

Language As Commodity

Trading Languages, Global Structures,
Local Marketplaces

Edited by
Rani Rubdy and Peter Tan



Language As Commodity Global Structures Local Marketplaces

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Language As Commodity Global Structures Local Marketplaces:

Language As Commodity Rani Rubdy, Peter Tan, 2008-11-21 A comprehensive volume which engages with language policies and positions to highlight the issues surrounding language commodification and globalization **Capital, Commodity, and English Language Teaching** William Simpson, 2022-07-28 Capital Commodity and English Language Teaching illustrates how the drive for profit in commercial ELT affects the manner in which language is taught The book looks at education as a form of production and asks how lessons are produced and how the production of profit in addition to the production of the lesson affects the operation of educational institutions and their stakeholders Simpson delivers a theoretically rigorous conception of capital and builds from this an investigation into how the circulation of capital for profit interrelates with the teaching of language Simpson discusses ELT at both a global level in discussion of the ELT industry in the UK the US Ireland Canada Japan Spain and transnationally online as well as at a more local level where finer detailed descriptions of the work lives of those within the Japanese eikaiwa ELT industry are given Drawing on a synthesis of Marxist and Bourdieusian theory the book outlines a dialectical approach to understanding capital and to understanding how the drive for profit and language education interrelate with one another Simpson concludes by showing how such an approach might open up areas for further research in a number of contexts across the globe as well as in light of the Covid 19 pandemic Providing a model for addressing global issues of ELT this book is of interest to advanced students scholars and professionals within applied linguistics TESOL sociolinguistics and linguistic anthropology language economics and related areas **Education and the Discourse of Global Neoliberalism** John Gray, John P. O'Regan, Catherine Wallace, 2021-05-22 This book investigates neoliberalism in education and explains how it is a complex phenomenon which takes on local characteristics in diverse geopolitical economic and cultural settings while retaining a core commitment in all its manifestations to market fundamentalism Neoliberalism that set of beliefs and practices which has become the economic orthodoxy of global preference since the 1980s appears remarkably resilient despite the US financial crisis of 2008 and the subsequent implementation of austerity in the massively indebted nations of the European Union This book addresses the phenomenon of neoliberalism in education and focuses on school and higher education settings in Ireland the UK Singapore and Hong Kong Specifically it addresses the role of language and semiosis in the reconfiguration of global educational practices along increasingly marketised lines At the same time the nature of the counter hegemonic discourses also in circulation in these sectors is also considered Collectively the chapters in the book seek to shed light on the possibilities for resistance and the prospect of change from a variety of theoretical and inter cultural perspective The chapters in this book were originally published in a special issue of the journal Language and Intercultural Communication Race and Ethnicity in English Language Teaching Christopher Joseph Jenks, 2017-08-14 This book examines racism and racialized discourses in the ELT profession in South Korea The book is informed by a number of different critical approaches to race and discourse

and the discussions contained in the chapters offer one way of exploring how the ELT profession can be understood from such perspectives. Observations made are based on the understanding that racism should not be viewed as individual acts of discrimination but rather as a system of social structures. While the book is principally concerned with language teaching and learning in South Korea, the findings are situated in a wider discussion of race and ethnicity in the global ELT profession. The book makes the following argument: White normativity is an ideological commitment and a form of racialized discourse that comes from the social actions of those involved in the ELT profession; this normative model or ideal standard constructs a system of racial discrimination that is founded on White privilege, saviorism and neoliberalism. Drawing on a wide range of data sources, this book is a must read for anyone interested in critically examining ELT.

The Routledge Handbook of Migration and Language Suresh Canagarajah, 2017-02-03 Winner of AAAL Book Award 2020 Shortlisted for the BAAL Book Prize 2018 The Routledge Handbook of Migration and Language is the first comprehensive survey of this area, exploring language and human mobility in today's globalised world. This key reference brings together a range of interdisciplinary and multidisciplinary perspectives drawing on subjects such as migration studies, geography, philosophy, sociology and anthropology. Featuring over 30 chapters written by leading experts from around the world, this book examines how basic constructs such as community, place, language, diversity, identity, nation, state and social stratification are being retheorized in the context of human mobility. Analyses the impact of the mobility turn on language use, including the parallel multilingual turn and translanguaging. Discusses the migration of skilled and unskilled workers, different forms of displacement and new superdiverse and diaspora communities. Explores new research orientations and methodologies such as mobile and participatory research, multi-sited ethnography and the mixing of research methods. Investigates the place of language in citizenship, educational policies, employment and social services. The Routledge Handbook of Migration and Language is essential reading for those with an interest in migration studies, language policy, sociolinguistic research and development studies.

The Politics of English Lionel Wee, Robbie B. H. Goh, Lisa Lim, 2013 This volume brings together contributions that explore the increasingly important roles that English plays in Asia, including its contribution to economic growth, national imaginaries and creative writing. These are issues that are political in a broad sense, but the diversity of Asian contexts also means that the social, political and cultural ramifications of the spread of English into Asia will have to be understood in relation to the challenges facing specific societies. The chapters in the book collectively illustrate this diversity by focusing on countries from South Asia, Southeast Asia and the Asia Pacific. Each country has two contributions devoted to it: one paper provides an overview of the country's language policy and its positioning of English, and another provides a critical discussion of creative expressions involving the use of English. Taken together, the papers in the volume detail the most recent developments concerning the politics of English in Asia.

