

Les alternatives communicationnelles au tout-anglais dans les organisations économiques transfrontalières.

Profils d'expression linguistique et paysages textuels linguistiques

Communicational alternatives to all-English in cross-border economic organisations.

Linguistic expression profiles and linguistic textscapes

Le multilinguisme dans les milieux professionnels / Multilingualism in professional life,
Università degli Studi di Verona, 25-26/11/2021.

Marie-Hélène Hermand, MCF Université Bordeaux Montaigne, Laboratoire MICÀ¹

CONTEXT

- › Extension and development of previous research:
 - **Euroregional** discourse analysis
 - The emergence of an increasingly **structured European cross-border communication**, especially on the web (Hermand, 2020)
- › Emergence of a field – the cross-border communication – with strong challenges:
 - › accountability of public and political authorities
 - › ethical questions (balanced contributions)
 - › knowledge modelling (appropriation, interdisciplinarity)
- › Focus:
 - **topic**: the economy on a cross-border scale
 - **type of media**: the website
 - **approach**: analysis of the staging of multilingualism

PROBLEM AND HYPOTHESIS

We try to identify the communication strategies of economic actors who aim to promote their activities on a cross-border scale.

=> Can we define an **“ideal-type” of economic website** with a cross-border target or component?

Hypothesis: the staging of multilingualism makes it possible to identify **invariants and variants** useful for understanding and modelling the "universe of cross-border discourse".

“Universe of cross-border discourse”: set of data that presents the cross-border reference framework (heritage, memory, activities etc.) of an organisation, a social group or a person.

- 1) Can we identify **multilingual expression profiles** from the analysis of websites published by economic actors in a cross-border context?
- 2) What **grammar and communicational functions and representations** emerge from the examination of the staging of multilingualism?

THEORETICAL FRAME : SEMIOTICS

➤ *Linguistic Landscape Studies*

- **not focused on the languages**
 - **focused on the staging of languages** (Blommaert, 2016; Blommaert et Maly, 2014)
 - › quantitative research: panels, signs, notices (photographic method)
 - › qualitative research: number of languages, artefacts (vitality)
 - › ethnographic research: content, representation, offline and online interactions
 - **grammar:**
 - › negotiated rules (Kress and Van Leeuwen, 1996 and 2001)
 - › linguistic “fragility” (Dowling, 2010)
- ⇒ **multimodal semiotic approach** (Scollon & Scollon, 2003)
- ⇒ **linguistic landscape: dynamic and evolving**

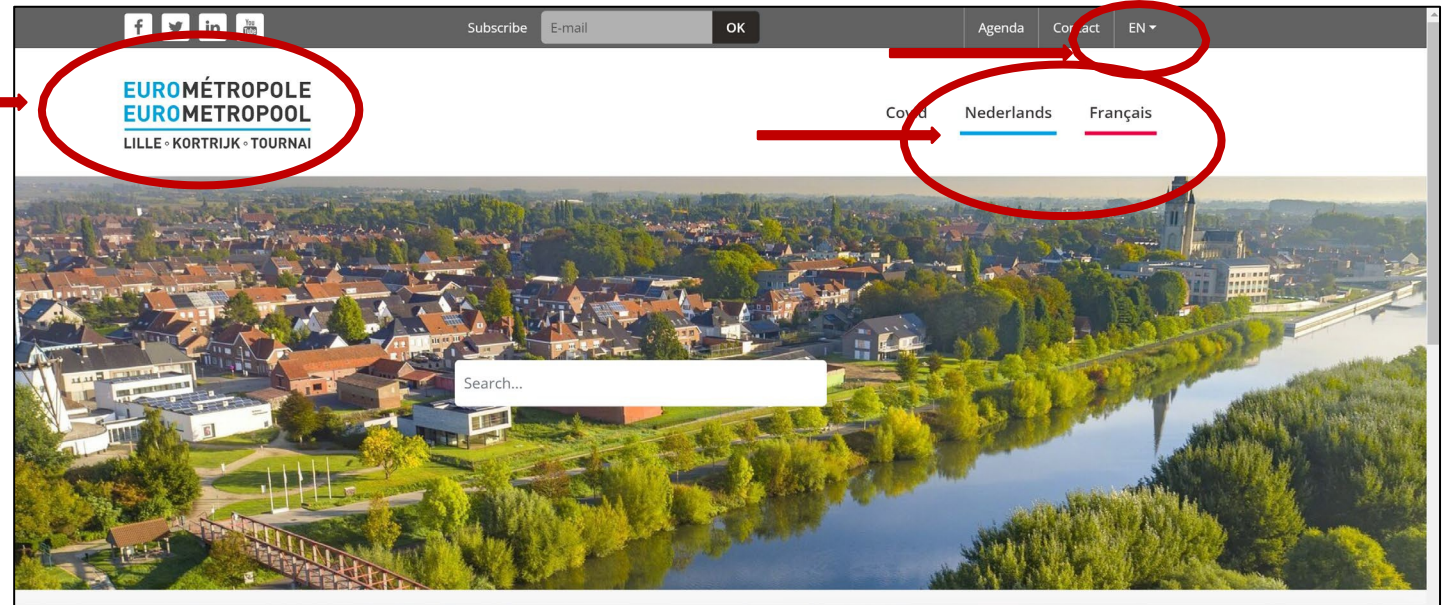
➤ *Textscapes theory*

“In analogy to landscapes, textscapes are signifying spatiotemporal surfaces that reveal us something about the identity, the cultural specificity of a social actor and his life-world. In a first approximation, textscapes are composed and framed by signs which are (perceptual) traces (cf. also Ferraris 2013) of a presupposed cultural meaning.” (Stockinger, 2015: 4)

⇒ **description of signifying entities** (Greimas and Courtès, 1979)

⇒ **“material perceptual organisation”** of signifying data (Stockinger, 2015) using in particular **graph conceptual theory** (Sowa, 1984 ; Schwartz et Cogis, 2018)

⇒ **doxa**: conceptions, representations, know-how, values and standards of a social actor (person, social group, community, organisation)



Extract from the home page <https://www.eurometropolis.eu/>

– Typology of textscapes:

- › environmental (nature, architecture)
- › social (individuals, groups)
- › plastics (shapes, colors, textures)
- › technical (graphics, diagrams, statistics)

→ › linguistic (linguistic regimes, uses)

CORPUS

› 100 different websites

economic actor

+

"Euroregion"

– period: 2013-2021 (8 years)

2013: legal status **Euroregional cooperation group** - Protocol N° 3 to the *European Outline Convention on Transfrontier Co-operation between Territorial Communities or Authorities* concerning Euroregional Co-operation Groupings (ECGs)

Methodology and salient results

METHODOLOGY 1 : METADATA ANALYSIS

Goals:

- to describe precisely the corpus
- beyond the intuitions of exploratory or qualitative reading

Metadata:

