From the Semi-Colonial Period to Postmodern Twenty-First Century”, written by Shangyi Zhou, is devoted to westernized place names in Beijing throughout the time. The author explains the changes in Western place names in China through a long period of time and reveals that Beijing has been conscious of the symbolic significance of these names. Surprisingly, there is no more resistance to the westernized place names after passing through three stages of contemplation. In their toponymic practice, people seek to balance three pairs of tension. The Peace Paifang is a great example that showcases how these tensions can be reconciled by merging both the traditional and modern forms into one.

In the seventh part “The State of Languages in South Africa”, Cecil Seethal conducted a study to determine the current state of linguistic makeup in South Africa. According to a recent study, since the year 2000, there has been a noteworthy difference in the figures of proportions of native speakers in the nation’s 11 official languages. This chapter highlights the ways in which political power has affected the status of linguistic minorities in South Africa. It explains how changes in law have influenced language policy and overall language importance. In addition, the researcher focused the reader’s attention on various English dialects that different South Africans speak and the increasingly important role of sign language in South Africa.

The eighth part “Languages and Language Politics in the Paraguayan Chaco”, written by John Elliott and Raina Heaton, is devoted to language politics in Paraguay. This chapter presents an overview of the forces that have contributed to changes in the linguistic geography of Paraguay’s Chaco region. John Elliott and Raina Heaton are concerned about language shift and loss in some communities, especially those who have struggled to gain access or keep their territory. Although Paraguay’s language policies since 1992 have incrementally improved the government’s tolerance and support for linguistic diversity among Indigenous peoples in the Chaco, the overview of the Ley de Lenguas No. 4251 ratified by the administration of Fernando Lugo by researchers has shown that it offers few programs or protection specifically to meet the needs of minority Indigenous languages.

“Learning Indigenous Languages in Buenos Aires, Argentina” by Lauren E. Deal explores how non-Indigenous Argentines are motivated to learn Indigenous languages due to their desire to challenge and dismantle Western cultural hegemony and promote visibility. This chapter also illustrated the way that Indigenous language learners in Argentina draw upon a particular understanding of interculturality: they see the problem of Indigenous languages erasure as residing within discursive devalorization – not only by dominant groups, but also among their own communities.

The thirteenth part “Reclaiming Transformation for Inclusive and Multilingual Education through Linguistic Landscape (LL) in South Africa and Malaysia” is devoted to changes in multilingual education in Malaysia and South Africa. Michael M. Kretzer and Teresa Wai See Ong pay special attention to the fact that the “maximum exposure belief” (Cummins, 1983) and the “neither ... nor” attitudes are regarded as detrimental for the maintenance of (smaller) African languages. In contrast, Malaysia’s success in supporting its Indigenous languages is exemplified by traditional community language classes that are held after school hours. Similarly, the simultaneous learning of three languages in primary schools suggests that many students and parents have made a concerted effort to acquire language skills. Michael M. Kretzer and Teresa Wai See Ong firmly advocate for the importance of educating all stakeholders, such as teachers, administrators, parents, and community members, about multilingualism. This means training should include the use of community or first languages in teaching whenever possible (ideally) or at least as a subject alongside former colonial languages. The inclusive nature of this educational approach ensures that students from challenging socioeconomic backgrounds are not adversely affected.

The fourteenth part “Dialect Diversity and Migration: Disturbances and Dilemmas, Perspectives from Norway”, written by Unn Røyneland and Elizabeth Lanza, is devoted to dialect diversity and what disturbances and dilemmas it brings. Unn Røyneland and Elizabeth Lanza introduce some features of the Norwegian language policy to the readers and claim that society in Norway historically equated dialect diversity with principles of egalitarianism and democracy, since many regional variations coexisted. The complexities created by recent globalization and increased migration to Norway include tensions, questions, and frustrations for new immigrants when they meet the linguistic diversity of their host country.

The fifteenth part “Rise of English as Business Lingua Franca at the Turn of the Century: An Overview”, written by Maganat Shegebayev, is devoted to the mutual influence of English on other languages using the example of Spanish and French. The researcher is completely convinced that “English does influence other languages and gets influenced as well, causing a lot of code-switching at all levels, for instance.” The author gives an example quoting Baumgardner “that there is a huge influence of English over Spanish in Mexican advertising which could be observed through a number of English “borrowings” in advertisements. In France, English is seen as a “prestige language” and everything advertised in English brings in ideas of high fashion, superiority, and status.

The sixteenth part “English and Bivalent Class Indexicality in Buenos Aires, Argentina”, written by Mary-Caitlyn Valentinsson, expands sociolinguistic understandings of language and class through focus on the use and avoidance of English among young adults in Argentina. Mary-Caitlyn Valentinsson has highlighted the historical fact that English is still seen as an elitist and privileged language in Argentina, despite Spanish being the official language of the country. This is due to many years of cultural and political ties between Argentina and Britain.

Summing up, it can be said that the collective monograph “Language, society and the state in the changing world”, published in English by Springer Nature Switzerland AG, makes a significant contribution not only to the development of the problems of interconnection of language, society and the state nowadays as well as vital functions of language in the modern world in a broader sense, but also to the integration of domestic humanities in the global scientific and educational space. The appropriateness of illustrative material was effectively utilized to support the author’s arguments. Additional sources for further research are provided in the appendix of each article. We hope that this collective book will be of interest to both foreign and Russian researchers and that it will form an important part of the scholarly publications devoted to the study of intercultural communication.

Информация об авторах | Author information

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Миляева Лариса Вячеславовна¹, к. филол. н.

Кушнарев Андрей Николаевич²

¹ Финансовый университет при Правительстве Российской Федерации, г. Москва

² Ленинградский государственный университет им. А. С. Пушкина, г. Санкт-Петербург

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Milyaeva Larisa Vyacheslavovna¹, PhD

Kushnarev Andrej Nikolaevich²

¹ Finance University under the Government of the Russian Federation, Moscow

² Pushkin Leningrad State University, St. Petersburg

¹ lauramila777@mail.ru, ² ank.11.03.2000t@gmail.com

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