

1. Record Nr.	UNINA9910815350503321
Autore	Gazzola Michele
Titolo	The evaluation of language regimes : theory and application to multilingual patent organisations / / Michele Gazzola
Pubbl/distr/stampa	Amsterdam, Netherlands ; ; Philadelphia, Pennsylvania : , : John Benjamins Publishing Company, , 2014 ©2014
ISBN	90-272-7045-7
Descrizione fisica	1 online resource (402 p.)
Collana	Multilingualism and Diversity Management (MDM) ; ; Volume 3
Disciplina	306.44/94
Soggetti	Language policy - Europe Linguistic minorities - Europe Multilingualism - Europe Multicultural education - Europe
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Evaluation of Language Regimes; Editorial page; Title page; LCC data; Table of contents; List of figures ; List of tables ; List of abbreviations ; Acknowledgements ; Introduction ; Setting the scene ; Chapter 1. The need for evaluation in language policy ; 1.1 Historical overview ; 1.1.1 Evaluation in language policy and planning: A missing link ; 1.1.2 Language policy evaluation: An outline ; 1.2 Language policy and individuals' welfare ; 1.2.1 Language policy as public policy ; 1.2.2 Linguistic laissez-faire and language policy 1.2.3 Linguistic environments, welfare and language policies 1.3 The role of evaluation in language planning ; Part I. Theory; Chapter 2. The criteria of efficiency and fairness ; 2.1 Efficiency and fairness in economics ; 2.1.1 Efficiency ; 2.1.2 The Pareto criterion and the compensation principle ; 2.1.3 Fairness ; 2.2 Departure from the benchmark: Market failures and public policies ; 2.2.1 Market failures ; 2.2.2 Public policies ; 2.3 Techniques for evaluating the efficiency of public policies ; 2.3.1 Cost-benefit analysis ; 2.3.2 Cost-effectiveness analysis Chapter 3. Multilingual communication as an object of evaluation 3.1 Language as a public good ; 3.2 Evaluating the efficiency of language

policies ; 3.2.1 The limits of cost-benefit analysis for language policy evaluation ; 3.2.2 Effective communication as an object of study ; 3.3 Assessing the fairness of language policies ; Chapter 4. The evaluation process ; 4.1 Organising policy evaluation ; 4.1.1 Evaluation as organisational learning ; 4.1.2 Designing evaluation ; 4.1.3 Implementing evaluation ; 4.2 Evaluating language regimes ; 4.2.1 On the concept of language regime
4.2.2 Problem analysis 4.2.3 Design ; 4.2.4 Implementation ; Chapter 5. Indicators ; 5.1 Policy, social and economic indicators ; 5.2 Principles of indicator design ; 5.2.1 Designing indicators ; 5.2.2 Typologies of indicators ; 5.2.3 Assessing the quality of indicators and indicator systems ; 5.3 Existing language policy indicators ; 5.4 Measuring the diversity of language regimes ; Part II. Application to multilingual patent organisations; Chapter 6. Multilingualism and patents ; 6.1 Intellectual property ; 6.2 Patents ; 6.2.1 Characteristics ; 6.2.2 The rationale for patents
6.3 Costs, effectiveness and fairness of the language regimes of patent offices 6.3.1 Assessing costs ; 6.3.2 Assessing effectiveness ; 6.3.3 Assessing fairness ; 6.4 Evaluating the language regime of patent offices ; 6.5 Innovation, patenting and translation requirements ; Chapter 7. The language regime of the PCT system ; 7.1 The international patent system ; 7.1.1 Historical insights ; 7.1.2 Patent statistics as indicators of innovation ; 7.2 The World Intellectual Property Organisation ; 7.2.1 Structure ; 7.2.2 Official languages and language services
7.3 The language regime of the PCT system

Sommario/riassunto

Building on existing analytical frameworks, this book provides a new methodology allowing different language policies in international multilingual organisations (or "language regimes") to be compared and evaluated on the basis of criteria such as efficiency and fairness. It explains step-by-step how to organise the evaluation of language regimes and how to design and interpret indicators for such evaluation. The second part of this book applies the theoretical framework to the evaluation of the language policy of the Patent Cooperation Treaty (PCT) division of the World Intellectual Property
