

# The new approach towards language learning, economic linguistics and the language industries in a multilingual Europe

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# Problems: what challenges arise for the language in the context of Europeanisation?

## Extralinguistic (general)

- **Global context:** changes, exclusivity and intangibility;
- **Multilingualism:** increasing linguistic Europeanisation;
- **The reality of the media** and the digitalised area;
- Tasks of shaping the **European identity** and the global image.

## Linguistic (special/field-related)

- The creative and regulatory power of the language **increases**;
- A new turn of linguistics – competitiveness of the language – **emerges**;
- The public function of the language **changes**;
- The economic, social and cultural need for multilingualism **increases**;
- The need for the use of language technologies and multilingual digital resources **increases**.

# What is the role of multilingualism in implementing the EU's strategic priorities?

## **Strategic EU priorities:**

- Europe 2020: inclusive, smart and sustainable growth;
- Development of creative society;
- Smart specialisation and strategies for regional development;
- Creating new jobs and increasing employment opportunities.

## **EU languages:**

- are the direct factor of economy;
- generate the added value;
- develop knowledge competitiveness;
- create new jobs.

# "Languagisation" and language competitiveness in the knowledge economy, innovation economy and creative economy

- Language innovations for innovative competitiveness
- Linguistic core competences
- Language and creative industries;
- Influences of the language on regional economic specialisation and on the branding of regional identity;
- Influence of the language on the organisation and improvement of work and work relations.

*Linguistic  
core competences*

*Language innovations  
for innovative  
competitiveness*

Language  
and creative  
industries

Influences of the language on  
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Influence of the language on  
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# Synergies of European multilingualism

- Multilingual regions and multi-level dissemination/penetration of innovations;
- Transfer of civic and community life and experiences;
- Decision-making in different linguistic contexts;
- Transfer of linguistic research objects into contexts of the development of multi-level/glocal creative exclusivity.

# Language industries

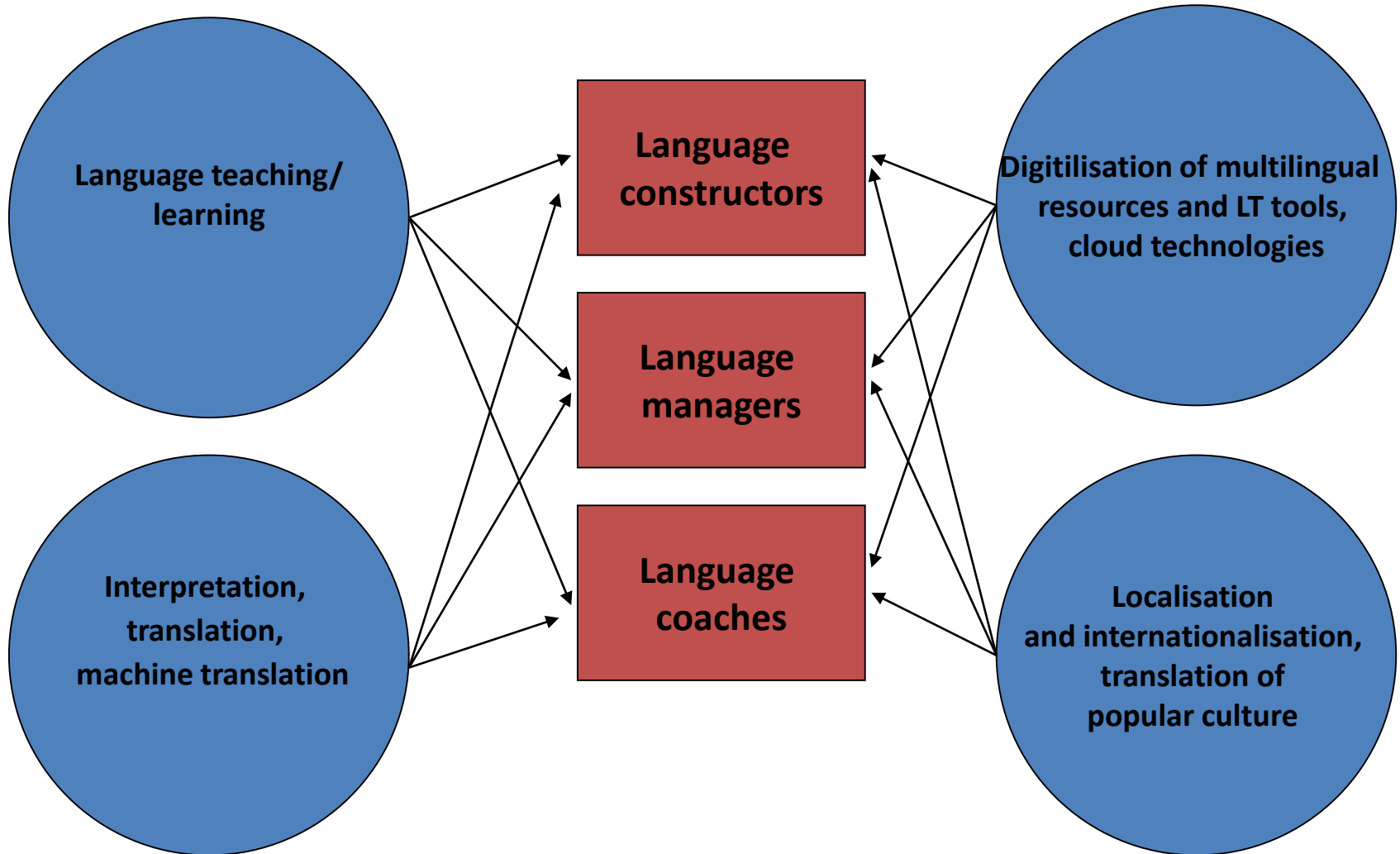
## Development and modernisation of traditional language industries:

- Language teaching/learning (+ distance teaching);
- Translation, interpretation (+ machine translation);
- Digitilisation of multilingual resources and language technology tools (+ cloud technologies);
- Localisation and internationalisation (+ translation of popular culture).

## New language industries

- Construction of multilingual European identity, linguistic construction of technological and social innovations, linguistic construction of creative and cultural industries (**Language engineers/constructors**).
- Use of language resources in creating new knowledge, multilingualism in shaping a single European communication area (**Language managers/translators glocalists**).
- Languages for enhancing the efficiency of educational activities (**Language coaches**)

# Language industries II





# Language management in a multilingual Europe

- Strategic management: insights into the future of languages and multilingualism;
- Language efficiency – linguistic transfer of changes and innovations and localisation/globalisation;
- Organisation of the systems of language liquidity and sustainability (language ecology);
- Enhancing global penetration of languages.

# Research programmes in a multilingual Europe

- Conceptual approach to sustainable multilingualism (theoretical interdisciplinary research)
- Research in multilingual economic linguistics (including language industries). Economic linguistics analyses the language as an economic factor of the globalised society.
- Language technologies and multilingual resources, prioritisation of multilingual corpora, thesauruses and wordnets (on multilingual European language clouds)
- Language visualisation + road mapping

# Need for experts

- New professional areas of language/multilingualism experts:
- Public administration;
- Management of business development;
- Creative industries;
- Development of smart specialisation;
- Analysis and strategies of economic competitiveness;
- Innovative activities;
- Work innovations.

# The new approach to languages creates new opportunities for creation and new jobs

## **Traditional linguistic professions**

- Language teachers;
- Editors;
- Translators/interpreters;
- Language technologists;
- Terminologists.

## **New linguistic professions**

- Language engineers;
- Language constructors;
- Language coaches;
- Translators glocalists;
- Language managers.

