

Globish The World Over

Yeah, reviewing a book **Globish The World Over** could be credited with your near contacts listings. This is just one of the solutions for you to be successful. As understood, finishing does not recommend that you have wonderful points.

Comprehending as well as covenant even more than extra will pay for each success. bordering to, the statement as without difficulty as perception of this Globish The World Over can be taken as well as picked to act.

Handbook on the Geographies of

Globalization - Robert C.

Kloosterman 2018-11-30

Processes of globalization have changed the world in many, often fundamental, ways.

Increasingly these processes are being debated and contested. This Handbook offers a timely, rich as well as critical panorama of these multifaceted processes with up-to-date chapters by renowned specialists from many countries. It comprises chapters on the historical background of globalization, different geographical

perspectives (including world systems analysis and geopolitics), the geographies of flows (of people, goods and services, and capital), and the geographies of places (including global cities, clusters, port cities and the impact of climate change).

When Teams Collide -

Richard D. Lewis 2012-04-26

"This book is a MUST for every business team leader who plans to start doing business in a new cross-cultural environment." - Markku Vartiainen OBE, President, Finnish-British Chamber of Commerce International teams

are rapidly becoming the central operating mode for global enterprises. They are often agile and perceptive, know local markets better than HQ does, lead innovation and exploratory ventures, and are more culturally aware than their parent company. But how much autonomy should they be allowed? How can we get things done with colleagues who have different worldviews? How can we strike a balance between core values and the necessary diversity - and is diversity within the team a strength or a hindrance? What is the role of the team leader in all of this? How do you establish team trust? How important is team humor? Who decides the team's ethics? What misunderstandings can arise in a virtual team, lacking face-to-face contact? In answering these and other questions, Richard D. Lewis draws on 30 years experience mediating with hundreds of international teams in two dozen countries. Generously illustrated with explanatory diagrams, *When Teams Collide*

analyses profiles of 24 different nationalities and suggests how they should be led for best results. Commenting on vital considerations of leadership, team trust, ethics and humor, the author also evaluates the relationship between teams and HQ. Applying the cultural concepts in the bestselling *When Cultures Collide* specifically to team leadership, this is a wide-ranging and compelling account of how to handle what is a difficult and sensitive task.

[English as a Global Language](#) -

David Crystal 2012-03-29

Written in a detailed and fascinating manner, this book is ideal for general readers interested in the English language.

Dictator - Philip Terry

2019-01-10

Dictator recreates Gilgamesh using the 1,500-word vocabulary of Globish, put together by Jean-Paul Nerrière. Globish is a business language, appropriate to translate cuneiform which emerged from the need to record business transactions. Nerrière

considered it the world dialect of the third millennium; likewise Akkadian, the language of Gilgamesh, was the lingua franca of communications in the Near East. This link between script, language and business is there in the substance of the poem. An underpinning theme involving trade, here trade in hard wood and access to forests for building materials, links the poem to recent wars in and around Iraq, where the contemporary commodity is oil. This in turn links the poem to related issues such as migration and the refugee crisis. Working with refugees in Palermo in 2017, Terry was involved with putting on a puppet version of Gilgamesh where the children related viscerally to the story, particularly the boat scenes.

Globish: How English Became the World's Language - Robert McCrum
2011-05-09

Discusses how Anglo-American has become the language of the world, and describes the changes that English has

brought to far-away cultures in distant places.

Ten Lectures on Natural Semantic MetaLanguage - Cliff Goddard
2018-03-20

These lively lectures introduce the theory, practice and application of a versatile, rigorous and non Anglocentric approach to cross-linguistic semantics. Topics include semantic primes and molecules, emotions, evaluation, verbs and event structure, cultural key words and scripts, language teaching.

Global Writing for Public Relations - Arhlene A. Flowers
2015-12-07

Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace. Author Arhlene Flowers has created a new approach on writing for public relations by combining intercultural communication, international

public relations, and effective public relations writing techniques. *Global Writing for Public Relations* offers the following features: Insight into the evolution of English-language communication in business and public relations, as well as theoretical and political debates on global English and globalization; An understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials; Strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences; Storytelling skills that help writers craft compelling content; Real-world global examples from diverse industries that illustrate creative solutions; Step-by-step guidance on writing public relations materials with easy-to-follow templates to reach traditional and online media, consumers, and businesses; Self-evaluation and creative thinking exercises to improve

cultural literacy, grammar, punctuation, and editing skills for enhanced clarity; and Supplemental online resources for educators and students. English is the go-to business language across the world, and this book combines the author's experience training students and seasoned professionals in crafting public relations materials that resonate with global English-language audiences. It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide. **Global Englishes** - Jennifer Jenkins 2014-08-21 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 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 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.

