

Fifth International Language Management Symposium
Interests and Power in Language Management
 12–14th September 2017, University of Regensburg

Program

Day 1: Tuesday, 12 th September 2017	
Room H 13	
15:30	Registration
16:30	Volker Depkat (Dean of Faculty of Arts, University of Regensburg) Opening
Session 1 – Room H 13 Chair – Sau Kuen Fan	
16:45	Björn Jernudd (Washington) Interests and power in language management
17:45	Jiří Nekvapil (Prague) “Interests” and “power” in language management theory and beyond
18:15	Jia-chen Chuo (Taipei) Language management and translation: How companies deal with language diversities in Taiwan
18:45	Day 1 closes

Reception (19:00–20:30)

Day 2: Wednesday, 13 th September 2017	
Session 2 – Room H 13 Chair – Marián Sloboda	
09:00	Goro Christoph Kimura (Tokyo) Managing asymmetry: Why and how ideology matters for language management theory
10:00	Roland Marti (Saarbrücken) Language management from above (and from below?), from outside (and from inside?): The case of Lower Sorbian after World War II

Coffee break (10:30–11:00)

Session 3	
Room W 114 Chair – Shohui Zhao	Room W 115 Chair – Vít Dovalil
11:00 Elizabeth Tso (Tucson) Conflicting ideologies and social actors: A Hong Kong NGO navigates language policy	11:00 Nor Liza Ali (Kuala Lumpur) Language and power: A case of educational language policy and STEM education in Malaysia

11:30 Shanhua He (Yangzhou) Language choices on Chinese provincial government websites	11:30 Helena Özörencik (Prague) Modernization as a 'problem of language': Conflicting interests in the top-down language management in Turkey
12:00 Sau Kuen Fan (Chiba) Management of written norms in overseas Chinese media from the point of view of power	12:00 Stephanie Rudwick (Leipzig) English as an academic lingua franca: Considerations on a South African university

Lunch break (12:30–14:00)

Session 4	
Room W 114 Chair – Halina Zawiszová	Room W 115 Chair – Marián Sloboda
14:00 Lisa Fairbrother (Tokyo) Interests and power in the management of foreign language education policy in Japan	14:00 Tamah Sherman & Jiří Homoláč (Prague) “They all think they won’t be staying long enough to invest energy in learning the language”: Managing the (non)acquisition of the majority language in an individual ethnolinguistic minority community
14:30 Hiroko Aikawa (Tokyo) Learners’ Interests and Interpretation of corrective feedback: A case study of Japanese adult learners of English-as-a-foreign-language	14:30 Marek Nekula (Regensburg) The language management in mixed Czech-German families in the Czech-Bavarian borderland
15:00 Hiroyuki Nemoto (Kyoto) The management of L2 academic literacy socialization through study abroad	15:00 Lucija Šimičić (Zadar) The contested role of standard varieties in Croatian minority contexts as an instance of language management from below

Coffee break (15:30–16:00)

Session 5	
Room W 114 Chair – Hiroyuki Nemoto	Room W 115 Chair – Marek Nekula
16:00 Kevin Ballou (Nishinomiya) Powerlessness and empowerment: Japanese students’ reflections on their experiences while studying abroad in Australia	16:00 Neil Bermel & Luděk Knittl (Sheffield) Managing multilingual interactions at Czech heritage sites
16:30 Shouhui Zhao (Bergen) Language management as an academic subject in China: Keywords to understand Chinese characteristics	16:30 Grzegorz Lisek (Hamburg) Polish restaurants as places of linguistic management: A case study on cafes, bars and restaurants in Świnoujście
17:00 Day 2 closes	

Dinner for participants (20:00–22:00)

Day 3: Thursday, 14th September 2017

Session 6 – Room H 13
Chair – Tamah Sherman

09:30 **Jeroen Darquennes** (Namur)
Language diversity management in educational settings: The curious case of the Ecole Sainte-Marie in Namur (BE)

10:30 **Bernard Spolsky** (Jerusalem)
The effect of management agencies and external forces on the language repertoire of Portuguese colonies and their successor states

Coffee break (11:00–11:30)

Session 7

Room W 114 Chair – Lisa Fairbrother	Room W 115 Chair – Paul Rössler
11:30 Helene Steigertahl (Bayreuth) The empowerment of Namibians through the selection of English as official language?	11:30 Jan Kruse (Cologne) The development of the EU language policy and open questions about EU interests and power
12:00 Yuki Takatori (Tokai) English domination, revitalization of Hawaiian language, and the future of minor languages	12:00 Vít Dovalil (Prague) Interests and power in language management: A case study on the efforts to strengthen the position of German in the Czech Republic

Lunch break (12:30–14:00)

Session 8

Room W 114 Chair – Helena Özörencik	Room W 115 Chair – Roland Marti
14:00 Jakub Kopecký (Prague) Divergent interests and argumentation in Czech language consulting centre interactions	14:00 Petar Vuković (Zagreb) Council for Standard Croatian language norm: Failure of „hard power“
14:30 Eliška Zaepernicková (Prague) Managing ‘foreigner talk’: Confronting language policy materials with talk-in interactions	14:30 Nadiya Trach (Gießen) Language management in contemporary Ukraine: Actors and strategies

Coffee break (15:00–15:30)

Session 9

Room W 114 Chair – Nor Liza Ali	Room W 115 Chair – Petar Vuković
15:30 Patrick Sonnenberg (Knoxville) Campus language policies and gender-neutral pronoun advocacy	15:30 Solvita Pošeiko (Rezekne) State language center as powerful guard of the titular language in the Latvian public space

16:00 Hala Tawfik Sorour Maklad (Cairo) Modern Standard Arabic versus colloquial Egyptian variety in Disney animated dubbed children's movies: A language management approach	
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Short break (16:30–16:40)

Final discussion – Room H 13 Chair – Jiří Nekvapil

16:40 Final discussion & Announcements
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17:15 Day 3 closes

Conference office:

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