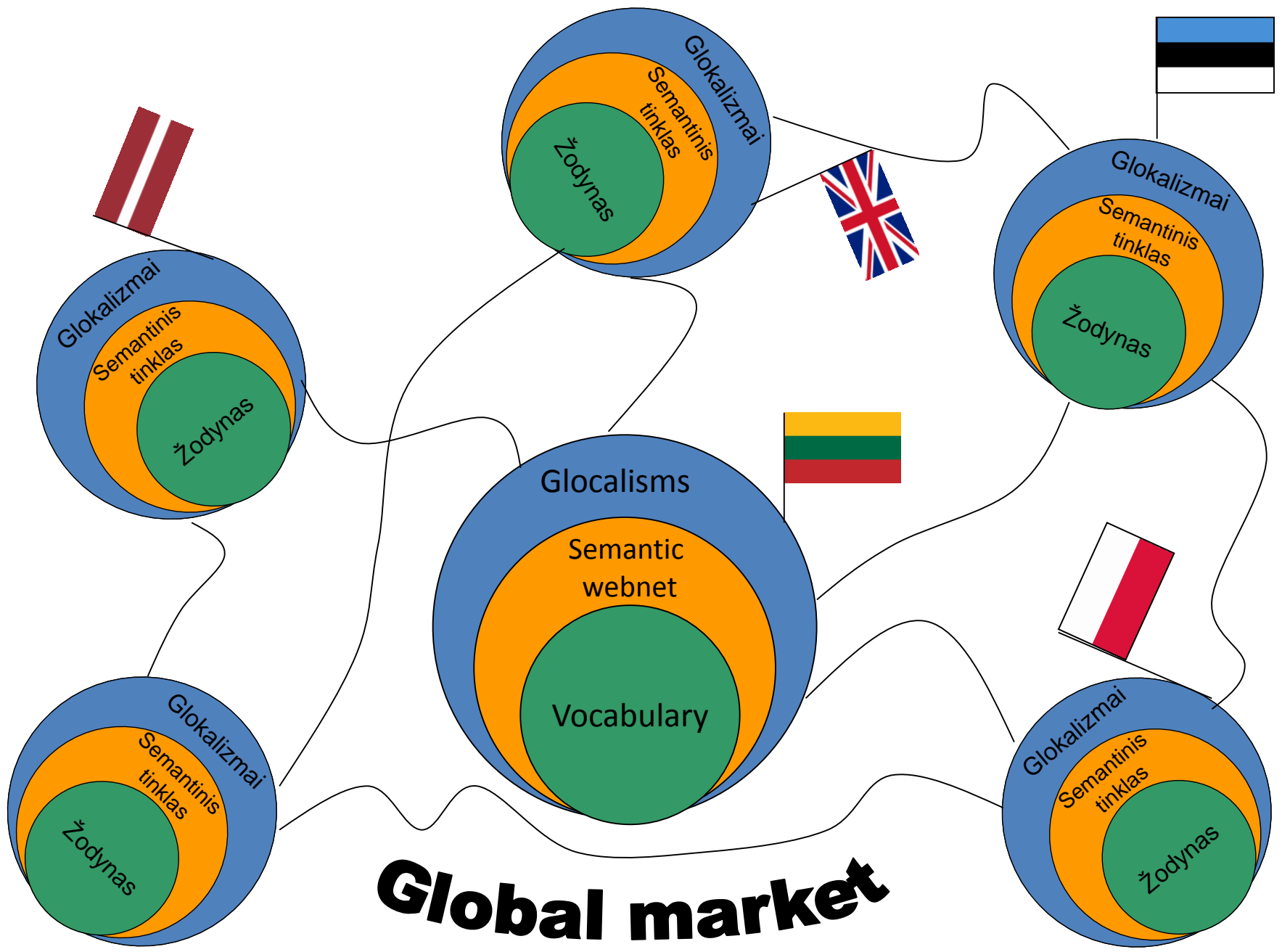
# Training of experts

- University study programmes in economic linguistics and language industries;
- Interdisciplinary PhD programmes;
- More intensive and efficient promotion of learning languages (especially languages of neighbouring countries) among all groups of society;
- Basics of language technologies and economic linguistics at secondary schools.