- ID
- language (s) of expression
- publisher's name
- type of economic organisation
- economic activity sector
- reference Euroregion
- recurring discourse genres

+ linked table: euroregions (member countries, legal status, date of creation, official languages)

The metadata analysis

➤ Geographic coverage

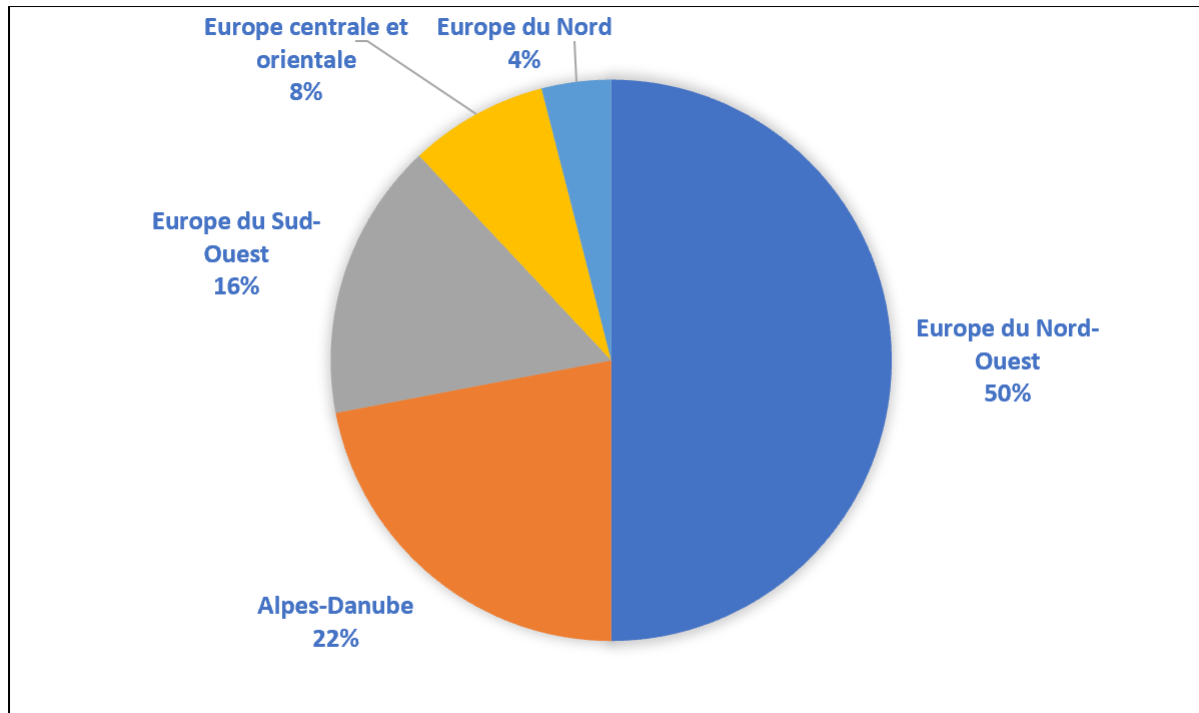


Figure 1 : couverture géographique des sites web considérés.

⇒ bias: Western Europe
⇒ websites in: German, Dutch, English, French, Italian, Spanish, Portuguese

