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Nota di contenuto	1. Exploring the Glocal World Sandhya Rao Mehta -- PART 1: EXPLORING GLOCAL DISCOURSE. 2. Language in a Glocalized World Chandrika Balasubramanian -- 3. Code Alternation and Entextualization in Bilingual Advertising: Identity Construction in India's Amul Ads Rani Rubdy -- 4. English in Thai Tourism: Global English as a Nexus of Practice Andrew Jocuns -- 5. You are what you tweet: A Divergence in Code-Switching Practices in Cebuano and English Speakers in Philippines Glenn Abastillas -- 6. Naming Food and Creating Identity in Transnational Contexts Rashmi Jacob and Alka Sharma -- 7. The New Zealand Flag Debate Deconstructed George Horvath -- PART 2: EXPLORING GLOCAL LITERATURE. 8. On Gender Silencing in Translation Agnieszka Pantuchowicz -- 9. Looking at Myth in Modern Mexican Literature Ian Almond -- 10. Singularity and Multitude in Mohsin Hamid's How to Get Filthy Rich in Rising Asia Micah Robbins -- 11. Fears of Dissolution and Loss: Orhan Pamuk's Characters in Relation to the Treaty of Sèvres Fran Hassencahl -- 12. Global Connections On A Local Scale: A Writer's Vision Simona

Klimkova. 13. Textual Deformation in Translating Literature: An Arabic Version of Achebe's Things Fall Apart Mohamed-Habib Kahlaoui -- 14. Pedagogical Perspectives on Travel Literature Rosalind Buckton-Tucker -- Index.

Sommario/riassunto

This collection of critical essays investigates the intersections of the global and local in literature and language. Exploring the connections that exist between global forms of knowledge and their local, regional applications, this volume explores multiple ways in which literature is influenced, and in turn, influences, movements and events across the world and how these are articulated in various genres of world literature, including the resultant challenges to translation. This book also explores the way in which languages, especially English, transform and continue to be reinvented in its use across the world. Using perspectives from sociolinguistics, discourse analysis and semiotics, this volume focuses on diasporic literature, travel literature, and literature in translation from different parts of the world to study the ways in which languages change and grow as they are sought to be 'owned' by the communities which use them in different contexts. Emphasizing on interdisciplinary studies and methodologies, this collection centralizes both research that theorizes the links between the local and the global and that which shows, through practical evidence, how the local and global interact in new and challenging ways.
