# Domain loss

On parallel language use, language policy and terminological infrastructure

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# Outline of presentation

1. Background

2. Laws, regulations and language policies

3. A Nordic perspective on domain loss and parallel language use

4. A brief note on Nordic language attitudes

5. *Termportalen*, a national terminology infrastructure

6. Concluding remarks

"Universities go international to retain competitive edge"

# 2. Laws, regulations and language policies

- *Declaration on a Nordic Language Policy* (2006)
- *Norsk i hundre!* (2005; Language Council of Norway)
- *Language policy platform for higher education* (2006; Norwegian Association of Higher Education Institutions (UHR))
- Report no. 35 (2007-2008) to the Storting on national language policies (*Mål og meining*)
- Report no 14 (2008-2009) to the Storting on internationalisation of education (*Internasjonalisering av utdanning*)
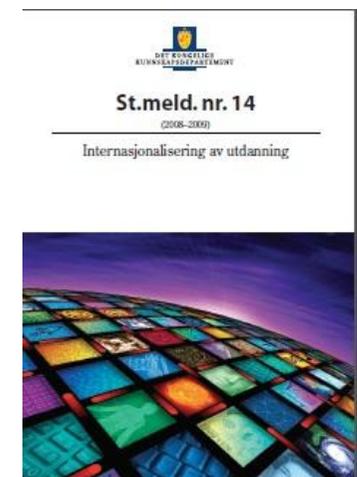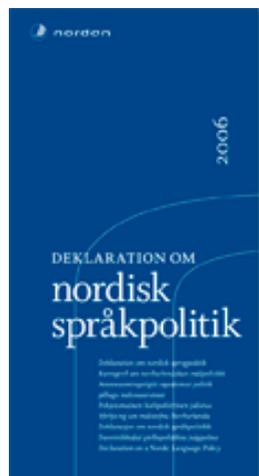
# Language acts in the Nordic countries

- **Finnish** language act (2004)
- **Swedish** language act (2009)
- **Islandic** language act (2011)
- **Sami** language acts (for Finland, Norway and Sweden)
- Report to the Storting relating to a **Norwegian** language act should have been presented in spring 2013…

# Declaration on a Nordic Language Policy (2006) (1/2)

- attempt to establish a Nordic language policy to ensure <span style="color:red">cohesion and coherence</span> in the <span style="color:red">Nordic Council of Ministers'</span> work with <span style="color:red">language</span>

  - Nordic Council of Ministers = forum for Nordic governmental co-operation between <span style="color:red">Denmark, Finland, Iceland, Norway</span> and <span style="color:red">Sweden</span>, including three autonomous areas: <span style="color:red">the Faroe Islands, Greenland</span> and <span style="color:red">Åland</span>

- set out <span style="color:red">four issues</span> to work with

  - language comprehension and language skills
  - the <span style="color:red">parallel use of languages</span>
    - concurrent use of several languages within one or more areas
    - languages should be <span style="color:red">used in parallel and not abolish or replace another</span>



DEKLARATION OM
nordisk
språkpolitik

# Declaration on a Nordic Language Policy (2/2)

- the parallel use of English and the languages of the Nordic countries
  - it should be possible to use both the Nordic languages and English as languages of science
  - presentation of scientific results in the Nordic languages should be rewarded
  - instruction in scientific technical language, esp. in written form, should be given both in English and in the Nordic languages
  - long-range language policies should be established in higher education institutions
  - Nordic terminology bodies should coordinate terminology in new fields

- multilingualism …

- the Nordic countries as a linguistic pioneering region
  - the Nordic model for a language community and cooperation in the field of language should be highlighted in international contexts…

# Central Norwegian language policy documents

- *Norsk i hundre!* (2005; commissioned by the Language Council of Norway)
  - proposes a new national language policy with two main goals
    - prevent domain loss (to English) → introduces the concept of parallel language use
    - achieve equality between Norwegian nynorsk and bokmål

- *Language policy platform for higher education* (2006; Norwegian Association of Higher Education Institutions (UHR)) builds on *Norsk i hundre!*
  - states the responsibility higher institutions have in maintaining, developing and using Norwegian LSPs
  - calls for local institution-based language policies in higher education
    (http://www.uhr.no/ressurser/temasider/sprakpolitisk_plattform)

- Report no. 35 (2007-2008) to the Storting on national language policies (*Mål og meining*)
  - stresses that domain loss is a particular challenge in higher education and research
  - places the responsibility to maintain and develop Norwegian LSPs and terminology with higher education institutions

*Reports from the other Nordic countries:*
http://www.sprakrad.no/Toppmeny/Publikasjoner/Spraaknytt/Arkivet/2003/Spraaknytt_2003_3_4/Spraak_paa_nett/