➤ Organisational coverage

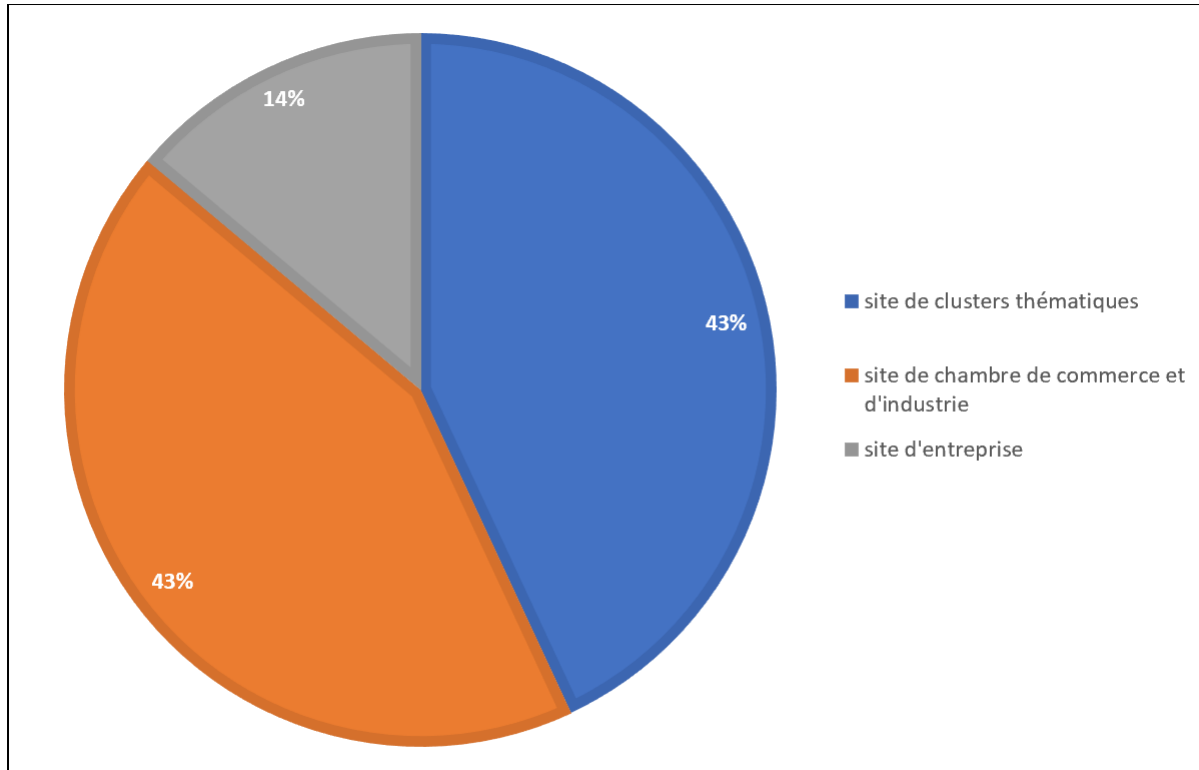


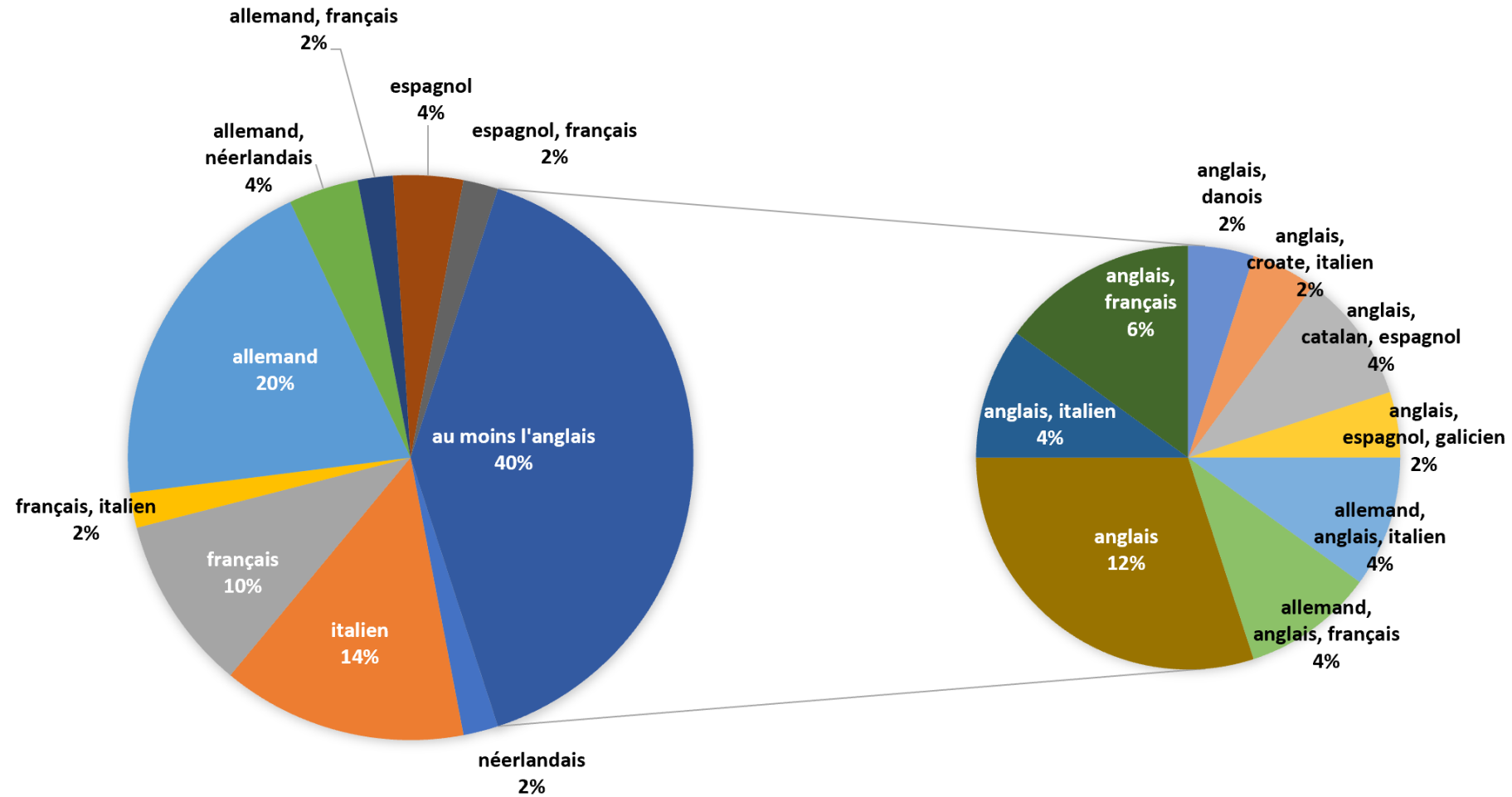
Figure 2 : types de sites web éditeurs.

⇒chambers of commerce / clusters

⇒residual cases: enterprises

⇒**the federating organisations dominate**

➤ Linguistic diversity



⇒ 10 languages

⇒ **English does not dominate**

⇒ the low presence of regional languages

- 9 linguistic expression profiles

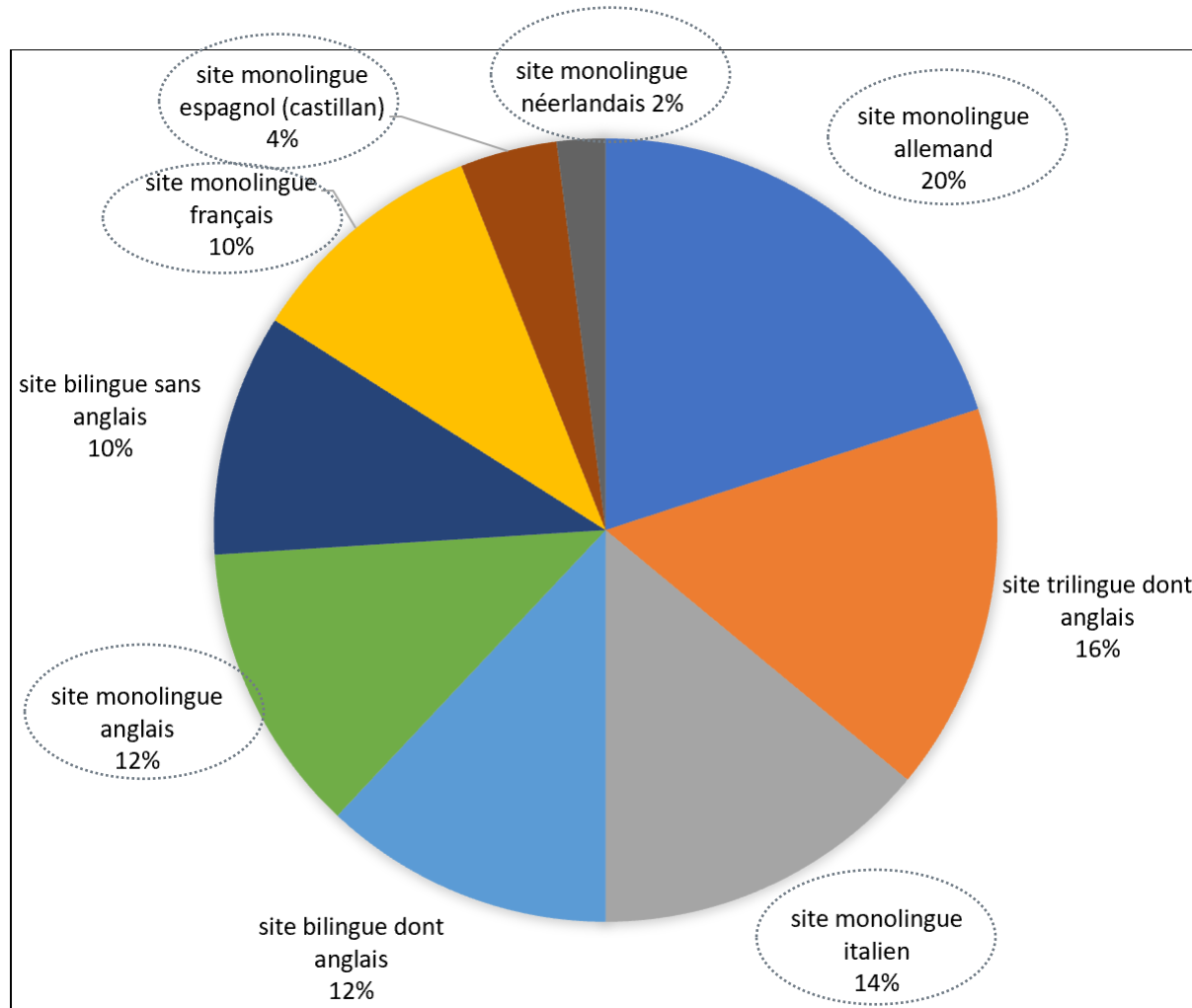


Figure 4 : profils d'expression linguistique des sites web éditeurs.

