

Joshua Fishman's "behavior-toward-language" and beyond

My relationship with Joshua Fishman has certainly been at least to some extent determined by the place and time of my own activities. I did my PhD. in Prague, completing the degree in 1983. Since the Prague Linguistic School, at all stages of its development, focused on cultivating standard language rather than dealing specifically either with bilingualism, language maintenance, or (status) language planning, Fishman's "sociology of language" did not become part of the linguistics canon in Prague. It was only in the early 90s that I became personally better acquainted with Fishman's work, when I was the first to teach a systematic course in sociolinguistics in Prague. A few years later, I was able to put a face to the name Fishman after meeting Joshua at a conference on multilingualism in universities that was held in Santiago de Compostela (as well as at a quiet celebration of his 70th birthday organized during the conference). The meeting resulted in the publication of an issue of the *International Journal of the Sociology of Language* (IJSL) dedicated to the language communities in the Czech Republic. Since I understood from the collaboration on this work that Joshua would like his journal to cover the sociolinguistic situation in all the European countries that had been isolated from the western world until the 1990s, a new issue of the journal would soon appear – this time devoted to the topic of the contact between small and large Slavic languages (expected to come out this year, i.e. the year of his anniversary).

However, Joshua Fishman has played an important role not only in my (co-)editing projects and in my sociolinguistics courses (how else?) but also, albeit indirectly, in my specialized field, i.e. research in language management, which I have been working on for the last few years. This is how it happened. In the early 70s, Fishman introduced the apt term "behavior-toward-language" to characterize an important area of his sociology of language. The phenomena falling within the scope of "behavior-toward-language" are of course extremely complex and varied (ranging from the complex standardization of languages to the simple correction of a slip of the tongue), which makes them very difficult to grasp as a whole. This is precisely the ambition of Language Management Theory, which is particularly close to my heart. It is interesting, yet certainly not accidental, that the founders of the theory, J.V. Neustupný and B.H. Jernudd, Joshua's long-time colleagues and friends, concisely delimited the object of the theory as "behavior-toward-language".

How should I conclude? Joshua Fishman is a linguist worthy of special praise. His contributions to the field in various parts of the world, in particular those marked by significant political changes in the last several decades, are no small matter, and I eagerly look forward to the continuation of his aims. In the spirit of the above text, I hope that Joshua Fishman's "behavior-toward-language", in other words "language management", will become the topic of another issue of IJSL.

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