

An Economic Perspective on Language Management in Iraqi Kurdistan

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Abstract:

This paper is about ‘An Economic Perspective on Language Management in Iraqi Kurdistan’. In many languages the relationship between the economy and the language is seriously taken into consideration. Unfortunately, Kurdish language is in a critical situation in this respect. This paper tries to show the linguistic situation of Kurdish language from the economic perspective through studying the related concepts such as language economics, language investment, language industry and its relation to language planning and language policy. Aiming at drawing some of the possible aspects through which there could be a space for investment in the Kurdish language, this study also searches for coming across some current cases of linguistic investment in different parts of the world such as Britain, France and Canada. Meanwhile, it focuses on most outstanding obstacles that stand against the process of investment in Kurdish which includes the lack of awareness, the non-stimulating regulatory besides investment environment, and the unstable economic and linguistic situations in the region. The study comes to conclude that many countries had invested in language considerably to improve this aspect to pave the way for acquiring huge, direct and indirect economic revenues. As much as investors care about English, they need to care about Kurdish. Hereby, there is a crucial need to support experimental studies to reveal the potentials of investing in Kurdish to indicate the existing deficiencies regarding the effective language investment situations.

Keywords: Economics of Language, Language Investment, Language Industry, Language Planning, Language Policy, Economy Sector.

1. Introduction:

The economics of language is a complicated field of study. Communication among people has become progressively significant due to the globalization of the world economy. Hereby, language scholars have paid some attention to issues related to language and its relationships with economics. Thus, the studies of the linguistic issues from the economic perspective resulted in one of the recent interdisciplinary studies which is known as (Economics of Language). That is, the economics of language, as an interdisciplinary subject, has been recognized for more than forty years. In fact, such interdisciplinary field seemed to meet present needs, participate in answering questions on the table, and it is of help to sort out existing problems. Meanwhile, being interested in economics of language becomes one of the areas of research and investigation within language planning and language policy due to the aims the field of language planning and language policy has in its effort to come across the current situation of language, anticipate its future and direct that future towards what is planned for.

This paper calls for investing in Kurdish rather than English which became a phenomenon in the last two decades. Many private and non-governmental schools depend on English as a medium of instruction. The problem is in the huge number of families who widely accept sending their children to such schools where investment in English is indirectly widely received. Hereby, this study aims at making use of the steps taken by the experiences of other international languages like English and French to inspire the Kurdish academics to adopt the same procedures which are expected to enable Kurdish language to play the same role and improve its situation in different fields of life particularly in the economical sector. It is important to activate the Kurdish language in all sectors of life and enable it to take the steps other successful languages such English, and French have taken particularly in terms of investment in language.

It is hypothesized that ignoring the relation of Kurdish language to the economy will have a negative impact on the linguistic rights and job opportunities in Iraqi Kurdistan. It is also hypothesized that the individual efforts and the community practices and management in terms of language investment in different fields of life represents the actual language practice and management in Iraqi Kurdistan region.

The methodology of economics is the scientific method applied to maximizing behavior (Friedman, 1953). Accordingly, this paper relies on the discourse historical approach through which some periodical articles, news items, commentaries, and official documents produced primarily in the main Kurdish variety (Sorani) in terms of these debates are analyzed. The study is confined to the description of the language activities and practices related to the economic and development movements occur in governmental and non-governmental domains all

over the world in general, and in Iraqi Kurdistan in particular in a qualitative way. Notably, from the point of view of subjects and methods, economics of language has something to do with sociolinguistics and the philosophy of language. Thus, the scope of the study is restricted to some relevant concepts and terms and the ways they are related to language planning and language policy in addition to the features of linguistic investment via some international and local practices. Further, the focus is on the strategic aspects that motivate investment in the international languages of English and French the Kurdish language should imitate, and then the most prevailing barriers and mechanisms to cope with such strategic aspects are covered.

Notably, there are similarity points between some studies in economics of language with those in sociolinguistics. Economists and linguists can help each other in one way or another. That is, economists can enable the linguists to get their vision broadened while linguists can help economists through language issues to find new topics. There is no doubt that the economic analysis of language is of great help to both linguists and economists. Accordingly, this study is of great importance for Kurdish academics, researchers and students so as to figure out what is needed to regularize the exercises and practices of language besides realizing what is required to be known about Kurdish language in detail to enable it play an effective role in the economy sector as required.

1.2 Language and Economy: Basic Definitions and Terms

In 1965, Marschal introduced the term “economics of language” for the first time when he made an effort to explore the issue of the communication systems that meets the requirements of achieving the goal, and wanted to know the reasons beyond taking a language or certain languages the positions they have according to certain characters in a certain time period, and what is noteworthy here is his provision of an economic perspective to tackle those issues while he confirmed the link between ideal language and economics (Fehri, 2013: p.251).

Being used alternatively by Grin (2006: pp. 77-94), it seems that “language economics” and “economics of language” for him give the same impression in terms of name and concept. That is, according to Grin’s definition of “economics of language”, the term concentrates basically on those relationships in which economic variables play a role in having them despite of the usages of the concepts and tools of economics in the study of relationships featuring linguistic variables by the economics of language. It appears that Grin has restricted the notion of “economics of language” to the study of relationship between language (or languages) and the economy at the expense of the relationship with economics itself.