Globish Over de Hele Wereld - Jean-Paul Nerri Re 2010-05

This version of Globish The World Over is abridged for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the

basic structures of Globish-English, line-by-line in Dutch. "I must congratulate you on GLOBISH THE WORLD OVER. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, The Story of English and Literary Editor, London Observer. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book Don't Speak English - Parlez Globish became a best-seller in French, and other languages, but it never appeared in English. GLOBISH THE WORLD OVER is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be

the new "owners" of what the world is now calling Globish. The implications are far-reaching. GLOBISH THE WORLD OVER discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

Unmuted - Heather Hansen
2022-03-17

An essential guide to professional communication
Professional communication has become more complex than ever as, with the rise of remote working and the increasing prominence of social media, we frequently find ourselves muted - when we can't find the opportunities to speak up or our ideas aren't getting the credit they deserve. In Unmuted, Heather Hansen draws upon her years of experience as a communication specialist and consultant to illustrate how you can overcome these obstacles and make your voice heard.

Building upon research from business psychology, cultural studies and linguistics, *Unmuted* is the essential guide to professional communication. Through the unique 'Unmuted' framework, it provides practical strategies that will bring confidence and clarity to every aspect of your career, from writing perfectly worded emails to delivering powerful presentations.

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Discusses how Anglo-American has become the language of the world, and describes the changes that English has brought to far-away cultures in distant places.

[Introducing a framework for strategy](#) - The Open University

This 10-hour free course demonstrated how the processes of analysing, choosing and implementing strategy are interrelated and iterative.

Is That a Fish in Your Ear? -

David Bellos 2011-10-11

A New York Times Notable Book for 2011 One of The

Economist's 2011 Books of the Year People speak different languages, and always have.

The Ancient Greeks took no notice of anything unless it was said in Greek; the Romans made everyone speak Latin; and in India, people learned their neighbors' languages—as did many ordinary Europeans in times past (Christopher Columbus knew Italian, Portuguese, and Castilian Spanish as well as the classical languages). But today, we all use translation to cope with the diversity of languages. Without translation there would be no world news, not much of a reading list in any subject at college, no repair manuals for cars or planes; we wouldn't even be able to put together flat-pack furniture. *Is That a Fish in Your Ear?* ranges across the whole of human experience, from foreign films to philosophy, to show why translation is at the heart of what we do and who we are. Among many other things, David Bellos asks: What's the difference between translating unprepared natural speech and

translating Madame Bovary?
How do you translate a joke?
What's the difference between
a native tongue and a learned
one? Can you translate
between any pair of languages,
or only between some? What
really goes on when world
leaders speak at the UN? Can
machines ever replace human
translators, and if not, why?
But the biggest question Bellos
asks is this: How do we ever
really know that we've
understood what anybody else
says—in our own language or
in another? Surprising, witty,
and written with great joie de
vivre, this book is all about how
we comprehend other people
and shows us how, ultimately,
translation is another name for
the human condition.

Globish the World Over - Jean-
Paul Nerriere 2009

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international communication -
is limited more by a person's

communication ability than by mere words.

Understanding English as a Lingua Franca - Oxford Applied Linguistics - Barbara

Seidlhofer 2013-01-10

A complete introduction to the theoretical nature and practical implications of English used as a lingua franca. Explore the theories and principles of English as a Lingua Franca with leading expert Barbara Seidlhofer

English Language -

That's The Way It Crumbles

- Matthew Engel 2017-06-08

Are we tired of hearing that fall is a season, sick of being offered fries and told about the latest movie? Yeah. Have we noticed the sly interpolation of Americanisms into our everyday speech? You betcha. And are we outraged? Hell, yes. But do we do anything? Too much hassle. Until now. In *That's The Way It Crumbles* Matthew Engel presents a call to arms against the linguistic impoverishment that happens when one language dominates another. With dismay and wry

amusement, he traces the American invasion of our language from the early days of the New World, via the influence of Edison, the dance hall and the talkies, right up to the Apple and Microsoft-dominated present day, and explores the fate of other languages trying to fend off linguistic takeover bids. It is not the Americans' fault, more the result of their talent for innovation and our own indifference. He explains how America's cultural supremacy affects British gestures, celebrations and way of life, and how every paragraph and conversation includes words the British no longer even think of as Americanisms. Part battle cry, part love song, part elegy, this book celebrates the strange, the banal, the precious and the endangered parts of our uncommon common language.

