



EUROPEAN OBSERVATORY FOR PLURILINGUALISM



La Lettre de l'OEP N°61 (novembre-décembre 2015)

<http://www.observatoireplurilinguisme.eu>

Translated by Sylvie Aubert

Editorial : If the OEP did not exist, it would have to be invented : 10 good reasons to know more about the OEP, to join it and support its action.

1 – The OEP is unique, it is a platform for all the actors of plurilingualism

The OEP is an information body with a vocation to publish everything that is said, written, and done in the fields of plurilingualism and linguistic diversity. Almost 10,000 articles have been published on the OEP website. This platform feeds on information that is brought to it and becomes in its turn a source of information, analysis and reflection for all the actors.

2 – The OEP brings together researchers, civil society and decision-makers

The civil society needs the researchers to be heard by the decision-makers. The decision-makers serve civil society and need research. The researchers work for the civil society and the decision-makers. This triangle is a cornerstone of the OEP and of the synergies it is trying to generate.

3 – The OEP is interested in actual facts and the formulation of political propositions

Theoretical works interest the OEP insofar as they lead to practical conclusions. The OEP focuses on the conception of arguments and on the formulation of political propositions.

This is of course easier said than done. The OEP has already paved the way with the European Charter of Plurilingualism elaborated from the works of the 1st European Conference on Plurilingualism (nov. 2005). Translating propositions concerning education, businesses, culture, and the political and European institutions into operational terms is a great ambition which requires a huge collective work.

4 – The OEP is involved in change

If the OEP were to watch road safety, its mission would not be limited to counting the road accidents. Its role is to contribute to change. It acts when the opportunity arises. This is how it contributed to the writing of the law on further education in France (law of 17 July 2013) which allows the regulation of foreign languages in higher education. It also judicially opposes the limitation to one language only in the foreign languages tests ...->

Editing and writing: Christian Tremblay, Anne Bui

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-> of the administrative competitive examinations.

5 – The OEP acts at the European level

Linguistic issues concern individual and collective behaviours, public policies, and local, national and international media. This is the reason why the OEP is more particularly interested in educational linguistic policies, from nursery school to university, in research that must keep on using national languages, in businesses for whom foreign languages are a vital resource but seldom optimised, in European institutions when they communicate with the citizens and with the rest of the world.

6 – The OEP is plurilingual

The OEP is an association registered under French law ...->

<p>-> that first developed in France. But its vocation is both European and international. People from more than 20 nationalities, from Europe and outside Europe, take part in the European Conference on Plurilingualism. The OEP newsletter is published in several languages (German, Italian, Spanish, Russian, Croatian, etc) depending on the availability of its translators, all of them voluntary professionals, giving their work to the OEP. The OEP website is available in five languages (French, German, English, Italian, Spanish) and welcomes articles in other languages too. The OEP has the most significant articles translated. The OEP would willingly develop the translation effort and propose its website in new languages.</p> <p>7 – The OEP is the only organisation grasping all the aspects of linguistic diversity in the political, educational, cultural and economical fields.</p> <p>In all these areas, the development of exchanges, the population movements cause new problems needing new answers in accordance with linguistic diversity.</p> <p>8 – The OEP is above academic disciplines It is pluri-, inter- and transdisciplinary.</p> <p>By the calls to contribution, the conference programs and the announcement of articles and books, the OEP gives a major place to works in different research areas dealing with languages and linguistic and cultural diversity, and builds broadly on their findings. ...-></p>	<p>-> But it also seeks answers beyond any particular disciplines.</p> <p>9 – The OEP is multifunctional The OEP is at once a documentation centre, a communication body, a laboratory of ideas, a pressure group, and an organiser of events.</p> <p>All will agree that to achieve this it is necessary to lean on a strong network of partners and supports.</p> <p>10 – The OEP is at the heart of a major challenge for Europe : plurilingualism</p> <p>Plurilingualism is intrinsic to Europe. Europe is and must remain plurilingual.</p> <p>Europe is not the first political construction historically constituted around several languages (the Roman Empire had at least two languages, Latin and Greek) but it is the first to be founded by the determination of states. It cannot make its unity around a single language. Europe will be plurilingual or it will not survive. ◀</p>
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Without the support of organisations and of each of you sharing your ideas, the OEP would not be able to keep on fighting on a daily basis.

To join the OEP and give it your support please click [HERE](#)

Advertising in search of creativity

Some believe that the OEP is hostile to the English language. They probably never read us, or the spirit of time turning complex ideas into a couple of words in a commercial spot, reasoning and nuance are not part of their world. For us it is very simple : the importance of English should not eclipse other languages. Maybe in their world it would be more simple to have only one language. It is probably a widespread idea in the advertising world.