As far as the concept of “language investment” is concerned, Al-Zira’ ai (2015: p.14) believes that language and investment are two angles on which a view is based. Linguistic investment in the viewpoint of a researcher is known to be an economic activity whose subject matter is language, and it is not deprived from economic practices in which the concentration is on language. Nevertheless, it is possible to find that perception of linguistic investment pays more attention to economic at the expense of the linguistic aspects related to linguistic investment in which the incomes stand for a strategic dimension that cannot be disregarded.

It should be noted also that the concept of (industry language) is widely spread these days and it is found that it is used primarily in environments in which multilingualism particularly implies linguistic activities which assist owners of dissimilar languages to communicate with each other as in the Federation of Europe or Canada. The Canadian Linguistic Industry Association, and The European Association of the Linguistic Industry are among the various associations that have been established for the linguistic industry which includes activities related to all kinds of translation besides language techniques, computer processing of languages, and language teaching (Al-Mahmoud, 2018: p. 57).

Language is a social phenomenon. According to Tejerina (2005) “language as an institution is a process of economy of content (the obviating or simplification of complexity)”. When it comes to the subjects of investigation of the economics of language, theoretical studies are different from applied studies (Zhang and Grenier, 2012: p.5).

In brief, there is a difference between broad and narrow economics of language. The broad sense of economics of language deals with the language itself (including its origin, development and change) from an economic point of view whereas the narrow sense of economics of language includes definite fields as language and economic status, economic analysis of the dynamic development of languages, economic analysis of language policy and language planning, game-theoretical approach to language, and game theory and pragmatics. Hereby, it is proposed that priority is to be given to economics of language in a broad sense to use the term “**Language and Economics**” which appears to explicit its meaning the best. Here the following definition is proposed:

Language and economics is a branch of economics that uses economic theory, principles and methods to study language and speech acts, which are considered as widespread social and economic phenomena. (ibid, p.28)

1.3 Language and Economic Status

The relationship between language and economics is as old as language and economics. The German social linguist, Florian Coulmas, depended on the theoretical dimension to tackle this relationship between language and economics. That is, Coulmas examined such mutual relationship between "words" and "the coinage" and he arrived at the result that how the coinages are charged, the words are charged too, and he believed that the linguistic balance is no less than the physical balance. For Coulmas words and cash are just like the nerve in its function. That is, the words are just like the nerve of thinking while cash is just like the nerve for investment. Further, the vocabulary acts like a tool for exchanging moral goods whereas the coinage behaves like the tool for exchanging the physical / material goods. From the perspective of the content and function, words express immaterial content whereas money achieves the function of exchanging goods. Additionally, the discussion of the extensive theory enabled Coulmas to arrive at the result that it is not possible to understand the linguistic map of the world without understanding the economics of the world. Thus, the language is to be dealt with as an independent economic factor. (Al-Mahmoud, 2013: p. 20)

Accordingly, to be to the point, two points are to be tackled. First, it is possible to view knowledge of a language as a skill. Actually, it is a sort of beneficiary investment in human capital whenever a language or more than a language is learned and there are many empirical studies in this respect. That is, to support the fact that language, as human capital, plays a vital role in the determination of earnings, many empirical studies have been done since the 1980s (Carliner, 1981; Shapiro & Stelcner, 1981; Grenier, 1987, McManus, 1985; Chiswick & Miller, 1995, 1998, 1999, 2003, 2007; Trejo, 1997), especially for immigrants (Dustmann, 1994; Dustmann & Fabbri, 2003; Leslie & Lindley, 2001; Shields & Price, 2002; Bleakley & Chin, 2004; Aldashev *et al.*, 2009). There is another point which shows that the more fluent an employee, the higher the wage he or she can get. For instance, in the United States, it was estimated that the loss of wages and the difference in unemployment rate caused by the lack of English proficiency were respectively between 3.8% and 38.6% and between 1% and 6.5% (Gonzalez, 2005). Further, skills (such as speaking, listening, reading and writing) which are particular language skills have encouraging results and impacts on income (Chiswick, 1991; Carnevale *et al.*, 2001). Therefore, from the perspective of human capital, it is due to pure economic motivations that the desire and incentive of people's learning a language are achieved (Zhang, 2008a). Second, members of minority language groups cannot obtain a good job, and naturally, their income cannot be high because of discrimination which leads to their marginalization in the labor market. (Zhang and Grenier, 2012: p.7)

Accordingly, language includes two basic aspects which are dissimilar from the perspective of economy in the knowledge society: The first aspect calls for regarding language as a tool in economics the nations depended on in their process of economic and social development. It is through the usage of language that individuals and institutions of society confirms and ensures the transfer of knowledge and experience between them and it is via controlling the language from the side of the workforce that the process of transferring knowledge and technology to society is facilitated. Thus, language is to be invested to achieve the role of receiving science and techniques in addition to its being practiced but the society finds such a role effective if it is in the national language. The second aspect is the focus on the language as an industry and a product through depending on cultural industry which is given extraordinary priority in the global economy, the growth process, and the overall homegrown production of the countries as a result of their dynamic contribution to finding vacant positions and job opportunities, varying sources of income besides increasing exports. Hereby, there are some countries like Netherland, Sweden, Poland, and Denmark where the imports of the cultural industry precede the participation of large industrial sectors such as the food and computer industries in addition to construction sector. (Mrayati, 2014: p.8)

