
English As A Global Language

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ENGLISH AS A GLOBAL LANGUAGE PUBLICATION REVIEW

Invite to English As A Global Language testimonial section! As devoted visitors ourselves, we understand exactly how useful it is to find brand-new publications that record our hearts and minds. Which's where we can be found in - with our in-depth publication reviews, we'll aid you locate

your next favorite read.

Our team of specialist copywriting journalists looks into each story, revealing its toughness and weak points. We'll offer you with a well-crafted English As A Global Language that records the essence of guide and offers you understanding into what makes it unique.

Whether you're aiming to explore a brand-new category or find a publication that straightens with your passions, we have you covered. So join us on this journey of exploration, as we explore the exciting

globe of literature with each other.

Do not miss our upcoming English As A Global Language reviews - remain tuned for our thoughts on the most up to date and best on the planet of books.

THE VALUE OF ENGLISH AS A GLOBAL LANGUAGE EVALUATIONS

As enthusiastic readers, we understand firsthand the relevance of publication evaluations when it comes to selecting our following read. A well-written English As A Global Language can offer important insights into a tale, such as its plot, personalities, and composing design, assisting us make

educated choices about which books to add to our to-be-read pile.

However publication reviews aren't simply useful for readers. They also play an essential role in the publishing industry, assisting authors and publishers advertise their job and get to a bigger audience. Favorable reviews can drive publication sales and increase a writer's acknowledgment, while negative evaluations can trigger essential modifications for future editions.

That's why composing thoughtful, useful English As A Global Language reviews is so important. They not just notify our own analysis selections however likewise contribute to the larger literary community.

Why You Should Check Out (and Write) English As A Global Language Evaluation

Whether you're a passionate reader or simply looking for your following read, English As A Global Language testimonials provide

important understandings that can help you choose your next publication. They use a peek into a story's styles, writing style, and general quality, giving you a sense of what to expect prior to you choose it up.

However publication evaluations aren't simply for viewers. They're likewise crucial for writers and publishers, as reviews can have a significant influence on their success in the marketplace. Favorable evaluations can improve sales and aid new writers gain recognition, while negative evaluations can motivate necessary revisions and enhancements for future jobs.

Just How Book Reviews Overview Our Analysis Choices

With numerous publications available, it can be challenging to recognize where to start. That's where publication evaluations can be found in. By providing understandings right into a English As A Global Language's plot, characters, and composing design, evaluations can assist us choose books that

match our interests and preferences.

Evaluations can likewise present us to brand-new styles and writers we could not have actually found otherwise. They can widen our perspectives and test our viewpoints, giving us a deeper gratitude for the power of storytelling.

So whether you're an experienced reader or simply starting out, make sure to make English As A Global Language reviews a component of your reading routine. You never understand-- you might just find your new favored book.

COMPONENTS OF AN EXCELLENT ENGLISH AS A GLOBAL

LANGUAGE TESTIMONIAL

Creating an excellent book testimonial calls for more than simply summing up the plot. As publication reviewers, we intend to give our visitors with a detailed analysis of the story, the writer's composing style, and the overall reading experience. Here are some essential aspects that our publication evaluations consist of:

1. English
As A
Global
Language
Plot

Recap

A brief run-through of the tale is vital to provide viewers context and assist them make a decision if the book deserves their time. However, stay clear of handing out too much of the story or any major spoilers.

2.
Personalit
y
Evaluatio
n in
English

As A on

Global Language

A thorough exam of the personalities is essential to recognizing the story's dynamics. We check out the protagonist's motivations, the sustaining personalities' functions, and just how their connections evolve throughout guide.

The author's composing design plays a considerable role fit the analysis experience. We examine the writer's use of language, pacing, dialogue, and other creating strategies to review how well they serve the story of English As A Global Language

4.

Individual Viewpoint

3. Writing Design Examinati

Our publication reviews of English As A Global Language are not simply a recap or analysis however additionally an expression of our personal viewpoints and sensations. We

share what we liked and disliked about guide and why we would certainly or would certainly not recommend it to others.

