

On Dwelling in the Linguacene

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Berkeley Language Center
UC-Berkeley, 10 February 2017

“We have come a long way
toward seamless access
to the information needed
for commerce, security, and society.
Language, however, has the potential
to balkanize the information space.”

—Douglas Oard, 2006: 299,
“**Transcending the Tower of Babel:**
Supporting Access to Multilingual Information
with Cross-Language Information Retrieval.”

Why? What prompted the idea of the *linguacene*?

Why might the idea be helpful in 2017?

Whence? Where does the idea stem from?

What? What do I mean by *linguacene*?

Dwelling? How can we dwell, teach & learn languages
in the *linguacene*?

Researching? How might we research it, and why?

Outline for this talk



“We have come a long way toward seamless access to the information needed for commerce, security, and society. Language, however, has the potential to balkanize the information space.”

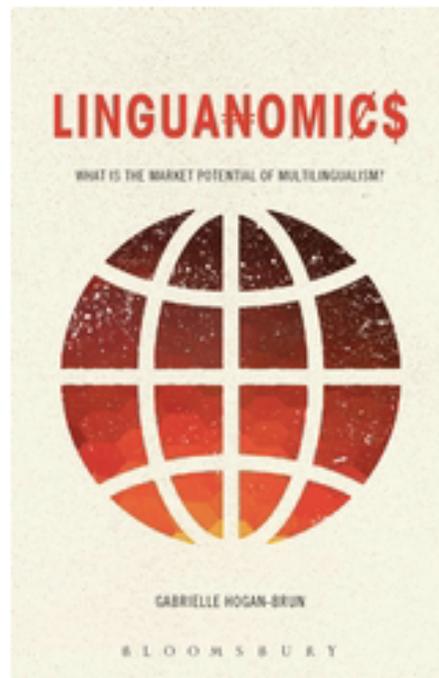
—Douglas Oard, 2006: 299,
“**Transcending the Tower of Babel:**
Supporting Access to Multilingual Information
with Cross-Language Information Retrieval.”

the can-do optimism of the linguacene?

Linguanomics

What is the Market Potential of Multilingualism?

By: Gabrielle Hogan-Brun



Published: 09-02-2017
Format: **Paperback**
Edition: 1st
Extent: 184
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Imprint: Bloomsbury
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Why the *linguacene*?

- ⌘ Cameron, Deborah. 2013. “‘The One, the Many and the Other’: Representing Multi- and Mono-lingualism in Post-9/11 Verbal Hygiene.” *Critical Multilingualism Studies* 1.2: 59–77.
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- ⌘ Warner, Chantelle. 2011. “Rethinking the role of language study in internationalizing higher education.” *L2 Journal* 3(1).

2000s:

The renaissance of subjectivity?

- ⌘ Bernstein, Katie A.; Hellmich, Emily A.; Katznelson, Noah; Shin, Jaran; Vinall, Kimberly. 2015. "Critical Perspectives on Neoliberalism in Second / Foreign Language Education." *L2 Journal* 7(3).
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- ⌘ Gee, James, Glynda Hull, and Colin Lankshear. 1996. *The New Work Order: Behind the Language of the New Capitalism*. Boulder: Westview Press.
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Ducati Enterprises and Xerox: hypomnesic monolingualism