Ethnicity is another point which shows the relation between language and earnings. Pendakur and Pendakur (1998, 2002) found that it is partly due to the labor market discrimination against minorities that the income of minority language groups in Canada is low. Examining the return to speaking English in South Africa along with globalization, Levinsohn (2007) arrived at the result that Whites return to speaking English more than Blacks and this suggests that the return to language skills is under the impact of race and discrimination. (Zhang and Grenier, 2012: p.8)

Notably, some states are using language as an influential economic card, for instance, when Jack Shirak was the Prime Minister of France, he made a suggestion to the 36 Francophone states where the formal language is French and offered to forgive them from paying back their debts whenever they used French at the expense of English. The French deployed and distributed their language in this way and they still ask and are motivated about opening French departments. Likewise, the Spanish authorities have attempted to establish institutions for teaching Spanish. If France, Spain, and the UK make such efforts, what should we do? The Spanish government spent 75000000 dollars on a project to develop the Spanish language outside Spain. (Tofiq, 2007: p.24)

The relation between language and economy is developed and enhanced more than before because language is the tool of production and exchange, growth and industry, making money and capitalism and budget. There is a reference to the linguistic markets, providing goods and linguistic services besides the stock-outs of commodities in addition to the necessary evaluation of economy for every language policy. Thus, the Canadian

government has recently set out evaluating its policy of bilingual and linguistic system for the services. Its cost is estimated at 2,4 billion dollars. The benefits of English outreach to the benefits of the Anglophones are estimated at billions of dollars. (Fehri, 2013: p.8)

The cost of the translation in the European Union depending on choosing the formal multilingualism was more than 40% of the budget of Union Administration. The language was compared to currency or cash in its liquidity because as much as the language is used its benefit and its speakers' benefit will raise and its cost will be doubled. There are 23 formal languages (including all national languages which are formal languages) and this is one of the obstacles of the communication in the institutions of the European Union and it has political and economic reflections the scholars of economy and politics wrote about. (ibid: p.42) and (Spolsky, 2004: 54)

Accordingly, if nothing was done in the past in terms of making use of the economic factors concerning the Kurdish language, the authority is required to follow appropriate procedures such as opening a Kurdish department in universities outside Iraq especially in Europe and America in the future so that foreigners can learn Kurdish language and at least one will feel that there is a sort of enthusiasm and activity. There is an urgent need to work on investing Kurdish language and restricting the way English language is invested particularly in private and non-governmental educational institutions. Nevertheless, there is nothing to be mentioned or written in terms of the relation between language and economy in Iraqi Kurdistan except for pointing out the role of economy in enhancing the function of language every now and then. That is, in addition to political support, R. Sabir (2008, p.110) considers economic support an influential factor for any language to be able not to retreat behind other stronger languages. Economy is one of the factors Jambaz (2014, p.60) mentions in addition to occupation, commerce, migration, and religion to stand beyond the spread of language.

1.4 The Relationship between the Economics of Language, Language Policy and Planning

The modernity of the field of language planning on the one hand in addition to the difference in theoretical philosophy and scientific formation for early researchers in language policy and language planning on the other hand made the terms language policy and language planning appear in an uncontrolled way even in Western writings. That is, they seem that they separate, whenever they get closer and whenever they separate, they get closer. (Al-Mahmoud, 2016: p.179)

It is through having a look on the literature on language policy and planning and economics of language that we can find the following practical practices in the context of the economics of language and its relationship to language planning and policy:

1 - In an effort to gain material return, achieve significant national income returns and have job opportunities, the country is to consider language a good investment resource and make use of it effectively and this will be done through many projects such as: teaching the language to non-native speakers at home and abroad, and benefit from the technology to set up language projects, educational publishing, and so on.

2- The economy is considered as a supporter of the linguistic affair in terms of exploiting the economic position of the state to support its language and enable it to achieve its goals. The German Minister of Economy said: “when you want to buy - goods from us; you need not to speak German but when you want to sell goods to us, you have to do so” (Djite, 1994: p.103) and this is a clear indication of making use of the economic dimension to support the position of German language, and to promote its empowerment in commercial exchanges in which Germany is the recipient of the goods that pays the price otherwise that pragmatic viewpoint could be changed when Germany would be the selling source of its goods and be the paid one.

3- Getting benefit from the economic data to make language policy and planning decisions: The economic perspective is invested through some key concepts such as the cost, mechanism of saving and economic return for the sake of taking decisions related to language policy and language planning. Therefore, the basic role the economic considerations play in language-policy research is to enable social actors evaluate the pros and cons of diverse avenues open to them, and to participate in making principled and transparent choices. (Grin, 2006: pp.77-94)

4- To benefit from economic data to evaluate language policy and language planning: Looking at the economics data here is to evaluate an existing language policy and completed language planning. These economic data are usually directed towards adjustments in language policy. It can also be found in the language policy in Australia and Canada, and other countries. (Al-Mahmoud, 2015: p.167)