By consisting of these elements in our book reviews, we intend to offer our readers with a comprehensive understanding of the book's toughness and weak points. This, in turn, can aid them make an informed choice concerning whether to review the book or not.

VARIOUS KINDS OF PUBLICATION REVIEWS

Book evaluations been available in lots of forms, each with its special function and design. As readers, it's important to comprehend these

different kinds of publication evaluates to know what to anticipate and exactly how to analyze them.

Literary Evaluation n

A literary evaluation English As A Global Language evaluation aims to dive deeply right into the story's styles, icons, and concepts. Such reviews normally focus on the composing design, framework, and literary gadgets utilized in the book. Literary evaluation publication evaluations are most common in academic settings but can also be found in literary periodicals and internet sites.

Personal Viewpoint Item

Suggestions for Certain Categories of English As A Global Language

A personal opinion piece is a subjective review of a book(English As A Global Language) that reflects the customer's individual thoughts and feelings. These evaluations can be located on personal blog sites, social media sites, and also in major magazines. Point of view items intend to supply a reader's distinct viewpoint on a book and can be useful for locating books that match personal preferences.

Recommendation book evaluations are tailored in the direction of readers that are searching for books in a certain category. These testimonials focus on giving adequate information on English As A Global

Language to aid the reader identify if it's an excellent fit for them. They are typically located on publication evaluation websites, bookstores, and also on social media pages committed to certain categories.

Spoiler-Free Evaluation of English As A Global Language

A spoiler-free book testimonial aims to supply sufficient

information regarding a publication to assist readers decide if they want to review it without revealing any significant plot points. These reviews can be discovered on publication testimonial internet sites, social networks pages, and in publications.

Comparative Evaluation

A comparative review compares and contrasts two or even more books, typically of the same category or by the exact same writer. Such testimonials can be valuable for viewers that want to recognize

just how a publication compares to others within its category. Relative reviews are most typical in literary periodicals and sites.

As you can see, there are various sorts of book reviews readily available to readers. Comprehending the purpose and style of English As A Global Language can aid readers establish which ones are most helpful for finding their next favored book. Keep tuned for the following area, where we will certainly discover just how to compose a reliable publication review!

HOW TO CREATE A ENGLISH AS A GLOBAL LANGUAGE TESTIMONIAL

If you wish to share

your thoughts on English As A Global Language and create a book testimonial, below are some suggestions to get you started:

1. Review English As A Global Language Carefully

Prior to you begin creating your publication evaluation, see to it you have actually checked out the book carefully and understood its story, personalities, and motifs. Bear in mind while you check out to

assist you bear in mind vital information.

2. Structure Your Evaluation

A well-structured publication evaluation ought to have an introduction, a summary of English As A Global Language plot, an evaluation of the personalities, and a verdict. Make sure your testimonial streams logically which you have consisted of all the necessary components.

3. Offer Examples

When you are evaluating the book's personalities and writing style, give examples from the message to support your viewpoints. This will certainly make your testimonial much more persuading and assist visitors comprehend your point of view.

4. Be Honest

When composing English As A Global Language review, it is very important to be truthful regarding your opinions. Even if you didn't enjoy the book, describe why and supply positive

objection. Remember that your review may aid other readers choose whether or not to check out guide.

5. Prevent Spoilers of

When writing English As A Global Language story summary, avoid distributing the finishing or any major plot twists. Rather, concentrate on the vital events that drive the tale onward.

6. Edit and

Proofread

Prior to releasing your English As A Global Language review, see to it to modify and check it thoroughly. Look for spelling and grammar mistakes, and ensure your review makes sense and streams well.

By adhering to these pointers, you can write a reliable English As A Global Language testimonial that will certainly help viewers make educated choices about what to check out next.

THE IMPACT OF BOOK REVIEWS ON AUTHORS AND PUBLISHERS

As readers, we know that publication testimonials can aid us find our next favorite read. However, what

we may not realize is the considerable impact book testimonials have on writers and authors.

For writers, publication testimonials supply recognition and direct exposure for their job. Favorable reviews can lead to raised book sales and a broader audience. On the other hand, negative reviews can damage a writer's track record and possibly effect future book deals.