Here is a story about an apple. A new variety of apple has just appeared on the market : its name is *Story*, it comes from the INRA laboratories. Why *Story* ? Here is the answer of the communication manager : this apple will be exported, therefore it needs an understandable name, viz. in English. It is true that if it had been called “histoire” or “récit”, it would have been strange. In contrast, *Story* makes us dream, evidently, or rather, as nobody knows what it means, what really matters is the sound of it. Because if it does not sound English, you just cannot sell it. It is proven. For example, if the singer Madonna had not had this typical English first name, she would never have made a success. It is proven !

You just have to have a look at clothes brands, either bottom of the range or exclusive brands, they all have an English spelling and sound, such as Zara, Desigual, Zapa, MaxMara, Chanel, Uniqlo... !!!...->

-> It is the same with car brands : Volkswagen, Porsche, Mercedes, Toyota, Honda. English names only, don't you agree ?

Now you are thinking : “The OEP is biased, English gives it a headache”. But you are mistaken. We have nothing against apples being called Golden, Granny, Pink Lady or Red Chief, but we like it too when they are called Gala, Renoir, RubINETTE or Pinova. This is not the issue, the issue is in the explanation of the communication manager.

Advertisers sometimes seem to be mentally paralysed when they are called upon to look beyond the borders. Their creativity just seems to fail.

This manner to look for originality ever in the same direction, in a repetitive way, based on standardised speech is rather surprising.

Lately, the OEP found a few gems....->

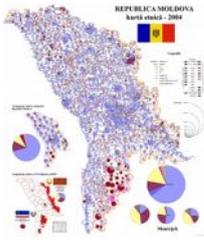
<p>-> Last year the Mairie de Paris, to relaunch the Vélib (public bicycles), had invented the slogan « I vélib I can fly ». The OEP having remarked that it could have been better, this advertisement disappeared.</p> <p>In October 2014, big distribution brands imagined that the American festive day was the whole world's festive day. Presuming that everybody knew that traditionally the day after Thanksgiving is called "Black Friday" because it is the first day of the sales and everybody rushes to the stores (in accounting, black means that the accounts are positive, the red colour meaning a negative balance), they tried to launch the « Black Friday ». But in Europe, it does not mean anything, except maybe to those interested in history who would remember the Black Thursday of the 1929 financial crash. The distribution brands did not renew the event in 2015. We wonder why.</p> <p>There is more. In autumn there are numerous events, festivals...-></p>	<p>-> and trade fairs beautifully named Fashion Week, Design Week, Digital Week, Game Week, they are now coming back every year. Curiously nobody ever thought about having in the same week the car shows of Paris, Munich and Geneva... or the film festivals of Cannes, Berlin, Venetia, Deauville and San Sebastian, not counting the innumerable festivals in Europe, the United States and all the countries in the world. Would not that be a beautiful idea ? Anything can happen, even the worst : ein Produkt, ein Markt, eine Sprache !</p> <p>! ◀</p>
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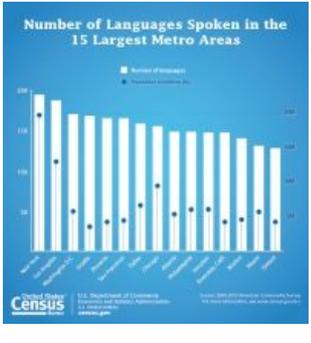
The OEP is a non-profit organisation dedicated to the public good. Supporting the OEP is a civic act.

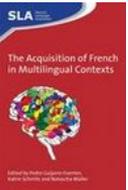
Engage in this fight for plurilingualism, and linguistic and cultural diversity.

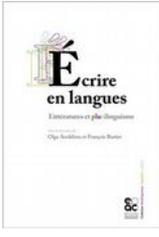
This is a noble and useful fight. [Support OEP](#)