It should be noted that the economic vision for making or evaluating decisions in the third and fourth practices is through studying the material economic dimensions, for example, to make a decision about planning or evaluating a bilingual educational system, the cost of that system is taken into account, and it is to be compared

to the different reality through the cost of a monolingual educational system. Then the time scope of the bilingual educational system in addition to the cost as well as the related incomes are to be identified so that the expected incomes can be accounted in the close and far scope. Thus, the results will show the value of the program. Yet, the symbolic achieved incomes could be also taken into account if they can be turned into coinage income which could be added to the total value. If the advantages were higher than the cost, that would compose a strong and essential concept to recommend depending on the policy and achieving it or persisting on using it. (Grin & Vaillancourt, 2015: p.124)

1.5 The Aspects of Linguistic Investment:

There are many aspects of linguistic investment that can be divided from different perspectives. When looking at the investment goal in Coulmas' viewpoint (1992: p.86) two main parts can be distinguished the first of which could be the linguistic investments which contribute to improving linguistic use which are those investments that achieve financial returns but are not the target in the first place. Nevertheless, it is through it that the linguistic use is aimed to be achieved. Lexical work is one of the examples of such investments. Lexical work including (monolingual, bilingual or multilingual dictionaries) is a long-term and takes a lot of effort, costs, and time. Its immediate and close financial returns are not encouraging but rather frustrating, for example, the Oxford Dictionary of English has faced many difficulties, and its writer, James Murray, revealed that the dictionary has been through financial crises throughout (35) years of work. However, the language returns through issuing the sober dictionaries cannot be counted. The second part is the linguistic investments that contribute to the economic benefit which implies the investments in language aiming at achieving financial return. A major example is the investments in teaching languages for non-native speakers, and they represent a large economic industry that has an impact on national income in some countries.

It should be noted that the relationship between the two parts is a reciprocal one. The linguistic investments that contribute to economic benefit affects positively supporting the linguistic investment and vice versa, for example, investment in dictionaries is seen as being primarily for a linguist benefit; however, in the long term it contributes to creating economic investment opportunities such as machine translation which is built through lexical databases. Likewise, teaching the language to non-native speakers which is counted within the investments having economic benefit is counted as a mechanism for projects and investments of linguistic interest such as preparing language codes for non-native language learners and the creation of educational series. (ibid, 88)

When looking at global practices in linguistic investment and what researchers such as [Al-Zira'ai (2015); Coulmas (1992); Al-Anati (2006: p.1); Gazzola & Wickstrom (2016: p.68)] have covered in economics of language, the following main investment practices can be drawn that are consistent with the reality of the Kurdish language in one way or another:

1 - The Lexical Industry: It is a basic pillar for documenting and preserving language in addition to their contributions in facilitating other investments such as teaching the language to non-native speakers, translation, linguistic technologies, and others. It is noted that the lexical industry of Kurdish language cannot be currently compared with other languages such as English, German, and French, which are witnessing influential institutional lexical works.

2- Teaching the language to non-native speakers: It is a huge investment industry that has direct economic effects, and it has been counted as the recognized imports in the national income of some countries. Likewise, language teaching is related to several impactful investments aspects such as: aviation, housing, earning one's living in addition to what has been got by the related institutions of teaching the language, and the main and service functions associated with it. There are many related investment aspects related to teaching the language to non-native speakers such as language tests, the resources of which have become very huge (for example: annually there are more than 4,500 TOEFL tests, and the number of examinees exceeds (30) million persons, America exam fees vary from (160-250) dollars. Teaching the language to non-native speakers that is related to educational materials is also among the related investment aspects. It is worth noting that the great activity in education either through educational platforms or through smart phone applications (Babble) is one of the popular applications for languages teaching, the number of its users on the Android platform is close to (50) million users (it provides educational services with financial fees) (Al-Mahmoud, 2018: p. 62). Though there is no space for such type of Kurdish tests for those students who are coming from center and south Iraq and asking to attend the governmental and non-governmental universities in Iraqi Kurdistan to pursue their higher studies, it is possible to examine such students and to enforce them to learn Kurdish language which could be one of the steps towards investing Kurdish language.

3. Translation: is one aspect of the language investment particularly in the world today which is witnessing educational and civilizational convergence imposed by the nature of life. Translation and its various activities stand out as an investment aspect in the countries that are multilingual besides the countries that witness commercial or economic movement. Likewise, the translation movement is also getting activated for the sake of

the enrichment of the scientific aspect and the localization of knowledge (Jabir, 2014: p.7). A study dealing with the European Union showed that there is a direct relationship between the investment in language management and an increase in sales by up to 45%, through adopting language strategy, employing native speakers of the target language, and appointing staff with language skills, and using translators (Gaz, 2011: p.3). Some statistics on China show the growth of translation agencies in conjunction with the growth and economic and entry into new markets. That is, the number of translation agencies increased from 109 agencies in the 1998 to more than (800) agencies in 2002. (Ding, 2008: p.8)

4. Linguistic Technologies: Technology is one of the features of the world today, and it has witnessed and continues to witness huge linguistic investments. They vary in terms of goals and fields as there are educational technologies that use artificial intelligence to guide learners and their evaluation in addition to some educational applications. Meanwhile, there are general service techniques including automated recognition of human speech and interacting with it on which companies spend huge sums of money. It is noted that Kurdish has not kept pace with the development seen in a number of languages.