Publishers also heavily count on English As A Global Language book testimonials.

Testimonials can influence their choices on which books to promote and invest in, along with aid them evaluate the market's rate of interest in certain genres or authors. Additionally,

reviews can affect the success and appeal of a publication, inevitably influencing book sales and productivity.

It is necessary to note that English As A Global Language reviews likewise have a broader effect on the publishing market in its entirety. Positive testimonials can help to raise particular categories or writers, leading to boosted variety and representation in the literary globe. Alternatively, adverse evaluations can perpetuate prejudices and hinder progress in the sector.

The

Power of Social Media

Social network has become an effective tool for English As A Global Language reviews and can substantially affect a writer's success. Readers can quickly share their thoughts and recommendations on different platforms, such as Goodreads, Twitter, and Instagram. In addition, publishers and writers typically proactively seek book blog owners, BookTubers, and bookstagrammers to advertise their work and get to bigger audiences.

Moreover, social media sites has also led to a

boost in reader interaction and engagement. Visitors can get in touch with writers, join publication clubs, and join online publication events, all of which add to a book's success.

Overall, publication evaluations have a substantial influence on the literary world and are important for both viewers and industry professionals. By sharing our thoughts and recommendations, we can help to shape the future of the posting market and sustain our preferred writers.

WHERE TO LOCATE RESERVE REVIEWS OF ENGLISH AS A GLOBAL LANGUAGE

Are you on the quest for publication

evaluations yet don't understand where to look? Do not fret, we have actually got you covered! Right here are some places where you can discover trustworthy and useful publication testimonials:

Schedule Review Websites

There are plenty of sites that specialize in book testimonials. Goodreads and Amazon are 2 preferred alternatives where you can discover evaluations from fellow readers. Other websites, such as BookPage, use expert evaluations from expert publication critics.

Online Areas

If you're searching for a much more interactive way to discover English As A Global Language testimonials, on-line neighborhoods like Reddit or BookTube may be your thing. These platforms have actually devoted discussion forums and channels where book lovers from worldwide share their thoughts and opinions on publications.

Trusted Publicatio n Critics

If you favor reviews from professional

doubters, look no more than significant magazines like The New York Times, The Guardian, or NPR. Their publication review areas are well-respected and deal insightful reviews of the latest releases.

So there you have it, some of the most effective locations to discover English As A Global Language publication evaluations.

Remember, checking out evaluations can aid you make informed choices regarding what to check out following and can subject you to new writers and categories you may not have taken into consideration before.

English as a Global Language *Cambridge University Press*

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.

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this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

English as a Global Language *Cambridge University Press*

Explores the history, current status, and potential of English as an international language of communication, featuring in the new edition coverage of English on the Internet and the concept of an English "family" of languages. Simultaneous. (Language)

How English Became the Global Language *Springer*

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.

Does Science Need a Global Language?

English and the Future of Research

University of Chicago Press

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 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 L. 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.

The Rise of English

Global Politics and the Power of Language *Oxford University Press*

The Rise of English is a masterful account of the spread of English as the dominant lingua franca worldwide, its intimate connections with globalization and neoliberalism, and its effects on linguistic

justice, opportunity, and identity. Deeply researched and wide-ranging in scope, this book shows how English has privileged some and disadvantaged others, but ultimately offers the promise of transcending cultural and linguistic borders in a multilingual world.

The Social Psychology of English as a Global Language

Attitudes, Awareness and Identity in the Japanese Context

Springer Science & Business Media

This ground-breaking work is a detailed account of an innovative and in-depth study of the attitudes of in excess of 500 Japanese

learners towards a number of standard and non-standard as well as native and non-native varieties of English speech. The research conducted refines the investigation of learner attitudes by employing a range of pioneering techniques of attitude measurement. These methods are largely incorporated from the strong traditions that exist in the fields of social psychology and second language acquisition and utilize both direct and indirect techniques of attitude measurement. The author locates the findings in the context of the wealth of literature on native speaker evaluations of languages and language varieties. The study is unique in that the results provide

clear evidence of both attitude change and high levels of linguistic awareness among the informants of social and geographical diversity within the English language. These findings are analyzed in detail in relation to the global spread of English as well as in terms of the pedagogical implications for the choice of linguistic model employed in English language classrooms both inside and outside Japan. The issues examined are of particular interest to educators, researchers and students in the fields of applied linguistics, TESOL, second language acquisition, social psychology of language and sociolinguistics. The pedagogical and

language policy implications of the findings obtained make essential reading for those with a specific focus on the role of the English language and English language teaching, both in Japan and beyond.

