

Fundamental Concepts in Sociolinguistics
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Language Planning

Welcome to class. Today we are going to talk about language planning. The word planning in itself is self-explanatory. That means there is a definite objective and goal behind a series of activities done to change, modify or replace the status of a language in a society. So, when we say language planning it also entails that there must be some agency which tries to influence and change the patterns of language use.


Now the question is why do we need to plan? What is the use of language planning? Why it is done? Who does it? And what exactly we do in language planning? So the motivating factors, the driving ideologies, the process of planning and the outcome of planning; this is what we are going to discuss today in this class.

Language planning as a discipline is a new discipline, so without theorizing we have been indulged in language planning since ages, but language planning as an area of study is a recent development compared to the history of human knowledge. So, in this discussion we will try to understand what is planning, why do we do this, why do we in the first place need it and then why do we do it?


Who does it? How it is done and what is the outcome of such activities? So, this is what we are going to discuss today in our class, in this module language planning. And this module is focused on a series of such themes and topics like language planning, and types of language planning, then we will talk about constitutional provisions and official languages, particularly in the context of India.

We will talk about schedule 8 of the Indian Constitution. We will talk about the official languages of India. We will talk about the trilingual formula or three-language formula in India. We will talk about the process of standardization of language. So, this module will focus on all such themes and topics. So, let us begin with the idea or concept phenomenon called language planning, today.

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- Haugen (1961) was one of the first persons to use the term language planning in his work on language standardization in Norwegian. He included matters such as orthography, grammar, and lexicon etc. in language planning issues.
- Neo-postcolonial Societies
- National Identities
- Socio-political Motivations
- Ideological: Linguistic Rights, Minority Languages, Multilingualism
- Shaping Identity
- New Political World Order (Globalization and New Capital Order)



Ana Haugen was one of the first persons to use the term language planning in his seminal work on language standardization in Norwegian. This included issues such as orthography, script, grammar, and lexicon in language planning initiatives. Now, language planning required, I put it in quotes “required” but language planning was felt to be a necessary step by neo-postcolonial societies post World War 2.

And we see a number of societies, a number of countries getting independence from colonial forces, and little chaotic linguistic order in these places. And there was a need felt post-independence to formalize and plan the language use policy in this newly independent neo- postcolonial societies, so Singapore, India is the greatest example of that. We got independence on 15th August 1947.

And then there was a, we will talk about it that how a long debate took place in constituent assembly about languages of India, about official language of India and the story of Hindi emerging as the preferred official language of India, little linguistic conflicts followed and then 1963 Official Language Act amendment in Indian Constitution; status of English in India as an associate official language.

So, we will talk about all these things in subsequent lectures. Language planning is also done to construct national identities. So, this whole idea of the One Language One Nation theory and the concept, of European concept, but South Asian societies are by and large multilingual, so identity was another issue, another reason, another factor, motivating factor


to come up with a robust language planning. Then there are certain socio-political motivations.

The linguistic, in order to ease linguistic tension, we need to revise the policy, and accommodate, new languages into the fold in a multilingual society, so we require planning for that and a series of activities to accomplish these goals. There are certain ideological issues like linguistic rights; like accommodating the voices of minority languages, particularly in multilingual societies where you have a sizable body of speakers of a variety of languages and the beautiful case is India.

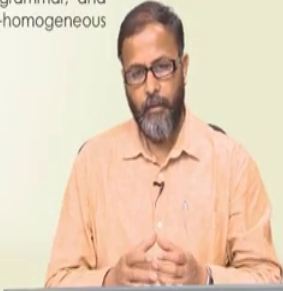
India speaks in many languages and writes in many languages and the provision for schedule aids, and schedules languages in the Indian Constitution reflects the multilingual nature of society and also the acknowledgment by the government and the state to endorse multilingualism, the best, and it is best reflected in the constitutional provision of schedule 8 of Indian Constitution, which recognizes 22 languages as official languages of India.