Teaching English as an International Language -

Roby Marlina 2017-08-31

How do teachers inspire students to learn to appreciate different Englishes? Has

anyone tried to teach world Englishes? If so, what do they do and how do they feel about it? Most importantly, do students see the benefits in learning about world Englishes? This book responds to these questions by 1) offering a clear and solid foundation for the development of English as an International Language (EIL)-oriented curricula in an English Language program and a teacher education program, 2) critically reviewing the current pedagogical principles and practices of teaching EIL, and 3) offering an alternative way of conceptualising and teaching EIL. Using a three-year undergraduate program of EIL in an Australian university as a research site, this book provides a detailed account of actual classroom practices that raise students' awareness of world Englishes and engage them in learning how to communicate interculturally. This book is the first of its kind that explores the teaching of EIL in a country where English is a predominant and national

language.

Globalization Matters -
Manfred B. Steger 2019-08-08

By addressing the major contemporary challenges to globalization, this study explains why and how the global continues to matter in our unsettled world.

World Englishes - Jennifer
Jenkins 2003

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.

Globish the World Over (Russian) - Jean-Paul Nerriere
2010-11

This translated version of *Globish The World Over* is for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, side-by-side with the Russian translation. "I must

congratulate you on GLOBISH THE WORLD OVER. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, The Story of English and Literary Editor, London Observer. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book Don't Speak English - Parlez Globish became a best-seller in French, and other languages, but it never appeared in English. GLOBISH THE WORLD OVER is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish.

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Intercultural Communication Competence

- Guo-Ming Chen 2014-05-02

Intercultural communication competence is an indispensable ability for people to interact appropriately and effectively across nations and regions in the globalized world.

Competent intercultural communication enables people to reach mutual understanding as well as reciprocal relationships. In recent decades, considerable progress has been made in the research of intercultural communication competence. However, due to its complexity, many problems remain unanswered and need to be addressed. This book seeks to conceptualize intercultural communication

competence from diverse perspectives, explore its reconceptualization in globalization, and investigate its development in cultural contexts and interaction scenarios. A group of leading international scholars in different academic disciplines join to map out a comprehensive picture, providing an in-depth and up-to-date work on intercultural communication competence. The book adopts an interdisciplinary approach and enhances readers' understanding on the concept of intercultural communication competence. It is a useful source for educators, researchers, students and professionals.

Word Myths - David Wilton
2008-11-06

Do you "know" that posh comes from an acronym meaning "port out, starboard home"? That "the whole nine yards" comes from (pick one) the length of a WWII gunner's belt; the amount of fabric needed to make a kilt; a sarcastic football expression? That Chicago is

called "The Windy City" because of the bloviating habits of its politicians, and not the breeze off the lake? If so, you need this book. David Wilton debunks the most persistently wrong word histories, and gives, to the best of our actual knowledge, the real stories behind these perennially mis-etymologized words. In addition, he explains why these wrong stories are created, disseminated, and persist, even after being corrected time and time again. What makes us cling to these stories, when the truth behind these words and phrases is available, for the most part, at any library or on the Internet? Arranged by chapters, this book avoids a dry A-Z format. Chapters separate misetymologies by kind, including The Perils of Political Correctness (picnics have nothing to do with lynchings), Posh, Phat Pommies (the problems of bacronyming--the desire to make every word into an acronym), and CANOE (which stands for the Conspiracy to Attribute Nautical Origins to

Everything). Word Myths corrects long-held and far-flung examples of wrong etymologies, without taking the fun out of etymology itself. It's the best of both worlds: not only do you learn the many wrong stories behind these words, you also learn why and how they are created--and what the real story is.

