

Global Englishes And Transcultural Flows

A COMPANION TO THE GLOBAL RENAISSANCE An innovative collection of original essays providing an expansive picture of globalization across the early modern world, now in its second edition A Companion to the Global Renaissance: Literature and Culture in the Era of Expansion, 1500–1700, Second Edition provides readers with a deeper and more nuanced understanding of both macro and micro perspectives on the commercial and cross-cultural interactions of the sixteenth and seventeenth centuries. Covering a uniquely broad range

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of literary and cultural materials, historical contexts, and geographical regions, the Companion's varied chapters offer interdisciplinary perspectives on the implications of early modern concepts of commerce, material and artistic culture, sexual and cross-racial encounters, conquest and enslavement, social, artistic, and religious cross-pollinations, geographical "discoveries," and more. Building upon the success of its predecessor, this second edition of A Companion to the Global Renaissance radically extends its scope by moving beyond England and English culture. Newly-commissioned essays investigate intercultural and intra-cultural exchanges, transactions, and encounters involving England, European powers, Eastern kingdoms,

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Africa, Islamic empires, and the Americas, within cross-disciplinary frameworks. Offering a complex and multifaceted view of early modern globalization, this new edition: Demonstrates the continuing global “turn” in Early Modern Studies through original essays exploring interconnected exchanges, transactions, and encounters Provides significantly expanded coverage of global interactions involving England, European powers such as Portugal, Spain, and The Netherlands, Eastern empires such as Japan, and the Ottoman, Safavid, and Mughal empires Includes a Preface and Afterword, as well as a revised and expanded Introduction summarizing the evolving field of Global Early Modern Studies and describing the motifs and methodologies

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informing the essays within the volume Explores an array of new subjects, including an exceptional woman traveler in Eurasia, the Jesuit presence in Mughal India and sixteenth-century Japan, the influence of Mughal art on an Amsterdam painter-cum-poet, the cultural impact of Eastern trade on plays and entertainments in early modern London, Safavid cultural disseminations, English and Portuguese slaving practices, the global contexts of English pattern poetry, and global lyric transmissions across cultures A wide-ranging account of the global expansions and interactions of the period, A Companion to the Global Renaissance: Literature and Culture in the Era of Expansion, 1500–1700, Second Edition remains essential reading for early modern scholars and students

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ranging from undergraduate and graduate students to more advanced scholars and specialists in the field. This is a timely book on one of the most widely debated issues in applied linguistics: what is the social and cultural significance of English as a lingua franca for the internationally mobile students of the 21st century in Central Europe? Through an in-depth analysis of social practices, the book develops an exciting, innovative multilingual approach to out-of-class language use and language learning that engages students in the co-construction of identities. Apart from scholars, the book will appeal to policy makers and educators who are concerned with the internationalization of universities in Central Europe.

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Language as a Local Practice addresses the questions of language, locality and practice as a way of moving forward in our understanding of how language operates as an integrated social and spatial activity. By taking each of these three elements – language, locality and practice – and exploring how they relate to each other, Language as a Local Practice opens up new ways of thinking about language. It questions assumptions about languages as systems or as countable entities, and suggests instead that language emerges from the activities it performs. To look at language as a practice is to view language as an activity rather than a structure, as something we do rather than a system we draw on, as a material part of social and cultural life rather than an

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abstract entity. Language as a Local Practice draws on a variety of contexts of language use, from bank machines to postcards, Indian newspaper articles to fish-naming in the Philippines, urban graffiti to mission statements, suggesting that rather than thinking in terms of language use in context, we need to consider how language, space and place are related, how language creates the contexts where it is used, how languages are the products of socially located activities and how they are part of the action. Language as a Local Practice will be of interest to students on advanced undergraduate and post graduate courses in Applied Linguistics, Language Education, TESOL, Literacy and Cultural Studies. The English language is spreading across the world, and

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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

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Englishes and Transcultural Flows is a valuable resource to applied linguists, sociolinguists, and students on cultural studies, English language studies, TEFL and TESOL courses.