Terörle Mücadele
Başkanlığı

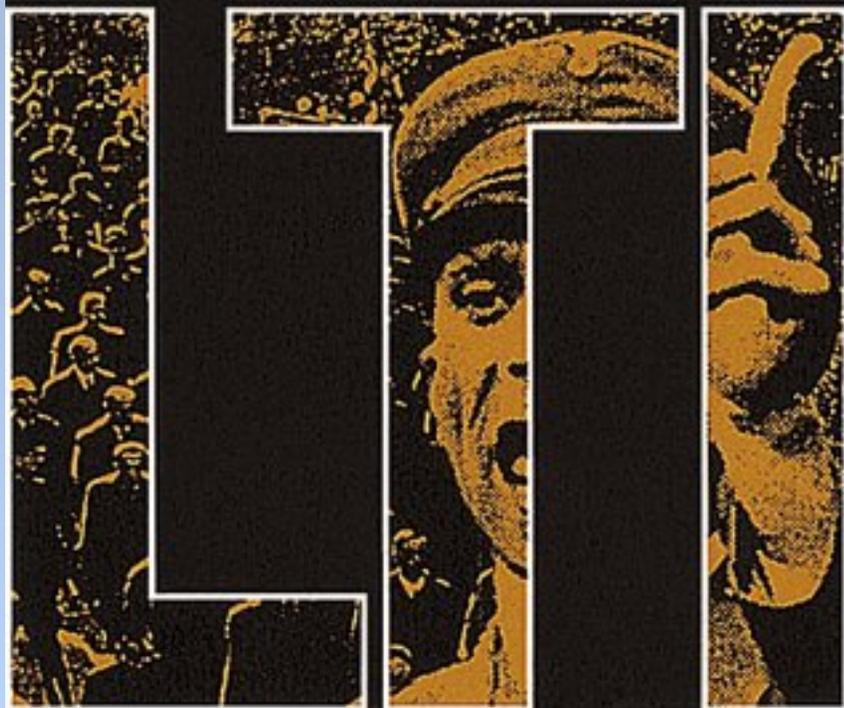
Securitizing meaning

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gegen Ausländergewalt

RECLAM LEIPZIG



Victor Klemperer



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19

The Anthropocene is functionally and stratigraphically distinct from the Holocene

Colin N. Waters^{1*}, Jan Zalasiewicz², Colin Summerhayes³, Anthony D. Barnosky⁴, Clément Poirier⁵, Agnieszka Galuszka⁶, Alejandro Cearreta⁷, Matt Edgeworth⁸, Erle C. Ellis⁹, Michael Ellis¹, Catherine Jeandel¹⁰, Reinhold Leinfelder¹¹, J. R. McNeill¹², Daniel deB. Richter¹³, Will Steffen¹⁴, James Syvitski¹⁵, Davor Vidas¹⁶, Michael Wagemich¹⁷, Mark Williams², An Zhisheng¹⁸, Jacques Grinevald¹⁹, Eric Odada²⁰, Naomi Oreskes²¹, Alexander P. Wolfe²²

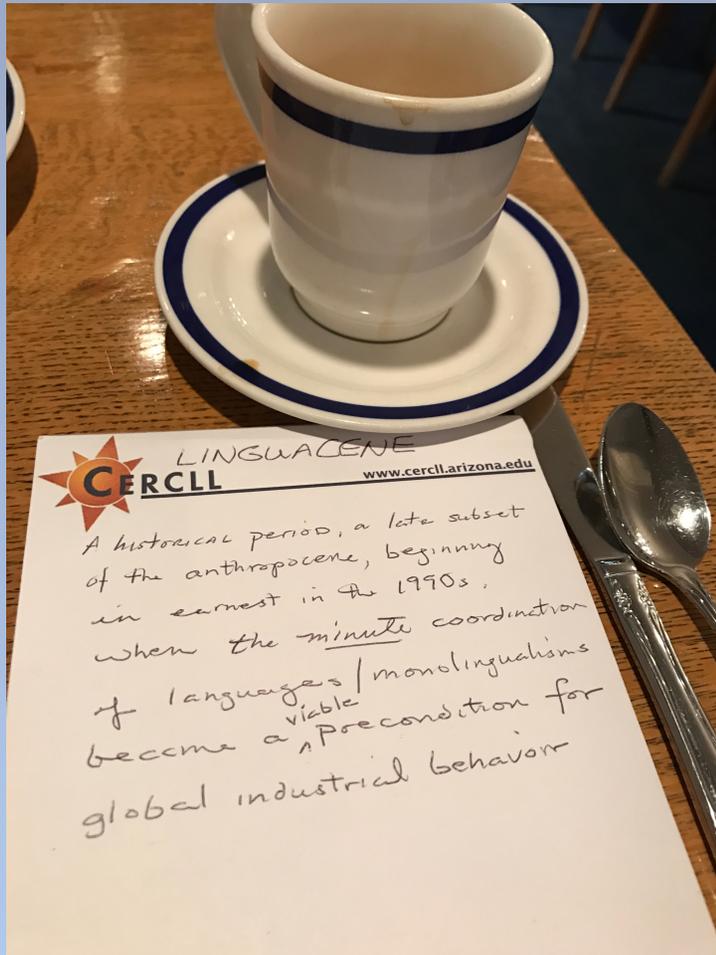
+ Author Affiliations

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Science 08 Jan 2016:
Vol. 351, Issue 6269,
DOI: 10.1126/science.aad2622

Klein, Naomi. 2015. *This Changes Everything: Capitalism vs. the Climate*. New York: Simon and Schuster

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The *linguacene* is a historical period—a late subset of the anthropocene, beginning in earnest in the 1990s—when the minute coordination of languages / monolingualisms becomes a viable precondition for global industrial behavior.