English as a Global Language in China

Deconstructing the Ideological Discourses of English in Language Education *Springer*

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.

**Handbook of
Language and
Communication:
Diversity and**

Change *Walter de Gruyter*

In line with the overall perspective of the Handbook series, the focus of Vol.9 is on language-related problems arising in the context of linguistic diversity and change, and the contributions Applied Linguistics can offer for solutions. Part I, "Language minorities and inequality," presents situations of language contact and linguistic diversity as world-wide phenomena. The focus is on indigenous and immigrant linguistic minorities, their (lack of) access to linguistic rights through language policies and the impact on their linguistic future. Part II "Language planning and language change," focuses on the impact of colonialism,

imperialism, globalisation and economics as factors that language policies and planning measures must account for in responding to problems deriving from language contact and linguistic diversity. Part III, "Language variation and change in institutional contexts," examines language-related problems in selected institutional areas of communication (education, the law, religion, science, the Internet) which will often derive from socioeconomic, cultural and other non-linguistic asymmetries. Part IV, "The discourse of linguistic diversity and language change," analyses linguistic diversity, language change and language reform as issues of

public debates which are informed by different ideological positions, values and attitudes (e.g. with reference to sexism, racism, and political correctness). The volume also contains extensive reference sections and index material.

Online Education for Teachers of English as a Global Language *Routledge*

This collection offers a critical examination of online language teacher education programs (OLTE), looking at a range of issues which have informed their development and the challenges and opportunities in their implementation from a TESOL perspective. Positioning itself uniquely amongst the

growing literature at the nexus of technology and language learning, the book focuses on language teacher education programs designed for academic and professional credentials in online environments.

Introductory sections provide a brief historical overview of the OLTEs as we know them today, with examples from a global range of programs toward demonstrating their theoretical and philosophical foundations.

The second section of the book explores the paradigm shifts borne out of OLTE in the modes, media, and tasks employed and their subsequent impact on instructional efficacy. Subsequent chapters turn a critical

lens on OLTE in raising questions around accessibility its implementation in less technologically developed environments, issues of quality measures and accreditation, and practicum concerns. Taken together, this collection is a state of the art of online language teacher education programs and lays the groundwork for future research on the nexus of online education, teacher education, and applied linguistics.

The Local Construction of a Global Language

Ideologies of English in South Korea

Walter de Gruyter

In South Korea, English is a language of utmost importance, sought

with an unprecedented zeal as an indispensable commodity in education, business, popular culture, and national policy. This book investigates how the status of English as a hegemonic language in South Korea is constructed through the mediation of language ideologies in local discourse. Adopting the framework of language ideology and its current developments, it is argued that English in Korean society is a subject of deep-rooted ambiguities, with multiple and sometimes conflicting ideologies coexisting within a tension-ridden discursive space. The complex ways in which these ideologies are reproduced, contested, and negotiated through specific metalinguistic practices across diverse sites ultimately contribute to a local realization of the global hegemony of English as an international language. Through its insightful analysis of metalinguistic discourse in language policy debates, cross-linguistic humor, television shows, and face-to-face interaction, *The Local Construction of a Global Language* makes an original contribution to the study of language and globalization, proposing an innovative analytic approach that bridges the gap between the investigation of large-scale global forces and the study of micro-level discourse

practices.

Does Science Need a Global Language?

English and the Future of Research

University of Chicago Press

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

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uncovers will challenge readers to rethink their assumptions about the direction of contemporary science, as well as its future.

The Rise of Chinese as a Global Language

Prospects and Obstacles *Springer Nature*

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.

