CHAPTER 5

LANGUAGE STANDARDIZATION IN GENERAL AND
LEXICAL STANDARDIZATION IN PARTICULAR
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STANDARDIZATION IN PARTICULAR

5.1 Language Planning: An Introduction

Language Planning is an activity whereby a language is enriched and made more efficient in order to serve varieties of functions in confirmation to the development of the society in which that language functions. Rubin and Jernudd (1971: xvi) consider "Language Planning as a deliberate language change; that is, changes brought in the system of language code or speaking or both, that are planned by organisations that are established for such purposes or given mandate to fulfill such purposes. As such, language planning is focussed on problem solving and is characterised by the formulation and evaluation of alternatives for solving language problems, to find the best (or optimal, most efficient) decision. In all cases it is future-oriented; that is, the outcomes of policies and strategies must be specified in advance of action taken".

5.2 Language Planning: Theories

Harimurti and Kridalaksana (1987) say that there are three most important theories in the present-day study of
language planning. The most influential one among them is, of course, the one expounded by Einar Haugen (1966: 922-935) which incorporates four stages of language planning, viz.,

1. (Norm) Selection
2. Codification
3. Implementation
4. Elaboration

The second theory is that of Kloss (1969) in which a distinction between corpus planning and status planning is maintained. Status Planning indicates the importance of the choice or selection of a language or language variety for functional purpose; corpus planning is concerned with the development of linguistic features found in various levels of the language in order to make them efficient and fit for modern use. Haugen (1983) offered the following revision of his own model:
<table>
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<th>Form (Policy Planning)</th>
<th>Function (Language Cultivation)</th>
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<tr>
<td>1. Selection (decision procedures)</td>
<td>3. implementation (educational spread)</td>
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<tr>
<td>Society (status planning) a. identification of problems</td>
<td>a. correction procedures</td>
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<td>b. allocation of norms</td>
<td>b. evaluation</td>
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<td>2. codification (standardization)</td>
<td>4. elaboration (functional development)</td>
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<tr>
<td>Language (corpus planning) a. graphization</td>
<td>a. terminological modernization</td>
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<td>b. grammatication</td>
<td>b. stylistic development</td>
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<td>c. lexication</td>
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Standardization is concerned with both corpus and status planning. Among the two broad types of planning, corpus planning gets such more importance from the points of view of functional and utility values. Modernization involves the process of making the language modern, and this involves creation of new items in the language, and planning the already existing items of a language.

Graphization involves elaboration of the graphological medium of a language to satisfy the needs of a language which is under development.

5.3 Language Standardization: Concepts

The term 'standardization' referring to a process was originally associated with the business world and is related to the establishment of standards in instruments. (Encyclopaedia Britannica, 1971: 110). Uniformity, efficiency and comparability are the factors associated with this process. In business management, the processes of establishing standards of units of measures by means of which extent, quality, quantity, value, performance, etc., are enhanced are discussed. The process involved in establishing standards is called
standardization. Through standardization, efficiency and quality of the products are elevated.

When linguists adopted and made use of the term and the concept 'standardization' in relation to language, it was accepted basically that language is only an instrument of communication [Ray, 1963, p.11].

The conception that 'language is a symbol of group identity' also plays an important role in the emergence and establishment of standard. In multilingual, multi-ethnic countries in Asia and Africa, the role of language as a symbol of group identity can be seen more clearly, and there appears a need for the standardization of various languages or language varieties for different purposes and at different levels.

Language Standardization is meant for making a language or language varieties fit for all the functional uses. Karunakaran (1983) points out: "Standardization is nothing but raising or elevating the standard of a language or language variety or certain type of usages of a language in such a way that it could be effectively used in modern communication systems and for the benefit of the nation or society in a
real sense”. Language standardization makes the language system as a highly accepted norm and as a homogeneous entity.

The term 'language standardization' is used in two senses. Scholars like Ray (1963), Einar Haugen (1966), Garvin (1959) and Joan Rubin (1977) bring all the aspects of language development under the term standardization. In this respect the term receives a wider scope and sense. Ferguson (1968) and Anare Gilbert (1971) use the term standardization in a restricted sense relating it to the selection of a supra-dialectal norm from all the other varieties of a language.