Apart from Hindi the official language of the Federal Government, the Government Union of States and English an associate official language of the Unions of States. The new political order like globalization and the new capital order also paved way for other lesser-known languages and non-dominant languages to occupy space in the linguistic ecology in the formal domain and that also triggered planning, it also requires language planning. So, there are multiple reasons why we need to have language planning.

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- **Language planning** is an initiative to extend the function, structure or acquisition of languages, or language varieties within a speech community (Kaplan and Baldauf Jr., 1997).
- "It is an activity of preparing a normative orthography, grammar, and dictionary for the guidance of writers and speakers in a non-homogeneous speech community" (Robert L. Cooper, 1989).




We will take some perspectives from different people and different scholars who have worked in the discipline and given a seminal contribution to the development of this idea and the concept. If you go by Kaplan and Baldauf Junior, 1997, say language planning is an initiative to extend function, a structure, or acquisition of languages or language varieties within a speech community. So, more languages are included.

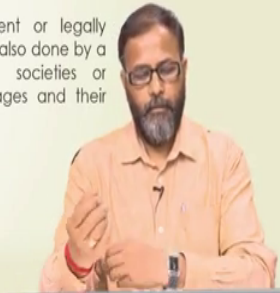
And the functions of use are extended for them. If you look at Robert Cooper, 1989, says it is an activity of preparing a normative orthography, grammar, and dictionary for the guidance of writers and speakers in a non-homogeneous speech community. So, you find planning to be a sort of prescriptive initiative where the grammar rules are frozen, scripts are modified, and a standard, a benchmark is created for the rest of the users to look up to for as an ultimate source and reference.

Because oral varieties are very dynamic and always in flux, they change but when you do work on orthographic representation when you start writing in a particular script, the rules, the use, and the form freeze and they remain as a standard form for the language users in various domains.

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- Spolsky (2009) prefers the term 'language management' over language planning. He defines 'language management' as "the explicit and observable effort by someone or some group that has or claims authority over the participants in the domain to modify their practices or beliefs".
- Language planning is usually done by the government or legally established authorities, however, there are cases where it is also done by a variety of non-government organizations, committees, societies or academies, which help in designing, developing languages and their extended functions.



Bernard Spolsky prefers to use the term language management. So, he does not call it language planning, he prefers to use the word language management over language planning and defines language management as the explicit and observable effort by someone or some

group or agency that has claimed or that claims authority over the participants in the domain to modify their practices and beliefs.

So, with certain statutory authority, there is a deliberate intervention at various levels to change the form and the use of language or language varieties. So, language planning is usually done by government agencies that claim a statutory authority, which has control over the users and which has resources to promote the newly developed, newly extended functions of a particular variety of languages.

Because it is done at a mass scale for the general huge purpose, there has to be an agency that has a statutory claim and which can implement or bring these initiatives into force. However, some agencies or some groups of people can also do it, and communities can also do it, but ultimately, they get, their efforts are ratified by such government agencies. So, any agency, any force with a statutory authority can do it and does it.

But it is not done purely in administrative function and fashion because such initiatives require inclusive effort and inclusive work. So, they include scholars, linguists, different societies, and different organizations for designing, developing, and extending the functions of language use. So, it is a very integrated and multi-dimensional initiative that is inclusive in nature and done at a mass scale, massive scale. So, when we talk about the process of standardization, we will learn more about it.

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Major Driving Factors
Cobarrubias, Juan (1983)

Language Ideologies influencing Planning Decisions

- Internationalization
- Linguistic Assimilation
- Linguistic Pluralization
- Vernacularization

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The next point is, why do we need to have language management like Bernard Spolsky prefers or to do language policy? What is the need for it? What are the major driving factors? What are the major driving forces which push us towards it? There are four factors recognized, number one, internationalization; number two, linguistic assimilation; number three, linguistic pluralization and number four, vernacularization.