# European multilingualism policy and smart specialisation

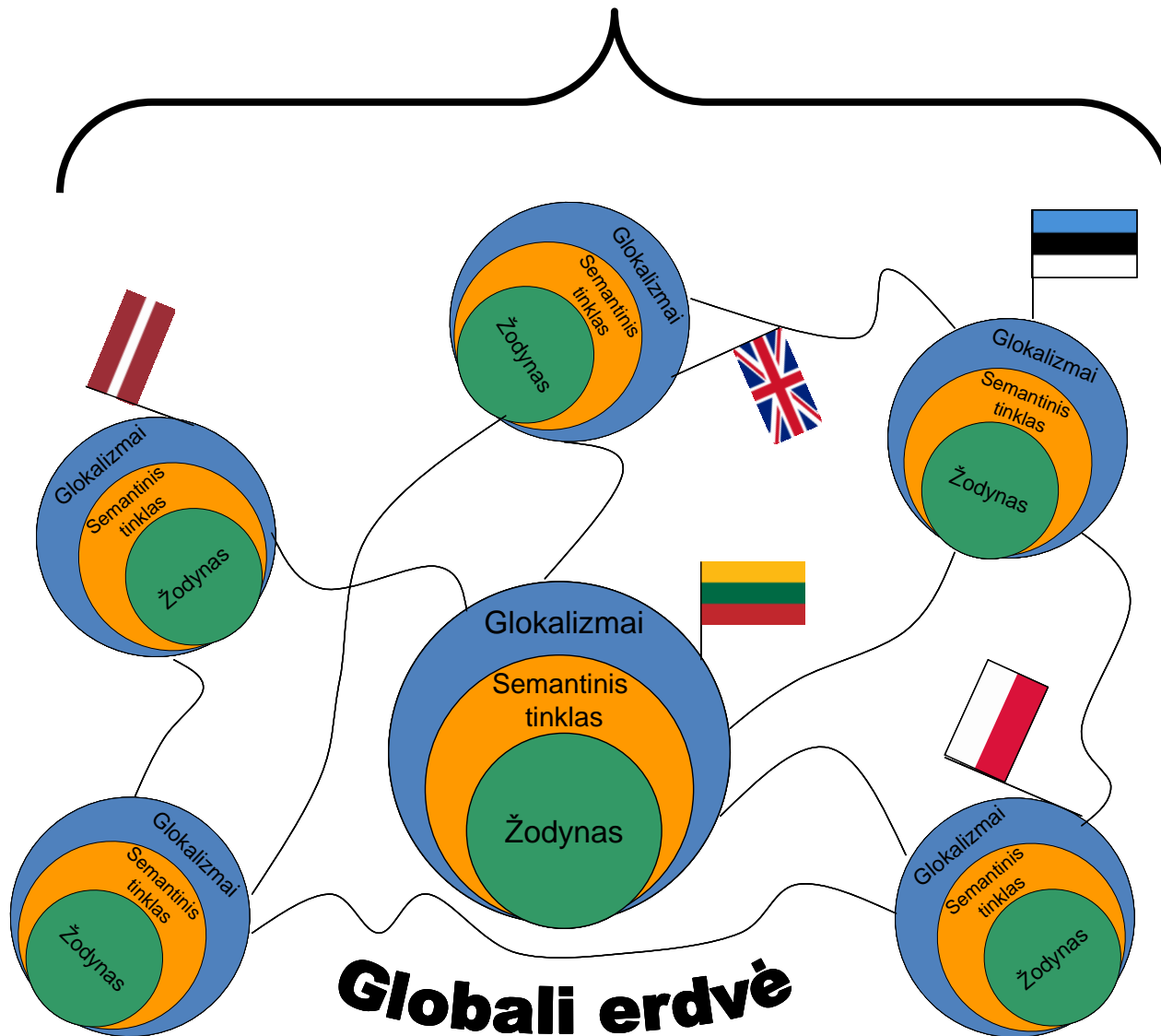
- Enhancement of multilingual digital resources as a factor of competitiveness;
- Preservation, enhancement and dissemination of languages via inclusion of national languages into global economic circulation;
- Enhancement of global competitiveness of languages as a generalising basis of smart specialization;
- Integration of multi-level discourses into general strategies;
- Linguistic creation of innovative and professional work culture;
- Shaping and development of the market of EU language industries;
- Insights into the future of the language and their application;
- Strategic level: linguistic expressions of R&D and their coherence with EU programmes.

# Global market





# Competitiveness





# Smart specialisation: general programme

**Smart specialisation linguistically integrates the multi-level axis *local-regional-national- euroregional-global* with:**

- culture,
- identity,
- traditions,
- lifestyle,
- nature of education,
- specialisation of activities,
- traditions of work and professional activities,
- models of social life,
- etc.

**Differences from the current programmes of smart specialisation:**

- **links** the cultural whole expressed through the linguistic identity,
- **improves** regional brands that have been formed historically and organically in inclusive economy (knowledge, creative and innovation economy).

Towards sustainable research culture in innovation and creativity

## Discourses

Local

Regional

National

Euroregional

Global

- Culture
- Identity
- Traditions
- Lifestyle
- Nature of education
- Specialisation of activities
- Professional activities
- Social life,
- etc.

