

Behavior toward language: an overview

Speaker: Dr. Björn Jernudd

(independent researcher, former Chair Professor of Linguistics at Hong Kong Baptist University)

We speak and that is language behavior.

We also manage how we speak and write, we learn others' languages or languages that were used in the past, we even get taught our own language (!), and we are told and sometimes debate what is correct usage or the best word.

These are behaviors toward language.

My talk will give a broad overview of kinds of behaviors toward language.

Date and Time:

29 September 2015 (Tue.)
10:40-12:10 (2nd period)

Venue:

Crystal Hall, 2/F, Building 7

Coordinator:

Sau Kuen Fan
(Professor, Department of Intercultural
Communication; Director, GCI)

Language Used: English



Björn Jernudd was a member of the team that formulated language planning theory and conducted an international research project on language planning processes in the 1960s and early 1970s. He continued studying behavior toward language and together with J. V. Neustupný laid the foundation for language management theory. He has held positions at Monash University, Melbourne, with the Ford Foundation in the Middle East, at the East-West Center in Honolulu, and at the Hong Kong Baptist University; and as a visitor at the National University of Singapore, among other places. He is currently also working on the For and Birgid languages of Darfur, Sudan.

References:

Jernudd, B. (2001) Language management and language problems: Part 1. Journal: Journal of Asian Pacific Communication, vol. 10, no. 2, pp. 193-203.
Jernudd, B. (2001) Language management and language problems: Part 2. Journal: Journal of Asian Pacific Communication, vol. 11, no. 1, pp. 1-8.
Jernudd, B. and M. Shapiro (eds.) (2011) The Politics of Language Purism (Contributions to the Sociology of Language). Mouton de Gruyter.