

INTRODUCTION

James McLellan, Maya Khemlani David, Amado Alarcón and Svetlana Harnisch.

The ISA RC25 Newsletter-Winter 2010 includes the second part of the Special Issue on CODE SWITCHING AND CROSSTALK IN GLOBALIZING WORLD, devoted to the memory of the late Professor Rodolfo Jacobson, who was the convenor of the ISA RC25 Language and Society panels. The first part was published in the summer 2009 issue.

The Issue includes the paper by Miriam Ben-Rafael (Israel) presented at the ISA RC 25 Session on code switching at the ISA Congress in Durban in 2006, and the paper by Lynne Ciochetto (New Zealand) presented at the Seminar on Knowledge Society in Moscow in 2007. Two other papers, those of Amado Alarcón, Gloria Barberà & Antonio Terceño (Spain), and Svetlana I. Harnisch (Russian Federation), were presented at the ISA RC 25 Panel Sessions on *Crosstalk in professional spheres* during the ISA Forum in Barcelona in 2008. The fifth article, by Maya Khemlani David and Caesar DeAlwis, was written specially for this issue.

In line with Rodolfo Jacobson's approach to code switching research, all the studies seek to situate multilingual language choice and use in broader national, international and global contexts. All the articles deal with communication in public spheres, in settings where two or more languages are available.

Miriam Ben-Rafael's article, *Code-switching and identity: The case of Francophone immigrants in Israel*, discusses language choice among two cohorts of Francophone immigrants in Israel, one comprising people who settled in a kibbutz about 50 years ago. Their language shift from their L1 French towards Hebrew, the modernized national language of Israel, is discussed in terms of theories of identity and language shift, and examples of their code switching in recorded conversations are supplemented with quotations from interviews in which the participants reflect on their shifting identity and the social forces which have influenced their language shift: for instance they say that Hebrew has become their language of intimate expression between couples: one might assume that this would be among the last domains to undergo language shift. This is important, as it shows that their shift to Hebrew is not only in public domains such as workplaces and service encounters. The complexity of ongoing intergenerational language shift is demonstrated by the participants who express a sense of regret that they have not made greater efforts to maintain L1 French for their children. Ben-Rafael's conclusion points towards one area of abiding interest for research into code switching and language shift: the tipping point, referred to Myers Scotton (2002: 261) as "matrix language turnover", when the L1 ceases to provide the grammatical frame for utterances and this function is taken over by the L2.

The article written by **Amado Alarcón, Gloria Barberà & Antonio Terceño**, "*Linguistic choice and the criteria of efficiency and efficacy in business companies of Catalonia: Implications on inclusion and exclusion of social and linguistic groups*", aims to find out the extent of rationality of corporate linguistic policies through criteria of communicative efficiency (maximin criteria or maximization of the minimum communicative competence) and efficacy (minimax criteria or minimization of maximum communicative loss). In the article the implications of inclusion or exclusion emerging from communication in different linguistic and social groups are examined. Empirical evidence is drawn from 22 in-depth interviews with managers and a survey of 228 employees in 26 workplaces affected by the internationalization of its activity and workforce. The results of the fieldwork, conducted in Catalonia, show that communication strategies based on maximin criteria place English as an optimal linguistic choice in contexts of increasing diversity in workplaces and companies, but with an important

level of ambiguity and possibility of misunderstandings. Using the criterion of linguistic efficacy (minimax), the result is the choice of Spanish in a majority of communicative contexts. On the question of the inclusion dimension of communication, English is in an increasingly advantageous position in comparison with Spanish and Catalan in contexts of high cultural diversity.

Lynne Ciochetto's article, "*Outdoor Advertising and Social Change in Russia in the 1990s*" deals with the recent economic, social and cultural changes in Russia, presenting data on content-analyses of advertising of local and imported goods on street-posters in Moscow and Saint-Petersburg. The spread of western goods and their advertising in the internationalized economy of Russia results in changes in advertising strategies and textual choices. How are images and symbols of western style of life transferred into Russian? The results of her comparison show that in modern advertising by non-Russian companies more photos and visual data are used, while the Russian advertising texts use more text and illustration. The advertising industry is by definition sensitive to public tastes and preferences, so the findings concerning infrequent language mixing in advertising texts is important: they prefer to persuade consumers to buy through the use of Russian.

Both Ciochetto and Alarcón et al exemplify a broader approach which goes beyond analysis of actual spoken or written code switching, but which forms part of the notion of crosstalk as a sociolinguistic phenomenon which highlights the code choices available to today's global citizens. With a similarly broad perspective, the article "*Working languages of transnational corporations: Code switching and crosstalk in networks*", by **Svetlana I. Harnisch**, deals with multinational networks which use several working languages and which face cross-cultural and cross-lingual communication problems of coherent management. Collisions and collusions in talk are explored through linguistic, cognitive and pragmatic approaches. Comparable to Ben-Rafael's study, Harnisch uses multi-methods, discussing actual crosstalk examples after presenting the findings of a quantitative survey. She is thereby able to triangulate findings that show the increasing role of English as a lingua franca in international business communication with actual examples elicited and discussed in interviews with staff of multinational organizations. These provide examples of miscommunication, which are analyzed through a categorization of different types of crosstalk.

The breadth of coverage in both geographical and methodological terms, is expanded by the article entitled "*Code-switching as a communicative strategy for international audience comprehensibility in Slumdog Millionaire*", co-authored by **Maya Khemlani David and Caesar DeAlwis**. Analysing code switching in a movie is an innovative approach to research. By focusing on wider issues of global marketability of the movie and the consequent language choices adopted in the movie's dialogue, the authors demonstrate further linkages between micro-level code switching, in this case between Hindi and English, the setting of the story in Mumbai, India, and the global context in which the movie is seen by audiences.

Overall, the five articles suggest a future direction for sociolinguistic code switching and crosstalk research, not only by using multi-methods of data collection and data from both real-time interactions and the media but also by situating spoken and written texts in local, national and global contexts. Ultimately it appears from these research-based articles that in our current globalized world identity, linguistic efficacy and financial profitability contribute to decisions made about the maximal or optimum language(s) used.

Reference

Myers-Scotton, C. (2002). *Contact linguistics: Bilingual encounters and grammatical outcomes*. Oxford, England: Oxford University Press.