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## LEBLANC DANIELLE

*Language in a Globalised World* Wiley-Blackwell

Introducing English for Specific Purposes presents the key concepts and practices of ESP in a modern, balanced, and comprehensive way. This book defines ESP and shows how the approach plays a crucial role in the world of English language teaching. Explaining how needs analysis, language and learning objectives, materials and methods, and evaluation combine to form the four main pillars of ESP, the book includes: practical examples that illustrate how the core theories and practices of ESP can be applied in real-world academic and occupational settings; discussion of some of the most hotly debated issues in ESP; insights on how ESP courses can be organized and integrated to form a complete program; reflection boxes, practical tasks, extension research questions, and resources for further reading in each chapter. Introducing English for Specific Purposes serves as an ideal textbook for graduate and advanced undergraduate students studying courses on English for Specific Purposes or English for Academic Purposes, as part of degrees in English for Specific Purposes, Education, ELT, Applied Linguistics, TESOL or TEFL. This comprehensive publication is also an invaluable reference resource for pre-service and in-service teachers of ESP, and for English program managers and administrators.

### **Markets of English** Springer

The status of English as a global language is deeply divisive and hotly contested. The Local Politics of Global English analyzes linguistic globalization in five countries that differ greatly in both their degree of global integration and their use of English. By drawing on the work of language scholars and the growing field of globalization studies, the author provides a revealing portrait of how politicians, activists, scholars and policy-makers in the United States, France, India, South Africa, and Nepal are debating the questions that plague local controversies over global English. Concepts of hegemony and resistance, elites and subalterns, and liberalization and democratization are incorporated into case studies that provide insight into the politics of linguistic globalization from above and from below. Of interest to students of politics and culture, as well as teachers and learners of language, The Local Politics of Global English is a detailed examination of a timely and controversial topic.

### **Marketplace 3.0** A&C Black

This book considers the issues globalization raises for second language learning and teaching. Block and Cameron's collection shows how, in an economy based on services and information, the linguistic skills of workers becomes increasingly important. New technologies make possible new kinds of language teaching,

and language becomes an economic commodity with a value in the global marketplace. This has implications for how and why people learn languages, and for which languages they learn. Drawing together the various strands of the globalization debate, this rich and varied collection of contributions explores issues such as: \*The commodification of language(s) and language skills \*The use of new media and new technologies in language learning and teaching \*The effects of globalization on the language teaching industry \*New forms of power and resistance. **Englishnization. Lingua Franca for Global Business** Springer This accessible and engaging textbook offers a practical approach to understanding the complexity of language by exploring language use and language learning in a wide variety of contexts. Bringing together leading specialists who are active researchers in the field of linguistics, this book introduces readers to major fields of language study by focusing on social, cultural and historical factors that show the dynamic nature of language. Topics explored include first and second language acquisition, grammar, meaning-making and pragmatics, language use and technology, language variation, and English as a global language. This book surveys major principles and shows how to apply them through structured discussion topics and activities to facilitate a greater understanding and appreciation of language. This is essential reading for undergraduate students taking courses in linguistics and language use, and a valuable resource for students of communication studies, media studies, sociology and anthropology.

### **Going Global** A&C Black

This book examines the impact of globalization on languages in contact, including the study of linkages between the global and local, and transnational and situated communication. It engages with social theory and social processes while grappling with questions of language analysis raised by globalized language contact. Drawing on case studies from North America, Europe and Africa, the volume makes three important contributions to contemporary sociolinguistics by: \* arguing that concepts of scale and space are essential for understanding contemporary sociolinguistic phenomena \* showing that the transnational flows and movements of peoples highlight the problem and work of identity in relation to both place and time \* addressing methodological challenges raised by different approaches to the study of globalization and language contact. This cutting-edge monograph featuring research by renowned international contributors will be of interest to academics researching sociolinguistics, and language and globalization.

### **Introducing English for Specific Purposes** Lexington Books

In today's global world, where Asia is an increasing area of focus, it is vital to explore what it means to 'understand' Asian cultures through English and other languages. This volume presents new

research on English in Asia, alongside Mandarin, Cantonese, Hindi-Urdu, Malay, Russian and other languages.

