

# Free epub English as a global language cultural diplomacy (Download Only)

English as a Global Language Globalization of Language and Culture in Asia Global Englishes and Transcultural Flows How English Became the Global Language Words of the World Language and Culture on the Margins Globalization, Language, Culture, and Media Exploring Language in Global Contexts The Cultural Politics of English as an International Language The Rise of Chinese as a Global Language English as a Global Language in China Language and Culture The Politics of English as a World Language Communicating with Asia How and why did English come to be a global language? Linguistic Diversity and Cultural Identity Learning the Global Language English Global English and Arabic Global Language Policies and Local Educational Practices and Cultures Educational Research and Innovation Languages in a Global World Learning for Better Cultural Understanding English and Globalization The Global-Local Interface and Hybridity Language and Globalization English for Cross-Cultural Communication The Impact and Future of English as a Global Language Contending with Globalization in World Englishes Globalization in English Studies English as an International Language Language as a Scientific Tool Markets of English English, the Global Language Does Science Need a Global Language? Exploring World Englishes Cultures, Contexts and World Englishes European Encounters: Language, Culture and Identity Translation in a Global Market Language and Culture Pedagogy Creoles, Diasporas and Cosmopolitanisms Specialised Languages in the Global Village

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**English as a Global Language** 2012-03-29 david crystal's classic english as a global language considers the history present status and future of the english language focusing on its role as the leading international language english has been deemed the most successful language ever with 1500 million speakers internationally presenting a difficult task to those who wish to investigate it in its entirety however crystal explores the subject in a measured but engaging way always backing up observations with facts and figures written in a detailed and fascinating manner this is a book written by an expert both for specialists in the subject and for general readers interested in the english language

*Globalization of Language and Culture in Asia* 2010-05-13 the impact of globalization processes on language is an emergent field in sociolinguistics to date there has not been an in depth look at this in asia although asia includes the two most populous globalizing economies of the world india and china covering the major themes in the field of globalization and language this book will take a look at topics such as english emerging as the medium of instruction for subjects like mathematics and science another theme is the rise of mandarin as a potentially global language networking the chinese diaspora the cultural contexts of asia specifically the sinic hindu and islamic civilizations give the processes of globalization and language a unique dimension this book is suitable for researchers and postgraduate students in all fields of sociolinguistic enquiry

*Global Englishes and Transcultural Flows* 2006-12-07 the english language is spreading across the world and so too is hip hop culture both are being altered developed reinterpreted reclaimed this timely book explores the relationship between global englishes the spread and use of diverse forms of english within processes of globalization and transcultural flows the movements changes and reuses of cultural forms in disparate contexts this wide ranging study focuses on the ways english is embedded in other linguistic contexts including those of east asia australia west africa and the pacific islands drawing on transgressive and performative theory pennycook looks at how global englishes transcultural flows and pedagogy are interconnected in ways that oblige us to rethink language and culture within the contemporary world global englishes and transcultural flows is a valuable resource to applied linguists sociolinguists and students on cultural studies english language studies tefl and tesol courses

**How English Became the Global Language** 2013-03-20 in this book the first written about the globalization of the english language by a professional historian the exploration of english's global ascendancy receives its proper historical due this brief accessible volume breaks new ground in its organization emphasis on causation and conclusions

**Words of the World** 2013-05-29 this bold and accessible study of human languages and communication explores issues which are at the forefront of today's globalized society the human species is divided into more than five thousand language groups that do not understand each other and yet these groups constitute one coherent world language system connected by multilingual speakers in a surprisingly powerful way the chances of a language thriving depend on its position in the system there are thousands of small peripheral languages each connected to one of a hundred central languages the entire system is held together by one global language english a language is a hypercollective good the more speakers it has the higher its communication value for each one of them thus when people think that a language is gaining new speakers that in itself is a reason for them to want to learn it too that is why in an age of globalization only a few languages remain for transnational communication and these often prevail even in national societies this important book discusses a number of specific constellations in detail india indonesia sub saharan africa south africa and the european union de swaan concludes by providing a sober but illuminating view of language policy in multilingual societies this book will be essential reading for those studying sociology communication studies and linguistics