5.3.1 Standard Language and Standardized Language

Basically 'standard language' and 'standardized language' are two different concepts. Standard language is defined as a language of wider communication and acceptable to a larger section of a society. Ferguson (1962), Haugen (1966), Garvin (1959) and Rubin (1977) define standard language only from the above mentioned point of view. Garvin and Mathiot (1960 : 793-90) define standard language as "a codified form of a language accepted by and serving as a model of a larger speech community".
Srivastava (1987: 149) makes a distinction between the process of standardization and standard language. According to him "Standard language is concerned with history, prestige and status of a language, standardized language only points to the consequences of the process of standardization". So, any kind of language can be standardized, but all the standardized languages cannot reach the position of a standard language. Standardized language or language variety will assume the status of a standard language only when people come to an agreement to accept it as a standard language by developing favourable attitude towards its use. Several agencies have been assigned with the power of standardizing the language because language planners and a society itself feel that language is deficient because it could not be used as such to carry out all the conceivable functions which arise due to the heterogeneous growth of a society. In certain countries and societies some agencies are voluntarily established to undertake the work of the planning of a language. In some cases learned people or institutions belonging to a society come forward on their own to take after the activity of language planning.

5.3.2 Agencies for Standardization

Three kinds of agencies are involved in the process
of standardizing any language. They are:

1. Individual Agencies

2. Institutional Agencies

and 3. Government Agencies

5.3.2.1 Individuals

By individuals we mean people who are concerned with language in one way or the other. They may be grammarians, lexicographers, literary personalities, etc. These people normally initiate the process of standardization in some form or the other.

5.3.2.2 Institutions

After the initiation of the language standardization work by individuals institutions such as organisations of teachers, literary bodies, academicians and mass media, people come forward to develop the processes involved in standardization. Text book body, translation body, media agencies and related bodies are constantly involved in the process of language standardization.
5.3.2.3 Government

The major language standardizing agent is the government. Government, in accordance with the needs of the people form different bodies for the preparation of standard text books for the coinage of technical terms, making of dictionaries, glossaries, etc. These committees in the course of their work take necessary measures to standardize and popularize language varieties also.

5.4 Standardization Processes: Different Approaches

Several explanations and interpretations have been given for the term 'language standardization' by several linguists and scholars working on the theory and practice of language planning.

5.4.1 Ray's Approach

Ray (1963) proposes three factors governing the process of standardization. They are:

1. Efficiency
2. Rationality

and 3. Commonalty

5.4.1.1 Efficiency

By efficiency, Ray means the relative cost and measure of the value of rival alternates. With reference to this he deals with the importance of writing, grammar, and lexicon in detail and the modification of them.

5.4.1.2 Rationality

Rationality is the one which has something to do with adaptability of the language as a medium of discourse, its flexibility and adequacy in a wide range of levels, genres, styles, etc.

5.4.1.3 Commonalty

Commonalty is directed by the generality of forms (decided by the maximal degree in which the term is used by
a community) and uniformity (i.e., the use of the term uniformly by people) with which a term is used by a linguistically diverse society. Paul Garvin (1959) thinks that standard language has properties such as:

1. Flexible Stability

and

2. Intellectualization

Intellectualization refers to the requirement of increasing the accuracy of language or language forms along an ascending scale of functional dialects from conversational to scientific.

5.4.2 Weinreich Approach

Uriel Weinreich (1953: 99 - 102) characterises standard language in terms of factors of attitudes such as,

1. language loyalty

2. pride

and

3. awareness of the norm

The factor 'language loyalty' can be equated with Garvin's
notion of functions namely 'unifying and separatist function'.
The last factor 'awareness of the norm' of Weinreich can be compared with Garvin's 'frame of reference'. Madeleine Mathiot and Paul Garvin (1960) have suggested that standard language can be discussed in terms of the following characteristics:

1. the intrinsic properties associated with it

2. the function of a standard language within the culture of a speech community

and 3. the attitudes of the speech community towards the standard language.

5.4.3 Ferguson's Approach

Ferguson (1968) points out three dimensions which are relevant for establishing standard language and measuring language development. They are:

1. Graphisation  - reduction to writing

2. Standardization  - the development of a norm overrides regional and social dialects
and 3. Modernization - the development of inter-
translatability with other
languages in a range of
topics and forms of discourse
characteristic of industria-
lized, secularized, structu-
rally differentiated 'modern'
societies.

5.4.3.1 Graphization

In languages which possess a graphemic medium, graphi-
zation can bring in new scripts, modification of older scripts,
etc.

Graphization adds to a language a new variety, which in
relation to the spoken varieties tends to be slower to change.
The new language variety is generally regarded by the users
as more fundamental and can serve as a better means of standar-
dization and modernization.

5.4.3.2 Standardization

Standardization brings to a language the kind of integ-
ration and uniformity needed for large-scale communication.
There are various patterns of standardization which could be traced. Standardization requires analysis of these patterns, and the relevant socially differentiated variables which have a role to play in the process of standardization.

5.4.3.3 Modernisation

The process of modernization involves two aspects, viz.,

1. the expansion of the lexicon of a language by new words and expressions

and 2. the development of new styles and forms of discourse.