Speaking from the Margin St. Martin's Press

The Handbook of Language and Globalization brings together important new studies of language and discourse in the global era, consolidating a vibrant new field of sociolinguistic research. The first volume to assemble leading scholarship in this rapidly developing field Features new contributions from 36 internationally-known scholars, bringing together key research in the field and establishing a benchmark for future research Comprehensive coverage is divided into four sections: global multilingualism, world languages and language systems; global discourse in key domains and genres; language, values and markets under globalization; and language, distance and identities Covers an impressive breadth of topics including tourism, language teaching, social networking, terrorism, and religion, among many others Winner of the British Association for Applied Linguistics book prize 2011

Translation and Globalization Cambridge Scholars Publishing

The papers in this volume analyze the language situation under globalization in several European countries. How does the spread of Global English affect the integrity of the local systems? Changes in lexical and discursive repertoires are evidenced and discussed. It is shown how new social identities are linguistically constructed and redefined in the social consciousness of the various local communities. The authors see globalization as a major change-in-progress that sets in relief the dual capacity of language: communication and identification. The collection reconciles empirical data analysis with profound attention to a host of theoretical issues, such as a new ecology for language under globalization or a new interdiscursivity of globalizing communications. It is argued that globalization-as-recontextualization of meanings poses a serious challenge for a new science of language. The spatial imagery of center-margin is chosen to expound on the complex interaction between the global and the local. The concept of a glocal view on language affords a new perspective for coping with massive linguistic change.

Global English and Political Economy Routledge

This book investigates the relationship between English and personal and national development in the era of globalization. It addresses the effects that the increased use of English and the promotion of English-language education are having in developmental contexts, and their impact on broader educational issues.

Contending with Globalization in World Englishes Critical Language and Literacy

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 fundamental questions about the status, structure, and functions of World Englishes.

Imagining Globalization Cambridge Scholars Publishing

While English has become the lingua franca in science, business, and other fields, scholars still grapple with the implications of its adoption in many other settings and cultures. To what extent

should English be introduced and taught in schools around the world? Who "owns" the English language and can therefore shape its structure and aims? What are world Englishes and how can teachers demonstrate them to their students? Is English the language of the oppressor, an imperialist tool, or does global English offer an opportunity for greater understanding and cooperation amongst peoples and cultures? This volume of critical essays explores these and other questions surrounding language, education, and culture in the globalized world. Honoring students' cultures while trying to prepare them for an uncertain and constantly changing future is the resounding theme of this book. The contributors to this volume are as multi-cultural and multi-faceted as such a volume would demand. The essays include authors and studies from Algeria, India, Iran, Ghana, Germany, Poland, Tunisia, Qatar, Saudi Arabia, United Kingdom, the United States of America, and Yemen. The perspectives offered in this volume contribute greatly to the ongoing conversations on language, education, and globalization.

**Language and Globalization** Walter de Gruyter

Research Paper from the year 2013 in the subject Business economics - Trade and Distribution, grade: 98.82, - (University of Wisconsin-Platteville), course: ISCM 7100, language: English, abstract: In the last decade, as the nature global economics compels more organizations to expand internationally, the importance of communication, in terms of cultural intelligence, has emerged as a main driver of effective supply chain relationships which increase the efficiency of operations by facilitating collaboration and trust. However, as international trade becomes more complex and the cost of conducting transactions increases, the importance of communication is being reframed in terms of the power of language. Studies show that "time spent communicating equals money, and time ill-spent increases transaction costs" (Selmier & Oh, 2012). As organizational members increasing are forced to interact across linguistic boundaries, the establishment of a lingua franca for global business as a means of counteracting complexities through the creation of group cohesiveness is being embraced by a growing number of multinational corporations. Studies show that mandating English as a corporate lingua franca contributes to the efficiency of business transactions in similar fashion to EDI (electronic data interchange) systems. English is the most widely used and recognizable language in the world. It is spoken at a useful level by more than 1.75 billion people worldwide (Neely, 2012). The use of a common language when conducting business transactions has been shown to promote trust and facilitate process efficiencies that lead to reductions in transaction costs.

**Language Regimes in Transformation** Multilingual Matters

The complex politics of English as a world language provides the backdrop both for linguistic studies of varieties of English around the world and for postcolonial literary criticism. The present volume offers contributions from linguists and literary scholars that explore this common ground in a spirit of open interdisciplinary dialogue. Leading authorities assess the state of the art to suggest directions for further research, with substantial case studies ranging over a wide variety of topics - from the legitimacy of language norms of lingua franca communication to the recognition of newer post-colonial varieties of English in the online OED. Four regional sections treat the Caribbean (including the diaspora), Africa, the Indian subcontinent, and Australasia and the Pacific Rim. Each section maintains a careful balance between linguistics and literature, and external and indigenous perspectives on issues. The book is the most balanced, complete and up-to-date treatment of the topic to date.