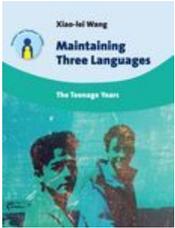
Articles not to be missed

	<p>Une circulaire de la ministre de l'éducation donne un cadre pour les futures cartes académiques des langues vivantes en France.</p> <p>Pour une lecture critique de cette circulaire</p>
	<p>L'enseignement de l'allemand mutilé (A. Grosser - La Croix 4-11-2015)</p> <p>La Croix - 4-11-2015 Lahnstein, petite ville rhénane : le lycée acclame le ministre de l'éducation qui brandit l'agrandissement d'un document. L'établissement a désormais le droit de s'appeler Europa-Gymnasium. Au même moment, en France, la suppression des classes européennes est décidée. À Munich, 200 élèves de trois lycées différents discutent avec un invité. Tous sont en...</p> <p>Lire l'article</p>
	<p>Germania: tradotti in arabo primi 20 articoli della costituzione</p> <p>Informalingua.com, Giovedì, 01 Ottobre 2015 05:33 Il governo tedesco ha fatto tradurre in arabo i primi 20 articoli della propria costituzione per diffonderli tra i rifugiati siriani di recente arrivo. Secondo quanto riferisce la Deutsche Welle, la Germania dovrebbe accogliere circa 800mila rifugiati siriani quest'anno. Il vicecancelliere Sigmar Gabriel ha dichiarato che 10mila copie della...</p> <p>Lire l'article</p>
	<p>Moldavia, il ministero dei trasporti comunicherà solo in lingua rumena</p> <p>informalingua.com, Venerdì, 18 Settembre 2015 06:43 Il ministro dei trasporti e delle infrastrutture della Moldavia Iurie Chirinciuc ha annunciato che il proprio ministero smetterà di emettere comunicati e gestire atti amministrativi in lingua russa, la seconda lingua parlata nel paese dopo il rumeno. Lo riferisce il quotidiano rumeno Adevarul secondo il quale saranno anche...</p> <p>Lire l'article</p>

	<p>“No creo en la discriminación positiva del idioma” (entrevista Juana Muñoz Licerás - El País)</p> <p>Juana Muñoz Licerás (Madrid, 1948) es una lingüista tan reputada como poco conocida fuera del ámbito académico español. Su escaso impacto mediático no llamaría la atención si no fuera porque esta mujer, casada y con dos hijos, fue reconocida con la encomienda de la Orden del Mérito Civil en 2008 y figura en la lista de los 100 españoles más influyentes del mundo y entre los diez hispanos con mayor proyección en Canadá, donde vive desde que hace cuatro décadas decidió dedicarse a investigar la adquisición del lenguaje.</p> <p>Leer la entrevista</p>
	<p>Normalfall Mehrsprachigkeit: das Beispiel Afrika</p> <p>10 September 2015, SprachenNetz Mehrsprachig zu sein ist für die meisten Menschen auf der Welt normal. Unter Mehrsprachigkeit – wissenschaftlich: Multilingualität – versteht man die Fähigkeit eines Menschen, in mehreren Sprachen zu kommunizieren. Auch die Gültigkeit und der Gebrauch mehrerer Sprachen innerhalb einer Gesellschaft fällt darunter. In Europa wird in den vergangenen...</p> <p>Mehr lesen...</p>
	<p>Sono almeno 350 le lingue parlate nelle case degli Stati Uniti</p> <p>Secondo un nuovo sondaggio del Census Bureau, l'Ufficio del censimento statunitense sono almeno 350 le lingue parlate nella vita familiare delle diverse comunità presenti sul territorio degli Stati Uniti. Il sondaggio precedente ne aveva rilevate appena 39. I nuovi dati, che sono stati raccolti tra il 2009 e il 2013, hanno permesso anche di includere circa 150 lingua parlate dalle comunità indigene del Nord America.</p> <p>Nella sola area di New York circa il 38 della...</p> <p>Leggi tutto...</p>
	<p>La Corte di giustizia europea boccia il trilinguismo dell'UE. Una vittoria per la lingua italiana? Lo chiediamo a Fabio Ruggiano, ricercatore di Linguistica italiana dell'Università di Messina</p> <p>Informalingua.com, martedì, 29 Settembre 2015 12:42 Lo scorso 27 settembre la Corte europea di giustizia ha sentenziato che il trilinguismo imposto da Bruxelles per i bandi di concorso dell'Unione Europea è discriminatorio. La sentenza, che apre ora scenari imprevisi, ha ricordato come le lingue ufficiali dell'UE siano 24 e come i concorsi debbano obbligatoriamente essere pubblicati...</p> <p>Leggi tutto...</p>
	<p>Fondazione Intercultura: alla scuola italiana mancano internalizzazione e competenze linguistiche</p> <p>Informalingua.com, 2 ottobre 2015 Secondo VII rapporto dell'Osservatorio nazionale sull'internazionalizzazione delle scuole e la mobilità studentesca promosso dalla Fondazione Intercultura, solo il 18 per cento degli insegnanti della scuola italiana ha svolto esperienza di insegnamento all'estero o hanno contatti con istituzioni scolastiche internazionali. Secondo quanto riferisce l'agenzia...</p> <p>Leggi tutto...</p>
<p>Announcements and publications</p>	
<p>L'OEP a besoin de vous. Pensez à lui apporter votre soutien. Cliquez</p>	
<p>The OEP is looking for voluntary translators in Spanish, Greek, Dutch, Polish, Portuguese and Romanian</p> <p>Please write to contact@observatoireplurilinguisme.eu</p>	