**Language and Culture on the Margins** 2018-10-03 this collection of thirteen essays examines sociolinguistic phenomena in a wide variety of marginal environments providing both an overview of globalization on the margins and a foundation for an expanded understanding of the processes of linguistic and cultural changes at work in these settings taking an expansive conceptual view of margins the volume is organized in three parts looking at examples of marginal spaces in the nation state in online environments and in the peripheries of urban locations globally to call attention to new and changing discursive genres patterns practices and identities emerging in these spaces as a result of contemporary mobilities the evolving global economy and socio political changes with previous research previously confined to the study of globalization in urban areas this volume opens the door for further research on the complex sociolinguistic processes resulting from globalization on the margins making this an ideal resource for students and scholars in sociolinguistics globalization and heritage studies new media anthropology and cultural studies

*Globalization, Language, Culture, and Media* 2006 contributed articles in indian context

Exploring Language in Global Contexts 2022-06-07 this accessible and engaging textbook offers a practical approach to understanding the complexity of language by exploring language use and language learning in a wide variety of contexts bringing together leading specialists who are active researchers in the field of linguistics this book introduces readers to major fields of language study by focusing on social cultural and historical factors that show the dynamic nature of language topics explored include first and second language acquisition grammar meaning making and pragmatics language use and technology language variation and english as a global language this book surveys major principles and shows how to apply them through structured discussion topics and activities to facilitate a greater understanding and appreciation of language this is essential reading for undergraduate students taking courses in linguistics and language use and a valuable resource for students of communication studies media studies sociology and anthropology

**The Cultural Politics of English as an International Language** 2017-03-16 a much cited and highly influential text by alastair pennycook one of the world authorities in sociolinguistics the cultural politics of english as an international language explores the globalization of english by examining its colonial origins its connections to linguistics and applied linguistics and its relationships to the global spread of teaching practices nine chapters cover a wide range of key topics including international politics colonial history critical pedagogy postcolonial literature the book provides a critical understanding of the concept of the worldliness of english or the idea that english can

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never be removed from the social-cultural-economic or political contexts in which it is used reissued with a substantial preface this routledge linguistics classic remains a landmark text which led a much needed critical and ideologically informed investigation into the burgeoning topic of world englishes key reading for all those working in the areas of applied linguistics sociolinguistics and world englishes

**The Rise of Chinese as a Global Language** 2021-06-07 this book investigates the macroacquisition of chinese its large scale acquisition and adoption for various purposes by individuals governments and organisations and the implications of this process for the future of english as a global language the author contextualises the macroacquisition of chinese within the global ecology of languages then analyses the factors responsible for the macroacquisition of chinese showing in contrast to most academic and popular commentary that a character based writing system will not stop chinese from becoming a global language he then articulates three possible future scenarios english remaining a dominant global language english and chinese both being global languages and chinese becoming a global language instead of english the book concludes by outlining directions for further research on the acquisition and use of chinese around the world it will be of interest to students and scholars with an interest in english as a global language chinese as a second foreign language language education policy and applied linguistics more generally

**English as a Global Language in China** 2014-10-28 this book offers insight into the spread and impact of english language education in china within china s broader educational social economic and political changes the author s critical perspective informs readers on the connections between language education and political ideologies in the context of globalizing china the discussion of the implications concerning language education is of interest for current and future language policy makers language educators and learners including both diachronic and synchronic accounts of china s language education policy this volume highlights how china as a modern nation state has been seeking a more central position globally and the role that english education and the promotion of such education played in that effort in recent decades

**Language and Culture** 2006-01-01 the book presents a new theory of the relationship between language and culture in a transnational and global perspective the fundamental view is that languages spread across cultures and cultures spread across languages or in other words that linguistic and cultural practices flow through social networks in the world along partially different paths and across national structures and communities

*The Politics of English as a World Language* 2003 the complex politics of english as a world language provides the backdrop both for linguistic studies of varieties of english around the world and for postcolonial literary criticism the present volume offers contributions from linguists and literary scholars that explore this common ground in a spirit of open interdisciplinary dialogue leading authorities assess the state of the art to suggest directions for further research with substantial case studies ranging over a wide variety of topics from the legitimacy of language norms of lingua franca communication to the recognition of newer post colonial varieties of english in the online oed four regional sections treat the caribbean including the diaspora africa the indian subcontinent and australasia and the pacific rim each section maintains a careful balance between linguistics and literature and external and indigenous perspectives on issues the book is the most balanced complete and up to date treatment of the topic to date