1.5.1 International Experiences in Language Investment

Today, the world is having a number of international experiences in linguistic investment, which vary in terms of their effectiveness, and the review of all these experiences is difficult in such a study. Further, this study works on the most outstanding experiences in terms of language investment worldwide so that those whom it may concern in Iraq Kurdistan can make use of them. Therefore, the reference will be limited to some experiences via extrapolating some official reports and statistics, then commenting on them in general, noting that each case of language investment requires a thorough study in a detailed and accurate way, and extracting the most prominent experiences and expertise.

The British experience is a pioneer in linguistic investment in many ways, and one of the most prominent manifestations of this leadership is investing in teaching English to non-native speakers. By reviewing a recent economic report on assessing support for the British economy through teaching English (Chaloner; Evans & Pragnell, 2015: p.6), important data can be extracted through the following points:

1. About (650,000) students study English in the United Kingdom and the number of the accredited institutions to teach English is (550).

2. The economic value of the English Language Teaching Centers does not depend on their direct activities but rather it is a catalyst Economic Development through its acquisitions from local suppliers to support its educational activities.
3. Teaching English to non-native speakers in Britain supports the British economy by about (26,500) Job annually.
4. The employment multiplier for these jobs is 9.1 which means that all (10) jobs support (9) other jobs in the economy in general. For further information, Employment Multiplier is an economic term which refers to the rate of impact that certain functions can have on other posts in the general economy.
5. The total expenditure of English education institutions and their employees in Britain is about (500) million pounds and nearly 350 million value added. For further information, value added is an economic term which refers to the profit or loss that comes after all the cost of all types of money that are used is raised and it measures the economic profit rather than the profit accounting and the returns show that the losses after the money is put up.
6. Teaching English to non-native speakers in Britain supports the British economy with around 1.1 billion pounds Sterling annually. (Al-Mahmoud, 2018: p. 63)
7. The total amount the English language learners spent in Britain is 2.1 billion sterling which includes tuition fees, accommodation costs, living, etc. It exceeds what English language learners spend on Government services what they will receive from services, and contribute to about (194) million pounds from revenues from the state treasury in addition to the clear contribution to the British economy through the abovementioned numbers. The learners of English in Britain also contribute to the British economy after their return to their country directly or indirectly.

If one moves to one of the most famous British institutions concerned with international cultural and educational relations in English and published outside the United Kingdom, he finds that it is the British Council

(British Council, Annual Report and Accounts 2016-2017, 2017: p.54). What follows can be concluded from the last annual report:

- A.) 14% of the British Council's budget comes from the British government while 3.85% comes through the imports of its services in English teaching and language testing.
- B.) The British Council's imports in the financial year (2016-2017) is approximately (1077) million pounds sterling, that is, an increase of 97 million pounds over income for the previous financial year (2016-2015).
- C.) Revenues are divided as follows: 60% (650 million) for teaching and examinations, 15% (158 million) donors, 156 million (14%) contracts, 8% (84 million) partnerships, and 29 million (3%) other parties.
- D.) According to the strategic plan, the imports of the British Council reached 5.1 billion pounds sterling by 2020, and there is an annual growth in imports by 5.8% annually as it is planned for.
- E.) The activities of the British Council in 2015 generated the added value of the British economy which is 8.1 billion pounds, and according to the previous plans the total added value for the British economy exceeded 5.2 billion pounds by 2020.
- F.) The Council works on language and professional tests with (140) examination bodies in (124) countries. IELTS (English Language Proficiency Test) exam was done for 9.2 million beneficiaries.
- G.) The council trained more than (210,000) people, and implemented more than (7,800) projects to social and cultural works.
- H.) The total number of beneficiaries of the council's services during 2016-2017 was approximately (731) Million; (12) million were benefiting from direct face-to-face services; (17) million visitors to the exhibitions and conferences; (36) million for social media; (27) million beneficiaries from e-learning (teachers and students) in addition to (504) million beneficiaries from paper and audio publishing.
- I.) It is estimated that the international student expenditures which is attributable directly to the British Council is 3.1 billion British Pound.

J.) The British Council has participated in the creation of (20,300) jobs including (1,200) jobs in Britain.

K.) The expenditure on British institutions and companies from the Council's budget reached (333) million pounds sterling.

Moving to the context of the French language, many steps which is intended to strengthen the French language and maintain its cultural and economic effectiveness could be found. On top of these steps the organization (Francophonie la internationalede Organization) (OIF) is found, which was established by France in 1970, and it currently includes (56) members that share French as a mother tongue or a second language. The organization has four major goals set by the ten-year strategic framework for Francophonie (2005-2014). On top of these is the promotion of the French language and cultural and linguistic diversity, and several funds have been established to support the projects. These include a fund specialized in visual production, a fund in translation, and other related achievements achieved by the Francophone Organization. It has supported more than (1400) media projects in the French language, reaching a number of the related cultural and linguistic centers to (295) centers distributed over (21) countries and the cooperation is with (67) international NGOs, trained more than (10,000) teachers. (Al-Mahmoud, 2018: p. 65)

In one of the reports issued by the French Ministry of Foreign Affairs (2014: 2) which is about French publication in the world, the following points are indicated:

- ♣ Emphasizing the prestige of the French as a global language which is spoken by more than (220) million speakers, and emphasizing that it is a language for the international economy as the French economy is the fifth in the world, and the French-speaking countries represent 12% of international trade.
- ♣ (30) thousand jobs were created in France as a result of the economic movement with French-speaking countries.
- ♣ Since 2013 a project has been launched to qualify (100) thousand French language teachers in Africa, and there are (494) schools in (131) countries being supervised and supported.
- ♣ More than (700) million euros have been allocated from the annual French budget to spread the French language.