	<p style="text-align: center;">Coming soon : the Language Week (organised by the association Café Bilingue)</p> <p>After the succes of the first Language Week, the CAFÉ BILINGUE team is happy to organise it again between 28 November and 5 December 2015. More information</p>
	<p style="text-align: center;">"Dis-moi dix mots ... en langue(s) française(s)" : la richesse des régionalismes francophones</p> <p>L'édition 2015-2016 de « Dis-moi dix mots » met à l'honneur les variétés du français. S'il y a une seule langue française partagée par 274 millions de locuteurs dans le monde, celle-ci est riche de la diversité de ses expressions. Les dix mots choisis invitent à partir à la découverte du français parlé dans les différents territoires de la Francophonie : en France « chafouin » et « fada », au Québec « poudrerie » et « dépanneur », en Belgique « lumerotte » et « dracher », en Suisse « ristrette » et « vigousse », en Haïti « tap-tap » et au Congo « champagné ». Pour en savoir plus</p>
	<p style="text-align: center;">Call to contributions The challenge of linguistic borders in organisations (Paris, 17-18 March 2016, GEM&L-ESCP-Europe)</p> <p style="text-align: center;">Closing date : 30 November 2015</p> <p>10th International Conference of GEM&L : Management & Language, Paris, 17-18 March 2016 ESCP-EUROPE 79, avenue de la République, 75011 Paris France Call to contributions : The challenge of linguistic borders in organisations. problems, theories and solutions. The organisations have to be on networks and share information nationally... More information</p>
	<p style="text-align: center;">"L'enfant entre deux cultures : familles et professionnels en situation transculturelle"</p> <p style="text-align: center;">Journée d'étude organisée par AFaLaC destinée aux professionnels de l'éducation, du soin ou du secteur social 11 décembre 2015 Le Mans www.famillelanguescultures.org</p>
	<p style="text-align: center;">Traduzionetradizione alla Triennale di Milano</p> <p>Traduzionetradizione, annuario di poesia letteratura e traduzione, diretto da Claudia Azzola, giunto al numero 11, sarà presentato sabato 21 novembre, alle 18.00, presso l'Impluvium della Triennale di Milano, nell'ambito di una magistrale azione pittorica ad ampio raggio del Maestro Ercole Pignatelli, Le fatiche di Ercole, che prendel'avvio il 5 novembre per proseguire – giorno su giorno... Leggi tutti...</p>
	<p style="text-align: center;"><i>The Acquisition of French in Multilingual Contexts</i> Edited by Pedro Guijarro-Fuentes, Katrin Schmitz and Natascha Müller</p> <p>This volume brings together new research from different theoretical paradigms addressing the acquisition of French as a second language. It focuses on the acquisition of French in combination with different languages and enriches our understanding of the particularities of French and the role of language combinations in the acquisition process. See here to order or for more information.</p>