“Like any other life-sustaining resource, language can be depleted, polluted, contaminated, eroded, and filled with artificial stimulants. Like any other resource, it needs the protection of those who recognize its value and commit themselves to good stewardship.”

Marilyn Chandler McEntyre,
*Caring for Words in a Culture
of Lies* (2009)

On Dwelling in the Linguacene

{ THANK YOU!

David Gramling, U of Arizona

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“We have come a long way toward seamless access to the information needed for commerce, security, and society. Language, however, has the potential to balkanize the information space.”

“When well integrated, it is possible to exceed 100% of a credible monolingual baseline system’s mean average precision using these techniques [of Cross-Linguistic Information Retrieval]. It may seem surprising at first that any cross-language technique could exceed a monolingual baseline, but [...] it is difficult to introduce synonyms in monolingual systems in a manner that is comparable to the synonyms that are naturally introduced as a byproduct of translation, so (relatively weak) monolingual baselines that lack synonym expansion are often reported.”



Douglas Oard,
“Transcending the Tower of Babel:
Supporting Access to Multilingual Information
with Cross-Language Information Retrieval ”
(2006): 305

Gramling, BLC Talk, Feb. 10, 2017

1. Automating some types of language processing holds great promise for helping us develop new ways of drawing insight from the world's linguistic legacy. But "promise" has many meanings, and this is a promise that has not yet been kept. [...] We find ourselves at the threshold of a new era. Behind us is an era of almost entirely manual markup and transcription; ahead we envision increasing reliance on automation for at least the more mundane parts of that work. [...] Why is the future perpetually just over the horizon? The reason, I argue, is simple: those who could build these marvels don't really understand what marvels we need, and we, who understand what we need all too well, don't really understand what can be built."

—Douglas W. Oard 2009, "A Whirlwind Tour of Automatic Language Processing for the Humanities and Social Sciences"

2. The history of information retrieval research has been strongly dominated by a focus on retrieval of what we might call "formal" content, content written with dissemination in mind. Such content potentially has high value, but constitutes only a tiny fraction of the words produced by our planet's 7 billion people. Recently, activities such as the TREC Blog and Microblog tracks have begun to explore how retrieval systems might be tailored to the unique characteristics of informal content. Perhaps unsurprisingly, it turns out that informal content poses unique challenges for Cross-Language Information Retrieval (CLIR) as well. In this paper, we begin to explore those challenges.

—Bagdouri et al 2014, "CLIR for Informal Content in Arabic Forum Posts"

3. It is important to recognize that "technological innovation" encompasses far more than mere technical innovation—equally important is our ability as a society to learn to productively use the technical capabilities that we can create. This chapter examines one such technology: helping users to find information in ways that "flatten" language barriers. In keeping with what is emerging as common usage, we refer to this challenge as "Multilingual Information Access (MLIA).

—Douglas W. Oard (2009) "Multilingual Information Access"

4. "Among all of the advances in CLIR, none has had anywhere near as large an effect as accurate translation probabilities. [...] The best

reported results for systems that use translation probabilities well is closer to 100% of what would have been achieved using same-language queries. It is worth taking a moment to consider what that means—today we can build systems to search French documents that work (approximately) equally well regardless of whether the query is written in French or in English."

—Douglas W. Oard (2009) "Multilingual Information Access"

5. One commonly cited limiting factor for Web search engines has been the challenge of developing a suitable business model for monetizing MLIA. Regardless of the cause, it seems clear that developing a broader experience base with MLIA techniques will be an important next step. [...] These emerging capabilities are first steps in the direction of developing a richly multilingual information ecology that could support the next generation of research on information-seeking behavior in such settings.