So, these are the four major driving force factors identified. And why do we do this planning? So, factor number one is internationalization; factor number two, is linguistic assimilation, particularly in multilingual societies; linguistic pluralization, number three, the third factor, where you promote more languages; multilingualism.

Vernacularizing, where you try to bring an indigenous language into the formal domain in order to revive it and extend its functions of use, bringing it beyond the limitations of informal setting and bringing it to the forefront and making it formal. So, these are the four driving forces that need to have language management of language planning.

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Ethical Issues in Status Planning-
Cobarrubias, Juan (1983)

- Internationalization:**
the adoption of a non-indigenous language as a means of wider communication, as an official language or in a particular domain, such as the use of English in India, Singapore, Philippines, Papua New Guinea, and South Africa.
- Linguistic assimilation:**
the belief that every member of a society, irrespective of their native language, should learn and use the dominant language of the society in which they live. For example, English Only Movement in United States of America by a group of people.
- Linguistic pluralism:**
the recognition and support of many languages within one society. Examples include the coexistence of French, German, Italian, and Romansh in Switzerland; and the shared official status of English, Malay, Tamil, and Mandarin Chinese in Singapore. The coexistence of many languages may not necessarily arise from a conscious language ideology but rather the relative efficiency of communicating in a shared language. It is a common phenomenon in multilingual societies.
- Vernacularization:**
the restoration and development of an indigenous language, along with its adoption by the state as an official language. For example, Hebrew in the state of Israel and Quechua in Peru.

Ref: Cobarrubias, Juan, "Ethical Issues in Status Planning," *Progress in Language Planning: International Perspectives*, Eds. Juan Cobarrubias and Joshua Fishman, New York: Mouton Publishers, 1983.

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So, when we say internationalization, it refers to the adaption of a non-indigenous language as a means for wider communication. When you say vital communication, non-indigenous means the language may not belong to the place, language may not be native to the place but for wider accessibility and for extending the functions of use we need or we adopt such a dominant language and the best example is English, in India for that matter.

In Singapore, in Philippines, in Papua New Guinea, and South Africa, all these post-colonial societies, where English is an official language, as one of the official languages. In India, English is the associate official language for wider communication, and international accessibility, and also because of the multilingual fabric no single language emerged as a pan-Indian language.

But the colonization process of India, colonization history of India of more than 250 years ensured that English emerges as the lingua franca, across all societies. And that made English associate official language of India. A similar case in Singapore, a similar case in the Philippines, a similar case in South Africa, and Papua New Guinea, these are all multilingual societies. So, this is the first motivation.

Then linguistic assimilation, now this is an ideologically driven factor where it is believed that the members of society, even if they have different linguistic backgrounds, a newly formed society must speak in the same language, so this is seen as assimilation, social and linguistic assimilation. And you can have an example of efforts by a small group in the United States, which advocates the use of English.

And this group is known as English Only in the United States. They firmly believe that One Language One Society, in that theory, in that idea, the idea of One Language and One Society. So, for assimilation, they are demanding English to be made the official language of the United States. Interesting to see that the United States is a democratic society, but they have not declared any particular language as their official language.

So, de facto, English is the de facto official language of the United States, but they have not decided, they have not declared it. The third factor for language planning is linguistic pluralism and this is an inclusive idea that supports and promotes many languages, so in India for that matter schedule 8. The Constitution of Indian Constitution supports and promotes the inclusion of more languages as official languages of India.

It started with 14 languages in 1950, today we have 22 languages in the eighth schedule, they are called scheduled languages. So, they have got a statutory status in the Indian constitution. similar case you can find in Singapore, where Malay, English, Tamil, and Mandarin Chinese are recognized as official languages. In Switzerland for that matter, French, German, Italian, and Romansh and many multilingual societies have more than one or two official languages.

So, it promotes linguistic pluralism and accommodates a variety of languages and scores of languages. They give equal chances and statutory status to these languages. Then the fourth factor is vernacularization, it is an initiative to restore, it is a restoration of an indigenous language, changing the status of indigenous languages, and reviving the lesser-known language of the society.

