

2015 • ISSUE 232

INTERNATIONAL JOURNAL OF THE SOCIOLOGY OF LANGUAGE

THE LANGUAGE MANAGEMENT APPROACH:
PERSPECTIVES ON THE INTERPLAY OF BOTTOM-UP AND TOP-DOWN

ISSUE EDITORS

Jiří Nekvapil

Charles University, Prague

E-mail: jiri.nekvapil@ff.cuni.cz

Tamah Sherman

Charles University, Prague

E-mail: tamah.sherman@ff.cuni.cz

GENERAL EDITOR

Joshua A. Fishman

Distinguished University Professor,

Emeritus, Yeshiva University, USA

E-mail: joshuaafishman@aol.com

ASSOCIATE GENERAL EDITOR

Ofelia García

The Graduate Center of the

City University of New York, USA

E-mail: ogarcia@gc.cuny.edu

'SINGLES' EDITOR

Florian Coulmas

University of Duisburg-Essen,

Germany

E-mail: florian.coulmas@uni-due.de

SLSLC EDITOR

Bernadette O'Rourke

Heriot-Watt University, UK

E-mail: b.m.a.o'rourke@hw.ac.uk

**DE GRUYTER
MOUTON**

EDITORIAL BOARD 2010–2015

E. Annamalai

India

Herman Batibo

University of Botswana

Matthias Brenzinger

University of Cape Town, South Africa

David M. Bunis

Hebrew University of Jerusalem, Israel

Nikolas Coupland

Copenhagen University and

University of Technology Sydney

Paulin Djité

University of Western Sydney,

Australia

Guus Extra

Tilburg University, The Netherlands

Rosalie Finlayson

University of South Africa UNISA

Jala Garibova

Azerbaijan University of Languages

Federica Guerini

Università degli Studi di Bergamo,

Italy

Rainer Enrique Hamel

U. Autónoma Metropolitana, Mexico

Patrick Heinrich

Università Ca' Foscari di Venezia, Italy

Christine Hélot

University of Strasbourg, France

Francis M. Hult

Lund University, Sweden

Herbert Igboanusi

University of Ibadan, Nigeria

Volodymyr Kulyk

National Academy of Sciences
of Ukraine

Tiffany Lee

University of New Mexico, USA

Joseph Lo Bianco

University of Melbourne, Australia

John Maher

Intern. Christian University, Japan

Francisco Moreno-Fernández

University of Alcalá, Spain

Tope Omoniyi

Roehampton University, UK

Ricardo Otheguy

Graduate Center, CUNY, USA

Rakhmiel Peltz

Drexel University, USA

Mark Sebba

Lancaster University, UK

Elana Shohamy

Tel Aviv University, Israel

Mauro Tosco

University of Turin, Italy

Guadalupe Valdés

Stanford University, USA

Li Wei

University College London, UK

Single issues of the **International Journal of the Sociology of Language** are available separately. Issues from the current and previous year are available directly from Mouton de Gruyter. E-mail: degruyter@s-f-g.com. Older issues are available through Schmidt Periodicals. E-mail: schmidt@periodicals.com.

- | | | |
|------|------|--|
| 2011 | 207: | Translators and Interpreters: Geographic Displacement and Linguistic Consequences, CLAUDIA V. ANGELELLI |
| | 208: | Affective Aspects of Second and Foreign Languages, MIRIAM EBSWORTH |
| | 209: | The Many Faces of Language Emancipation, LEENA HUSS and SHAUN NOLAN |
| | 210: | Italian Sociolinguistics, FEDERICA GUERINI and SILVIA DAL NEGRO |
| | 211: | Sociolinguistics of Tunisia, LOTFI SAYAHI |
| | 212: | 'Singles Issue': Untrodden Paths in Linguistic Identity Research, FLORIAN COULMAS |
| 2012 | 213: | Cultural Autonomy and Fishmanian Sociolinguistics, OFELIA GARCÍA and GELLA SCHWIED FISHMAN |
| | 214: | Language Use in Melanesia, PETER UNSETH and LYNN LANDWEER |
| | 215: | Putonghua and Minority Languages in China, MINGLANG ZHOU |
| | 216: | Language and the International University, HARTMUT HABERLAND and JANUS MORTENSEN |
| | 217: | The Kurdish Linguistic Landscape, JAFFER SHEYHOLISLAMI, AMIR HASSANPOUR and TOVE SKUTNABB-KANGAS |
| | 218: | 'Singles Issue': Language Identification Reconsidered, FLORIAN COULMAS |
| 2013 | 219: | Ethnography of Language Policy: Theory, Method and Practice, DAVID CASSELS JOHNSON |
| | 220: | Religion and Language, SIPRA MUKHERJEE |
| | 221: | Language Competition and Linguistic Diffusion: Interdisciplinary Models and Case Studies, LUCÍA LOUREIRO-PORTO and JOHANNES KABATEK |
| | 222: | Migration, Language Maintenance and Shift, GARY BARKHUIZEN and NKONKO M. KAMWANGAMALU |
| | 223: | Breton: The Post-Vernacular Challenge, MICHAEL HORNSBY and DICK VIGERS |
| | 224: | 'Singles Issue': Fluid Borders—Languages and Varieties in Flux, FLORIAN COULMAS |
| 2014 | 225: | Language Capital and Development, TOPE OMONIYI |
| | 226: | Jewish Language Contact, GHIL'AD ZUCKERMANN |
| | 227: | Languages and Borders: International Perspectives, GLENN MARTINEZ |
| | 228: | Signs in Context: Multilingual and Multimodal Texts in Semiotic Space, ANASTASSIA ZABRODSKAJA and TOMMASO M. MILANI |
| | 229: | Language and Religion in Asian Contexts and Texts, MAYA KHEMLANI DAVID and RICHARD POWELL |
| | 230: | 'Singles Issue', Ethnolinguistic Identities and Loyalties, FLORIAN COULMAS |
| 2015 | 231: | New Speakers of Minority Languages: The Challenging Opportunity, BERNADETTE O'ROURKE, JOAN PUJOLAR and FERNANDO RAMALLO |
| | 232: | The Language Management Approach: Perspectives on the Interplay of Bottom-Up and Top-Down, Jiří NEKVAPIL and TAMAH SHERMAN |
| | 233: | The Transnational Politics of Language in Hispaniola/Yspayola, JUAN R. VALDEZ |
| | 234: | (New) Social Dynamics of Multilingual Practices in the Post-Independent South Africa: Between Marginalization and Harmonization, LEKETI MAKALELA |
| | 235: | Language Conflict, JEROEN DARQUENNES and DIARMAIT MAC GIOLLA CHRÍOST |
| | 236: | 'Singles Issue', FLORIAN COULMAS |