	<p style="text-align: center;">Saussure au futur François Rastier</p> <p>This booklet has a modest aim : encourage to read or reread the original works of Saussure, to measure the uniqueness of his thinking. The discovery in 1996 of unpublished manuscripts favoured an international current of reflection that reevaluates the position and perspectives of linguistics, especially as regards semiotics and cultural sciences. More information</p>
	<p style="text-align: center;">Writing in languages Literature and plurilingualisme (Olga Anokhina and François Rastier)</p> <p>The notion of national literature owes a lot to the nationalism of the 19th century and its validity is all the more so doubtful that languages of culture are transnational. They attract writers of all nationalities who rival those writing in their mother tongue. By their knowledge of languages... More</p>
	<p style="text-align: center;">Re-issue of the brochure Les approches plurielles des langues et des cultures</p> <p>Plural approaches of languages and cultures are educational approaches prescribing learning based on two or more languages. Contrary to traditional education, these methods have the advantage to develop plurilingual competence of the learner and allow more autonomy in the use of foreign modern languages. This publication targets any person interested in teaching/learning of languages : teachers, learners, parents. Download or order the brochure</p>
	<p style="text-align: center;">Number 4/2016 of <i>Langues Modernes</i> « Ethics and language teaching »</p> <p>Call to contributions : - Closing date for propositions : 15 December 2015 http://www.aplv-languesmodernes.org/spip.php?article6017</p>
	<p>History of translations into French in the 15th and 16th centuries (1470-1610) Under the direction of Véronique Duché Coordinated at the Université Paris-Sorbonne by Yves Chevrel and Jean-Yves Masson More information</p>
	<p style="text-align: center;">Review Parallèles</p> <p>Review of traductology of the Faculty of translation and interpretation of the University of Geneva</p> <p>Release : Number 27(2) of <i>Parallèles</i>, the review of traductology of the Faculty of translation and interpretation of the University of Geneva, was on-line on 29 October 2015. You will find on the one hand articles about translating advertisements, intralinguistic translation and about judiciary interpretation, and on the other hand five book reviews.</p> <p>Call to contribution : the closing date for the issue of autumn 2016 is 31 January 2016. This issue will be dedicated to literary translation.</p> <p><i>Languages of publication</i> : French, German, English, Spanish and Italian. More information</p>
	<p style="text-align: center;">Blog of the International Observatory of Linguistic Rights</p> <ul style="list-style-type: none"> - Why do we still have to resort to courts to ensure that language rights in Canada are respected ? (Michel Bastarache, barrister) - Article 23 of the Canadian Charter of rights and liberties and admissions to French-speaking schools (Michel Doucet, Professor and director of the International Observatory of Linguistic Rights, Law Faculty, University of Moncton) - The post of Commissioner for official languages : an essential institution (Michel Bastarache, barrister) ... <p>More information</p>

 <p>SHARP PARIS 2016</p> <p>SOCIETY FOR THE HISTORY OF AUTHORSHIP, READING AND PUBLISHING – PARIS — 18-22 juillet 2016 —</p>	<p align="center">24th annual conference of SHARP (Society for the History of Authorship, Reading and Publishing) Paris, Monday 18 to Thursday 21 July 2016</p> <p>More information</p>
	<p align="center"><i>Maintaining Three Languages - The Teenage Years</i> Xiao-lei Wang</p> <p>In this book, Wang combines practical evidence-based advice with observations of her own family to explore the challenges of parenting teenagers within a multilingual family. This book places language within the wider context of teenagers' development, and will enable parents to assist their teenagers on their journey to multilingualism.</p> <p>See here to order or for more information.</p>
	<p align="center"><i>La traducción</i> <i>Nuevos planteamientos teórico-metodológicos</i> Penas Ibáñez, M^a Azucena, ed., 2015, Madrid</p> <p>Con este libro se pone a disposición de los interesados en la materia una investigación actualizada sobre los distintos campos que abarca la traducción. La renovada metodología y la diversidad de sus análisis teóricos hacen necesario un estudio amplio y riguroso sobre el tema.</p> <p>Información en la web de Infoling</p>
	<p align="center"><i>Suisse — Schweiz — Svizzera : Société multiculturelle - Ce qu'en font les jeunes aujourd'hui; Aus der Sicht der heutigen Jugend; Dal punto di vista dei giovani di oggi</i></p> <p>François Grin, Jacques Amos, Klea Faniko, Guillaume Fürst, Jacqueline Lurin, Irène Schwob</p> <p>Pour en savoir plus</p>
	<p align="center"><i>La langue dans la cité Vivre et penser l'équité culturelle</i> Jean-Marie Klinkenberg</p> <p>La langue ne serait-elle qu'un sujet propre à intéresser des esthètes désœuvrés, des puristes sourcilieux, ou d'aimables cruciverbistes ? Non, car c'est à travers elle que nous appréhendons le monde et que nous nous intégrons à la collectivité.</p> <p>Pour en savoir plus</p>
	<p align="center">Conference workshop "Multilingualism and Diversity Education" 25 to 29 July 2016, University of Hildesheim</p> <p>Due to their relevance for contemporary developments in our society, the topics multilingualism and diversity are of great research importance in both higher education and daily interaction. This conference workshop aims to present, discuss, and look further into the latest international research about these topics. The Summer School: Multilingualism and Diversity Education invites international... Pour en savoir plus</p>

Sans un soutien des organismes et de chacun de vous qui partagez nos idées, l'OEP ne pourrait continuer ce combat de tous les jours.

Merci de rejoindre l'OEP ou de lui apporter votre soutien en cliquant [ICI](#)