- ⇒ diversity of strategies communicational (monolingual, bilingual, trilingual)
- ⇒ English is not evident
- ⇒ multilingualism is not evident

For further details:

- multilingual communication is not evident:
 - 62% of publishers have developed a monolingual site
- 38% of publishers develop a multilingual website:
 - 22% of publishers offer a bilingual site
 - 16% provide a trilingual site

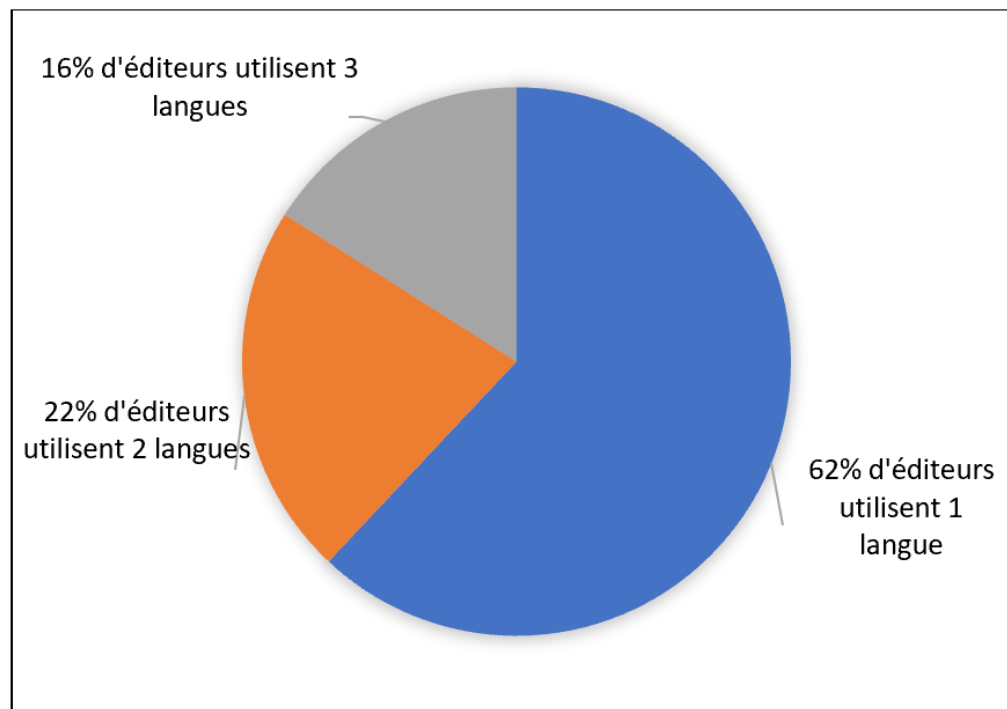


Figure 5 : nombre de langues utilisée par éditeur.

- The multilingual editorial effort is real but incomplete:
 - 94% of publishers use at least one language from their Euroregion (figure 6)
 - 88% of publishers do not use all the languages of their Euroregion (figure 7)

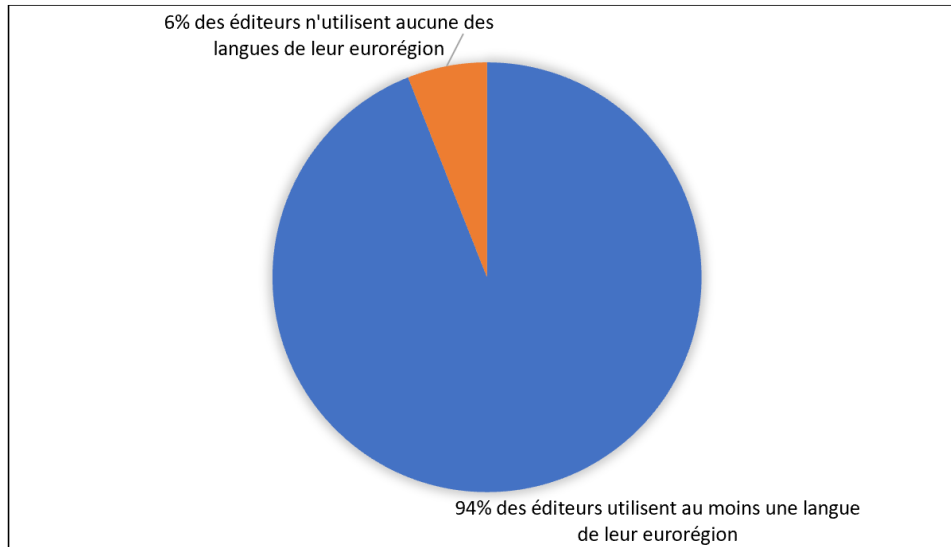


Figure 7 : pourcentage d'éditeurs n'utilisant aucune des langues officielles de leur eurorégion.

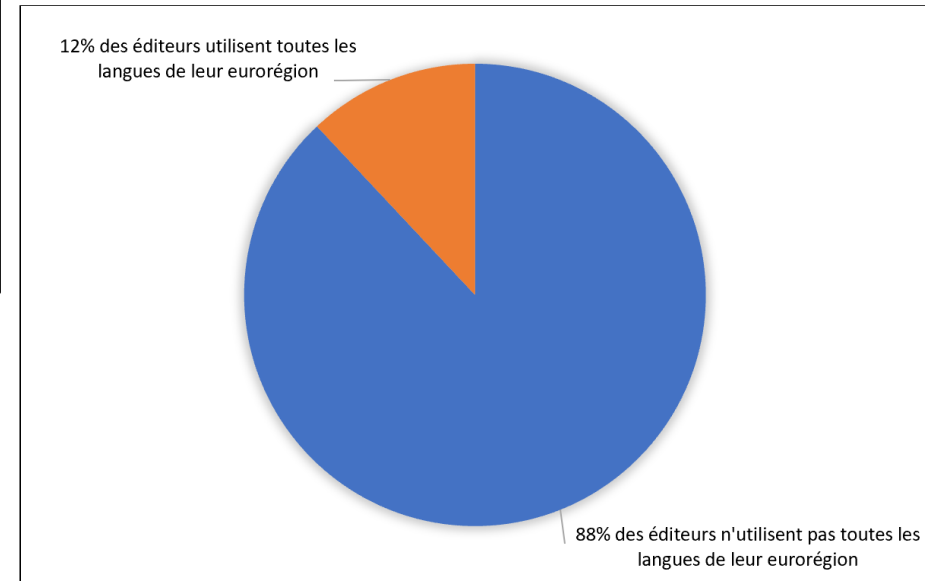


Figure 6 : pourcentage d'éditeurs utilisant toutes les langues officielles de leur eurorégion.