**Communicating with Asia** 2016 communicating with asia brings together an international team of leading researchers to discuss south south east east and central asia and explore mandarin cantonese hindi urdu malay and russian as major languages the volume locates english inside a number of national regional or lingua franca contexts and illustrates the way it develops in such contact situations local dynamics affecting languages in contact and cultural links of languages are dealt with such as educational political issues and tensions between conflicting norms in today s global world where the continent is an increasing area of focus it is vital to explore what it means to understand asian cultures through english and other languages this important new study will be of interest to students and researchers working in the fields of regional studies english as a global language asian languages and cultural studies

How and why did English come to be a global language? 2008-09-02 seminar paper from the year 2007 in the subject english language and literature studies culture and applied geography grade 2 0 martin luther university institut für anglistik und amerikanistik course english rules the world the globalisation of english language english abstract the role of the english language among all other languages is constantly examined researched and written about it appears that no other language has ever had such an amazing and massive impact on other cultures languages and world history statements like english is today a truly global language rubdy 2006 5 and world english exists as a political and cultural reality crystal 2003b xii underpin the notion of the possibility of a language that connects all people a notion and perhaps also a wish that is almost as old as mankind this paper will investigate the question of what defines a language as a global one and what factors are convincing or definite david crystal s explanation makes it quite obvious a language achieves a genuinely global status when it develops a special role that is recognized in every country crystal 2003b 3 however he himself admits that this is not precise enough a special role can mean many things the concept usually refers to political aspects like for example the status of the language of the state defined by law or the language being the only one in some states for historical reasons cf crystal 2003b 66 but in all cases it can be argued the population is living in an environment in which the english language is routinely in evidence publicly accessible in varying degrees and part of the nation s recent or present identity crystal 2003b 66 it also has to be clarified what processes can lead to a global status of a language and if so called naïve theories hold true for the purpose of examining this question further the concept of the lingua franca and the role of english as such will also be looked at talking about english and its world influence it is inevitable to consider the roles and history of britain and the united states in order to make the attempt of getting more precise numbers of speakers will be shown and it will be explained how these numbers came about and what they mean as obvious as it may seem english is dominant in so many spheres that it appears impossible to account for all of them thoroughly however the most significant domains will be explained as such in order to draw a connection between history present and future

**Linguistic Diversity and Cultural Identity** 2011 the world is becoming more and more intricately

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multidimensional both culturally and linguistically language is so deeply embedded in culture that cultural identity is defined to a great extent in terms of language based on this premise the loss of one s language contributes to the loss of one s culture this is the reason it is essential to maintain one s linguistic integrity in order to protect one s cultural identity this new book captures the fundamental concepts and issues raised in this context

**Learning the Global Language** 2013 it is widely accepted that english is the first truly global language and lingua franca anna wierzbicka the distinguished linguist known for her theories of semantics has written the first book that connects the english language with what she terms anglo culture wierzbicka points out that language and culture are not just interconnected but inseparable she uses original research to investigate the universe of meaning within the english language both grammar and vocabulary and places it in historical and geographical perspective this engrossing and fascinating work of scholarship should appeal not only to linguists and others concerned with language and culture but the large group of scholars studying english and english as a second language

*English* 2006-04-27 this volume contains selected chapters from researchers and scholars concerning global english in the arab world it brings a new perspective to the phenomenon of global english as today s lingua franca by focusing on an area of the world that is troubled by the spread of english the book goes to the heart of a linguistic dilemma the impact of global english on the arabic language arab culture and identity new empirical evidence and insights into this problem are presented by a variety of researchers the majority raise concerns about the long term viability of modern standard arabic in the face of global english in light of the ever expanding growth of global english this book gives voice to the worries of people in the arab world about maintaining their language culture and identity