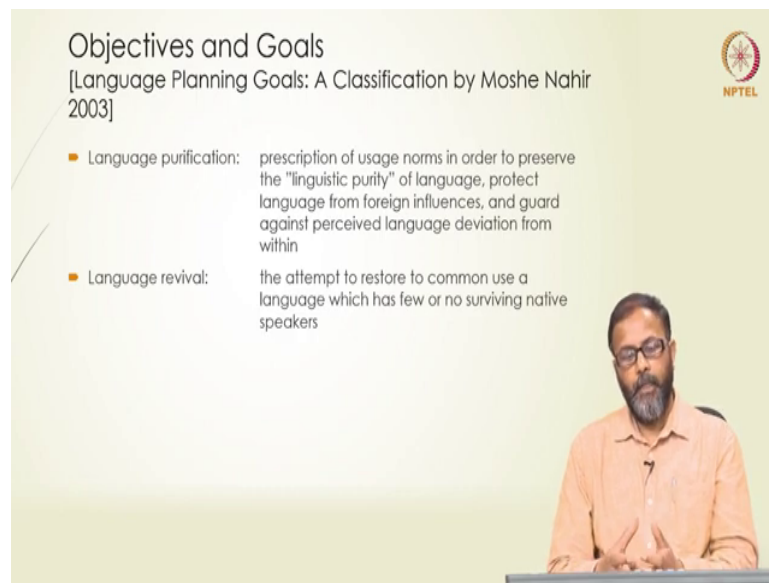
And again, you can find many such efforts in the African continent where indigenous languages are given the status of official languages and then a lot of activities are done to standardize them, modernize them, develop scripts for them, so it is a kind of revival of indigenous language a vernacular to that, to extend it, its functions of use and make it official and formal. For that matter Hebrew in Israel or Quechua in Peru.

Lots of examples in India as well where the dominant original language acquired the status of official language, Marathi in Maharashtra, Tamil in Tamil Nadu, and Telugu in Andhra, so they are all dominant languages used by the vast majority of the population in that particular region and you can see the reorganization of the state where these dominant languages become the official language of the regional government, provincial government.

And that is not the case that there are no other languages spoken in Gujarat apart from Gujarati or in Maharashtra, Marathi, there are other languages as well and these governments are also including other lesser-known languages or minor languages, extending their functions and you can see the National Education Policy 2020 of India that promotes education in the native language, education in the mother tongue.

So, we will come to that in some other discussion. So, these are four factors for the planning of language or motivation behind language planning and management which are internationalization, linguistic assimilation, linguistic pluralism, and vernacularization. So, these are the four major driving factors.

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Objectives and Goals
[Language Planning Goals: A Classification by Moshe Nahir 2003]

- Language purification: prescription of usage norms in order to preserve the "linguistic purity" of language, protect language from foreign influences, and guard against perceived language deviation from within
- Language revival: the attempt to restore to common use a language which has few or no surviving native speakers


Moshe Nahir 2003 gives 11 factors and records 11 objectives and goals of language planning, the motivation behind language planning, and the trigger behind language planning; one is language purification. Now, there may be some problematic ideas like purification. This is a problematic idea, ideologically driven, but this is one of the factors. And it is prescriptive in nature. So, the users do not determine the form and functions of language.

But they are asked or prescribed that way, so the first factor is language purification. So, it is a prescriptive use of norms in order to preserve “linguistic purity”, in quotes. Language by nature is impure and impurity is normal and natural in all natural languages, but still, we have deliberate attempts to purify the linguistic forms driven by certain ideologies. And we intend to protect the language from foreign influences and guard against perceived language deviation.


So, in a way, we try to freeze and standardize, create a benchmark as if in quotes pure language for the reference of its users, this is one. The language revival, so it attempts to restore common use language which has few or no surviving native speakers, it is more of a revival mechanism where language is given a particular language with very nominal speakers is given status, and domains are extended of its use.

