

Language policy and practices in the Global North and South: Challenges, opportunities and future directions

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Time: 13:00 – 14:30 CET

Dr. Elisabeth Barakos, Universität Hamburg, Germany

Language policy in times of social and political transformation: Discourse, ideology and practice

Abstract: In worrisome times where inequalities, populism and political turmoil are on the rise and re-nationalisation and neoliberalism are at a crossing point, minority communities show increased efforts to articulate their stakes over equal rights, opportunities, recognition and legitimacy vis-à-vis the majority community. In this talk, I pay attention to these transforming moments and attendant debates and take the opportunity to critically re-assess language policy in times of social and political transformation. Specifically, I draw on the case of bilingual Wales in the UK that has historically been characterised by language decline and marginalisation vis-à-vis the dominant majority language English. By discussing examples of how private sector businesses negotiate language policy and bilingualism, I unpack circulating discourses, ideologies and practices over the promotion of bilingualism as a sociocultural and economic resource in the globalised knowledge economy. The theoretical framing, a critical sociolinguistic and discursive approach, enables me to discuss language as a focal point for articulating and living out historical power relations and attendant social and linguistic inequalities.



Dr. Elisabeth Barakos is postdoctoral researcher in language and education at the University of Hamburg, Germany and Research Fellow at Aston University, United Kingdom. Her research has focused on the study of language (policy) in multilingual communities, education and the workplace. She has recently published a monograph on Language Policy in Business with John Benjamins, and published widely in journals such as *Multilingua*, *Applied Linguistics Review*, and *Journal of Language & Intercultural Communication* on minority language policy, language at work and elite multilingualism.

Registration link: <https://universiteitleiden.zoom.us/meeting/register/u5UqcOGrqT0uGdS01iSiu3Xo7Bj5J5NUXxU5>
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Universiteit
Leiden

Coordinator: Dr. Anik Nandi
Leiden University Centre for Linguistics (LUCL)
a.nandi@hum.leidenuniv.nl