

Ysing English In A Global Context A Reader

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Ysing English In A Global

The popularity of English in early foreign language teaching is a global phenomenon. Parents and policymakers in Europe are eager to expose young children to a foreign language, which is usually ...

English parenting for Japanese parents

She demonstrates that the OED, in its use of readers from all over the world and its coverage of World English, is in fact a global text. 'Sarah Ogilvie brings a unique conjunction of abilities to ...

A Global History of the Oxford English Dictionary

The singer Griff will be amongst 21 new artists who will feature in British GQ's Global Music Portfolio for the September issue of the publication.

Singer Griff lands a spot in GQ's Global Music Portfolio

Two recent examples of the transatlantic dimensions of racial intolerance in sports — an arena that, along with politics, often triggers increasingly vitriolic abuse in the age of social media ...

Stephen A. Smith's xenophobic comments put post-Euro racism in global context

If we continue to avoid these conversations and to treat sexual education like a taboo, we are, in fact, only harming those that we are trying to protect.' ...

Arab content creators use social media to talk about sex, sexuality and reproductive health

Global Guardian, the leading provider of international security and medical services for Fortune 500 companies and families, announces an expansion of its services and senior leadership team in ...

Global Guardian Expands Duty of Care Coverage to 98% of The World, Makes Strategic Hires to Support Growth and New Services

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For 100 business , technical, and legal experts in identity and banking, co-authors of a White Paper called 'The Global Assured Identity Network, a Financial-Grade Identity Data ...

The 'taste' of a global digital identity framework – interoperable, decentralised, secure

Ukraine is one of the oldest nations in Europe, yet it's one of the youngest democracies. Located in the heart of Europe, Ukraine is famous for its rich and diverse culture, stunning landscapes, ...

TEFL/English Teacher

Infinite Global, an international communications and reputation management firm, announced today that communications veteran and former legal journalist Jean-Luc Renault has joined the agency as an ...

Jean-Luc Renault Joins Infinite Global as Associate VP in LA

A better understanding of potential foodborne disease risks from imported meat products has been set out in a report published by the Food Standards ...

FSA project looks at global meat safety processes in U.S., other countries

So, one could understand how that could lead to many English-to-Spanish translation errors. Furthermore, Spanish speakers in Spain and Mexico may use different words to denote the same product.

How Spanish Transcreation Drives Marketing Success in Global Markets

Located in Katy Asian Town, Yelo is a celebration of Southeast Asian food, specializing in craft banh mi sandwiches, spring rolls, vermicelli bowls and specialty coffee.

Top Chef of color merging global flavors with Houston's diverse food scene

Introduction A worldwide vaccination campaign is underway to bring an end to the SARS-CoV-2 pandemic; however, its success relies heavily on the actual willingness of individuals to get vaccinated.

Using Twitter for sentiment analysis towards AstraZeneca/Oxford, Pfizer/BioNTech and Moderna COVID-19 vaccines

The first evaluation of NHS England's Quality Premium intervention on antimicrobial resistance (AMR) is published in The Lancet Infectious Diseases. The Quality Premium scheme was introduced in 2015 ...

Reducing antibiotic use in primary care may be insufficient alone to curtail antimicrobial resistance

According to a new report published by Allied Market Research, titled, "Pool Tables Market by Type, Material, End Use and Distribution Channel: Global Opportunity Analysis and Industry Forecast, ...

Pool Tables Market by Type, Material, End Use and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021–2028

Get the latest news and results from the Tokyo Olympics Yet even as many credited Biles with using her position to raise awareness ... Sports editor and former English gymnast Alison Kervin slammed ...

'Olympic athletes are human': Simone Biles withdrawal puts mental health in global spotlight

GENEVA - The World Health Organization warns e-cigarettes and other novel nicotine and tobacco products threaten progress in the fight against tobacco use across the globe. Many countries are ...

WHO: E-Cigarettes Threaten Fight Against Global Tobacco Use

The group said Wednesday that it will introduce the World Movie Awards, designed to honor the finest in non-English-language films, beginning in 2022. The CCA said this global expansion has been ...

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.

Seminar paper from the year 2010 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, Ernst Moritz Arndt University of Greifswald, language: English, abstract: For me, learning English has always been quite easy. Though I grew up as a monolingual person and my first contact with English was not until the fifth grade, I have been surrounded by this language constantly. When I first started to translate my favorite pop songs into German I became more and more familiar with English. As the following paragraphs show this is exactly one of the reasons that people are so familiar with it nowadays, and that made me think about this language a little bit more intensive: English is everywhere, even in an official monolingual country like Germany. Though it helps us to get a better understanding for many terms in the world, there is also a negative side. I think that a conversation held in German should not contain more English words than necessary or even "poison" it. Though the influence of the English language on German is undeniable it should never dominate the other language. This term paper deals with the status of English as a global language. It shows how far English is spread nowadays and also tries to find answers to the question why English of all the many languages in the world is so influential? Therefore, historical, grammatical and other reasons are investigated. Afterwards, the paper presents the two sides of the English status, namely advantages that come with it but also the negative effects that occur. Finally, there is a look at the future of the English language in order to find out if the influence will increase even more or be replaced by a different language. Many linguists have studied this field and see English especially in relation to language death. This paper shows that the topic is very complex and that it cannot be committed to either positive or negative.