Language as a Local Practice

Global Communications

Current and Future Debates

Exploring Language and Identity

A Study of Students in a Central European Context

Translingual Practice

Global Englishes for Language Teaching

This book retraces the formation of modern English Studies by departing from philological

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scholarship along two lines: in terms of institutional histories and in terms of the separation of literary criticism and linguistics. Within the context of globalization, cultural transformations are increasingly analyzed as hybridization processes. Hybridity itself, however, is often treated as a specifically post-colonial phenomenon. The contributors in this volume assume the historicity of transcultural flows and entanglements; they consider the resulting transformative powers to be a basic feature of cultural change. By juxtaposing different notions of hybridization and specific

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methodologies, as they appear in the various disciplines, this volume's design is transdisciplinary. Each author presents a disciplinary concept of hybridization and shows how it operates in specific case studies. The aim is to generate a transdisciplinary perception of hybridity that paves the way for a wider application of this crucial concept

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

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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 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

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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. This book explores neoliberalism - a view of the world that puts the market at its centre- from the perspective of applied linguistics. Neoliberalism and Applied Linguistics argues that while applied linguistics has become more interdisciplinary in orientation, it has ignored or downplayed the role of political economy, namely the way in which social, political and economic factors relate to one another within

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the context of a capitalist economy. The authors take the view that engagement with political economy is central to any fully rounded analysis of language and language-related issues in the world today and their collaboration in this volume represents an initial attempt to redress what they perceive to be an imbalance in the field. The book begins with a discussion of neoliberalism and an analysis of the ways in which neoliberal ideology impacts on language. This is followed by a discussion of how globalization and identity have been conceptualised in applied linguistics in ways

which have ignored the political centrality of class - a concept which the authors see as integral to their perspective. The book concludes with an analysis of the ways in which neoliberal ideology plays out in two key areas of applied linguistics - language teaching and language teacher education. Neoliberalism and Applied Linguistics is essential reading for advanced undergraduates, postgraduates and researchers in applied linguistics.

***Australia and New Zealand in translation
Disinventing and Reconstituting Languages
Neoliberalism and Applied Linguistics***

Narrating Africa in Europe

Transcultural Communication Through Global Englishes

Language and Mobility

Global Englishes and Change in English Language Teaching analyses the impact of current ELT practice, bringing together research from the fields of Global Englishes and ELT to provide suggestions for the implementation of a Global Englishes for Language Teaching curriculum. Calling for a critical re-

examination of ELT to ensure that classroom practice reflects how the English language functions as a lingua franca, this book: highlights that multilingualism, not monolingualism, is the norm in today's globalised world, and that 'non-native' English speakers far outnumber 'native' English speakers; showcases the author's research into English language learner attitudes towards English and ELT in relation to Global Englishes; makes practical

suggestions for pedagogical change within ELT. Global Englishes and Change in English Language Teaching is key reading for postgraduate students and researchers in the fields of TESOL/ELT and Global Englishes.

Transnational Korean Television: Cultural Storytelling and Digital Audience provides previously absent analyses of Korean TV dramas' transnational influences, peculiar production features, distribution, and consumption to enrich

the contextual understanding of Korean TV's transcultural mobility. Even as academic discussions about the Korean Wave have heated up, Korean television studies from transnational viewpoints often lack in-depth analysis and overlook the recently extended flow of Korean television beyond Asia. This book illustrates the ecology of Korean television along with the Korean Wave for the past two decades in order to showcase Korean TV dramas'

international mobility and its constant expansion with the different Western television and their audiences. Korean TV dramas' mobility in crossing borders has been seen in both transnational and transcultural flows, and the book opens up the potential to observe the constant flow of Korean television content in new places, peoples, manners, and platforms around the world. Scholars of media studies, communication, cultural studies, and Asian studies will find this book

especially useful.

This book looks at language in unexpected places. Through a series of personal and narrative accounts, it explores aspects of travel, mobility and locality to ask how languages, cultures and people turn up in unexpected places. What renders the unexpected so and how might we challenge our lines of expectation?