And it helps us to create a corpus, grammar, encyclopedia, reference materials, and a style sheet and it revives the variety. So, the second factor is language revival.

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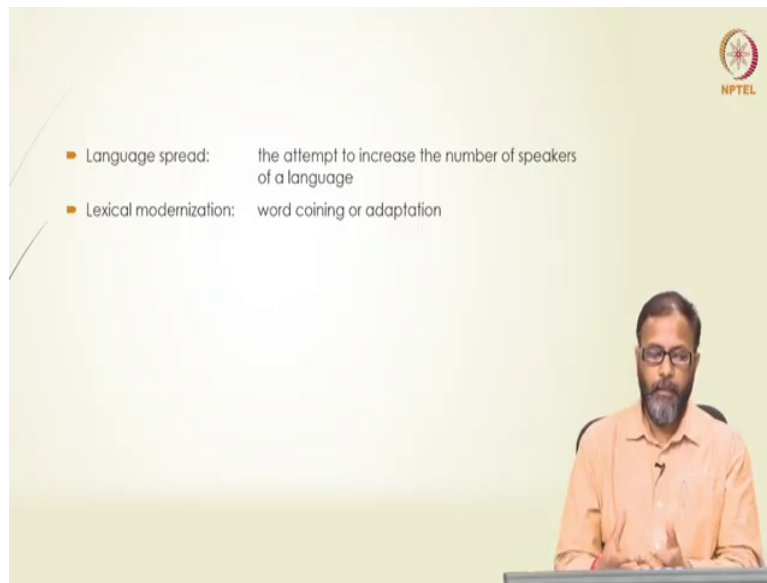
- Language reforms deliberate change in specific aspects of language or extralinguistic elements, such as grammar and orthography, in order to facilitate use
- Language standardization: the attempt to garner prestige for a regional language or dialect, developing it as the chosen standard language of a region.



The third is language reforms. Reforms, when we say reforms that means interventions, external interventions in the process of development of the language, where a deliberate change in a specific aspect of language is done in terms of grammar, and orthography, in order to facilitate and extend the use, so grammar is standardized, new vocabulary is added, scripts are worked upon, made easier for users to use.

So, these reforms are deliberate and prescriptive in nature and they are done to, in quotes, “reform” the language. Then language standardization where prestige value is attached to a particular variety because of certain ideological, and political regions and it is developed as a preferred chosen standard language of that particular region. So, language standardization is another driving factor for it.

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Then we go to languages spread. Another factor is language is spread. In order to increase the number of speakers, in order to extend the functions of use, and in order to make, the language more acceptable and inclusive, so language is spread is another factor or motivating factor behind such planning. Then lexical modernization, because of advancements in technology and changing domains of language, changing forms, or changing context of use we need to modernize and update, the language and its vocabulary.

Because you need to have a lot of terms and a lot of words to suit the purpose and the context of use, for example, let us say the IT revolution and digital revolution have created a new digital space, a whole new digital space for language use and you can find a lot of new items being coined in the language, like to upload, to download, emojis, shortened forms, contracted forms, certain symbols, so they are all coming to language worldwide, not only in India but everywhere. So, this extended domain, a new domain, technical advancements, and digitization process requires all languages to revise their vocabulary items borrow or coin new items to capture this change, digital change. So, we need lexical standardization and modernization process as well which is another motivating factor.

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- Terminology unification: development of unified terminologies, mainly in technical domains
- Stylistic simplification: simplification of language usage in lexicon, grammar, and style. That includes changing the use of language in social and formal contexts.



Then terminology unification, to make the terms and jargon and technical words uniform across the varieties of a particular language we need to plan it and modify and change it, mainly in domains of science and technology because you have to update the vocabulary list as well of a language.

