NEW BOOK INFORMATION

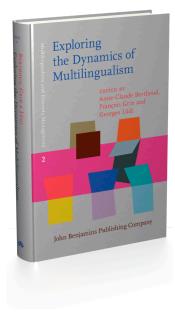
Applied linguistics / Bilingualism / Discourse studies / Language policy / Pragmatics / Sociolinguistics and Dialectology

Exploring the Dynamics of Multilingualism

The DYLAN project

Edited by Anne-Claude Berthoud, François Grin and Georges Lüdi

University of Lausanne / University of Geneva / University of Basel



This book addresses the meanings and implications of multilingualism and its uses in a context of rapid changes, in Europe and around the world. All types of organisations, including the political institutions of the European Union, universities and private-sector companies must rise to the many challenges posed by operating in a multilingual environment. This requires them, in particular, to make the best use of speakers' very diverse linguistic repertoires. The contributions in this volume, which stem from the DYLAN research project financed by the European Commission as part of its Sixth Framework Programme, examine at close range how these repertoires develop, how they change and how actors adapt skilfully the use of their repertoires to different objectives and conditions. These different strategies are also examined in terms of their capacity to ensure efficient and fair communication in a multilingual Europe. Careful observation of actors' multilingual practices reveals finely tuned communicational strategies drawing on a wide range of different languages, including national languages, minority languages and *lingue franche*. Understanding these practices, their meaning and their implications, helps to show in what way and under what conditions they are not merely a response to a problem, but an asset for political institutions, universities and business.

[Multilingualism and Diversity Management, 2] 2013. xix, 446 pp. + index

HB 978 90 272 0056 3 EUR 99.00 E-BOOK 978 90 272 7137 2 EUR 99.00

Expected October 2013

Table of contents

Introduction

PART I Companies

Chapter 1 Multilingual practices in professional settings: keeping the delicate balance between progressivity and intersubjectivity

Vassiliki Markaki, Sara Merlino, Lorenza Mondada, Florence Oloff and Veronique Traverso

Chapter 2 From codeswitching to 'languaging'
:'Decision-making' in multilingual workplaces

Luca Greco, Patrick Renaud and Roxana Taquechel

Rodriguez

Chapter 3 Multilingualism and Diversity Management in Companies in the Upper Rhin Region Georges Lüdi, Katharina Höchle and Patchareerat Yanaprasart

Chapter 4 Representations of multilingualism and management of linguistic diversity in companies: intertwining of collective monophony and polyphony in individual enunciators

Arlette Bothorel-Witz and Irini Tsamadou-Jacoberger Chapter 5 A Social Representational Perspective

on Languages and their Management in the Danish Corporate Sector

Sharon Millar, Sylvie Cifuentes and Astrid Jensen

Chapter 6 What can Gaelic teach us about effective policy through planning? strategies in Gaelic language planning Lindsay Milligan, Douglas Chalmers and Hugh O'Donnell Chapter 7 Language Diversity Management on Corporate Websites

Patchareerat Yanaprasart, Thiresia Choremi and Filippo Gander

PART II European Institutions

Chapter 8 Language Competence and Language Choice within EU Institutions and the Effects for National Legislative Authorities Jan Kruse and Ulrich Ammon

Chapter 9 EU and lesser-used languages: Slovene language in EU institutions Mojca Stritar and Marko Stabej Chapter 10 Dynamics of Multilingualism in Post-Enlargement EU Institutions: Perceptions, Conceptions and Practices Michał Krzyżanowski and Ruth Wodak

PART III Higher Education

Chapter 11 Accomplishing multiligualism through plurilingual activities Luci Nussbaum, Emilee Moore and Eulalia Borràs

Chapter 12 Multilingual higher education between policies and practices: a case study Daniela Veronesi, Lorenzo Spreafico, Cecilia Varcasia, Alessandro Vietti and Rita Franceschini

Chapter 13 Plurilingualisms and Knowledge Construction in Higher Education.

Laurent Gajo, Anne Grobet, Cecilia Serra, Gabriela Steffen, Gabriele Müller and Anne-Claude Berthoud Chapter 14 Language policies in universities and their outcomes: The University of Helsinki in a Northern European context.

Tom Moring, Sebastian Godenhjelm, Saara Haapamäki, Jan Lindström, Jan- Ola Östman, Mirja Saari and Jenny Sylvin

Chapter 15 Policies and Practices of Multilingualism at Babeş-Bolyai University (Cluj,Romania). Ştefan Oltean, Liana Pop, Diana Cotrău, Delia Marga and Manuela Mihäescu

Chapter 16 How policies influence multilingual education and the impact of multilingual education on practices

Piet Van de Craen, Jill Surmont, Evy Ceuleers and

Laure Allain

PART IV Transversal Issues

Chapter 17 Assessing Efficiency and Fairness in Mulitilingual Communication: Theory and Application through Indicators François Grin and Michele Gazzola

Chapter 18 English as a lingua franca in European multilingualism

Cornelia Hülmbauer and Barbara Seidlhofer Chapter 19 Europe's multilingualism in the context

of a European culture of standard languages
Olivier Moliner, Ulrike Vogl and Matthias Hüning
Conclusion

JOHN BENJAMINS PUBLISHING COMPANY

www.benjamins.com