♣ Over (10) thousand foreign diplomats are trained annually in France, and this includes language courses. (Campus France, 2018: 2)

In a report on the impact of international students on the French economy, the following information can be extracted:

♣ In 2014, foreign students contributed to the French economy by nearly 65.4 billion euros annually (including tuition fees, living expenses, aviation ... etc.), and the total tuition fees for French educational institutes student in France was (86) million euros a year. The number of foreign students in France reached (295084) students.

The Canadian context is another case worth considering. Canada experiences multilingualism as English is the dominant language and French is recognized as a second language throughout the country, and in a report issued by the Ministry of Industry entitled Canadian Economic Report for the Assessment of the Language Industry in Canada (The Conference Board of Canada, 2007: p.23), the following points can be notified:

♣ The report identifies the main areas of the Canadian language industry in Canada in translation, language training, and language technologies.

♣ The language industry contributes to the Canadian economy with about \$ 7.2 billion, and creates (51,700) jobs.

♣ The largest contribution to the linguistic industry is the translation sector where it participates by about 2.1 billion, and provides (25200) Job opportunities.

♣ Every year, language education gives about 2,432 Million dollars directly to the Canadian authorit, and the expenses of language learners is nearly a billion dollar every year. Likewise, language education contribution in the private and government sectors was about 1.5 billion dollars annually.

♣ The language education sector provides the Canadian community (14,600) jobs directly and (11,900) jobs indirectly. Therefore, the total contribution of the sector to employment is (26,500) jobs.

♣ Despite the importance of the linguistic technologies sector, statistics related to it are not available in an accurate manner.

In a report issued by the European Commission's General Directorate of Translation on the market for language services in Europe in 2009 appears that the volume of the linguistic industry has reached 8.4 billion euros, and is expected to exceed the language industry more than (20) billion euros in 2015. (Rinsche & PorteraZanotti, 2009: p.iv)

It is noteworthy to review some information related to one of the most famous English language learning sites on the Internet known as (Englishtown), which has changed its name to (EF English Live) as part of the continuous development to reflect that the services provided by the site are direct and interactive through choosing the name (English Live) which implies English directly instead of the old English city name. The American, Bill Fischer, established the website in 1996, and through the website he was able to provide an integrated program for English language teaching according to the European Framework of Reference for Language Learning, with monthly fees. The website is distinguished by having recorded interactive lessons in accordance with several levels in addition to hypothetical classes that the learner attends with real teachers and students from different countries of the world. According to 2010 statistics, the site attracted about (15) million beneficiaries and made contract partnerships with more than (1200) companies and institutions some of which are among the largest institutions and companies in the world such as Nokia, IBM, and some Ministry of Tourism, and some events such as Olympiad Beijing 2008. Hence, the returns will definitely be very large. (Al-Mahmoud, 2018: p.67)

Reviewing previous figures from different countries reveals great interest in the issue of linguistic industry, which is reflected in the annual reports from some government institutions, legal entities, and some research centers. This reflects careful follow-up and continuous monitoring. Likewise, the numbers are no longer in thousands and millions, but entered into the category of billions in currencies of great economic weight. This confirms the importance of the Linguistic Industry. The reports reviewed by the researcher show the keenness of many countries to document and monitor and survey the views of the beneficiaries in the linguistic industry and studying the state of the economic market and making sure to continue with a good amount of growth based on a clear vision and strategic plans for the sustainability of the business, as the previous cases show the mobility in the linguistic industry and those large returns would not have been possible without strong capital with clarity of vision and good planning.

One of the most prominent issues reflected in previous statistics is the direct impact of linguistic investments in terms of direct economic returns. Further, the language is strengthened and its position is

consolidated, the number of its speakers gets increased, and its cultural and civilizational effectiveness in today's world is consolidated as well. The indirect effects at the economic level such as indirect economic mobility are also noted. Meanwhile, the cultural impact is considered to be among the most significant indirect gains which is naturally intertwined with the economic impact. That is, one of the reports refers to the influence of the country of study on the students even after they return to their home country, and a kind of emotional connection towards the country of study will remain, which may be reflected in the economic aspects such as preferring the products of that country over others or striving to repeat visiting that country. (Chaloner, Evans & Pragnell, 2015: p.12)

In brief, the various reports show the diversity of investing entities and the multiplicity of investment outlets until it has become a linguistic industry which has its weight in the national income of some countries. Likewise, previous reports show that there is some kind of coordination, integration and dealing with various government, commercial and civil society institutions to consolidate the linguistic industry.

1.5.2 The Strategic Aspects of Investing in Kurdish

There are strategic aspects that will motivate the investment in a language such as Kurdish, the most prominent of which is the cultural and civilizational dimension, the demographic and geographic dimension besides the economic dimension, and each of these aspects represents a great weight and strong incentive to invest in the Kurdish language. Though Kurdish language in the language market owns its components not available in different languages which makes it worthwhile and competitive whenever it is awarded the right opportunity, the linguistic situation of Kurdish language is very critical and doesn't sound good for the present time due to several reasons the most important of which could be the factors which enable English language to marginalize Kurdish language in addition to other causes that play influential role in this respect too. That is, the threat of social media, private and non-governmental schools, the growth of using English words under the pretext of borrowing words, weak performance of Kurdish individuals, and most of the decisions besides the rules of the Kurdish authority which are in the interest of English and marginalization of Kurdish language are the greatest obstacles that hinder the development of Kurdish language. Hereby, it won't be able to compete with other rival languages in all sectors of life in general and economic sector in particular.