The Commodification of Language John E. Petrovic, Bedrettin Yazan, 2021-04-16 This volume seeks to add to our understanding of how language is constructed in late capitalist societies.

Exploring the conceptual and theoretical underpinnings of the so called commodification of language and its relationship to the notion of linguistic capital the authors examine recent research that offers implications for language policy and planning Bringing together an international group of scholars this collection includes chapters that address whether or not language can rightly be referred to as a commodity and if so under what circumstances The different theoretical foundations of understanding language as a resource with exchange value whether as commodity or capital have practical implications for policy writ large The implications of the commodification of language in more empirical terms are explored both in terms of how it affects language as well as language policy at more micro levels This includes more specific policy arenas such as language in education policy or family language policies as well as the implications for individual identity construction and linguistic communities With a conclusion written by leading scholar David Block this is key reading for researchers and advanced students of critical sociolinguistics language and economy language and politics language policy and linguistic anthropology within linguistics applied linguistics and language teacher education ELT, Gender and International Development Roslyn Appleby, 2010-08-03 For believers in the power of English language as aid can deliver the promise of a brighter future but in a neocolonial world of international development a gulf exists between belief and reality Rich with echoes of an earlier colonial era this book draws on the candid narratives of white women teachers and situates classroom practices within a broad reading of the West and the Rest What happens when white Western men and women come in to rebuild former colonies in Asia How do English language lessons translate or disintegrate in a radically different world How is English teaching linked to ideas of progress This book presents the paradoxes of language aid in the twenty first century in a way that will challenge your views of English and its power to improve the lives of people in the developing world

Introducing Multilingualism Jean-Jacques Weber, Kristine Horner, 2013-03-01 Introducing Multilingualism is a brand new comprehensive and user friendly introduction to the dynamic field of multilingualism Adopting a compelling social and critical approach Jean Jacques Weber and Kristine Horner guide readers through the established theories about multilingualism The book covers language as a social construct language contact and variation language and identity and the differences between individual and societal multilingualism The authors also provide an alternative approach to studying multilingualism introducing innovative concepts such as flexible multilingualism and literacy bridge in order to encourage students to critically question dominant discourses on topics such as integration heritage and language testing This highly practical textbook incorporates a wide range of engaging activities and encourages students to think critically about important social and educational issues Throughout the theoretical content is explored through a wide range of case studies from around the world Clearly argued and widely applicable this book is essential reading for undergraduate students and postgraduate students new to studying multilingualism *Language Planning for Medium of Instruction in Asia* M.

Hamid, Hoa Nguyen, Richard Baldauf, 2015-10-16 This volume investigates the policy and practice of medium of instruction at

different levels of education in Asian polities including Bangladesh Hong Kong India Indonesia Japan Malaysia the Maldives Nepal Timor Leste and Vietnam The chapters provide an informed understanding of the context process actors goals and outcomes of medium of instruction policies from a language policy and planning perspective The volume has an emphasis on the exploration of medium of instruction in action which brings into focus the perspectives of micro policy enactors including teachers students and parents in the local context generating crucial empirical insights This critical analysis of the goals outcomes and experiences of this trend in global language in education will be of interest to language and education students researchers practicing teachers executives in academia and language studies and to education policymaking authorities in Asia and other parts of the world The volume updates existing research on medium of instruction and takes the field forward in a fast changing world as English medium instruction policies are globalised This book was originally published as a special issue of Current Issues in Language Planning

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Table of Contents Language As Commodity Global Structures Local Marketplaces

1. Understanding the eBook Language As Commodity Global Structures Local Marketplaces
 - The Rise of Digital Reading Language As Commodity Global Structures Local Marketplaces
 - Advantages of eBooks Over Traditional Books
2. Identifying Language As Commodity Global Structures Local Marketplaces
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Language As Commodity Global Structures Local Marketplaces
 - User-Friendly Interface
4. Exploring eBook Recommendations from Language As Commodity Global Structures Local Marketplaces
 - Personalized Recommendations
 - Language As Commodity Global Structures Local Marketplaces User Reviews and Ratings
 - Language As Commodity Global Structures Local Marketplaces and Bestseller Lists
5. Accessing Language As Commodity Global Structures Local Marketplaces Free and Paid eBooks
 - Language As Commodity Global Structures Local Marketplaces Public Domain eBooks
 - Language As Commodity Global Structures Local Marketplaces eBook Subscription Services
 - Language As Commodity Global Structures Local Marketplaces Budget-Friendly Options
6. Navigating Language As Commodity Global Structures Local Marketplaces eBook Formats

- ePub, PDF, MOBI, and More
 - Language As Commodity Global Structures Local Marketplaces Compatibility with Devices
 - Language As Commodity Global Structures Local Marketplaces Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Language As Commodity Global Structures Local Marketplaces
 - Highlighting and Note-Taking Language As Commodity Global Structures Local Marketplaces
 - Interactive Elements Language As Commodity Global Structures Local Marketplaces
 8. Staying Engaged with Language As Commodity Global Structures Local Marketplaces
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Language As Commodity Global Structures Local Marketplaces
 9. Balancing eBooks and Physical Books Language As Commodity Global Structures Local Marketplaces
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Language As Commodity Global Structures Local Marketplaces
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Language As Commodity Global Structures Local Marketplaces
 - Setting Reading Goals Language As Commodity Global Structures Local Marketplaces
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Language As Commodity Global Structures Local Marketplaces
 - Fact-Checking eBook Content of Language As Commodity Global Structures Local Marketplaces
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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