Involuntary Associations -

David Huddart 2014

Involuntary associations :

"Postcolonial Studies" and

"World Englishes"--Grammars

of living break their Tense :

world Englishes and cultural

translation -- English in the

conversation of mankind :

world Englishes and global

citizenship -- Declarations of

linguistic independence: the

postcolonial dictionary --

Writing after the end of empire

: Composition, community, and

creativity -- Slow reading : the

opacity of world literatures --

Conclusion : English remains,

englishes remain

Globish para el Mundo - Jean-

Paul Nerri Re 2009-07-01

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Globalizing Japan - Ross E. Mouer 2015

The Japanese people are again struggling with their nation's insularity. The Meiji Restoration and the end of the Asia-Pacific War gave way to concerted efforts to connect the country with the outside world. As the Japanese economy emerged from two decades of stagnant growth, there was wide consensus that the society was increasingly grappling with the problems

shared globally, and that both its economy and internal policy debates would benefit from being more fully engaged in discourses and research activity occurring outside its borders. This book considers the efforts of policy makers to reorient Japan to the outside world, as the nation enters the second decade of the 21st century. It discusses the strategies being pursued by Japan's policy makers: enhancing the involvement of the Japanese in global networks * improving English language skills * hiring more foreign labor * lifting the stature of tertiary education on internationally recognized league tables * creating favorable images of a Japanese cultured society abroad. The book considers the changing geopolitical landscape and the social backdrop against which such policies are being introduced, while also assessing the prospects that the Japanese will experience a "third opening" any time soon. Overall, the volume provides insight into some of the critical

choices likely to shape Japan's interface with the outside world and the direction in which Japanese society moves during the next decade.

(Series: Japanese Society)

[Subject: Politics, Sociology, Japanese Studies, Asian Studies]

Articulating Asia in Japanese Higher Education -

Jeremy Broaden 2018-01-12

This book is a study of cross-border activity in and around Japanese universities, employing 'Asia' as the cornerstone of inquiry. It offers qualitative, case-based analysis of Asia-oriented student mobility and partnership projects, framed by critical evaluation of discourses and texts concerning Japan's positioning in an era of Asian ascendancy. This combination of Asia as theme and international higher education as empirical subject matter allows the book to shed new light on some of the fundamental policy currents in contemporary Japan. It also furnishes a fresh approach to comprehending the modalities

of regionalism and regionalisation in the sphere of higher education.

Globish - Robert McCrum
2010

The coauthor of the bestselling book and television series *The Story of English* discusses how Anglo-American has become the language of the world, and describes the changes that English has brought to far-away cultures in distant places.

The Social Construction of Knowledge in Mission-Critical Environments -

Theodoros Katerinakis

2018-06-27

This volume analyzes real in-flight communications to explain the dynamics of knowledge construction. With the use of a grounded theory approach, real-life scenarios for in-depth interviews with aviation informants were developed and analyzed using discourse analysis. The study revealed aspects of tacit knowledge and expertise behavior that develop in mission-critical environments. Among the findings, the author discovered: • Silence is an

interactional element and a substantial contributing factor to both completed flights and aviation incidents/accidents • Hesitation is an early reaction when situational awareness is lacking • The aviation sub-cultures contain several distinct micro-cultures which affect professional responsibility and decision making in micro-environments • Human errors should be acknowledged, discussed and repaired by all actors of the flight model • Non-verbal communication in institutional settings and mediated environments is instrumental to safe and efficient operations The results suggest fruitful applications of theory to explore how knowledge is generated in highly structured, high-risk organizational environments, such as hospitals, nuclear plants, battlefields and crisis and disaster locations. Katerinakis explains the emergent knowledge elements in communication command with messages "spoken-heard-understood-applied," from

multiple stakeholders... The interplay of theory and real-flight examples, with key interlocutors, creates a valuable narrative both for the expert reader and the layperson interested in the insights of hospitals, nuclear plants, battlefields, safety and rescue systems, and crisis and disaster locations. Ilias Panagopoulos, PhD Command Fighter Pilot, Col (Ret) Senior Trainer, Joint Aviation Authorities (JAA) Training Organisation Safety Manager, NATO Airlift Management Programme In this path-breaking work, Theodore Katerinakis brings the study of human communication to the airplane cockpit as a knowledge environment. Toward that end, drawing on his own experience with the Air Force and Aviation Authorities and interviews with flight controllers and scores of pilots, Katerinakis both builds on moves beyond human factors research and ecological psychology... It is a work of theoretical value across disciplines and organizational

settings and of practical importance as well. His lively narrative adds to translational research by translating knowledge or evidence into action in mission-critical systems. Douglas V. Porpora, PhD Professor of Sociology & Director Communication, Culture and Media Drexel University