Economically, formal languages have something to do with occupation and making use of vacant positions. For instance, the efforts made by Spanish parents who travelled to the US, as they prefer to learn English even in

those states of the US where the majority of the population have their roots in Spanish migration. That is, they force their children to attend English schools rather than Spanish schools because English is the language of all of the states of America. Spanish parents think that not knowing English will threaten the future of their children. Talking about the formal language of Iraq during the Ba'ath regime and finding it normal to have Arabic as the formal language and the language of the majority of Iraqis, Tofiq (2007: p.57) notes that learning the Arabic language leads to more job opportunities. As parents were always worried about finding a better future for their children, they have found learning Arabic a necessity. Unfortunately, there was and still there is no space for such economic policy in terms of serving Kurdish language. The situation in Iraqi Kurdistan is totally different since the people try to speak Arabic because of their Arab customers. The people who are able to afford sending their children to private schools where the language education is English do not pay attention to the costs which weaken the Kurdish language. Since the economic efforts in Iraqi Kurdistan are serving foreign languages, the political authority is required to allocate an amount of money to enhance the linguistic situation of Kurdish language so as to spend less in the future and to avoid being in the same boat with the Western Arabic states (i.e. Algeria, Morocco, and Tunisia) which allocate an amount of money every year to reduce the impact of French language on their people in their countries. (Spolsky, 2004: pp.134-135)

1.5.3 The Obstacles to Linguistic Investment in the Kurdish Language

After reviewing some international experiences in linguistic investment and the huge returns it achieved, a major question appears about the main obstacles that prevent investment in the Kurdish language? And why the strategic Kurdish dimensions are not invested in a successful investment industry? For this study working on removing such obstacles from the way of getting Kurdish language invested is the best choice to come out with the most appropriate form of language investment in Kurdish language in Iraqi Kurdistan.

Accordingly, the detail of the conversation about the obstacles to linguistic investment needs an integrated field study in which the researcher looks at the various relevant bodies (the investor, the investment environment, aspects of investment) and extrapolates these impediments carefully intending to reach at an accurate diagnosis. This study points out that there is a sort of language investment in Iraqi Kurdistan but, unfortunately, the language which is invested is not Kurdish; it is English and it is most probably due to the following obstacles:

1) Lack of awareness among decision-makers and capital owners of the importance of investing in the Kurdish language and its direct and indirect returns on the economic, cultural and civilizational side, and even the political side, and this weakness led to the fear of the capital holders from investing in the Kurdish language.

2) The non-stimulating systematic investment environment: in many Kurdish cities there are no bureaucratic procedures to work on investments in the Kurdish language, and the complications in laws and regulations that are found make the investor get out from this type of investment towards other physical investments that are more attractive such as the complexities of the official permits to establish an educational institution, the lack of visas for foreign students, employment procedures and requirements.

3) The economic situation in Iraqi Kurdistan Region: The unrest in Iraqi Kurdistan Region reversed on the investment of the Kurdish language negatively.

These obstacles require a serious action to educate and aware decision-makers about the importance of linguistic investment in Kurdish language and its strategic returns at the economic, cultural and political levels. On one hand, such awareness would contribute to creating an attractive regulatory and investment environment for investment owners, and a stimulus for capital injection necessary for moving the wheel of investment in the Kurdish language. On the other hand, it is important to link investments in the Kurdish language to specialized academic bodies in Iraqi Kurdistan Region in a way that these projects will be under Academic cover that ensures this scientific approach on the one hand, achieves its sustainability in society and contributes to building positive trends towards it on the other hand.

1.6 Conclusions:

The following points are the most important ones this study arrives at:

1) Countries are racing to pump large capitals for linguistic investment in the interest of language development and investment, and to achieve large direct and indirect economic returns while the opposite is true in Iraqi Kurdistan.

2) More attention is to be paid to the investment of Kurdish language in Iraqi Kurdistan region and this could be done through reducing the impact of English language which is unfortunately is invested at the expense of Kurdish language.

3) There is a reciprocal relationship between economy and language. Linguistic investment enriches the language, and vitalizes the fields of its use, and increases the number of its users, and it contributes to establishing its use in

important fields and scopes, and this undoubtedly has its linguistic implications and likewise it has big economic implications.

4) As the use of languages is playing a more and more important role in economic activities with the globalization of the world economy, there is growing interest in the relationship between language and economic theory.

5) Issues related to language and its relationships with economics have drawn some scholarly attention those who are in charge of Kurdish language are to pay attention to.

6) As a discipline or field of study, it is human capital theory and economics of education that promoted the economics of language to its maturity.

7) English has become the world's lingua franca. But a new report shows that, in some of Europe's leading economies, English proficiency appears to be declining.

8) The report draws a connection between a country's level of English ability and its success on a range of development indicators, such as net income and productivity.