Language Policy and Political Economy

English in a Global Context

Oxford University Press, USA

English is the common denominator that unites the work presented in this volume; it provides a focal point to illustrate the ways in which a political economic approach can account for a range of phenomena in diverse settings in which a "global" language has attained a special status as (an often perceived) tool for socioeconomic mobility. The findings

reveal the complex ways in which government leaders and policymakers, as well as communities and individuals in those communities, make decisions within a global economy about the languages that will be taught as subjects or used as media of instruction in schools. Whether or not the "Straight for English" policy that has become popular in various countries in southern Africa and elsewhere is a good or bad idea, in terms of improving school completion and literacy rates, English is often promoted by its advocates as a social "good" with unquestioned instrumental value; yet access to quality English medium education in low-income countries is mostly restricted to those with sufficient economic means to pay for it. As the capitalist world-economy undergoes transformations, and assuming that translation technologies continue to improve, it is likely that the roles and relative importance that English as a global language has enjoyed over the past century will change significantly. Synchronic contextual analyses of English in various countries and regions are snapshots of a moving target with fuzzy boundaries; this is even more so the case when the object of analysis is "lingua franca English," a fluid, contextually realized "practice" that may be described in situ, which

is not stable and likely never will be. The degree to which English serves effectively as a lingua franca depends on who the interlocutors are, the situation, and the extent to which interlocutors' interests and goals are mutually compatible and understood.

The Language of Global Success

How a Common Tongue Transforms Multinational Organizations

Princeton University Press

For nearly three decades, English has been the lingua franca of cross-border organizations, yet studies on corporate language strategies and their importance for globalization have

been scarce. In *The Language of Global Success*, Tsedal Neeley provides an in-depth look at a single organization—the high-tech giant Rakuten—in the five years following its English lingua franca mandate. Neeley's behind-the-scenes account explores how language shapes the ways in which employees who work in global organizations communicate and negotiate linguistic and cultural differences. Drawing on 650 interviews conducted across Rakuten's locations in Brazil, France, Germany, Indonesia, Japan, Taiwan, Thailand, and the United States, Neeley argues that an organization's lingua franca is the catalyst by which all employees

become some kind of “expat”—someone detached from their mother tongue or home culture. Through her unfettered access to the inner workings of Rakuten, she reveals three distinct social groups: “linguistic expats,” who live in their home country yet have to give up their native language in the workplace; “cultural expats,” or native speakers of the lingua franca, who struggle with organizational values that are more easily transmitted after language barriers are removed; and finally “linguistic-cultural expats,” who, while native to neither the lingua franca nor the organization’s home culture, surprisingly have the easiest time adjusting to language changes. Neeley

demonstrates that language can serve as the conduit for an unfamiliar culture, often in unexpected ways, and that there are lessons to be learned for all global companies as they confront language and culture challenges. Examining the strategic use of language by one international corporation, *The Language of Global Success* uncovers how all organizations might integrate language effectively to tap into the promise of globalization.

The Impact and Future of English as a Global Language

GRIN Verlag

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.

Communicating with

Asia

The Future of English as a Global Language

Words of the World

The Global Language System *John Wiley & Sons*

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.

Revitalizing Endangered Languages

A Practical Guide
Cambridge University Press

Of the approximately 7,000 languages in the world, at least half may no longer be spoken by the end of the twenty-first century.

Languages are endangered by a number of factors, including globalization, education policies, and the political, economic and cultural marginalization of minority groups. This guidebook provides ideas and strategies, as well as some background, to help with the effective revitalization of endangered languages. It covers a broad scope of themes including effective planning, benefits, wellbeing, economic aspects, attitudes and ideologies. The chapter authors have hands-on experience of language revitalization in many countries around the world, and each chapter includes a wealth of examples, such as case studies from specific

languages and language areas. Clearly and accessibly written, it is suitable for non-specialists as well as academic researchers and students interested in language revitalization. This book is also available as Open Access on Cambridge Core.