- The position of English is not dominant: 60% of publishers do not use it.

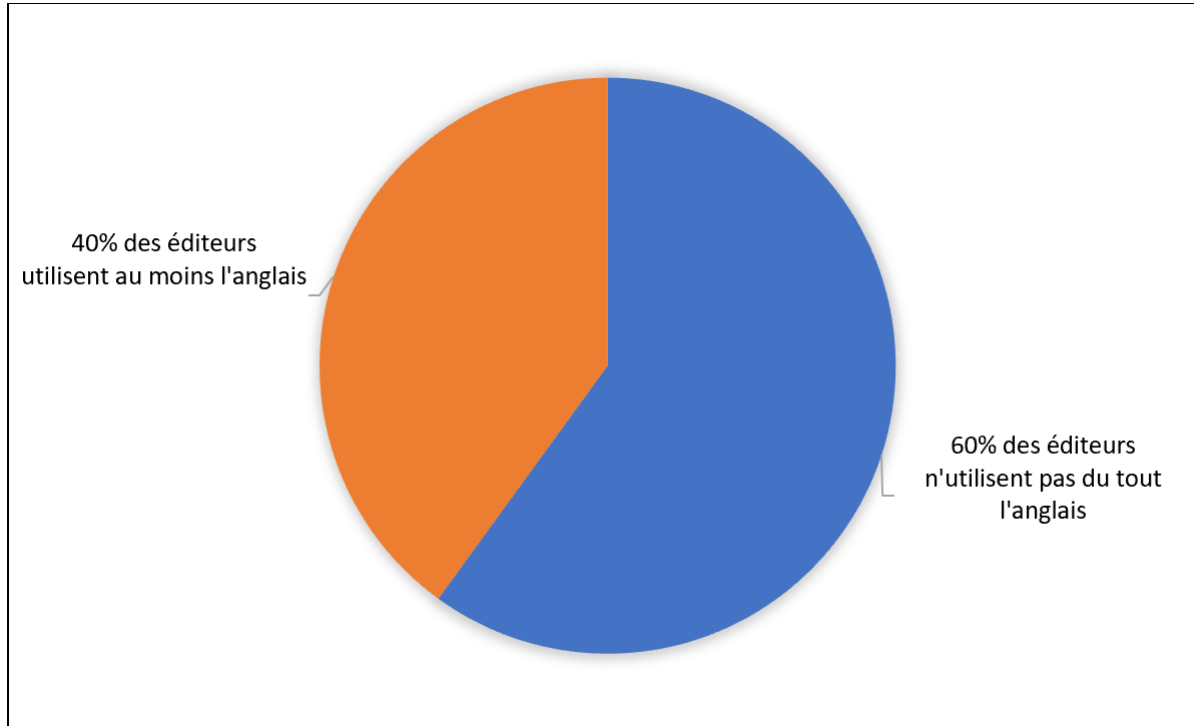


Figure 8 : (non-)utilisation de l'anglais par les éditeurs.

METHODOLOGY 2 : SEMIOTIC ANALYSIS

Goals:

- to identify a formal structure of cross-border linguistic textscape
- to identify a typical semiotic scenario of a cross-border economic website

Observation phases	Observables	Criteria
Home pages	Zones d'édition	Editing areas
		Linguistic choice
		Site exploration
		Editorial services
	Significant entities	Fonts
		Icons
		Pictures
		Sounds
	Topological arrangement	Fixed or variable
		Header / Footer
Inside pages	Linguistic versions	Partial or total translation
		Convergences and divergences of multilingual content (recurring themes)
		Discursive genres
		Narrative devices
		Modes of expression

The semiotic analysis

➤ The formal structure of the cross-border linguistic textscape

- 43 websites of professional organisations (CofC)
- 43 websites of cross-border economic clusters
- 14 websites of enterprises located in cross-border regions

- The formal organisation of the cross-border linguistic textscape
=> **typical semiotic scenario of a cross-border economic website ?**



Salient invariants for:

- the 43 websites of professional organisations (chambers of commerce, industry, agriculture and crafts)
- the 43 websites of cross-border economic clusters (various sectors of activity)

-  ➤ the minimum **global framework (the home pages)**

Extract from the home page of the CCI AlpMed website (France-Italy)
cci-alpmed.eu

Extract from the home page of the Bihartean website (France-Spain)
www.bihartean.com

Identification area: logo, slogan

Cross-border advocacy area

Cartographic
representation area

Legend:

- invariants at the global level

Main editorial area:

Experimental area

Experience valuation area

Expertise area

Data sharing area

Lobbying area

Social exchange area

Identification area: logo, slogan

Cross-border advocacy area

Language choice area

Cartographic
representation area

Legend:

- invariants at the global level
- variants at the global level

Main editorial area:

Experimental area

Experience valuation area

Expertise area

Data sharing area

Lobbying area

Commercial area

Partnership area

Social exchange area

Identification area: logo, slogan

Cross-border advocacy area

Language choice area

Cartographic
representation area

Legend:

- invariants at the global level
- variants at the global level

Main editorial area:

Experimental area

Experience valuation area

Expertise area

Data sharing area

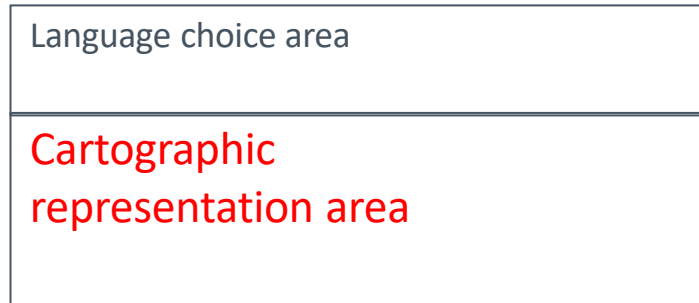
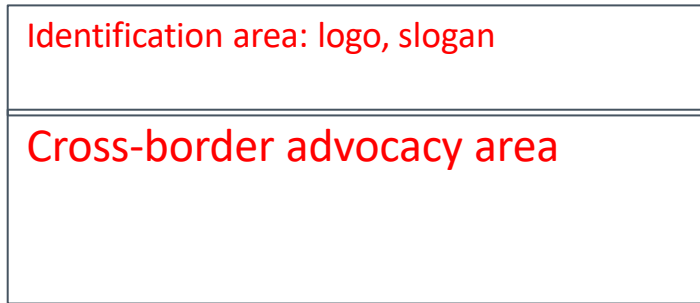
Lobbying area