9) Formal languages have something to do with occupation and making use of vacant positions. Nevertheless, in Iraqi Kurdistan the formal language is Kurdish but the priority is given to English and sometimes to Arabic whenever a vacant position is announced and this indicates that ignoring the relation of Kurdish language to the economy has had a negative impact on the linguistic rights and job opportunities in Iraqi Kurdistan.

10) Whenever the individual efforts and the community practices and management in terms of language investment in different fields of life are found to represent the actual language practice and management in Iraqi Kurdistan region, there will be a positive response and reaction in terms of linguistic investment in Iraqi Kurdistan. Unfortunately, this study arrives at the result that the way language is economically managed is just like a gloomy picture which doesn't augur well neither for the Kurdish language nor for the Kurdish economy.

1.7 Recommendations:

There are various steps and regulations that can be done and taken by the government and institutions to activate the role of language in different fields and sectors of life especially in the economic sector. That is, the following points should be taken into consideration by the government and the institutions:

1. The political authority in Iraqi Kurdistan is required to allocate an amount of money to enhance the linguistic situation of Kurdish language so as to spend less in the future.
2. Some governments are using language as an influential economic card and Kurdish government is recommended to adopt the same step.
3. The Kurdish authority is recommended to work on an awareness-raising on all levels to facilitate the creation of attractive investment environments in Iraqi Kurdistan.
4. The government is recommended to urge the academics and economists to do more experimental studies on investing in the Kurdish language to give answers in detail about the shortcomings and to explore some successful language investment cases.

دیدگایه‌کی (بۆچوونیکێ) ئابوری سابه‌رت به مامه له کردنی زمان له کوردستانی عێراقدا

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پوخته:

ئهم توێژینه‌وه‌یه باس له دیدگایه‌کی (بۆچوونیکێ) ئابوری سه‌باره‌ت به زمان له کوردستانی عێراقدا ده‌کا و په‌یوه‌ندی نیوان زمان و ئابوری له زۆریک له زمانه‌کان به‌هه‌ند وهرگیراوه بۆ ئهم مه‌به‌سته. به‌داخه‌وه بارودۆخی زمانه‌وانی زمانی کوردی له رۆوی ئابوری یه‌وه له حاله‌تیکی زۆر نارێکدایه. ئهم توێژینه‌وه‌یه هه‌ول ده‌دات بارودۆخی زمانی کوردی له روانگه‌ی ئابوری یه‌وه بخاته رۆو (پیشان بدا) له رێگه‌ی ئه‌و زاراوانه‌ی که په‌یوه‌ستن به‌و بابته‌وه‌ک ئابوری زمانی و وه‌به‌ره‌یتانی زمان و پێشه‌سازی زمان و په‌یوه‌ندی به پلان و سیاسه‌تی زمان. به ر‌ه‌چاوکردنی ئامانجیک که وینا کردنی هه‌ندیک لایه‌نی شیاوه‌وه به‌هۆیانه‌وه بواریک ده‌ر‌ه‌خسی بۆ وه‌به‌ره‌یتان له زمانی کوردیدا، ئهم توێژینه‌وه‌یه لیکۆلینه‌وه ئه‌نجام ده‌دا له چه‌ند حاله‌تیکی هه‌نووکه‌ی وه‌به‌ره‌یتانی زمانه‌وانی له چه‌ند به‌شینیکی جیا‌جیای جیهان وه‌ک به‌ریتانیا و فه‌ره‌نسا و که‌نه‌دا. له هه‌مان کاتدا، جه‌خت ده‌کاته‌وه له‌سه‌ر دیارترین به‌ر‌ه‌سته‌کان که له به‌رامبه‌ر پرۆسه‌ی (کرداری) وه‌به‌ره‌یتان ده‌وه‌سته‌وه له زمانی کوردی دا که بریتین له که‌می هۆشیار‌ی و نه‌بوونی هاندانی ر‌یک‌خراو و ژینگه‌ی وه‌به‌ره‌یتان و بارودۆخی ئابوری و زمانه‌وانی ناجیگیر له ناوچه‌که‌دا. ئهم توێژینه‌وه‌یه گه‌یشته‌ته ئه‌و ده‌ره‌نجامه‌ی که چه‌ندین ولات وه‌به‌ره‌یتانیا ئه‌نجام داوه له زماندا به‌شیوه‌یه‌کی گه‌وره تا‌کو ئهم لایه‌نه چاکتر بکه‌ن به‌مه‌به‌ستی ر‌یگا خۆش کردن بۆ وه‌ده‌ست هیتانی داها‌تی ئابوری گه‌وره و راسته‌وخۆ و ناراسته‌وخۆ. پێویستی یه‌کی زۆر هه‌یه بۆ پشتگیری کردنی توێژینه‌وه ئه‌زموونی یه‌کان له زمانی کوردی دا بۆ ئاماژه کردن (ئاشکرا کردن) ی توانا‌کانی وه‌به‌ره‌یتان له زمانی کوردی دا تا‌کو که‌م و کورتی یه‌ هه‌نووکه‌یی یه‌کانی په‌یوه‌ست به بارودۆخه‌کانی وه‌به‌ره‌یتانی زمانی کارا ده‌ست نیشان بکړین.

کلێه وشه‌کان: ئابوری زمان، وه‌به‌ره‌یتانی زمان، پێشه‌سازی زمان، پلانی زمان، سیاسه‌تی زمان، که‌رتی ئابوری.

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