

Standards – global, international-regional, national usage vs. codified standards

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lecture series based on my own research specialisations
based on my own writings → read and ask the author
‘exotic examples’ for ‘awareness raising’ (Brecht: Verfremdung?)

George Bernard Shaw: a language is a dialect with an army and a navy
linguistically, a language is a dialect with a dictionary and a grammar
all is based on political attitudes: media and investment

Standard language
From Wikipedia, the free encyclopedia

A standard language (also standard variety, standard dialect, standardized dialect, and standard) is a language variety that has undergone substantial codification of grammar and usage.^[1] Although occasionally the term refers to the entirety of a language that includes a standardized form as one of its varieties,^[2] typically, the language varieties that undergo substantive standardization are the dialectal (or sociolect) meanings through formal grammar and dictionaries, and to encourage public acceptance of the codification as intrinsically correct.^[1] In that vein, a pluricentric language has interacting standard varieties.^[1] [12] Examples are English, French, and Portuguese, German, Korean and Serbo-Croatian, Spanish and Swedish, Armenian and Mandarin Chinese.^[1] [13] Whereas noncodified languages, such as Russian and Japanese, have one standardized idiom.^[1]

2. Standards: Standard Englishes - pluricentric Standard English
In an English-speaking country, Standard English (SE) is the variety of English that has undergone substantial regulation and codification of grammar and usage.^[1] Although occasionally the term refers to the entirety of a language that includes a standardized form as one of its varieties,^[2] typically, the language varieties that undergo substantive standardization are the dialectal (or sociolect) meanings through formal grammar and dictionaries, and to encourage public acceptance of the codification as intrinsically correct.^[1] In that vein, a pluricentric language has interacting standard varieties.^[1] [12] Examples are English, French, and Portuguese, German, Korean and Serbo-Croatian, Spanish and Swedish, Armenian and Mandarin Chinese.^[1] [13] Whereas noncodified languages, such as Russian and Japanese, have one standardized idiom.^[1]

3. Lexicon: users and usages

(a) native English of African-born whites and expatriates;
(b) native English of locally born Africans;
(c) non-native English spoken fluently as a second language;
(d) non-native English spoken imperfectly as a foreign language.

TABLE 3.2 Model of linguistic differences in African varieties of English

	Phonetics	Phonology	Grammar	Lexis	Semantics	Discourse	Convent
(S)E	-	-	-	-	-	-	-
accolit	-	-	-	-	-	-	-
mesoclit	-	-	-	-	-	-	-
(pidgin?)	-	-	-	-	-	-	-

↔ similar to category above
≠ different from category above

3. Examples from the EAFE lexicon

The most interesting field of lexical innovation is the informal sector, which is where many Africans work; *jobabali* means literally ‘hot/ferce sun’ and stands for ‘non-farming, usually non-paying self-employment’. Thus, a *jobabali* artist/craftsman is someone who works in the open, because he/she has no shop or garage; sometimes the difference between him/her and a *fundai* (craftsman) is not totally clear. In recent years, the term has come to be used in a wider sense in negative contexts (as in 19).

(19) So that's what Daily Nation calls news? How about the 16 BBI resolutions from coast people? That's *jobabali* journalism! (TWNairobiSept21)

3. Examples from the EAFE lexicon (Twitter)

- (1) she cant really control that...and thats why I am yet to see how *bureza* la njana [youth council] will actually help the youths at the grassroots... (Dar_2021_June)
- (2) It is estimated that approximately 40% of the manure is collected in the *boma* [compound] (Rufino et al., 2008). (RufiOJ)
- (3) after the losya gift how did you handle it-situation (Dar_2021_June)
- (4) Entrepreneurs, the jobless and any proud business owners (Ting, 2014) (Mn15_M)
- (5) The wearing of a *kurazi* (a long garment worn by E African men) for the people of the Swahili coast of East Africa has its dignity. (Dar_2021_June)
- (6) These women micro entrepreneurs are poor, and involved in trade such as fish processing, frying of bites (*vitumbua*, *mandazi* and *chapati* [unleavened flatbread]), cooked food selling, and petty trading, etcetera. *Vitambara*, *chapati* or *mandazi* are bites that are commonly used for breakfast. (Mn14_M5)
- (7) Hababaha unfortunately I don't wear *mitumba* [second-hand clothes] (Dar_2021_June)
- (8) Let us, for an example, take the case of our traditional dances, our ngoma, already referred to. (H1Z)

3. Examples from the EAFE lexicon

- (14) Please order me something *tubi* [fisher] (Dar_2021_June)
- (15) No. He is just helping to rewire *tezema* [stl] (Dar_2021_June)
- (16) Yoh udogir [brother, comrade] I buy one day [ys (Dar_2021_June)]
- (17) What the hell is that *mcar* [old man/donorific], dah???? (Dar_2021_June)
- (18) Happybriday my *tofe* [intoxicant] (Am_2018_June)

3. Examples from the EAFE lexicon

matatu pl ~ N ‘collective taxi’ in EAfr, esp. Kenya usu. licensed for fixed routes of public transport, but flexible, they leave when they are considered ‘full’; infamous for reckless driving and overcrowding; etym. < Swahili ‘three’, orig. 3 shillings fare; colloctates: N driver, tout, operator, passenger; loc: park, stand, stages, stop; prep: in, on board a ~; VBHO enter, board a ~
Matata also shows interesting national differences – and the advantages of a good, current on-line encyclopedia:

The reference to the Swahili term *matata* has been removed from the entry on ‘taxi’ to avoid confusion. This term is NOT widely used in Uganda as an equivalent of taxi. It was widely used in the 1970’s to refer to pickup trucks that were modified to carry passengers; these have been supplanted by minivans since and the term is now rarely heard in Uganda. Kicongo (talk) 15:24, 24 January 2008 (UTC) http://en.wikipedia.org/wiki/Talk:Ugandan_English (06/08/10)

3. Examples from the EAFE lexicon (Schmid 1991)

Table 3.1.4 The lexicons of coastal Africanisms in East African English

Environment	‘nony’ (types of fish)	‘shamba’ (fields)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)
Food	‘chips’ (fried potatoes)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)
People	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)	‘nyaga’ (type of bird)

3. Examples from the EAFE lexicon

What are hand-outs?



3. Examples from the EATE lexicon

I am a matatu driver operating route No. 4+ (ICE-EA: S1B065K)
 It is the City Inspectorate who assigns the City Askari (ICE-EA: S1B0606K)
 But he never saw anybody alighting from the police m/v go to the house. (ICE-EA: S1BCE07K)



4. Research Tools for EATE lexicon (Newspaper Corpora)

Table 12.3 East African lexemes in the 18+ million-word corpora of EATE newspapers

Lexeme	Meaning	Rank	Tokens (sing.)	Tokens (plural)
<i>adiri</i>	travel, trip	1895	1163	613
<i>dalidali</i>	collective taxi	5773	391	98
<i>manachi</i>	follow	4876	391	41
<i>dawa</i>	trad. medicine	19257	31	

4. Research Tools for EATE lexicon (WebPhraseCount)

Table 12.1 Distribution of Swahili matatu generated by WebPhraseCount

	matatu	dalidali	taxi
ke 7,160,000	30,000 absolute; 0.432% relative; intrastric share:	1 0% 0.304% 41.4% 1,850	21,800 0% 0.304% 41.4% 1,850
tz 971,000	10,000 absolute; 1.071% relative; intrastric share:	3,210 0.331% 0.101% 12.0%	10,300 0% 0.035% 0.035%
ug 1,100,000	668 absolute; 0.065% relative; intrastric share:	2 0% 0.035% 0.035%	10,300 0% 0.035% 0.035%
uk 839,000,000	1,990 absolute; 0.1% relative; intrastric share:	151 0% 0.322% 99.0%	2,700,000 0% 0.322% 99.0%

4. Research Tools for EATE lexicon (ChatGPT)

What does "taxi" mean? Give me 20 sentences that illustrate its usage.

The term "taxi" is a Swahili word that can be translated to "taxi" in English. It is often used to refer to the informal sector of the economy, particularly in East Africa, where individuals or small-scale businesses engage in the production of goods or services. The word "taxi" is derived from the Swahili word "taxi" which means "to transport" or "to carry". The word "taxi" is used in various contexts, including transport, trade, and commerce. The word "taxi" is also used in the context of the informal sector of the economy, where individuals or small-scale businesses engage in the production of goods or services. The word "taxi" is used in various contexts, including transport, trade, and commerce. The word "taxi" is also used in the context of the informal sector of the economy, where individuals or small-scale businesses engage in the production of goods or services.

1. Customer works in the job but lacks crafting financial knowledge.
2. The job has a lot of challenges in terms of creativity and craftsmanship.
3. Many entrepreneurs in the job have a lot of challenges in terms of creativity and craftsmanship.
4. The job has a lot of challenges in terms of creativity and craftsmanship.
5. The job has a lot of challenges in terms of creativity and craftsmanship.
6. She started a job but lacks the necessary skills to succeed.
7. The job has a lot of challenges in terms of creativity and craftsmanship.
8. The job has a lot of challenges in terms of creativity and craftsmanship.
9. The job has a lot of challenges in terms of creativity and craftsmanship.
10. The job has a lot of challenges in terms of creativity and craftsmanship.
11. The job has a lot of challenges in terms of creativity and craftsmanship.
12. The job has a lot of challenges in terms of creativity and craftsmanship.
13. Many entrepreneurs are part of the job but lack the necessary skills to succeed.
14. Some job but entrepreneurs have experienced their businesses failing.

5. Conclusions: from usage to codified standards

corpus-based data collection ...
 vs.
 informant-based data collection

<https://leaves-atlas.org/languages>

5. Conclusions: Summary

Language Standards are fluid, flexible and controversial concepts, can be applied to pronunciation, lexicon, discourse, grammar, syntax, punctuation (in descending flexibility)
 Lexicon is easiest to handle, as it is least controversial in sociolinguistic contexts
 other criteria are more controversial
 Lexicon standards are established by local → national speech communities
 no discussions about right or wrong, only integrated in Speech Community or not
 you need tools for data extraction from Social Media, which offer good and illustrative data,
 from images to phrases in context, usage, collocations