Commercial area

Partnership area

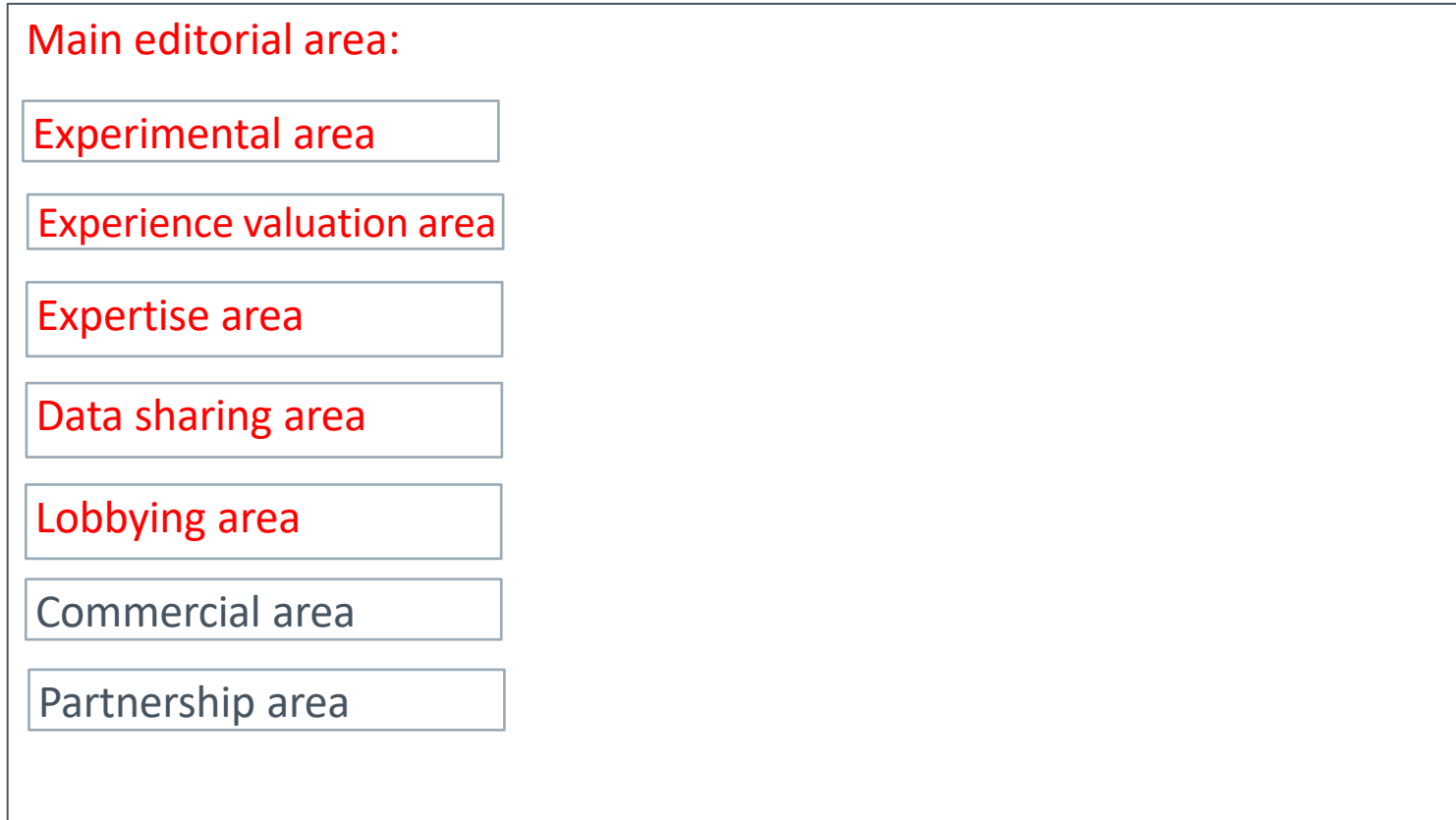
Social exchange area

1) the multilingual choice
only appears as a variant



Legend:

- invariants at the global level
- variants at the global level



-
- 1) the multilingual choice only appears as a variant
 - 2) « fragility »: language policy clarification

- ☑ ➤ the minimum **intermediate frame (the inside pages)**

biocat 15 YEARS ACCELERATING AND POSITIONING THE LIFE SCIENCES AND HEALTHCARE INNOVATION ECOSYSTEM OF CATALUNYA

Català English Español

Moebio B-Debate Press room Contact

WHAT WE DO ABOUT THE BIOREGION NEWS & STORIES WHO WE ARE

Home > Current News > News > The Mediterranean Pyrenees Euroregion aims to promote clusters

A piece of news

The Mediterranean Pyrenees Euroregion aims to promote clusters

At a conference held in Barcelona, the five regions of the Euroregion agree to work together as a trans-border macrocluster.


07.12.2011

BY BIOCAT

Fifty representatives of the **Mediterranean Pyrenees Euroregion**, an economic-political cooperation project between Catalonia, the Balearic Islands, Aragon, Languedoc-Roussillon and Midi-Pyrenees, have agreed on an agenda to consolidate the Euroregion as a leading area in innovation and research in biotechnology and ICT at the service of health. This was during the conference, *Innovation and Research in the Mediterranean Pyrenees Euroregion: challenges for economic growth*, held on 21 November 2011 in

RELATED CONTENT: **BIOCAT, EUROPE**

CATEGORIES: **BIOREGION**



Extract from an inside page of BIOCAT (Euroregion Pyrenees-Mediterranean) (France-Spain)

<https://bit.ly/3qXMQHW>

Accedi Alto contrasto DE IT EN

CAMERA DI COMMERCIO, INDUSTRIA, ARTIGIANATO E AGRICOLTURA DI BOLZANO

Cerca il sito

SERVIZI | RAPPRESENTANZA DEGLI INTERESSI | CHI SIAMO | **EVENTI**

Home



Incontro delle tre Camere al Forum di Alpbach

Data: Lunedì, 21 agosto 2017

Dal 16 agosto al 1° settembre 2017 si tiene, nell'omonima valle tirolese, il Forum Europeo di Alpbach. Tra gli eventi principali della manifestazione figurano, come da tradizione, le Giornate del Tirolo, svoltesi tra il 19 e il 20 agosto e incentrate sul tema "La mobilità nell'arco alpino". In quest'occasione si sono incontrati ad Alpbach i vertici delle Camere di commercio di Trento e Bolzano e della Camera dell'economia del Tirolo per discutere di temi futuri e iniziative di interesse sovraregionale. Nel corso delle Giornate del Tirolo è stato assegnato anche il Premio giovani ricercatori, patrocinato dalle tre Camere, per i migliori lavori di ricerca dell'Euregio. I vincitori di quest'anno sono Matthias Rauter e Daniel Winkler dell'Università di Innsbruck.