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 Literature and Culture in the Era of Expansion, 1500-1700 Posthumanist Applied Linguistics Introducing Global Englishes Linguistic Capital and Language Policy in

***a Globalizing World
Global Linguistic Flows
A Companion to the Global Renaissance
An Advanced Textbook for Students***

This textbook introduces current thinking on English as a global language and explores its role in intercultural and transcultural communication. It covers how English functions as a lingua franca in multilingual scenarios alongside other languages in a wide variety of global settings, and the fluid and dynamic links between English, other languages, and cultural identities and references. The implications for English language teaching (ELT),

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academia, business, and digital communication are explored. Contemporary research and theory are presented in an accessible manner, illustrated with examples from current research, and supported with discussions and tasks to enable students to relate these ideas to their own experiences, needs, and interests. Each chapter contains activities to help students orientate towards the topic, reflect on personal experiences and opinions, and check their understanding. Additionally, a detailed glossary of key terminology in Global Englishes and Intercultural Communication is provided. Exploring in depth the links between Global Englishes, Intercultural Communication research, and Transcultural

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Communication research, this is key reading for all advanced students and researchers in Global or World Englishes, English as a Lingua Franca (ELF), and Intercultural Communication.

Located at the intersection of sociolinguistics and Hip Hop Studies, this cutting-edge book moves around the world – spanning Africa, Asia, Australia, the Americas and the European Union – to explore Hip Hop cultures, youth identities, the politics of language, and the simultaneous processes of globalization and localization. Focusing closely on language, these scholars of sociolinguistics, linguistic anthropology, cultural studies, and critical pedagogies offer linguistic insights to the growing scholarship on Hip

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Hop Culture, while reorienting their respective fields by paying closer attention to processes of globalization and localization. The book engages complex processes such as transnationalism, (im)migration, cultural flow, and diaspora in an effort to expand current theoretical approaches to language choice and agency, speech style and stylization, codeswitching and language mixing, crossing and sociolinguistic variation, and language use and globalization. Moving throughout the Global Hip Hop Nation, through scenes as diverse as Hong Kong's urban center, Germany's Mannheim inner-city district of Weststadt, the Brazilian favelas, the streets of Lagos and Dar es Salaam, and the hoods of the San Francisco Bay

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Area, this global intellectual cipa breaks new ground in the ethnographic study of language and popular culture. Global Englishes and Transcultural Flows Routledge Provides a ground-breaking attempt to unite discussions on the pedagogical implications of the global spread of English, and lobby for change.

Hip Hop Cultures, Youth Identities, and the Politics of Language

Contending with Globalization in World Englishes Cultural Storytelling and Digital Audiences

Transcultural Writers and Novels in the Age of Global Mobility

Global Englishes and Change in English Language

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Teaching

Rocking St. Petersburg - Transcultural Flows and Identity
Politics in Post-Soviet Popular Music

Intelligibility in World Englishes

In this remarkable book, David-Emil Wickström traces the transcultural flow of popular music production emanating from St. Petersburg, a central hub of the Russian music scene. With a specific focus on the post-Soviet emigrant community in Germany and their event 'Russendisko', Wickström - himself a trumpet player in two local bands - explores St. Petersburg's vibrant music scene, which provides an electrifying platform for musical exchange. The

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findings shed a new light on Soviet and post-Soviet popular music history and even Russia's relationship to Ukraine. Wickström demonstrates the filtering processes embedded in transcultural flows and how music is attributed new meanings within new contexts. This innovative book not only promotes a deeper understanding of the role of popular music in society, it also enables a better comprehension of cultural processes in the second decade after the fall of the Soviet Union."

How have animation fans in Japan, South Korea, the United States, and Canada formed communities and dealt with conflicts across cultural and geographic distance? This book traces animation fandom from its

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roots in early cinema audiences, through mid-century children's cartoon fan clubs, to today's digitally-networked transcultural fan cultures.

The swelling flows of migration from Africa towards Europe have aroused interest not only in the socio-political consequences of the migrants' insistent appeals to 'fortress Europe' but also in the artistic integration of African migrants into the cultural world of Europe. While in recent years the creative output of Africans living in Europe has received attention from the media and in academia, little critical consideration has been given to African migrants' modes of narration and the manner in which these modes give expression to, or are an

expression of, their creators' transcultural realities. Transcultural Modernities: Narrating Africa in Europe responds to this need for reflection by examining the manner in which migrants compose and negotiate their Euro-African affiliations in their narratives. The book brings together scholars in the fields of literary and art criticism, cultural studies, and anthropology for an extensive interdisciplinary exchange on the specific modes of narration displayed in Euro-African literatures, the visual arts, and cinema, as well as offering ethnographic case studies. The result is a wide range of reflections on how African artists, writers, and ordinary people living in Europe experience and explore their

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transcultural and/or postcolonial environments, and how their experiences and explorations in turn contribute to the construction of modern Euro-African life-worlds.