**Global English and Arabic** 2011 to say that the world is getting smaller and smaller may well be a truism but evidence of this can be experienced every day not only at international conferences but in the familiar spaces of our everyday lives globalisation as a phenomenon is not new we only need to look at greek and roman histories for examples of the ways in which cultures and languages have the capacity to spread across vast areas though similar examples can be found across the world more recently other empires grew many spreading from europe to colonise and influence peoples with their own rich histories such global developments brought with them benefits for some and problems for others and such a pattern of benefits and problems has continued in more recent manifestations of globalisation characterised by speed and extent of movement and interpreted in different ways according to where the locus of power is situated many find themselves caught up in the maelstrom that globalisation inevitably produces especially when it is caught up with international political and global developments the concept of migratory movements as a characteristic of globalisation conjures up both hope and despair depending on the reasons people have for moving and the possibility or impossibility of having a choice in whether they move or not opportunities to gain other languages as a plurilingual individual or a multilingual community need also to be considered in the face of potential language loss or even language death where particular languages are perceived as having low status and little value global shifts have an enormous impact on local practices and cultures and they bring with them significant implications for the development of language practices and policies in order to stay afloat when confronted by ongoing rapid and complex changes not only in available knowledge but also in communities cultures circumstances needs challenges and opportunities new approaches to education including curricula and pedagogies need to be imagined and developed in this book such educational pedagogical and policy imperatives are framed within the context of a deep approach and explored specifically through its implications for language education

*Global Language Policies and Local Educational Practices and Cultures* 2016-03-05 this book examines the links between globalisation and the way we teach and learn languages

**Educational Research and Innovation Languages in a Global World Learning for Better Cultural Understanding** 2012-05-02 this book offers a groundbreaking perspective on the political cultural and pedagogical issues of english in the age of globalization additionally it addresses theoretical concepts as they relate to language and globalization while simultaneously creating new perspectives on the issues the fifteen papers that make up this collection present valuable information about the english language in hong kong and china including pioneering works that examine how language functions as a mediating agent in the global cultural formation and vice versa

**English and Globalization** 2004 the chapters in this volume seek to bring hybrid language practices to the center of discussions about english as a global language they demonstrate how local linguistic resources and practices are involved in the refashioning of identities in a variety of cross cultural and geographical contexts and illustrate hybridity as an enactment of resistance and creativity drawing on a variety of disciplines and ideological perspectives the authors use contexts as diverse as social media bollywood films workplaces and kindergartens to explore the ways in which english has become a part of localities and social relations in ways that are of significant sociolinguistic interest in understanding the dynamics of mobile cultures and transcultural flows

**The Global-Local Interface and Hybridity** 2013-12-02 questions for discussion author profile references index **Language and Globalization** 2017 essay from the year 2017 in the subject english language and literature studies linguistics grade 10 course lexicology and etymology language english abstract this paper reviews and discusses english as a global language as we know that english language is one of the most spoken languages in the world language is said to be the mirror of mind language is a part of communication english language is part of the indo european language family english language is branch of the germanic family this paper is divided into three main sections the first section gives an introduction on english as a global language then english as a lingua franca and the future of english

*English for Cross-Cultural Communication* 1981-07-30 this book engages with english in globalization re examining and re interpreting the contemporary contexts of its acquisition and use the chapters contained in this book weave together four inter related themes that define the role of english in the global context the centrality of structure relationships of interdependence social constructions of difference and reproduction of inequality these themes enable the authors to draw attention to the dynamics of the contemporary realities of the english speaking and english using nations especially as they compete for cultural social economic and symbolic capital in global