—Douglas W. Oard (2009) "Multilingual Information Access"

6. A cross-language ontology is an ontology whose concepts are lexicalized in more than one language. That is, each core node in the ontology represents an abstract concept and has associated with it a "label" (a word or phrase) that identifies it in a natural language, given that concepts must be expressed in the vocabulary of some natural language, if users are to interpret the ontology. Each concept node in a RAVEN ontology is labeled by the following convention: the concept name for a node always begins with "C-" and ends with an English word or phrase that can define the concept to a native English speaker. The link between nodes specifies a relationship between the concepts. [...] Ontological relationships of three types are defined: hierarchical, equivalent, and associative relations. For example, in an ontology on transportation, the concept labeled "car" may have each type of link: one for an associative relationship to the concept labeled "gasoline", one for an equivalent relation to the concept labeled "automobile", and one other for a hierarchical link to the concept "vehicle".

—Valerie Cross and Clare Voss, 2000 "Fuzzy Queries and Cross-Linguistic Ontologies in Multilingual Data Exploitation."

Investigating the Linguacene at AAAL 2017

Intersections of Language and Christianity: Critical Explorations and New Directions, Sat, 8:00, Oregon G

Experience and Ethics in Heritage Language Education, Sat, 10:45, Oregon H, Glenn Martinez, Ohio State

(Re)stitching the Nation: Media Ideologies in Contexts of National Disruption, Sat, 1:15, Oregon G, various presenters

When the past is present: The role of intergenerational remembering in heritage language socialization, Sat, 1:50, Oregon H, Ava Becker-Zayas, U of British Columbia

REAL vs. RIGHT: 'norms of authenticity' in German Sign Language, Sat, 1:50, Hanna Jaeger, U of Leipzig

21st Century Policy Thinking on Putonghua in China, Sat, 2:25, Exhibition Hall, Tianwei Zhang, Beijing Foreign Studies University

The human animal boundary in public discourse: reflections on fundamental categories, Sat, 3:25, Oregon A, Guy Cook, KCL

Parallel Corpora for Pedagogy: Using parallel corpus technology in foreign language instruction, Sat, 4:00, Eugene, Brody Bluemel, Delaware State U

Ethnolinguistic dilemma and static maintenance syndrome: a study of language policies and language perceptions in Pakistan, Sun, 1:50, Oregon D, Syed Abdul Manan, BUIITEMS, Pakistan

Broad and narrow band frequency profiling, Sun, 4:35, Columbia, Thomas Cobb, UQAM

Ontological Multilingualism and Participatory Democracy: Challenges and Options, Mon, 8:00, session organized by Tom Ricento, Calgary

The Impact of Globalization, Technology, and

Evolving Construct Conceptualizations on the Assessment of L2 Listening Ability, Mon, 8:00, Oregon A, organized by Elvis Wagner, Temple

What Chunks Do Translators Need, Mon, 8:35 Hawthorne, Yiyi Wang, Urbana-Champaign

Translation as Normalization: A Side-effect of Translating Molière's Peasants into 20th-Century English, Mon, 9:10, Exhibition Hall, Caitlin O'Neil, UT-Austin

Exploring variation in interdisciplinary research discourse through corpus analysis: the case of Global Environmental Change, Mon, 10:45, Oregon G, Paul Thompson, U of Birmingham, UK

Ideologies of Korean Competence and Citizenship in South Korean Television Mon, 4:00, Oregon B, Janie Lee, U of Mary Washington

"The School Plans to Grow Aggressively": Chinese Business Schools Pursuing Growth through International Publication, Tue, 8:00, Belmont, Yongyan Li, U of Hong Kong

What Counts as Evidence in Applied Linguistics Tue, 8:00, Oregon F, Sylvaine Grainger, U of Louvain, organized by Kees de Bot.

Interactive professionals: exploring language management in a multilingual London call center, Tue, 8:35, Willamette, Johanna Woydack, Vienna University of Economics and Business

"Business Necessity" in US Speak-English-Only-in-the-Workplace Rules: A Sociolinguistic Critique, Sun, 1:50, Pearl, Keith Walters, Portland State

Cross-Disciplinary Collaboration in LSP Corpus Analysis, Tue, 2:40, Mt. Hood Annette O'Connor, Iowa State University