Ecolinguistics in language policies: discussing possible measures and approaches

Résumé

The plan to reappropriate the Breton languages voted by the Regional Council of Brittany in 2023 includes only one occurrence of the adjective "*écolinguistique*", in the phrase "*modèles écolinguistiques actuels*". It seems therefore to mean actually "models of language (eco)systems". Yet, recognising the role of language in the way societies approach their environment, we could consider that it would be high time ecolinguistics would truly inform explicit public language policies, defined as "all the conscious choices about the relations between languages and social life" (Calvet, 2002: 16). But then, what would an ecolinguistically-designed language policy be like? What kind of measures should it include in order to help societies value both their language environment and their natural habitat? Should it be based first on a "glottosophy", alongside the ecosophy of the public institutions venturing such a language policy?
How could it help reshape the society's scale of values, granted not only to different languages, but also to money, cars, technology, economy, work... compared to nature, friendship, food, health, etc.? As far as languages are concerned, it seems clear that language policies should balance the inequalities that the market laws create between languages, both in the economy and in the perceptions of people. As for other values, does that mean that an ecolinguistic policy should tackle, for example, the question of advertising? Should it go so far as forbidding advertisements for any commercial product? Should it even try to offer an alternative phraseology to speak of the weather?

The aim of the discussion proposed here is that participants would expose their ideas, and try perhaps to reach a consensus on basic measures that any explicit language policy should include to be considered ecolinguistic.

Reference:
Calvet Louis-Jean, 2002, *Le marché aux langues. Essai de politologie linguistique sur la mondialisation*, Plon.

Mots-Clés: language policies, ecolinguistics, values