This book introduces a new tool for improving communication and promoting clearer thinking in a world where the use of Global English can create

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numerous comprehension and communication issues. Based on research findings from cross-linguistic semantics, it contains essays and studies by leading experts exploring the value and application of 'Minimal English' in various fields, including ethics, health, human rights discourse, education and international relations. In doing so, it provides informed guidelines and practical advice on how to communicate in clear and cross-translatable ways in Minimal English. This innovative edited collection will appeal to students and scholars of applied linguistics, language education and translation studies.

"A fascinating examination of how an English-language mandate at a Japanese firm, Rakuten, unfolded over time and how employees reacted to it"--Back of jacket.

Cambridge Global English (7-8) is a lower Secondary course following the Cambridge Secondary English as a Second Language Curriculum Framework developed by Cambridge English Language Assessment. The course is also aligned with the Common European Framework of Reference. Workbook 7 is organised into eighteen thematic units of study based on the Cambridge International English Scheme of Work for Stage 7. The units are carefully structured to reinforce the language learning of the Coursebook, at the same time as extending students' knowledge via a range of exercise types. CEFR Level towards B1.

Pragmatics Pedagogy in English as an International Language aims to bring to light L2 pragmatics instruction and assessment in relation to English as an International Language (EIL). The chapters in this book deal with a range of pedagogically related topics, including the historical interface between L2 pragmatics and EIL, reconceptualization of pragmatic competence in EIL, intercultural dimension of pragmatics pedagogy in EIL, teacher pragmatic awareness of instruction in the context of EIL, pragmatics of politeness in EIL, pragmatic teaching materials for EIL pedagogy, teachers' and scholars' perceptions of pragmatics pedagogy in EIL, assessment and assessment criteria in EIL-aware pragmatics, and methods for research into pragmatics in EIL. This book is different from other books about both EIL pedagogy and pragmatics pedagogy. Exploring the interface between different dimensions of pragmatics pedagogy and EIL, it suggests instructional and assessment tasks for EIL-aware pedagogy and directions for research on EIL-based pragmatics pedagogy. Pragmatics Pedagogy in English as an International Language will be useful for a range of readers who have an interest in the pragmatics instruction and assessment of EIL as well as those whose main area of specialization is EIL but would like to know how EIL, with its rich conceptual and empirical background, can go beyond linguistic instruction to embrace the instruction of pragmatic competence.

Introducing Global Englishes provides comprehensive coverage of relevant research in the fields of World Englishes, English as a Lingua Franca, and English as an International Language. The book introduces students to the current sociolinguistic uses of the English language, using a range of engaging and accessible examples from newspapers (Observer, Independent, Wall Street Journal), advertisements, and television shows. The book: Explains key concepts connected to the historical and contemporary spread of English. Explores the social, economic, educational, and political implications of English's rise as a world language. Includes comprehensive classroom-based activities, case studies, research tasks, assessment prompts, and extensive online resources. Introducing Global Englishes is essential reading for students coming to this subject for the first time.

"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.

This collection brings together insights from research and scholars' practical experience on the role of language and language use in teacher practices at the university level in EMI contexts, offering global perspectives across diverse educational settings. The volume considers the language-related practices, processes and ways of thinking implemented in EMI contexts as teachers and students co-construct meaning through interaction while also situating these observations within the wider educational policies of institutions, societal norms and contextual pedagogies. The book highlights both the diversity and commonalities of the challenges and opportunities in enhancing student experience in different EMI contexts, drawing on international perspectives spanning South America, Europe and Asia. In so doing, the volume offers a comprehensive portrait of the current realities of the EMI experience at the university level, empowering stakeholders to critically reflect upon and adapt their classroom strategies to their own realities and chart new directions for research in the field. The book will be of particular interest to scholars interested in issues in English-medium instruction, applied linguistics, language policy and language education, as well as those currently teaching in EMI contexts.

Comprehensive student-friendly resources designed for teaching Cambridge International AS and A Level English Language (syllabus 9093 for first examination in 2015). The core aim of this Coursebook is to help students to develop and apply the key skills they need to achieve in AS and A Level English Language. They will build the skills needed for assessment through frequent activities. Divided into two distinct parts for AS and A Level studies, the book covers a wide range of reading skills, such as understanding aspects of style, voice and tone. It also addresses the conventions of key kinds of writing and spoken language, from scripted speeches to travel articles, and looks at how they can capture these conventions in their own work.

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