Ferguson (1962) proposes two dimensions related to standardization, viz.,

1. degree of standardization (on a scale 0, 1, 2)

2. utilization of writing (on a scale 0, 1, 2, 3)

Degree of standardization can be represented through a scale, Zero degree standard (0) means 'no appreciable standardization', 'standard degree one' (1) means that a language is standardized in more than one mode, 'standard
degree two' (2) could be given to a language which has a single widely accepted norm which is felt to be appropriate with some minor modifications or variations for all purposes for which the language is used.

In the scale of writing (W 0, 1, 2, 3) Zero (0) means the existence of no writing system, W1 indicates language of 'normal writing purpose', W2 is used for original research in physical science, and W3 for translation purpose as a source language.

5.4.4 Haugen's Approach

Einar Haugen (1966: 60-64) gives three criteria for considering a language as a standard one. These criteria are more or less similar to Ray's principles of standardisation. They are:

1. Efficiency
2. Adequacy
and 3. Acceptability.

The term 'efficiency' coined by Haugen can be equated with that of Ray's.
The term 'adequacy' is related to Ray's notion of 'rationality'. The term 'acceptability' is equated with Ray's notion of 'commonalty'. Einar Haugen (1966: 18-19 and 1966: 32-33) talks about three procedures involved in the process of standardization, viz.,

1. comparative approach
2. archaizing procedure
and 3. statistical procedure.

These procedures are brought out by Haugen and they are not based on the influence of Ray's principles. 'Comparative approach' involves the creation of a hypothetical mother tongue from a set of related dialects. 'Archaizing procedure' involves the selection of earlier 'actual' usages of ancient literature.

'Statistical procedure' in standardization assumes the involvement of an act of deliberation. It also assumes that standardization could be attained through conscious planning. Valter Tauli (1968: 30) also develops the principles, such as

1. clarity
2. economy
which have to be taken care of while attempting
'standardization'.

5.5 Lexical Standardization

Standardization process can be applied over units belonging to all the levels of a language. Among the processes of standardization, lexical standardization has to be given more or greater importance, because lexical items of a language show higher degree of variations when compared to other linguistic features. When a language is introduced for specific purposes (as in higher education, administration, science and technology and mass media), it needs more number of linguistic items for effective meaningful and powerful communication.

Social modernization is gradually taking place in all spheres of our social activity, such as education, economic set-up, industrial growth and progress, scientific and technological advancement, cultural behaviour and so on. The developments that take place in these areas help the society
to advance towards self sufficiency and modernization. Since a society gets new ideas, concepts, innovations, etc., through and from other languages and societies, it is bound to adopt them in its day-to-day social and linguistic behaviour. That is, for all its formal and informal social functions. So, it is necessary for a language to enrich itself by innovating or assimilating the various borrowed linguistic features as per the linguistic norms of the concerned language (phonological and grammatical rules).

The modern concepts of science and technology have to be expressed in two languages which borrow them from other languages and societies. When language users borrow usages from other languages, they adopt them by transliterating them in the native languages or by making blends of native and loan usages or by coining new features through translations.

5.5.1 Lexical Standardization: Definition

What is meant by lexical standardization? This is an important question that arises. When a society develops, the domains of language use widens, and the need for creating new patterns of language use also arises. Scholars who have worked
on the process of language development have pointed out that lexical items and discourse patterns get themselves modified, created and dropped in the course of time, when appropriate lexical items are not available in a language according to the changing pattern, of the language function and use in various invented domains.

Developing languages borrow lexical items, discourse patterns, etc., from developed languages. In the course of time, when lexical items drawn from various foreign sources along with native translations, transcriptions, a conflicting situation arises with reference to the selection of appropriate and delimited lexical items. So, at this stage, there arises the necessity for the standardization of lexical usages concerned.

Lexical Standardization means, standardizing lexical items giving due consideration to their function, form and content. Lexical standardization involves adoption of various strategies. Weinreich has mentioned several factors that have to be taken care of, while standardizing a language, according to its various needs and functions. Efficiency, rationality,
commonalty, flexible stability, intellectualization, language loyalty, language pride, language norm, language attitude, language treatment or some of the factors which are to be kept in mind while attempts are made towards lexical standardization. Also reference should be made about lexical aspects, such as lexical form, lexical content and lexical function. Lexical standardization involves (1) standardization of lexical forms (2) standardization of lexical meaning and (3) standardization of lexical function. When two or more lexical forms are found for the same concept one may involve himself in the standardization of lexical form and may opt for one single lexical form for such a concept.

When a word is used with different meanings in different domains of language use, one may attempt the standardization of lexical meaning by way of assigning a delimited meaning to that word and create other related words for other related meanings. Similarly one could select a set of lexical forms along with their delimited meanings for functional purposes especially for use in certain domains of language use such as science, technology, medicine, etc. In general, lexical standardization is a complex process, which is governed by all the factors related to language standardization.