How English Became English

A short history of a global language

Oxford University Press

The English Language is spoken by more than a billion people throughout the world. But where did English come from? And how has it evolved into the language used today? In *How English Became English* Simon Horobin investigates the evolution of the English language, examining

how the language continues to adapt even today, as English continues to find new speakers and new uses. Engaging with contemporary concerns about correctness, Horobin considers whether such changes are improvements, or evidence of slipping standards. What is the future for the English Language? Will Standard English continue to hold sway, or are we witnessing its replacement by newly emerging Englishes?

English, the lingua franca, as a global language and the decline of German as an international language of science

GRIN Verlag

Seminar paper from the year 2005 in the subject English

Language and Literature Studies - Linguistics, grade: Gut, University of Graz, course: The Globalisation of English, Language Attitudes and Language Contact, 18 entries in the bibliography, language: English, abstract: This paper deals with the topic of English as a lingua franca as well as the past and current status of German as a language of science. One issue which is discussed throughout this paper is English as a global language. The questions that arise regarding this topic are: Why did English become so important in the last century? Why do we speak of English as a global language? How could English reach such widespread

acceptance? What are dangers of a global language and could anything stop globalisation? In this paper many facets of English will be presented and discussed. The second important topic this paper covers is the decline of German as an international language of science. German used to be an important language of science in the 19th century until World War I. But what happened at that point and why did German lose its international character? Which circumstances are responsible for the decline of German? What is the present status of German in science and what are the future perspectives? All these questions and

assumptions will be discussed in the following term paper and the closing remarks will summarise the findings.

Teaching and Learning English as a Global Language

Native and Non-native Perspectives

Remote Work Revolution

Succeeding from Anywhere

HarperCollins

LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book

provides a blueprint for how to build and maintain that trust and connection in a digital environment.” —Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced

companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has its challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person interactions, and a proper work/life

balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, *Remote Work Revolution* is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their

groups, and ultimately their organizations.

The Idea of English in Japan

Ideology and the Evolution of a Global Language *Multilingual Matters*

This book examines the ways in which English is conceptualised as a global language in Japan, and considers how the resultant language ideologies – drawn in part from universal discourses; in part from context-specific trends in social history – inform the relationships that people in Japan have towards the language. The book analyses the specific nature of the language's symbolic meaning in Japan, and how this meaning is expressed and

negotiated in society. It also discusses how the ideologies of English that exist in Japan might have implications for the more general concept of 'English as a global language'. To this end it considers the question of what constitutes a 'global' language, and how, if at all, a balance can be struck between the universal and the historically-contingent when it comes to formulating a theory of English within the world.

Is English an Asian Language?

Cambridge University Press

A comprehensive account of how English is being used and reshaped by multilingual Asian speakers to fit their

everyday needs.

English Language Education in a Global World

Practices, Issues and Challenges

With English becoming the world's foremost lingua franca, the pressure to improve English language education (ELE) has been steadily increasing.

Consequently, the nature of ELE has changed drastically in the last decade. This has not only brought about a number of changes in the way English is taught and learnt, but it has also led to various innovative practices around the world. As a result, this edited book aims to shed light on the new theoretical and methodological

developments in the field of ELE as well as the major issues and difficulties faced by practitioners in different parts of the globe. One very important variable that the book takes into account is the role that English already plays in a particular society since this may affect the views that teachers and students hold of the language. This in turn can significantly influence the way English is taught and learnt in given political, economic and socio-cultural settings. The purpose of this book is therefore to provide a comprehensive overview of the pedagogical methods, policies and problems that underlie English language education in ten different regions across the world, including: the USA, Canada, the UK, Australia, New Zealand, India, Singapore, Japan, China and Hong Kong. In doing so, the different chapters in the book emphasize the importance of responding to linguistic and other forms of diversity in order to develop English language education in a globalized world. This book will be useful for teachers and students of English language, for English language curriculum and materials developers, and for those involved in educational policy-making and language acquisition research. Written by experts in the field, the range of content covered in the book's chapters will also help policy-makers, researchers

and practitioners develop effective English language education practices and policies, and propose solutions to emerging issues in English language teaching and learning in different environments around the world. The newly-developed arguments and concerns pertaining to English language education will serve as future reference for professionals interested in this area of expertise.