Winner of the Modern Language Association's Thirty-Third Mina P. Shaughnessy Prize Winner of the BAAL Book Prize 2014 Translingual Practice: Global Englishes and Cosmopolitan Relations introduces a new way of looking at the use of English within a global context. Challenging traditional approaches in second language acquisition and English language teaching, this book incorporates recent advances in multilingual studies, sociolinguistics, and new literacy studies to articulate a new perspective on

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this area. Canagarajah argues that multilinguals merge their own languages and values into English, which opens up various negotiation strategies that help them decode other unique varieties of English and construct new norms. Incisive and groundbreaking, this will be essential reading for anyone interested in multilingualism, world Englishes and intercultural communication.

Communities of Practice and English as a Lingua Franca

The Cambridge Handbook of World Englishes

World Englishes

American Globalization, 1492-1850

Conceptualizing Cultural Hybridization

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Trans-Cultural Consumption in Spanish Latin America

Toward a Transcultural Political Economy

This book investigates the “collision” or “synthesis” that occurs between people when cultures are shared and reconstructed in different contexts and result in hybridity. By focusing on transcultural flows the authors acknowledge the hybridity in educational concepts and practices that emerge as a result of relationships and

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processes that occur inside and outside of the classroom as people and their cultures come together.

Accents and dialects are constantly undergoing small variations over time, but evidence shows that change may have become increasingly rapid in the past few decades. 'Urban Voices' presents one of the few recent surveys of this phonological variation and change in urban accents across Great Britain and Ireland. Each of the specially

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commissioned chapters is divided into two parts. The first provides a detailed description of accent features within one or more urban centres, including information on social and stylistic variation and ongoing change. The second discusses a range of current theoretical and methodological issues. Some chapters present wholly new data based on fieldwork carried out specifically for inclusion in 'Urban Voices', while others summarise data

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from well-known research, up-dated and reanalysed in accordance with new findings. Containing copious illustrative and pedagogic material, this textbook presents a clear pathway to state-of-the-art research for students of sociolinguistics, dialectology, phonetics, and phonology at advanced undergraduate and graduate level. In addition, the detailed descriptive data and the accompanying cassette constitute a valuable resource

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for students and teachers of English, clinicians and speech therapists, forensic phoneticians, researchers in speech recognition and speech synthesis, and actors. Contributors: Deborah Chirrey, Edge Hill University College / Beverley Collins, Rijks Universiteit Leiden, Netherlands / Gerard J Docherty, University of Newcastle, UK / Paul Foulkes, University of Leeds, UK / Nigel Hewlett, Queen Margaret College /

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Raymond Hickey, University of Essen, Germany / Paul Kerswill, University of Reading, UK / Anne Grethe Mathisen, University of Oslo, Norway / Kevin McCafferty, Universitetet i Tromsø, Norway / Inger Mees, Copenhagen Business School, Denmark / Lesley Milroy, University of Michigan, USA / Mark Newbrook, Monash University, Australia / James M Scobbie, Queen Margaret College, UK / Jana Stoddart, Olomouc, Czech Republic / Jane Stuart-

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Smith, University of Glasgow, UK /
Laura Tollfree, Monash University,
Australia / Peter Trudgill, University
of Fribourg, Switzerland / Alice Turk,
University of Edinburgh, UK / Clive
Upton, University of Leeds, UK /
Dominic Watt, University of Leeds, UK /
J D A Widdowson, University of
Sheffield, UK / Ann Williams,
University of Reading, UK.
Introducing Global Englishes provides
comprehensive coverage of relevant

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research in the fields of World Englishes, English as a Lingua Franca, and English as an International Language. The book introduces students to the current sociolinguistic uses of the English language, using a range of engaging and accessible examples from newspapers (Observer, Independent, Wall Street Journal), advertisements, and television shows. The book: Explains key concepts connected to the historical and contemporary spread of

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English. Explores the social, economic, educational, and political implications of English's rise as a world language. Includes comprehensive classroom-based activities, case studies, research tasks, assessment prompts, and extensive online resources. Introducing Global Englishes is essential reading for students coming to this subject for the first time.

