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MUIRIS Ó LAOIRE
NANCY STENSON

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Journal of Celtic Language Learning is an international review for researchers and teachers of modern Celtic languages. The official publication of the North American Association for Celtic Language Teachers, *JCLL* includes papers presented at the association's annual conference in addition to manuscripts submitted by Celtic language scholars worldwide. It is also a forum in which Celtic language teachers can share insights into methodology with their peers.

JCLL's mission, similar to that of NAAFLT, is to provide another forum in which teachers and applied linguists can contribute to the literature presently available on second language acquisition as well as increase communication among Celtic language teachers and researchers.

Editors

Muiris Ó Laoire
*Department of Languages and
Communication,
Institute of Technology,
Tralee, Co. Kerry,
Éire.*

E-mail: muiris.olaoire@staff.ittralee.ie

Nancy Stenson
*Institute of Linguistics, ESL,
and Slavic Languages and Literatures,
University of Minnesota,
214 Nolte Centre,
315 Pillsbury Dr. S.E.,
Minneapolis, MN 55455*

E-mail: stenson@umn.edu

Nicole Vasquéz
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Revitalizing the Celtic Languages

David Crystal

*Honorary Professor of Linguistics,
University of Wales, Bangor.*

This is a discussion of the chief linguistic factors fostering or impeding an outcome of maintained language diversity. In addition to external factors, such as globalization, which initiate the process of endangerment, there are internal factors, arising out of the very nature of the languages people are trying to protect. Chief amongst these are purist attitudes, which alienate important groups, especially young people. What is needed is a view of language which recognizes its multifunctionality, values all varieties, recognizes the varying competences that enter into bilingualism, and pays special attention to young people. These factors need to be integrated into a philosophy of language management. This paper was first given to the XI Annual Conference of the North American Association for Celtic Language Teachers, University of Wales, Bangor, 11 June 2005

Introduction

What are the chief linguistic factors fostering or impeding an outcome of maintained language diversity, and how should these be evaluated? If a comparison of other subjects, such as science and religion, is anything to go by, a systematic discussion of these factors requires an appropriately developed philosophy - in our case a philosophy of language management.

I use the term 'language management' to include all the principles and procedures we need to have in place in order to look after a language or languages, within and across communities. The data which would inform a theory of language management come from several sources, such as language policy and planning, language teaching and learning, multilingualism, and sociolinguistics. Falling centrally within its remit is language diversity and its various tasks - to document, to vitalize (and, where practicable, revitalize), and to publicize. But so do many other concerns, which at first glance seem to be little connected with what we are here to talk about, such as local interest in a language's accents and dialects, con-