

The Economics of Language Revitalization: Promotion and publishing

Viv Edwards (Reading)

Many of the criticisms of efforts to revitalize endangered languages focus on economic viability. This paper takes a different stance using two examples of developments that harness an understanding of economics. One concerns an initiative to market the benefits of bilingualism to parents in Wales; the other addresses the challenges of producing high quality materials for children in minority languages, drawing on co-publishing ventures in Europe and Africa which increase the print run and reduce the unit price. It is argued that collaboration between minority language speakers is essential in finding workable solutions for shared problems.