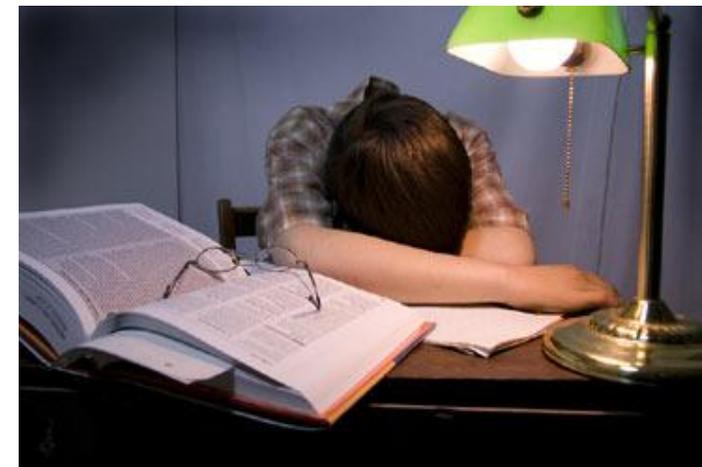# Local language policies established at HE institutions NHH (cf. UHR recommendations)

**Progression**

**Language**

bachelor

mother tongue

↓

↓

master

↓

phd

English

# Laws, regulations and language policies

Follow-up to Report no. 35…

➢amendment to the *Norwegian Act relating to universities and university colleges* (2009) states the following:

§ **1-7.** *Responsibility for the maintenance and further development of Norwegian specialised language*
Universities and university colleges have the responsibility to maintain and further develop Norwegian specialised language (LSP) (my translation)

# 3. A Nordic perspective on domain loss and parallel language use

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- Domain – broad sense
  - language situations which share certain characteristics, such as place, topic/subject, relations among those who communicate
  - examples: primary and secondary school; family situations; law courts; trade & industry etc.
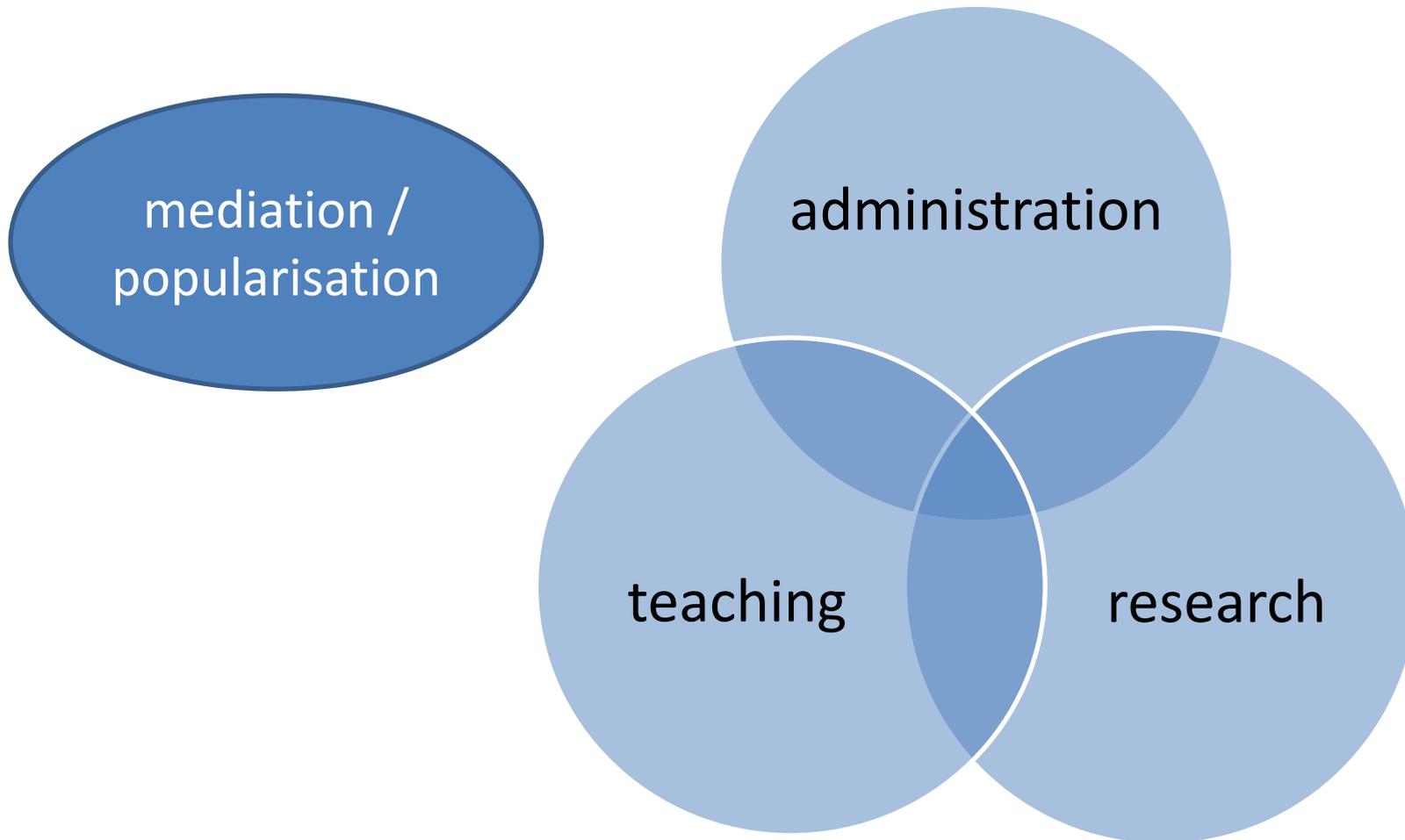

