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The Handbook of Language and Globalization

From Nikolas Coupland
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The Handbook of **Language and Globalization**



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From Nikolas Coupland : The Handbook of Language and Globalization before purchasing it in order to gage whether or not it would be worth my time, and all praised The Handbook of Language and Globalization:

1 of 1 people found the following review helpful. Finally a handbook I don't want to skim throughBy AARON BEASLEYThis is a fantastic handbook. Each chapter is highly engaging and relevant. What is unique about this handbook is that most of the contributors are all friends, which makes each chapter sort of build off the last. That is not to say that there are not conflicting opinions, for there are definite sides being taken. However, I couldn't recommend this handbook enough.

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

Overall, The Handbook of Language and Globalization succeeds in providing the reader with insightful analysis at the intersection of language and globalization. With its broad scope and inclusion of useful research topics, the volume can be considered as an open gate for a wider field of study and research in sociolinguistics. It also provides a stimulating and complex picture of the state of theory and practice in the area of language and globalization. (Linguist, 18 October 2012) An enlightening and engaging collection by eminent international scholars. A major resource for the study of theoretical and pragmatic approaches to Global English, including concerns about marginalization and murder of languages. Braj B.Kachru, Professor Emeritus, University of Illinois This Handbook provides a fascinating exposition of the complex, multidimensional nature of globalization as it pertains to the world's languages. Coupland has marshalled authors at the forefront of their fields who offer a diversity of approaches and do not flinch from disputes and challenging questions. I suspect that this book will transform the discourse on globalization within linguistics and will impel a reconsideration of whether linguistic diversity is inevitably impacted by global processes. Margaret Florey, Resource Network for Linguistic Diversity From the Back Cover Globalization is a complex combination of economic, social, and cultural shifts largely carried out through language; from texts and communicative exchanges to the orders of meaning that construct contemporary social lives. The Handbook of Language and Globalization meets the challenges that globalization poses to sociolinguistic theory by investigating key issues relating to language use and development. Comprising 36 chapters written by leading international scholars, the volume brings together new research in the field and maps out new areas for future research. Contributors cover such topics as tourism, language teaching, social networking, terrorism, and religion, among many others. The volume also illustrates critical approaches to discourse, social semiotics, linguistic anthropology, and cultural studies. The result is a vibrant interdisciplinary mix of articles that represents some of the most compelling contemporary sociolinguistic research. Venturing beyond the constraints of the typical speech community, the handbook takes steps towards re-theorizing language in the world today.