MOVING FORWARD WITH LANGUAGE POLICY AND PLANNING
Pie chart showing the relative proportions of native English speakers in the major English-speaking countries of the world:

- US (58.5%)
- UK (15.8%)
- Canada (4.7%)
- Australia (4%)
- Nigeria (1%)
- Ireland (1%)
- South Africa (1%)
- New Zealand (0.9%)
- Other (13.1%)

[year needed][citation needed]
“The way a state or organization determines how language is to be used in society— it is often concerned with the way that language relates to other political issues, especially those to do with cultural identity, equality, and the ability of citizens to communicate both within their own community with people from other communities.”

WHAT IS LANGUAGE PLANNING?

“The concern of the role that English plays in the power relations that organize society, the way that people aim or attempt to regulate this role, and the specific measures that people employ to do this.”

Both involve political and social components that can significantly affect language learning.

Involve issues related to deliberative efforts to control, manage, prescribe, or influence behavior through the promotion or restriction of languages/language varieties.

Address the role of agency (e.g., governmental, nongovernmental, community, and individual) in determining or influencing language policies and practices, as well as the role of the ideologies, attitudes, and beliefs that shape them.
STAGES OF LANGUAGE PLANNING

- Formulation - the goal-setting stage

- Codification - lists all of the potential strategies to achieve the goals.

- Elaboration - seeing that the language(s) involved may be extended into the arenas specified by the policy goals. In many cases this may mean that it is necessary to develop new registers where none previously existed.

- Implementation - financial rewards and resources in order to achieve the goals.
**Goal**  
Generate New Customer Growth  
Improve Close Rate of Qualified Prospects  
Establish Company as the Industry Expert  

**Strategy**  
Increase the quantity and quality of qualified leads.  
Frequent and targeted communications.  
Improve the company’s online branding, image and publishing capability.  

**Tactics**  
Search Engine Marketing  
Website Optimization  
Analytics  
Email Marketing  
Social Media  
Website Management  
Social Media Marketing  
Online Image Branding  
Content Marketing  
Website Management
Language policy and planning is approached from a variety of disciplinary perspectives.

There is no absolute agreement on the relationship between language policy and language planning.

Issues with overlapping discipline framework.

Possible solutions/strategies in moving forward with language planning include: corpus planning, language-in-education planning, and prestige planning.

Baldauf. Language Planning and Policy: Recent Trends, Future Directions. School of Education, University of Queensland, Australia.
With status planning, the questions of “Which second languages should be known, learned and taught?”, “What aspects of the language(s) chosen should be known, learned and taught, i.e., which variety and to what level?”, and “Who should learn them and to whom should they be taught?” are raised.

1) their status for their own communicative purposes,
2) their role as second languages – as a lingua franca or as a language of instruction
3) their role as immigrant or ethnic minority languages and
4) the degree to which promotion of second language impacts on linguistic or language rights.” It’s important to consider all of these components in order to effectively utilize the framework of language planning.
Primarily focuses on the nature of language to be taught and learned

The research foundations for the corpus planning process include (i.e., codification – graphization, grammatication and lexication, and elaboration – lexical development.)
LANGUAGE-IN EDUCATION POLICY

- access policy
- personnel policy
- curriculum policy
- methodology and materials policy
- resourcing policy
- community policy evaluation policy
- and four key language in education planning (i.e., language maintenance, language reacquisition, foreign/second language learning, language shift)
- Image (prestige) seems to be related to ethnic or civic identity (real or imagined) and the promotion of a language.
- Image seems to be used to describe a method of implementing and manipulating language policy.
- Image has something to do with motive and the activities of language planners themselves, and the communities they plan for.”
WORKS CITED

- Baldauf. Language Planning and Policy: Recent Trends, Future Directions. School of Education, University of Queensland, Australia.

