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How 'Traditional Rules' are Traditional -- 16. 'Goodbye, Sweet England': Language, Nation and Normativity in Popular British News Media -- 17. Prescription and Tradition: From the French Dictionnaire de l'Académie to the Official French Language Enrichment Process (1996–2014) -- 18. Challenges in the Standardisation of Contemporary Russian -- 19. Language Regimentation as Soviet Inheritance: Joining Scholarship and State Ideology -- 20. Prescription and Language Management in Macedonia -- 21. The Standardisation Process of Frisian: A Word List as a Result -- 22. The Standardisation of Pronunciation: Basque Today, between Maintenance and Variation -- Epilogue: On Establishing the Standard Language – and Language Standards -- Index

Sommario/riassunto

This book contextualises case studies across a wide variety of languages and cultures, crystallising key interrelationships between linguistic standardisation and prescriptivism, and between ideas and practices. It focuses on different traditions of standardisation and prescription throughout the world and addresses questions such as how nationalistic idealisations of 'traditional' language persist (or shift) amid language change, linguistic variation and multilingualism. The volume explores issues of standardisation and the sociolinguistic phenomenon of prescription as a formative influence on the notional standard language as well as the interconnections between these in a wide range of geographical contexts. It balances the otherwise strong emphasis on English in English language publications on prescriptivism and breaks new ground with its multilingual approach across languages and nations. The book will appeal to scholars working within different linguistic traditions interested in questions relating to all aspects of standardisation and prescriptivism.