Extract from an inside page of the Bolzano CofC (Euroregion Tyrol South Tyrol Trentino) (Italy-Austria)

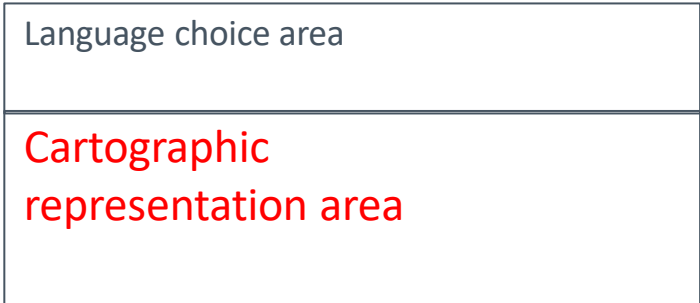
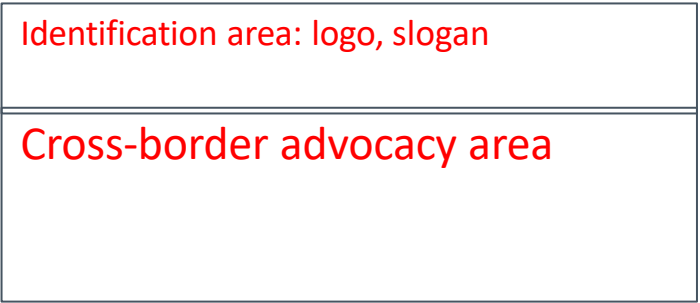
<https://bit.ly/3HL3dh9>



The recurring discourse genres associated with intermediate editorial areas:

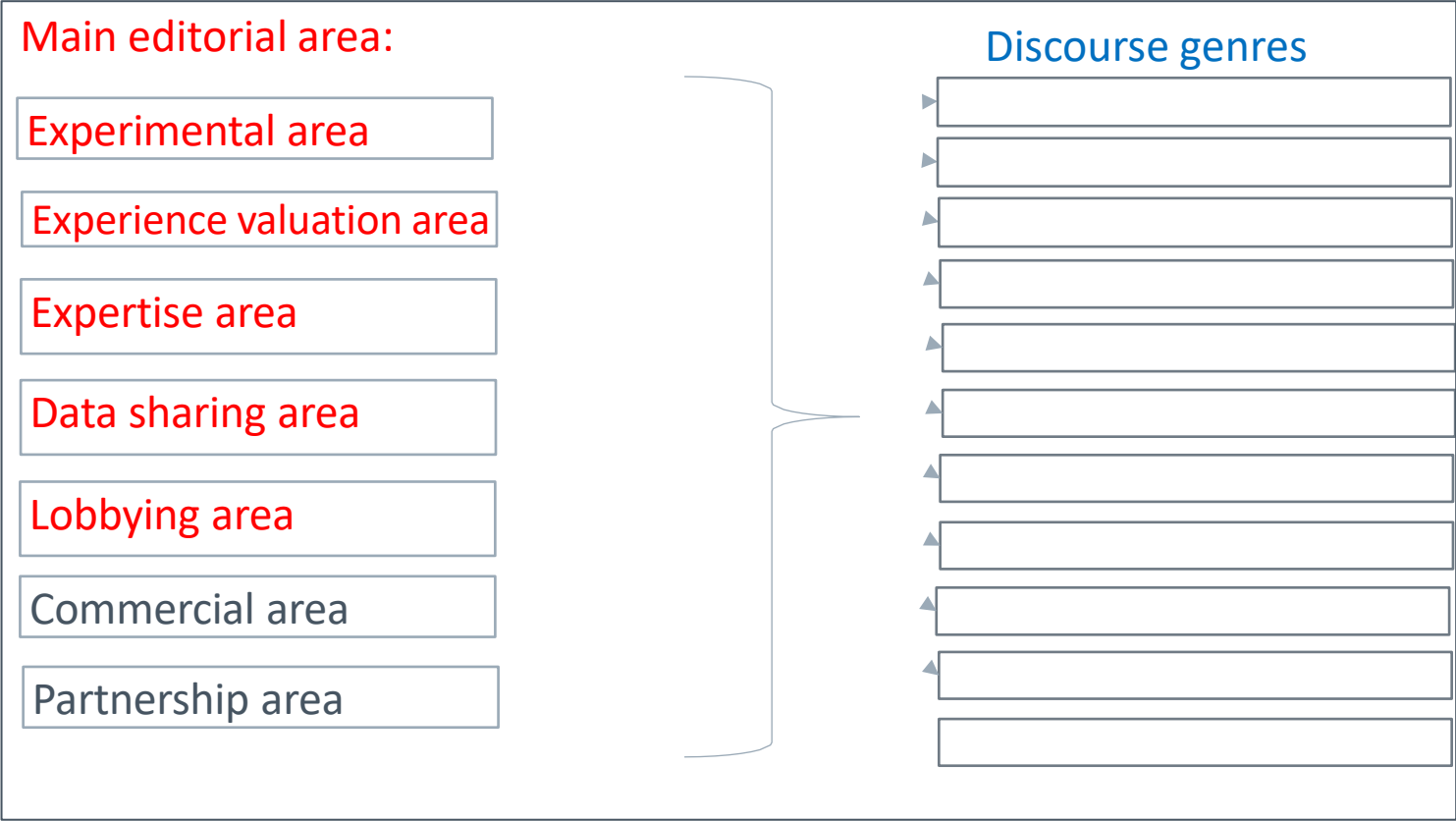
Recurring topical areas	Recurring discourse genres
Experimental area	Engagement letter
	Editorial
Experience valuation area	Report
	Job offer
	Description of projects
	Services catalogue
Expertise	Directory of experts
	Membership form
	Training offer
Data sharing area	(Open) databases
	Diagnostic
Lobbying area	Press release
	Photo gallery
News	Agenda
	Newsletter
	Business opportunities

+ Progressive identification of **new discourse genres** in existing topical areas.