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networks in engaging world englishes with the sociolinguistics of globalization the authors raise some fundamental questions about the status structure and functions of world englishes what roles are english and world englishes playing in globalization what effect is globalization having on english and world englishes what effect is globalization having on other languages anyone interested in exploring these crucial questions will find this book a most helpful and stimulating companion the editors have assembled an appropriately diverse all star cast of contributors each of whom approaches the topic from a refreshingly innovative standpoint to paraphrase omoniyvspoem which opens the book readers will learn to waltz salsa and lion dance and hip hop their way through the complex cultural and linguistic steps of globalization andy kirkpatrick hong kong institute of education The Impact and Future of English as a Global Language 2020-07-22 globalization the concept used to account for the multitude of linkages interconnections and interdependences that currently transcend territorial and sociocultural boundaries in the world has been in the centre of continual controversy over its meaning scope intensity and social significance for post modern societies however whether considered from the narrow angle of current socio economic developments or from the broad perspective of evolutionary processes straddling all spheres of life globalization is generally acknowledged to refer to a complex set of processes of modernization technologization liberalization and integration operationalized through language and in a language shared by all those involved for a number of geo historical socio political economic and technological reasons the language that has firmly established itself as the language of international communication is english as a result global english takes a primary place in discussions of the effect of globalization on world societies and culture the volume globalization in english studies addresses the issue of how globalization impacts upon culture literature language communication and language learning and use policies which are taken to constitute the multiplex disciplinary space of english studies written by authors with different language cultural and theoretical backgrounds this collection of eleven chapters throws light on how global and local entities are subtly intertwined refashioned and rescaled in different geo political and sociocultural contexts the book is divided into four parts the first part globalization in culture dwells upon the effects of globalization in particular cultural domains and the institutional attempts in some countries at reducing its negative consequences for local practices the second part globalization in literature examines the impact of global integration processes on social life in particular it focuses on new developments as the hybridization and technologization of societies that tend to wipe out borders traditionally taken as reference points in building identity and a sense of belonging the third part globalization in language communication focuses on intercultural communication and the opportunities different multi modal settings offer for the the realisation of intertextuality and interdiscursivity of particular interest is how local people select appropriate and creatively utilize cultural entities designed for global consumption to make them appear as their own the last part global english and english language teaching learning policy approaches the issue from a pedagogical perspective and examines the changes that globalization has caused for learners learning environments and ways of speaking ranging over a variety of domains subsumed within english studies this collection of studies can serve as a good base for the cross disciplinary synergy of ideas and fruitful debate among scholars and practitioners with a vested interest in global english

**Contending with Globalization in World Englishes** 2010 collectively the chapters in this volume make a significant contribution to the emerging paradigm of english as an international language eil by exploring various aspects of the english language and its pedagogy in the context of the globalization of this language the volume shows great deal of promise in terms of expanding the paradigm and also establishing new grounds for thinking research and practice

**Globalization in English Studies** 2010-02-19 language is the most essential medium of scientific activity many historians sociologists and science studies scholars have investigated scientific language for this reason but only few have examined those cases where language itself has become an object of scientific discussion over the centuries scientists have sought to control refine and engineer language for various epistemological communicative and nationalistic purposes this book seeks to explore cases in the history of science in which questions or concerns with language have bubbled to the surface in scientific discourse this opens a window into the particular ways in which scientists have conceived of and construed language as the central medium of their activity across different cultural contexts and places and the clashes and tensions that have manifested their many attempts to engineer it to both preserve and enrich its function the subject of language draws out many topics that have mostly been neglected in the history of science such as the connection between the emergence of national languages and the development of science within national settings and allows us to connect together historical episodes from many understudied cultural and linguistic venues such as eastern european and medieval hebrew science

**English as an International Language** 2009 the global spread of english both reproduces and reinforces oppressive structures of inequality but such structures can no longer be seen as imposed from an imperial center as english is now actively adopted and appropriated in local contexts around the world this book argues that such conditions call for a new critique of global english one that is sensitive to both the political economic conditions of globalization and speakers local practices linking bourdieu s theory of the linguistic market and his practice based perspective with recent advances in sociolinguistics and linguistic anthropology this book offers a fresh new critique of global english the authors highlight the material discursive and semiotic processes through which the value of english in the linguistic market is constructed and suggest possible policy interventions that may be adopted to address the problems of global english through its serious engagement with current sociolinguistic theory and insightful analysis of the multiple dimensions of english in the world this book challenges the readers to think about what we need to do to confront the social inequalities that are perpetuated by the global spread of english

**Language as a Scientific Tool** 2016-01-29 in early 2012 the global scientific community erupted with news that the elusive higgs boson had likely been found providing potent validation for the standard model of how the universe works scientists from more than one hundred countries contributed to this discovery proving beyond any doubt that a new era in science had arrived an era of multinationalism and cooperative reach globalization the internet and digital technology all play a role in making this new era possible but something more fundamental is