Glocalising Teaching English as an International Language

New Perspectives for Teaching and Teacher Education in Germany *Routledge*

The worldwide spread,

diversification, and globalization of the English language in the course of the 20th and early 21st centuries has significant implications for English Language Teaching and teacher education. We are currently witnessing a paradigm shift towards Teaching English as an International Language (TEIL) that aims to promote multilingualism and awareness of the diversity of Englishes, increase exposure to this diversity, embrace multiculturalism, and foster cross-cultural awareness. Numerous initiatives that embrace TEIL can be observed around the world, but ELT and teacher education in Germany (and other European countries) appear to be largely

unaffected by this development, with standard British and American English and the monolingual native speaker (including the corresponding cultural norms) still being very much at the center of attention. The present volume addresses this gap and is the first of its kind to showcase recent initiatives that aim at introducing TEIL into ELT and teacher education in Germany, but which have applicability and impact for other countries with comparable education systems and 'traditional' ELT practices in the Expanding Circle. The chapters in this book provide a balanced mix of conceptual, empirical, and practical studies and offer the perspectives of the many stakeholders involved in various settings of English language education whose voices have not often been heard, i.e., students, university lecturers, trainee teachers, teacher educators, and in-service teachers. It therefore adds significantly to the limited amount of previous work on TEIL in Germany and bridges the gap between theory and practice that will not only be relevant for researchers, educators, and practitioners in English language education in Germany but other educational settings that are still unaffected by the shift towards TEIL.

The Rise of Chinese as a Global Language

Prospects and Obstacles*Palgrave Pivot*

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.

The Value of English in Global Mobility and Higher

Education

An Investigation of Higher Education in Cyprus *Bloomsbury Publishing*

This book offers a unique insight into the dynamics of the English language in higher education in Cyprus through the lens of universities situated on both sides of its geopolitical division. It takes an original perspective on 'value' in the context of the sociolinguistics and political economy of English as a global language and as an apparent commodified entity. The problematic issues of value as they apply to language are dealt with from Marxist and Bourdieusean perspectives. The book also offers a helpful critique of the claims of alternative paradigms

of English expansion, such as ELF, and their shortcomings in respect of the concept of value. Manuela Vida-Mannl puts forth a critique of the marketization of English and the complicity of higher education in the reproduction of linguistic hierarchies and social inequalities in Cyprus and, by implication, more generally. She presents a conception of English as a marketable attribute that does not necessarily require competence, which points to the ongoing imbrication of English in the reproduction of global structural and social inequality, as it exposes the myth of class advancement through English. Building on an extensive study (based

on 205 questionnaires and 25 subsequent in-depth ethnographic interviews) and by focusing on the value of English within the unique context of divided Cyprus, this book uncovers an intriguing perspective on the neoliberal role and significance of the English language in our globalized world.

Global TESOL for the 21st Century

Teaching English in a Changing World *Multilingual Matters*

This book explores the impact of the spread of English on language teaching and learning. It provides a framework for change in English language teaching to better reflect global realities and current research. The authors examine

the pedagogical implications of the global spread of English, drawing on world Englishes, English as a lingua franca, and global Englishes research. The book proposes key innovations for teaching English as an international language, and outlines key areas for future classroom-based research. The book is essential reading for postgraduate researchers, teachers and teacher trainers in TESOL and second language education programmes.

Culture and Identity through English as a Lingua Franca

Rethinking Concepts and Goals in Intercultural Communication

Walter de Gruyter GmbH & Co KG

The use of English as a lingua franca (ELF) on a global scale forces a reassessment of our understanding of the relationships between language, culture and identity in intercultural communication. This book outlines how we might conceive of this relationship in the fluid communicative practices of ELF, which leads to a revaluation of notions of intercultural competence and related pedagogic practices.