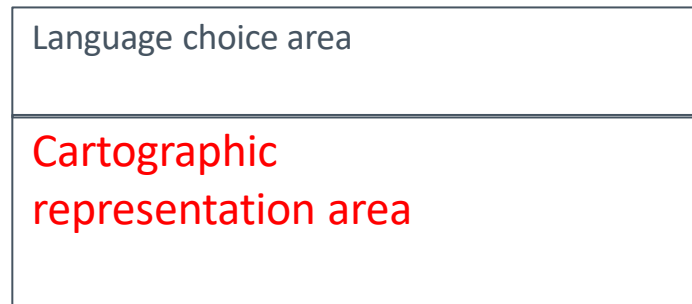
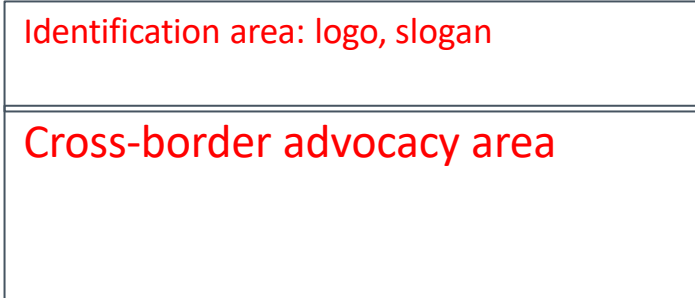
Legend:

- invariants at the global level
- variants at the global level
- invariants at the intermediate level



- 1) the multilingual choice only appears as a
- 2) « fragility »: language policy clarification





Legend:

- invariants at the global level
- variants at the global level
- invariants at the intermediate level
- variants at the intermediate level

- 1) the multilingual choice only appears as a
- 2) « fragility »: language policy clarification

- ✔ ➤ the minimum **local frame (the composition pages)**

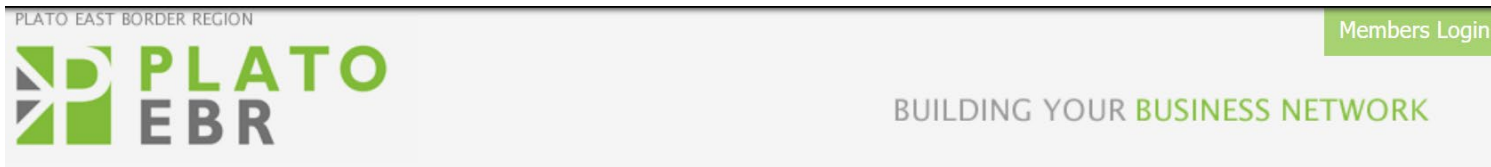
Logos:



linguistic duality



regional language



acronym,
abbreviation

Linguistic choice:



Català **English** Español

Identification area: logo, slogan [degree of cross-border representation]
Cross-border advocacy area

Language choice area [number, location, iconic representation]
Cartographic representation area

Legend:
- local variants



Degree of content translation

- « volume » of language versions ?

Social exchange area



But no recurring linguistic staging for the 14 websites of enterprises located in cross-border regions

3 scenarios:

- a multinational company mentions the cross-border reference
⇒ additional argument
- an enterprise located in a border region develops its website in the national language and in the language of the neighbouring country(ies)
⇒ linguistic diversity of proximity consistent with the argument
- an enterprise located in a border region mentions the cross-border reference but develops its website only in the national language
⇒ lack of multilingual editorial investment

Conclusion

1) Linguistic expression profiles:

Structuring of cross-border economic website publishers into two groups:

⇒ a leading group (1/3 of publishers) fully invests in multilingual communication

⇒ a tail group (2/3 of the publishers) develops a monolingual communication

2 very salient results:

⇒ the multilingual communication is not evident (38%)

⇒ English does not dominate (40%)

2) Grammar and communication functions of the cross-border linguistic textscape

- Modelling of variants and invariants to obtain a semiotic scenario (for 86% of websites)
- Identification of "weaknesses" and questions from an audit perspective

3) Sketch of the “ideal-type” cross-border business website:

- complex and unfinished construction of a "**cross-border economic space**":
 - “unifying and spatialized” model (Lefèvre, 2017)
 - “niche portal” (Stiller, 2001)
- backed by the growing **importance of memory** in contemporary society:
 - constitution of a "private business and craft archive" (Soulet, 2012)
 - contribution to the development of a "public business history" (Torrès, 2019)
- constitutes an “**experimental ecosystem**” of cross-border economic communication:
 - inclusion in a "geography of innovation" (Chalaye and Massard, 2012) but without systematic effect on the use of multilingualism (only 38% of the sites analysed)
- **linguistic textscape** :
 - a constituent element of this ecosystem
 - "**intermittent**" **linguistic textscape**, characterized by irregularity and discontinuity
 - clarify the question of balanced use of languages in the cyberspace
- **clarification needs during the design phase**:
 - the language policy of these websites (knowledge of the audiences)
 - relationships between the linguistic textscape and other textscapes
 - expected multilingual information services: website "services" (Stockinger, 2005)

4) Openings: possibility of supplementing with the study

- Complete the grammar of cross-border linguistic textscapes from **other corpora** (institutional, associative, media etc.)
- Analyse the **transformation processes** of cross-border linguistic textscapes (design, indexation, archiving etc.)

Bibliographie

- Blommaert J. & Maly I. (2014), "Ethnographic linguistic landscape analysis and social change : a case study", *Tilburg papers in culture studies* 100.
- Blommaert J. (2016), "The conservative turn in linguistic landscape studies". En ligne : <https://alternative-democracy-research.org>
- Chalaye S., Massard N. (2009), « Les clusters : Diversité des pratiques et mesures de performance », *Revue d'économie industrielle*, n°128, pp. 153-176.
- Schwartz C., Cogis O. (2018), *Théorie des graphes*, Paris, Cassini.
- Dowling T. (2010), "'Akuchanywa apha, please' No peeing here please : the language of signage in Cape Town", *Southern African Journal of African Languages* 30, p. 192-208.
- Hermand M.-H. (2020), *Eurorégions. L'éclosion de la communication transfrontalière*, Bruxelles, Editions de l'Université de Bruxelles, 223 p.
- Greimas A.J, Courtès J. (dir.), *Sémiotique: Dictionnaire raisonné de la théorie du langage*, Paris, Classiques Hachette, 1979.
- Kelleher W. (2017), « Les *Linguistic Landscape Studies* », *Langage et société*, vol. 160-161, n°. 2-3, pp. 337-347.
- Kress G. & Van Leeuwen T. (1996), *Reading Images : The Grammar of Visual Design*, London, Routledge.
- Kress G. & van Leeuwen T. (2001), *Multimodal Discourse : The Modes and Media of Contemporary Communication*, London, Arnold.
- Lefèvre B. (2017), « Industries culturelles et identités territoriales. Les clusters, espaces de tensions entre action économique et objet de distinction », *Les Enjeux de l'information et de la communication*, vol. 18/1, n° 1, pp. 5-20.
- Scollon R. & Scollon S. W. (2003), *Discourses in Place : Language in the Material World*, London/New York, Routledge.
- Soulet J.-F. (2012), « Chapitre 3 - Les archives publiques et privées », *L'histoire immédiate. Historiographie, sources et méthodes*, Soulet Jean-François (dir.), Paris, Armand Colin, pp. 67-104.
- Stiller H. (2001), « Le portail, outil fédérateur d'information et de connaissances », *Documentaliste-Sciences de l'Information*, vol. 38, n°1, pp. 39-42.
- Stockinger P. (2017), « Semiotics of textscapes and cultures », *Semiotica*, n°219, pp. 543-561.
- Torres F. (2019), « Histoire publique et archives d'entreprise, un continent à explorer », *Revue française d'histoire économique*, vol. 11-12, n°1-2, pp. 300-306.