ABSTRACTED/INDEXED IN Celdes, CNKI Scholar (China National Knowledge Infrastructure), CNPIEC, De Gruyter – IBR (International Bibliography of Reviews of Scholarly Literature in the Humanities and Social Sciences), – IBZ (International Bibliography of Periodical Literature in the Humanities and Social Sciences), EBSCO – Communication Abstracts, – Communication and Mass Media Complete, – SocINDEX, – TOC Premier, – Discovery Service, Elsevier – SCOPUS, ERIH PLUS (European Reference Index for the Humanities and Social Sciences), Gale/Cengage – Academic One File, Google Scholar, INIST Institut de l'Information Scientifique et Technique, J-Gate, Linguistic Bibliography Online, Linguistics Abstracts Online, MLA International Bibliography, Naviga (Softweco), Primo Central (ExLibris), ProQuest – Deep Indexing: Technical Information, – Illustrata: Arts and Humanities, – Illustrata: Natural Sciences, – Illustrata: Sociology, – International Bibliography of the Social Sciences (IBSS), – Linguistics & Language Behavior Abstracts (LLBA), – Periodicals Index Online, – Social Services Abstracts, – Sociological Abstracts, – Worldwide Political Science Abstracts (WPSA), ReadCube, SCImago (SJR), Summon (Serials Solutions/ProQuest), TDOne (TDNet), UB Frankfurt – BDSL Bibliographie der deutschen Sprach- und Literaturwissenschaft, – OLC Linguistik, WorldCat (OCLC).

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 0165-2516 · e-ISSN 1613-3668

All information regarding notes for contributors, subscriptions, Open access, back volumes and orders is available online at www.degruyter.com/ijsl

RESPONSIBLE EDITOR Joshua A. Fishman, 3616 Henry Hudson Parkway, Apt. 7B-N, Bronx, NY 10463, USA.
Email: joshuaafishman@aol.com

JOURNAL MANAGER Aline Hötzeltdt, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany,
Tel: +49 (0)30 260 05-283, Fax: +49 (0)30 260 05-250.
Email: aline.hoetzeltdt@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Heiko Schulze, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30.260 05-358, Fax: +49 (0) 30.260 05-264
Email: anzeigen@degruyter.com

© 2015 Walter de Gruyter GmbH, Berlin/Munich/Boston

TYPESETTING Asco Typesetters, Hong Kong

PRINTING Franz X. Stückle Druck und Verlag e.K., Ettenheim
Printed in Germany



Contents

Special Issue: The Language Management Approach: Perspectives on the Interplay of Bottom-Up and Top-Down

Issue Editors: Jiří Nekvapil and Tamah Sherman

Jiří Nekvapil and Tamah Sherman

An introduction: Language Management Theory in Language Policy and Planning — 1

Goro Christoph Kimura

Spracherhalt als Prozess: Elemente des kirchlichen Sprachmanagements bei den katholischen Sorben — 13

Tamah Sherman

Behaving toward language in the Mormon mission: the Czech case — 33

Lisa Fairbrother

The management of language and power in intercultural contact situations in Japan — 59

Aman Chiu and Björn H. Jernudd

Chinese IT terminology management in Hong Kong — 79

Helen Marriott

The management of academic discourse acquisition — 103

Björn H. Jernudd

Language management in the regional conflicts in the Sudans — 121

Jaroslav Švelch

Excuse my poor English: language management in English-language online discussion forums — 143

Report

Lisa Fairbrother

The Society of Language Management — 177

Special Issue Book Review

Milan Tvrdík

***Die Nationalitäten- und Sprachkonflikte in der Habsburgermonarchie,*
edited by Richard Reutner — 181**

Book Reviews

Philipp Sebastian Angermeyer

Indexicality and subjective perceptions of the linguistic landscape

***Linguistic landscape in the city,* edited by Elana Shohamy, Eliezer
Ben-Rafael and Monica Barni — 185**

Stefania Tufi

From linguistics to semiotics in the study of public signage and space

***Semiotic landscapes: language, image, space,* edited by Adam Jaworski
and Crispin Thurlow — 191**

Small languages and small language communities 78

Mairead Moriarty

Indexing authenticity: the linguistic landscape of an Irish tourist town — 195