- Domain – narrow sense
  - researcher seminars

# Domains...

- primary & secondary school
- higher education
- trade & industry
- politics & public administration
- culture & media
- consumerism

(Höglin 2002)

# Higher education…

mediation / popularisation

administration

teaching

research

# Degree of English influence

I.    **code switching**: «Not my business», «No problem», «Whatever», «Who cares»

II.    **language borrowing**:

shortselling → <span style="color:red">short</span>salg [N], short gaan [NL]

hedge fund → <span style="color:red">hedge</span>fond [N], hedgefonds [NL]

trader → <span style="color:red">trader</span> [N], dealer [NL]

III.   **domain loss**

# Domain loss and parallel language use (1/2)

**Domain loss**

- the situation in which another language (in this case English) is becoming the preferred language of mediation in a given domain and through this, forcing the native language to decline or even disappear

OR

- loss of ability to communicate in a language on all levels of an LSP field because of deficient further development of the necessary LSP resources

- two other concepts that are also central in this connection:
  - domain dynamics: gradual or sudden developments in a domain
    - e.g. information and communication (ICT) technology, financial markets
  - domain innovation: new domains are established
    - e.g. subsea technology

# Domain loss and parallel language use (2/2)

**Parallel language use (parallellingualism)**

a)   a situation in which two languages are used in parallel and in which neither is the preferred language…

b)   a situation in which English is strengthening its position, thus there is a risk of domain loss because English is becoming the preferred language

→the local language should be the preferred language of choice when there is no need to use a foreign language
→this has become the situation/focus in Nordic higher education

(Harder 2008)

A dynamic concept …

# Parallel language use at NHH…

**"Core language guidelines**

1. <span style="color:red">Norwegian is the primary language</span> of NHH. *Norwegian* includes both of the two official written languages in Norway.

2. NHH has a <span style="color:red">national responsibility to uphold and develop Norwegian as a professional language</span> within the areas of <span style="color:red">economics and business administration</span>. The NHH Norwegian-English term base shall continue to be developed and expanded to become a national term base for economics and business administration.

3. NHH shall endeavour to ensure <span style="color:red">high-quality language usage</span> in all communication, irrespective of language.

4. All communication should take place in the <span style="color:red">language best suited to the intended recipients of the communication</span>.

5. NHH shall practise <span style="color:red">parallel use of languages <u>where appropriate</u></span>."

(http://www.nhh.no/en/about-nhh/language-guidelines-for-nhh.aspx)

NORWEGIAN SCHOOL OF ECONOMICS

**Invitation to:**

A presentation of **the Finance Market Fund**, by **Morten Staude** from the Research Council of Norway

**Tuesday October 29, Department of Finance, Lunch Room 4. Floor, at 11:30 to 12:15**

The Finance Market Fund is intended to contribute to increasing public understanding concerning financial markets, with particular emphasis on the functioning of financial markets, and also ethical issues.

In 2003, the Storting (i.e. the Norwegian national assembly or parliament) decided that part of the funds from the sale of Oslo Børs ASA and Verdipapirsentralen ASA should be allocated to a separate finance market fund (Finansmarkedsfondet).

The Finance Market Fund is intended to contribute to increasing public understanding concerning financial markets, with particular emphasis on the functioning of financial markets, and also ethical issues. The fund will finance both public awareness initiatives and research projects and will accept proposals from organisations, institutions, and individuals.

The yield on the fund's capital base is to be distributed by the board of directors within a general framework laid down by the Storting and the Ministry of Finance. Please refer to the Norwegian webpages for further information.