Globish the World Over (Chinese): Side-By-Side

Translation - Jean-Paul Nerri
Re 2010-04-01

This translated version of Globish The World Over is for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, line-by-line in Chinese. "I must congratulate you on GLOBISH THE WORLD OVER. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, The Story of English and Literary Editor, London Observer.

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Deterritorializing Language, Teaching, Learning, and Research - 2019-12-16

Drawing on the conceptual repertoire of French philosophers Gilles Deleuze and Félix Guattari, new lines of thoughts are generated in this book on how research and educative practices can be transformed to reimagine second language teaching, learning, and research.

Professional Development of English Language Teachers in Asia - Kayoko Hashimoto
2018-05-16

Why has English language proficiency in Japan remained so low in comparison to other Asian countries? Has Vietnam attempted to improve English language teaching because ASEAN has adopted English as its working language? Why do English language teachers struggle with curriculum changes imposed by governments in order to make them competitive in the international community? Do professional development (PD)

programs actually meet the needs of teachers? This book addresses issues surrounding these questions by examining how the Japanese and Vietnamese governments have approached and defined the PD of English language teachers and how such PD programs have been delivered. It further analyses the impact of policy changes on individual teachers and explores how PD can help teachers to implement such changes effectively at the micro-level. PD of language teachers or language teacher education is relatively new as a field of inquiry in Applied Linguistics. By including case studies of Japan and Vietnam in the one volume, this book embarks on the challenging task of demonstrating that PD is an essential element of the successful implementation of language policies in Asia, where World Englishes have been shaped by distinct local contexts.

Variability and Stability in Foreign and Second Language Learning Contexts - Liliana Piasecka 2011-12-08

This book contains a wide spectrum of topics organized within a relatively fixed framework of Applied Linguistics theory and practice, revolving around the concepts of stability and variability that capture the dynamic nature of the phenomena characterizing language, learning and teaching. The primary strength of individual chapters lies in the fact that the vast majority report original empirical studies carried out in diverse second/foreign language learning contexts - investigating interesting issues across various nationalities, ages, educational and professional groups of language learners, and teachers. The issues under scrutiny entail the 'classic' recurrent topics related to language learning and teaching, such as communicative competence, input, orality and literacy, learner characteristics and strategies, and teacher development - to mention just a few. In addition, 'recent arrivals,' to borrow a

marketing metaphor, are also present, as the authors consider learning and teaching implications resulting from the status of English as a language of international communication, and discuss related concepts of intercultural competence along with language learners' identity and creativity. The multilingual and multicultural contributors to the present volume are researchers - foreign and second language learners and teachers themselves - who offer the reader a range of methodological designs that have been successfully used in Applied Linguistics research. The framework of stability and variability suggests that changes leading to progress and development derive from stable foundations that account for the sense of continuity and belonging in applied linguists' communities of practice.

The Driving Trends of International Business in

the 21st Century - Jessica Lichy 2019-06-10

Based on ongoing research at

IDRAC Business School (France) and drawing from guest lectures at international partner universities, this volume discusses the changing landscape of 21st century business. Written by scholars and practitioners across the globe, it covers a number of business-related issues, ranging from contemporary consumer trends to management styles, underscoring the notion of the global village and drawing attention to subtle differences. The book will appeal to undergraduates, postgraduates and managers who have an interest in how theories can be used to explain and identify the changes taking place in the global, online business environment.

