Methods of measuring programming language popularity include: counting the number of job advertisements that mention the language, the number of books sold and courses teaching the language (this overestimates the importance of newer languages), and estimates of the number of existing lines of code written in the language (this underestimates the number of users of business languages such as COBOL)..  
Unreadable code often leads to bugs, inefficiencies, and duplicated code.  
Sometimes software development is known as software engineering, especially when it employs formal methods or follows an engineering design process.  
 The first step in most formal software development processes is requirements analysis, followed by testing to determine value modeling, implementation, and failure elimination (debugging).  
Programming languages are essential for software development.  
 Allen Downey, in his book How To Think Like A Computer Scientist, writes:  
 Many computer languages provide a mechanism to call functions provided by shared libraries.  
 A similar technique used for database design is Entity-Relationship Modeling (ER Modeling).  
However, readability is more than just programming style.  
The choice of language used is subject to many considerations, such as company policy, suitability to task, availability of third-party packages, or individual preference.  
 Implementation techniques include imperative languages (object-oriented or procedural), functional languages, and logic languages.  
 Debugging is often done with IDEs. Standalone debuggers like GDB are also used, and these often provide less of a visual environment, usually using a command line.  
 New languages are generally designed around the syntax of a prior language with new functionality added, (for example C++ adds object-orientation to C, and Java adds memory management and bytecode to C++, but as a result, loses efficiency and the ability for low-level manipulation).  
One approach popular for requirements analysis is Use Case analysis.  
There exist a lot of different approaches for each of those tasks.  
While these are sometimes considered programming, often the term software development is used for this larger overall process – with the terms programming, implementation, and coding reserved for the writing and editing of code per se.