The Finance Market Fund is operating under the responsibility of the Ministry of Finance. The secretariat is located within the Research Council of Norway.

Norwegian:
http://www.forskningsradet.no/prognett-finansmarkedsfondet/Forside/1232959043558

English:
http://www.forskningsradet.no/prognett-finansmarkedsfondet/Home_page/1232959043546

# 4. A brief note on Nordic language attitudes

In Report no 14 (2008-2009) to the Storting on <span style="color:red">internationalisation of education</span> internationalisation is a strategic goal:

"<span style="color:red">internationalisation</span> of higher education will <span style="color:red">promote quality</span> in teaching, professional development and institution building…"

EFMD
EQUIS
ACCREDITED

FT
FINANCIAL TIMES
Business School
Rankings 2011

# Nordic language attitudes favour English

"It simply does not work for a top business school to pretend that foreign competition should not affect the school's curriculum and the language in which it is taught. A former colleague in the U.S. used to say that **Norwegian is a luxury language** that can be used for friends and family, but which has little relevance to a top-level academic environment" (blogg.nhh.no/focus)

➢ positive attitudes towards English in society in general and higher education in particular (Kristiansen & Vikør 2006; Jensen et al 2009)

➢ students and lecturers believe that it does not matter which language is being used in teaching, whether it is the mother tongue or English – the learning outcome is the same (Airey 2009; Jensen et al 2009)

➢ studies demonstrate, however, some important differences, such as
  – the students ask and answer fewer questions
  – students who take notes have difficulties following the lecturer/the lecture (Airey 2009)

# 5. Termportalen – a national terminology infrastructure (1/4)

The Language Council of Norway's report *Mål og meining*, p. 104:

to develop new Norwegian terms which are widely accepted among subject specialists, and to make new terms easily available to everyone… Electronic termbases are superior as a medium to develop, store and mediate terminology.

# Termportalen (2/4)

- aims at establishing a national infrastructure to harmonise terminological language resources and technologies

- is a response to the national responsibility now given to higher education to develop and disseminate Norwegian terminology

- will include other existing terminology resources

  - e.g. already existing resources such as the *Norwegian Term Bank* which in recent years have been further developed in projects such as *KB-N, Mikroøkonomen and NHH Termbase*

- will not develop new terminologies per se, but provide the technical architecture needed for integrating and accessing such resources, and to vouch for their interoperability with the CLARIN and ISO/TBX standards.

(Andersen & Kristiansen (2010)

www.terminologi.no

# Termportalen (3/4)

- CLARINO is a national project which is financed by the Research Council of Norway
  - aims to establish a national infrastructure for language technology resources
  - is to be linked to the European CLARIN ERIC
- Termportalen is a working package within the CLARINO project

CLARINO = Common Language Resources and Technology Infrastructure  Norway, http://clarin.b.uib.no

CLARIN = Common Language Resources and Technology Infrastructurehttp://www.clarin.eu/

ERIC = European Research Infrastructure Consortium

# Termportalen (4/4)

- one common search field – many local termbases / resources
- search in all resources or only in selected ones
- search in all or selected fields: term, domain, subdomain, language, source etc.

# ISO standards

Standards for terminological methods and basic concepts

- ISO 704 – Terminology work – Principles and methods
- ISO 1087 – Terminology work – Vocabulary

Standards for exchanging terminology

- ISO 12620 – data categories for storing terminological data
- ISO 12200 – defines MARTIF; SGML standard for exchange of terminological data
- ISO 16642 – terminological markup framework

→the exchange format TBX (TermBase eXchange), which is also compatible with the framework TMF (Terminological Markup Framework)

# TBX

- TBX = TermBase eXchange

- Open, XML-based standard

- Developed by LISA (Localization Industry Standards Organization)

- Chosen as the international standard (ISO 30042) for markup and exchange of terminological resources

- Compatible with the framework TMF (Terminological Markup Framework; ISO/TC37: ISO 12620/12200/16642)

(http://www.ttt.org/tbx/)

# A note on financing and support

So far…

- the Research Council of Norway (RCN) funds
  - the development of infrastructures
  - the development of language technology resources (earlier RCN programme (Kunsti))

  ➢ but it does not fund the development of CONTENT!

- higher education institutions have been given the responsibility for maintaining and developing Norwegian LSPs

  ➢ but no extra funding has been given by the legislators

NHH

# 6. Concluding remarks

- Several national reports and local policy documents have been issued which describe the current language situation and recommend guidelines

- The two concepts of domain loss and parallel language use have been introduced to describe the current language situation and how to approach the situation

- Still, Nordic language attitudes push us towards an increased and perhaps not carefully considered language usage

- With this as a status quo we now attempt to make available as much terminology as possible through one common interface – a terminology portal

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