This volume explores the global spread of English or global Englishes, and

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English as a Lingua Franca (ELF), focusing specifically on Asian Englishes. It is unique in the range of diverse perspectives across the languages and cultures by its contributors.

English and the Discourses of Colonialism

Global Englishes and Transcultural Flows

Attitudes and Impact

Popular Culture, Voice and Linguistic

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Diversity

Anime Fan Communities

Young Adults On- and Offline

Transnational Korean Television

This book questions assumptions about the nature of language. Looking at diverse contexts from sign languages in Indonesia to literacy practices in Brazil, the authors argue that unless we change and reconstitute the ways in which languages are taught and conceptualized, language studies will not be able to improve the social welfare of language users.

In the past ten years, we have seen great changes in the ways

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government organizations and media respond to and report on emerging global epidemics. The first outbreak to garner such attention was SARS (severe acute respiratory syndrome). In Rhetoric of a Global Epidemic, Huiling Ding uses SARS to explore how various cultures and communities made sense of the epidemic and communicated about it. She also investigates the way knowledge production and legitimation operate in global epidemics, the roles that professionals and professional communicators, as well as individual citizens, play in the communication process, points of contention within these processes, and possible entry points for ethical and civic intervention. Focusing on the rhetorical interactions among the World Health

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Organization, the United States, China, and Canada, Rhetoric of a Global Epidemic investigates official communication and community grassroots risk tactics employed during the SARS outbreak. It consists of four historical cases, which examine the transcultural risk communication about SARS in different geopolitical regions at different stages. The first two cases deal with risk communication practices at the early stage of the SARS epidemic when it originated in southern China. The last two cases move to transcultural rhetorical networks surrounding SARS. With such threats as SARS, avian flu, and swine flu capturing the public imagination and prompting transnational public health preparedness efforts, the need for

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a rhetoric of global epidemics has never been greater. Government leaders, public health officials, health care professionals, journalists, and activists can learn how to more effectively craft and manage transcultural risk communication from Ding's examination of the complex and varied modes of communication around SARS. In addition to offering a detailed case study, Rhetoric of a Global Epidemic provides a critical methodology that professional communicators can use in their investigations of epidemics and details approaches to facilitating more open, participatory risk communication at all levels. 2016 CCC Best Book Award in Technical and Scientific Communication

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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 networks. In engaging World Englishes with the sociolinguistics of globalization, the authors raise some

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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

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globalization." Andy Kirkpatrick, Hong Kong Institute of Education

This book analyses the language practices of young adults in Mongolia and Bangladesh in online and offline environments. Focusing on the diverse linguistic and cultural resources these young people draw on in their interactions, the authors draw attention to the creative and innovative nature of their transglossic practices. Situated on the Asian periphery, these young adults roam widely in their use of popular culture, media voices and linguistic resources. This innovative and topical book will appeal to students and scholars of sociolinguistics, applied linguistics, cultural studies and linguistic anthropology.

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The Cultural Politics of English as an International Language

Global Englishes and Cosmopolitan Relations

Retracings

Global Englishes in Asian Contexts

Markets of English

Global English, transnational flows

Urban Voices

This book is about language and the city. Pennycook and Otsuji introduce the notion of 'metrolingualism', showing how language and the city are deeply involved in a perpetual exchange between people, history, migration, architecture, urban landscapes and linguistic resources. Cities and languages are in constant

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change, as new speakers with new repertoires come into contact as a result of globalization and the increased mobility of people and languages. Metrolingualism sheds light on the ordinariness of linguistic diversity as people go about their daily lives, getting things done, eating and drinking, buying and selling, talking and joking, drawing on whatever linguistic resources are available. Engaging with current debates about multilingualism, and developing a new way of thinking about language, the authors explore language within a number of contemporary urban situations, including caf  s, restaurants, shops, streets, construction sites and other places of work, in two diverse cities, Sydney and Tokyo. This is an invaluable look at how people of different backgrounds get by linguistically. Metrolingualism: Language in the city will be of special interest to advanced undergraduate/postgraduate students

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and researchers of sociolinguistics and applied linguistics.

Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries, and key readings – all in the same volume. The innovative and flexible ‘ two-dimensional ’ structure is built around four sections – introduction, development, exploration, and extension – which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. Global Englishes, Third Edition, previously published as World Englishes, has been comprehensively revised and updated and provides an introduction to the subject that is both accessible and comprehensive. Key

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features of this best-selling textbook include: coverage of the major historical, linguistic, and sociopolitical developments in the English language from the start of the seventeenth century to the present day exploration of the current debates in global Englishes, relating to its uses as mother tongue in the US, UK, Antipodes, and post-colonial language in Africa, South and Southeast Asia, and lingua franca across the rest of the globe, with a new and particularly strong emphasis on China a range of texts, data and examples draw from emails, tweets and newspapers such as The New York Times, China Daily and The Straits Times readings from key scholars including Alastair Pennycook, Henry G. Widdowson and Lesley Milroy activities that engage the reader by inviting them to draw on their own experience and consider their orientation to the particular topic in hand. Global Englishes, Third Edition provides a dynamic

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and engaging introduction to this fascinating topic and is essential reading for all students studying global Englishes, English as a lingua franca, and the spread of English in the world today. English and the Discourses of Colonialism opens with the British departure from Hong Kong marking the end of British colonialism. Yet Alastair Pennycook argues that this dramatic exit masks the crucial issue that the traces left by colonialism run deep. This challenging and provocative book looks particularly at English, English language teaching, and colonialism. It reveals how the practice of colonialism permeated the cultures and discourses of both the colonial and colonized nations, the effects of which are still evident today. Pennycook explores the extent to which English is, as commonly assumed, a language of neutrality and global communication, and to what extent it is, by contrast, a language

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laden with meanings and still weighed down with colonial discourses that have come to adhere to it. Travel writing, newspaper articles and popular books on English, are all referred to, as well as personal experiences and interviews with learners of English in India, Malaysia, China and Australia. Pennycook concludes by appealing to postcolonial writing, to create a politics of opposition and dislodge the discourses of colonialism from English.

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

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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.

Transcultural Modernities

The Global-Local Interface and Hybridity

A Resource Book for Students

Transcultural Flows of English and Education in Asian Contexts

Unexpected Places

Rhetoric of a Global Epidemic

A Transdisciplinary Approach

The plural form 'Englishes' conveys the diversity of English as a global language, pinpointing the growth and

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existence of a large number of national, regional and social forms. The global spread of English and the new varieties that have emerged around the world has grown to be a vast area of study and research, which intersects multiple disciplines. This Handbook provides a comprehensive and authoritative survey of World Englishes from 1600 to the present day. Covering topics such as variationist sociolinguistics, pragmatics, contact linguistics, linguistic anthropology, corpus- and applied linguistics and language history, it combines discussion of traditional topics with a variety of innovative approaches. The chapters, all written by internationally acclaimed authorities, provide up-to-date discussions of the evolution of different Englishes

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around the globe, a comprehensive coverage of different models and approaches, and some original perspectives on current challenges.

Drawing on a range of contexts and data sources, from urban multilingualism to studies of animal communication, *Posthumanist Applied Linguistics* offers us alternative ways of thinking about the human predicament, with major implications for research, education and politics. Exploring the advent of the Anthropocene, new forms of materialism, distributed language, assemblages, and the boundaries between humans, other animals and objects, eight incisive chapters by one of the world's foremost applied linguistics open up profound questions to do with

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language and the world. This critical posthumanist applied linguistic perspective is essential reading for all researchers and students in the fields of Applied Linguistics and Sociolinguistics.