English as an International Language

Perspectives and Pedagogical Issues

Multilingual Matters

The rapid global spread of the English language

has serious linguistic, ideological, socio-cultural, political, and pedagogical implications as it creates both positive interactions and negative tensions between global and local forces. Accordingly, debate about issues such as the native/non-native divide, the politics of an international language, communication in a Lingua Franca, the choice of a model for ELT, and the link between English and identity(ies) has stimulated scholarly inquiry in an unprecedented way. The chapters in this volume revisit, challenge, and expand upon established arguments and positions regarding the politics, policies,

pedagogies, and practices of English as an international language, as well as its sociolinguistic and socio-psychological complexities.

The Palgrave Handbook of Economics and Language Springer

Do the languages people speak influence their economic decisions and social behavior in multilingual societies? This Handbook brings together scholars from various disciplines to examine the links and tensions between economics and language to find the delicate balance between monetary benefits and psychological costs of linguistic dynamics.

English Around the

World

An Introduction Cambridge University Press

A lively and accessible introduction to world Englishes, setting a range of global varieties in their historical and social contexts.

How and why did English come to be a global language?

GRIN Verlag

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, 14 entries in

the bibliography, 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.

Improve Your Global Business English

The Essential Toolkit for Writing and Communicating Across Borders

Kogan Page Publishers

In a business world that spans several continents, it is no longer common for everyone to speak English as a first language. Whether you speak English as a first, second or even third

language, intercultural business communication means that getting it right first time has never been more important for you and your organization. English can never be standardized in the global and digital marketplace; instead, we can learn how to customize business English according to our own values and culture and communicate successfully across borders. Improve Your Global Business English creates an awareness in the reader of what to avoid and how to ensure that communications are correctly understood. Very readable and hugely instructive, Improve Your Global Business English provides practical self-study with quizzes,

activities and worksheets, helping you to fine-tune your written communication. By mastering the basics, defining your readers and tailoring your message to them, understanding the conventions of different media and understanding cultures, you can enhance your reputation as a truly global, modern player in today's marketplace. If you want your messages to be perceived as you intended, to retain customers or to win new ones, Improve Your Global Business English gives you the background you need. Online supporting resources for this book include supplementary video, self-test questions and answers,

templates and a case study on going global

Law, Language and Translation

From Concepts to Conflicts *Springer*

This book is a survey of how law, language and translation overlap with concepts, crimes and conflicts. It is a transdisciplinary survey exploring the dynamics of colonialism and the globalization of crime. Concepts and conflicts are used here to mean 'conflicting interpretations' engendering real conflicts. Beginning with theoretical issues and hermeneutics in chapter 2, the study moves on to definitions and applications in chapter 3, introducing cattle stealing as a comparative theme

and global case study in chapter 4. Cattle stealing is also known in English as 'rustling, duffing, raiding, stock theft, lifting and predatorial larceny.' Crime and punishment are differently perceived depending on cultures and legal systems: 'Captain Starlight' was a legendary 'duffer'; in India 'lifting' a sacred cow is a sacrilegious act. Following the globalization of crime, chapter 5 deals with human rights, ethnic cleansing and genocide. International treaties in translation set the scene for two world wars. Introducing 'unequal treaties' (e.g. Hong Kong), chapter 6 highlights disasters caused by treaties in translation. Cases feature American Indians (the 'trail of

broken treaties'), Maoris (Treaty of Waitangi) and East Africa (Treaty of Wuchale).

Analyzing English in a Global Context

A Reader *Routledge*

Devised in collaboration with the Open University and Macquarie University, Australia, *Analysing English in a Global Context* is specifically designed for the postgraduate student market, as well as for teachers of English as a second or foreign language throughout the world. This is a groundbreaking Reader which includes specially commissioned pieces as well as classic texts and provides a global perspective on the changing uses and

forms of English and its impact on language teaching contexts. Students' skills in analysing these forms will be developed through an examination of the major functional models and their strengths and weaknesses.

The English Language *Panpac Education Pte Ltd*

Why You Need a Foreign Language & how to Learn One *Beechmont Crest Pub*

"The first half of this book examines the commercial, social, and political implications of American monolingualism. The second half of the book explores the techniques and tools that a working professional can use to

acquire functional skills in a new language."--
Back cover.