

# Table of contents

Acknowledgements	IX
CHAPTER 1	
Introduction: What is a language management approach to language problems and why do we need it?	1
<i>Lisa Fairbrother and Goro Christoph Kimura</i>	
<b>Part I. Theoretical perspectives of the management of language problems</b>	
CHAPTER 2	
The origin and development of a language management framework	31
<i>Björn H. Jernudd</i>	
CHAPTER 3	
Research perspectives from East Asia: Language management in contact situations	49
<i>Sau Kuen Fan</i>	
CHAPTER 4	
Researching language management in Central Europe: Cultivation, social change and power	69
<i>Tamah Sherman</i>	
<b>Part II. Managing language problems in contact situations</b>	
CHAPTER 5	
Intercultural interaction management: The case of Japanese and non-Japanese business professionals in the Japanese workplace	91
<i>Hiroko Aikawa</i>	

CHAPTER 6

- Language selection in contact situations: The case of international students  
in an English-medium science graduate program in Japan 107  
*Kanako Takeda and Hiroko Aikawa*

CHAPTER 7

- Diverging and intersecting management: Cases of the simultaneous  
management of deviations by multiple parties in contact situations 133  
*Lisa Fairbrother*

Part III. Managing language problems relating to standard varieties

CHAPTER 8

- Processes of language codification: The case of the standardization of  
German pronunciation 159  
*Hideaki Takahashi*

CHAPTER 9

- Processes of destandardization and demotization in the micro-macro  
perspective: The case of Germanic languages 177  
*Vít Dovalil*

CHAPTER 10

- Processes of language enquiries: The case of the Prague Language  
Consulting Service 197  
*Martin Prošek*

Part IV. The researcher as part of the language management process

CHAPTER 11

- Language management in life story interviews: The case of first generation  
*Zainichi* Korean women in Japan 217  
*Junko Saruhashi*

CHAPTER 12

- The bridging role of the researcher between different levels of language  
management: The case of a research project at the German-Polish border 237  
*Goro Christoph Kimura*

## CHAPTER 13

Epilogue: Reconsidering the language management approach in light of  
the micro-macro continuum 255

*Goro Christoph Kimura and Lisa Fairbrother*

Contributors 269

Index 271