



Word of the Year initiatives: language as mirror of dynamics in culture

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Symposium format (one choice - delete the others):

- **Symposium Multimodal**

Symposium mode (one choice - delete the others):

- **Hybrid**

Sub-themes (multiple choices - delete the others):

- ☐ **LANGUAGE IN USE:** communication, interaction, conversation analysis, discourse, corpus, media
- ☐ **LINGUISTIC SOCIAL ISSUES:** linguistic (in)justice, power, advocacy, attitude & bias, diversity-emancipation, discriminations, ethnicity and gender, ideology, language & social justice
- ☐ **LANGUAGES IN SOCIETY:** bilingualism, multilingualism, plurilingualism, multilingual classroom, translanguaging, literacy & literacies, heritage language, home language, migrants, deaf, sign/gesture

Short abstract in English (15 lignes) :

Word of the year initiatives can increase society's awareness of the role language plays in everyday life. By reflecting on the public discourse of the previous twelve months, the word of the year can shed light on what moved people most and what makes a society tick. For Applied Linguists, the phenomenon is of twofold interest: first, empirically grounded selection processes of socially predominant words require sophisticated analytical tools from discourse and corpus analysis. Second, media coverage of every Word of the Year is an opportunity to raise both language awareness and the visibility of Applied Linguistics in society at large.

Argument:

The contributions of this symposium define key concepts of word of the year initiatives; explain evaluation processes for the words of the year in specific, mostly national contexts; analyze the interplay of stakeholders such as academic and non-academic institutions (e.g., publishers and media), communities (e.g., subscribed followers of initiatives), resources (e.g., linguistic databases), and processes (e.g., corpus-based evaluation methods) involved. We conclude the symposium presentations by discussing advantages and difficulties of transgressing disciplinary boundaries and combining (folk) linguistic epistemes in and beyond academia with popular word of the year initiatives.