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~~also at work in all scientific endeavors lies the ancient drive for sharing ideas and knowledge and now this can be accomplished in a single tongue english but is this a good thing in does science need a global language scott I montgomery seeks to answer this question by investigating the phenomenon of global english in science how and why it came about the forms in which it appears what advantages and disadvantages it brings and what its future might be he also examines the consequences of a global tongue considering especially emerging and developing nations where research is still at a relatively early stage and english is not yet firmly established throughout the book he includes important insights from a broad range of perspectives in linguistics history education geopolitics and more each chapter includes striking and revealing anecdotes from the front line experiences of today s scientists some of whom have struggled with the reality of global scientific english he explores topics such as student mobility publication trends world englishes language endangerment and second language learning among many others what he uncovers will challenge readers to rethink their assumptions about the direction of contemporary science as well as its future~~

*Markets of English* 2013-05-02 routledge introductions to applied linguistics is a series of introductory level textbooks covering the core topics in applied linguistics primarily designed for those beginning postgraduate studies or taking an introductory ma course as well as advanced undergraduates titles in the series are also ideal for language professionals returning to academic study the books take an innovative practice to theory approach with a back to front structure this leads the reader from real world problems and issues through a discussion of intervention and how to engage with these concerns before finally relating these practical issues to theoretical foundations additional features include tasks with commentaries a glossary of key terms and an annotated further reading section in this book philip seargeant surveys varieties of english existing within the world today and the debates and controversies surrounding its present forms functions and status in diverse world contexts it examines how english has evolved to become a global language and looks at the political and cultural history that has influenced this evolution beginning with a discussion of real life challenges relating to world englishes that are faced by language professionals particularly in the contexts of language education and language planning the book explores and illustrates the ways in which the actual use and management of english as well as the beliefs and ideologies associated with it play an increasingly important role in contemporary globalized society

*English, the Global Language* 1996 this volume aims to familiarize readers with the varieties of world englishes used across cultures and to create awareness of some of the linguistic and socially relevant contexts and functions that have given rise to them it emphasizes that effective communication among users of different englishes requires awareness of the varieties in use and their cultural social and ideational functions cultures contexts and world englishes demonstrates the rich results of integrating theory methodology and application features critical and detailed discussion of the sociolinguistics of english in the globalized world gives equal emphasis to grammar and pragmatics of variation and to uses of englishes in spoken and written modes in major english using regions of the world each chapter includes suggestions for further reading and challenging discussion questions and appropriate research projects designed to enhance the usefulness of this volume in courses such as world englishes english in the global context sociolinguistics critical applied linguistics language contact and convergence ethnography of communication and crosscultural communication

Does Science Need a Global Language? 2013-05-06 this volume is a collection of studies that analyze cultural encounters in europe from multidisciplinary perspectives the book faithfully reflects the research conducted at various departments within the faculty of arts and letters at the university of szeged hungary the idea for the collection was conceived during a dissemination meeting for a four year research project involving some of the authors known as languages in a network of european excellence linee cofounded by the european commission fp6 contract 28388 whose generous support also made the publication of this volume possible for which i would like to extend my gratitude here our contemporary world has been persuasively described in a wealth of literature as an era of postmodernity characterized by a series of particular features including the development of digital culture and mediation an intricate interplay between globalization and localization the compression of time and space the rapid and constant movement of information and of people as well as the crossing of boundaries both in symbolic and concrete terms lyotard harvey and appadurai modernity among others it has been depicted as a transitory period marked by a series of turns linguistic cultural and pictorial visual e g by rorty jameson and mitchell that have captured new mental frameworks for the comprehension of reality ies and resultant principles and processes of knowledge production also opening up avenues towards pluralism the politics of identity and difference and the centrality of issues concerning discourse power and ideology calhoun gupta and ferguson fairclough etc having investigated various aspects of globalization appadurai disjuncture concluded that one way to understand this phenomenon is through the notion of cultural flows a concept that captures the speed and dynamism with which particular cultural forms and practices may travel and gain recognition outside of the local cultures within which they appear he proposed that these global cultural flows can best be explored through five imagined dimensions often in disjunction with each other ethnoscaples mediascaples technoscaples financescaples and ideoscaples of these the studies in this volume focus primarily on ethnoscaples and ideoscaples the cultural flow that both the movement of people be they students tourists immigrants or artists and that of ideas from subcultures to teaching paradigms bring about and the representation of the various encounters these entail in language use cultural production and identity constructions this collection of studies tackles some of these issues as they appear in europe particularly within the boundaries of hungary where they have received particular attention after hungary joined the european union in 2004 hungary s accession introduced not only eu rules norms and expectations to the country but also encouraged the flow of people cultural exchange and cooperation within the eu in numerous ways such as research projects and academic exchange programs e g tempus and erasmus and cultural projects such as the european capital of culture award program in the implementation of the various programs and broad cooperation upon which a united europe may emerge it is imperative to ensure communication thus language teaching and learning and the attainment of a particular level of proficiency have received particular attention within the eu all this in a broader context can be regarded as part of the problematization tied to the word european including the construction and