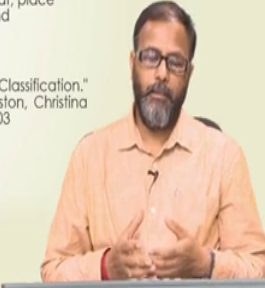
Stylistic simplification refers to the simplification of language used in a lexicon, grammar, and style to make it more plural, acceptable and efficient, and user friendly in a particular domain for use. It includes changing the use of language in social and formal contexts.

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- Inter-lingual communication: facilitation of linguistic communication between members of distinct speech communities
- Language maintenance: preservation of a group's native language as a first or second language where pressures threaten or cause a decline in the status of the language
- Auxiliary-code standardization: standardization of marginal, auxiliary aspects of language, such as signs for the deaf, place names, or rules of transliteration and transcription

Ref: Nahir, Moshe, "Language Planning Goals: A Classification." *Sociolinguistics: The Essential Readings*. Eds. Paulston, Christina Bratt and G. Richard Tucker. Oxford: Blackwell, 2003



Then another factor is inter-lingual communication. So, an attempt is made to blur the linguistic boundaries and to facilitate linguistic communication between members of distinct speech communities. So, by making certain changes and customizing the codes, and extending the functions, we ensure the interaction between communities of different languages, different speech communities.

Now again this is a position that can be contested because without planning also majority of South Asian societies are multilingual and it is a natural evolutionary process that they have been interacting, and communicating with each other, but it becomes one of the motivating factors for planning, in those states where you have a lot of migration settlement and a lot of changes in the linguistic ecology.

So, this is another motivating factor for language planning and management. Then language maintenance – It refers to the efforts initiated for preserving a group's native language as a first or second language where the pressures cause a decline in the status of that language and it happens because of migration issues, because of any war or trade or colonial process. Lots of communities had to move from one place to other, settle in a new land, and lost their languages.

If not, language is not lost then at least that particular community which brought that language gets diminished over a period of time, generation after generation. So, this is also a motivating factor to preserve the native language and associated culture of a particular dominant group within language planning, where the language is extended in status and it survives because it gets statutory support, and institutional support.

Then another motivating factor is auxiliary code standardization and what it means. It means that the standardization of marginal, auxiliary aspects of language such as science for the deaf, place names, rules of transliteration, and transcription, is also done to facilitate better communication and make it plural and inclusive. You can read Nahir Moshe's Language Planning Goals: A Classification. In Sociolinguistics: The Essentials Readings edited by Christina Bratt and Richard Tucker. Oxford: Blackwell, 2003, for more details you can study that.

So, there are multiple factors for language planning and management and we require them. Again, to reiterate this whole discussion and study started in the post-colonial societies where

we had multilingualism and in quotes, those societies, where there was some linguistic chaos perceived in those societies.

They were struggling to establish an official language, rules for language use, and meet the demands of a newly formed society, linguistic demands for newly formed society, accommodate more languages the best case is India after independence if you study the linguistic chaos, linguistic conflict, and linguistic harmony. So, this is why we require to understand, that India is the best case to study.

However, you can also look at linguistic planning, language planning in South Africa, language planning in Singapore, the Philippines, Peru, and other locations, other geographical locations in the world. India is a multilingual society, Indian constitution promotes multilingualism and if you look at the statutory provisions, we have schedule 8, which promotes the inclusion of more languages into its fold giving status to, statutory status to different languages spoken in different regions.

We will try to understand the types of planning in our next video, in our next class. So, for now, this is what language planning and we will study types of language planning in our next video. You can look at your own case, you can look at your own exposure to a variety of languages and for a variety of reasons and you can see the language policy followed during your school times.

What is the status of your native language, your mother tongue, vis-a-vis direct exposure to a dominant variety that you speak and use in official domains? In the case of Hindi, the case of English, or the case of any dominant original language in your region, lots of issues will come to you, lots of things you can observe around and we will talk about Indian language policy in some other video. This is, for now, thank you very much.