Assuming no prior knowledge, this book offers an accessible overview of English dialects, with activities, study questions, sample analyses, commentaries & key readings. It is structured around four sections: introduction, development, exploration & extension. This provocative book takes a new approach toward understanding the uneven flows of global communications, focusing on areas of the state, the market, and society. Wielding a political-economic view of communication and culture, this international group

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of authors follows interesting developments, from communication NGOs in Africa to affirmative action in India's information technology job market. Other cases spotlight China, Singapore, Venezuela, Palestine, Arab nations, Ghana, Canada, the United States, Russia, and the European Union. Theoretically driven and empirically grounded, *Global Communications* avoids alarmist or celebratory approaches.

Transcultural Flows and Frictions

Language in the City

Theory and Application

Metrolingualism

Transcultural Communication about SARS

Global Englishes

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Accent Studies in the British Isles

Following a study on the world flows of American products during early globalization, here the authors examine the reverse process. By analyzing the imperial political economy, the introduction, adaptation and rejection of new food products in America, as well as of other European, Asian and African goods, *American Globalization, 1492–1850*, addresses the history of consumerism and material culture in the New World, while also considering the perspective of the history of ecological globalization. This book shows how these changes triggered the formation of mixed imagined communities as well as of local and regional markets that gradually became part of a global economy. But it also highlights how these forces produced a multifaceted

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landscape full of contrasts and recognizes the plurality of the actors involved in cultural transfers, in which trade, persuasion and violence were entwined. The result is a model of the rise of consumerism that is very different from the ones normally used to understand the European cases, as well as a more nuanced vision of the effects of ecological imperialism, which was, moreover, the base for the development of unsustainable capitalism still present today in Latin America.

Intelligibility is the term most generally used to address the complex of criteria that describe, broadly, how useful someone's English is when talking or writing to someone else. Set within the paradigm of world Englishes – which posits that the Englishes of the world may be seen as flexibly

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categorized into three Circles (Inner, Outer, Expanding) in terms of their historical developments – this text provides a comprehensive overview of the definitions and scopes of intelligibility, comprehensibility and interpretability, and addresses key topics within this paradigm: Who – if anyone – provides the models and norms for a given population of English users? Hybridity and creativity in world Englishes
Evaluating paradigms: misinformation and disinformation
Practicalities of dealing with the widening variety of Englishes
Is English "falling apart"? The much-debated issue of intelligibility touches not only sociolinguistic theory but all aspects of English language teaching, second language acquisition, language curriculum planning, and regional or national language planning. Designed for students, teacher

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educators, and scholars internationally, each chapter includes 'Topics for Discussion and Assignments' and 'Suggestions for Further Reading'.

In *Transcultural Writers and Novels in the Age of Global Mobility*, Arianna Dagnino analyzes a new type of literature emerging from artists' increased movement and cultural flows spawned by globalization. This "transcultural" literature is produced by authors who write across cultural and national boundaries and who transcend in their lives and creative production the borders of a single culture. Dagnino's book contains a creative rendition of interviews conducted with five internationally renowned writers--Inez Baranay, Brian Castro, Alberto Manguel, Tim Parks, and Ilija Trojanow--and a critical exegesis reflecting on thematical, critical, and stylistical

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aspects. By studying the selected authors' corpus of work, life experiences, and cultural orientations, Dagnino explores the implicit, often subconscious, process of cultural and imaginative metamorphosis that leads transcultural writers and their fictionalized characters beyond ethnic, national, racial, or religious loci of identity and identity formation. Drawing on the theoretical framework of comparative cultural studies, she offers insight into transcultural writing related to belonging, hybridity, cultural errancy, the "Other," worldviews, translingualism, deterritorialization, neonomadism, as well as genre, thematic patterns, and narrative techniques. Dagnino also outlines the implications of transcultural writing within the wider context of world literature(s) and identifies some of the main traits that

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characterize "transcultural novels." "Starting from the idea that we live in an age of increasing interconnectedness, the book focuses on the biographical experiences and literary outputs of a group of culturally mobile writers it defines as transcultural. The text combines a wide-ranging and systematic theoretical approach to transcultural literature with a section in which the author recounts imaginatively the in-depth interviews she had with five authors. The work is a significant contribution to scholarship, for it increases our theoretical awareness of today's literary developments, providing us with critical tools that enable us to approach literary texts with an innovative perspective." Maurizio Ascari, Universit di Bologna.

Philology and Global English Studies