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~~meaning of a european identity particularly in relation to other such as national regional and local identities while~~  
not being blind to other powerful factors such as ethnicity religion and gender that also shape self identities in compelling ways the authors in this volume represent a multiplicity of academic fields from linguistics and literary criticism to cultural anthropology and cultural studies they share the characteristic of reaching across traditional methods and disciplines thus typically applying an interdisciplinary approach in their investigations all of which focus on the construction mediation outcome or impact of cultural encounters in a variety of contexts except for one all of these studies explore particular aspects of contemporary issues and practices as reflected in the subtitle of the volume the papers have been organized around three major themes language use cultural interaction and identity construction the first set of studies investigates the significance of language in the postmodern age globalization is often associated with tendencies towards standardization and homogenization e g featherstone in the course of which english is becoming the global language and culture is becoming more and more dominated by american and western european models smith 14 in this context issues such as the way in which english is used in the global community the forms of power english may represent in particular local communities or the washback effect this global role may have on emerging techniques used in the english as a foreign language efl classroom require further investigation

Exploring World Englishes 2012-08-21 what is the impact of globalization on texts and media to what extent do artists and writers consciously or unconsciously build translatability into their work translation in a global market addresses these questions as well as the problems that may arise from a global market in cultural and aesthetic forms for instance what does a global market that increasingly rewards translation friendly works that cross linguistic and cultural boundaries mean for publishing in non western languages what are the politics of an emergent internationalized aesthetic that privileges metropolitan over vernacular genres and why do specific cultural objects arrive and circulate in various public spheres the essays in this volume critically investigate these questions without assuming that these objects were destined to arrive in those public spheres translation in a global market assembles contributors from several academic disciplines as well as visual artists for a closer look at the formation of an international canon and at the kinds of texts that gain international visibility the essays urge a shift in emphasis from global literacy which implies the use of a standard language and a preference for translatability in texts to transnational literacy which places minority and diaspora literatures in direct conversation with each other rather than with paris london or new york contributors dina al kassim emily apter timothy brennan elena climent maryse condé michael eng renée green rainer ganahl sarah m hudgins michael north gayatri chakravorty spivak *Cultures, Contexts and World Englishes* 2008 looks at the teaching of language and culture in a globalized world *European Encounters: Language, Culture and Identity* 2015-01-01 the creolization of nations cultural migration global languages and literatures provides a broad and thorough overview to one of the key issues in comparative language and literatures as well as in social and political science and cultural studies

Translation in a Global Market 2001 the status of lsp languages for specialised purposes in the contemporary socio cultural context is an ongoing central issue of scholarly debate specialised languages in the global village examines the impact of globalisation on intercultural communication within specialised communities of practice the contributions to the volume provide linguistically and pedagogically informed discussion on modes of communication practice in professional and institutional domains frames of social action and the construction of professional identities the contributors also address issues of languages and social entrepreneurship and the acquisition and development of linguistic cultural competence in foreign languages for specialised purposes the edition is a valuable resource for researchers in lsp specialists in the fields of discourse analysis sociolinguistics and scholars in the area of rhetoric and composition it will also be of interest to professional translators language editors and language advisors in the fields of specialised academic professional communication lsp instructors and foreign language teachers will also find informed guidelines and useful pedagogical proposals for classroom implementation

Language and Culture Pedagogy 2007-01-01

**Creoles, Diasporas and Cosmopolitanisms** 2012

Specialised Languages in the Global Village 2011-05-25

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