Do You Speak American? - Robert Macneil 2007-12-18
Is American English in decline? Are regional dialects dying out? Is there a difference between men and women in how they adapt to linguistic variations? These questions, and more, about our language catapulted Robert MacNeil and

William Cran—the authors (with Robert McCrum) of the language classic *The Story of English*—across the country in search of the answers. *Do You Speak American?* is the tale of their discoveries, which provocatively show how the standard for American English—if a standard exists—is changing quickly and dramatically. On a journey that takes them from the Northeast, through Appalachia and the Deep South, and west to California, the authors observe everyday verbal interactions and in a host of interviews with native speakers glean the linguistic quirks and traditions characteristic of each area. While examining the histories and controversies surrounding both written and spoken American English, they address anxieties and assumptions that, when explored, are highly emotional, such as the growing influence of Spanish as a threat to American English and the special treatment of African-American vernacular English. And, challenging the purists who think grammatical

standards are in serious deterioration and that media saturation of our culture is homogenizing our speech, they surprise us with unpredictable responses. With insight and wit, MacNeil and Cran bring us a compelling book that is at once a celebration and a potent study of our singular language. Each wave of immigration has brought new words to enrich the American language. Do you recognize the origin of 1. blunderbuss, sleigh, stoop, coleslaw, boss, waffle? Or 2. dumb, ouch, shyster, check, kaput, scram, bummer? Or 3. phooey, pastrami, glitch, kibbitz, schnozzle? Or 4. broccoli, espresso, pizza, pasta, macaroni, radio? Or 5. smithereens, lollapalooza, speakeasy, hooligan? Or 6. vamoose, chaps, stampede, mustang, ranch, corral? 1. Dutch 2. German 3. Yiddish 4. Italian 5. Irish 6. Spanish

The Story of English - Robert McCrum 1986

UPRT 2011: Empirical Studies in English Applied Linguistics -

Globalization and English Education in Taiwan - I-

Chung Ke 2021-11-30

Ke's book examines and reflects on English education in Taiwan from a global English perspective, starting with a discussion on globalization and global Englishes. English education in Taiwan has gone through various major transformations since the intensification of globalization after the 1990s. On one hand, children start to learn English ever earlier while on the other hand, the curriculum and materials in the vocational schools and at the tertiary level become diversified to meet various specific needs of English use.

Internationalization of education has brought increasing numbers of international students, and the roles of English in Taiwan are changing constantly with the dynamic environment, from a foreign language to a lingua franca, medium of instruction, and an international language. In his book, the author documents the historical

development of education and the roles of English in Taiwan before reviewing curriculum reforms and changes in the past half century. He then presents teachers' and students' perceptions on global Englishes. He proposes global Englishes pedagogies and his views on what changes can be made to textbooks, learning materials, entrance exams, translation, and the linguistic environment. Practical suggestions to English education in Taiwan in the globalizing context serve as tentative conclusion for the book. Offering insights into English education and its relationship with globalization, Ke's book will be useful to researchers and students in the fields of global Englishes and English education as well as offering practical pedagogical suggestions for English educators around the world.

The English is Coming! - Leslie Dunton-Downer 2010
Dunton-Downer offers a lively look at the history of the English language through an in-depth study of 50 words that

are now part of the global lexicon.

The English is Coming! - Leslie Dunton-Downer
2010-09-14

English has fast become the number one language for everything from business and science, diplomacy and education, entertainment and environmentalism to socializing and beyond—virtually any human activity unfolding on a global scale. Worldwide, nonnative speakers of English now outnumber natives three to one; and in China alone, more people use English than in the United States—a remarkable feat for a language that got its start as a mongrel tongue on an island fifteen hundred years ago. Through the fascinating stories of thirty English words used and understood in nearly all corners of the globe, *The English Is Coming!* takes readers on an eye-opening journey across culture and commerce, war and peace, and time and space. These mini-histories shed new light on everyday words: the strange

turns of fate by which their meanings evolved and their new roles as the building blocks of the first language ever to forge a global community. Exploring such familiar terms as shampoo (from a Hindi word for scalp and body hygiene long practiced in India); robot (coined by Czech painter Josef Capek for his brother Karel's 1921 play about man-made creatures); credit (rooted in a prehistoric phrase of sacred significance: "to put heart into"); and dozens of others, Dunton-Downer reveals with clarity and humor how these linguistic artifacts embody the

resilience, appeal, adoptability, and wild inclusiveness that English, through a series of historical accidents, gained on its road to worldwide reach. These words explain not only how English has managed to link our distant and often disparate pasts but also how it is propelling humankind to a future that we can, for the first time, talk about and shape in a language that now belongs to all of us: Global English. Perfect for culture buffs, armchair travelers, and language lovers alike, *The English Is Coming!* is sure to inspire truly global conversations for decades to come.