**World English** Multilingual Matters

In this collection of real-life, personal narratives on the theme of

language and globalization, scholars from a range of different sub-disciplines of linguistics, time periods, and geographical spaces throughout the world examine the interaction and intersectionality of languages and globalization and the implications of such interactions for world languages and cultures. A feature of the book is the application of autoethnography as its underlying approach/method, in which contributors draw on their own lived experiences (of life, scholarship, and work) to investigate and reflect on linguistic globalization and its issues and challenges against the backdrop of the globalized world of the 21st century.

Language in International Business Oxford University Press, USA  
This book takes a critical look at the role of language in an increasingly diversified and globalised world, using the new framework of 'sociolinguistics of globalisation' to draw together research from human geography, sociolinguistics, and intercultural communication. It argues that globalisation has resulted in a destabilisation of social and linguistic norms, and presents a 'language-in-motion' approach which addresses the inequalities and new social divisions brought by the unprecedented levels of population mobility. This book looks at language on the individual, national and transnational level, and it will be of interest to readers with backgrounds in history, politics, human geography, sociolinguistics and minority languages.

**Globalization and Language Teaching** Routledge

"Is English a bridge or a barrier to economic advancement and social mobility as it spreads worldwide? To what extent do domestic and global politics determine those outcomes? Who are the winners, losers, and resisters? How are France and China using the "soft power" of language to overtake English and to what ends? What role do globalization, a knowledge-based economy, and neoliberalism play in these developments? Using education as its lens, this book critically unpacks these and related questions in a sweeping journey across four continents through diverse political and historical settings. It begins in Europe with the European Union and its promotion of multilingualism, and with controversies over English-taught courses and programs in universities in the name of internationalization. It then moves to the post-colonial world where disputes over English in the schools reveal longstanding grievances and the inequities of historically rooted and politically motivated language policies, and where French is losing its hold to English in some former French-speaking colonies. It finally shifts to the United States where state and local officials and grassroots organizers are addressing the "foreign language deficit" and initiating programs that promote multilingualism. Drawing on a vast store of interdisciplinary research, interviews, court decisions, political commentary, literature, and popular culture from across the globe and in multiple languages, the book makes the case for a common global language (English for now) as a core component of multilingualism in a world that is growing smaller, more diverse, and more politically uncertain by the nanosecond"--

The Language of Global Success Routledge

This bold and accessible study of human languages and communication explores issues which are at the forefront of today's globalized society. The human species is divided into more than five thousand language groups that do not understand each other. And yet these groups constitute one coherent world language system, connected by multilingual speakers in a surprisingly powerful way. The chances of a language thriving depend on its position in the system. There are thousands of small, peripheral languages, each connected to one of a hundred central languages. The entire system is held together by one global language: English. A language is a 'hypercollective' good: the more speakers it has, the higher its communication value for each one of them. Thus, when people think that a language is gaining new speakers, that in itself is a reason for them to want to learn it too. That is why, in an age of globalization, only a few languages remain for transnational communication and these often prevail even in national societies. This important book discusses a number of specific constellations in detail: India, Indonesia, Sub-Saharan Africa, South Africa and the European Union. De Swaan concludes by providing a sober but illuminating view of language policy in multilingual societies. This book will be essential reading for those studying sociology, communication studies and linguistics.

**Language in International Business** Springer Nature

A comprehensive volume which engages with language policies and positions to highlight the issues surrounding language commodification and globalization.

*The Politics of English as a World Language* Walter de Gruyter GmbH & Co KG

In this book, John O'Regan examines the role of political economy in the worldwide spread of English and traces the origins and development of the dominance of English to the endless accumulation of capital in a capitalist world-system. O'Regan combines Marxist perspectives of capital accumulation with world-systems analysis, international political economy, and studies of imperialism and empire to present a historical account of the 'free riding' of English upon the global capital networks of the capitalist world-system. Relevant disciplinary perspectives on global English are examined in this light, including superdiversity, translanguaging, translingual practice, trans-spatiality, language commodification, World Englishes and English as a Lingua Franca. *Global English and Political Economy* presents an original historical and interdisciplinary interpretation of the global ascent of English, while also raising important theoretical and practical questions for perspectives which suggest that the time of the traditional models of English is past. Providing an introduction to key theoretical perspectives in political economy, this book is essential reading for advanced students and researchers in applied linguistics, World Englishes and related fields of study.

**Language and Globalization** Cambridge University Press  
Responding to the growing interest in the role of language in international business, this book presents language as a critical management challenge for the internationalizing firm. Several perspectives are explored, including the individual, the firm