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Education through National Policy -- Introduction to Part 3 -- Chapter 11. Testing Identity: Language Tests and Australian Citizenship -- Chapter 12. Language as Political Emblem in the New Culture War in Northern Ireland -- Chapter 13. Language Policy and Reality in South Tyrol -- Chapter 14. Addressing Policy on the Web: Netiquettes and Emerging Policies of Language Use in German Internet Forums -- Chapter 15. Language Policy in Practice: What Happens When Swedish IKEA and H&M Take 'You' On? -- Chapter 16. Regulating Language in the Global Service Industry

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#### Sommario/riassunto

This book brings together current research by leading international scholars on the often contentious nature of language policies and their practical outcomes in North America, Australia and Europe. It presents a range of perspectives from which to engage with a variety of pressing issues raised by multilingualism, multiculturalism, immigration, exclusion, and identity. A recurrent theme is that of tension and conflict: between uniformity and diversity, between official policies and real day-to-day life experiences, but also between policies in schools and the corporate world and their implementation. Several chapters present research about language policy issues that has previously not been fully or easily available to an English-language audience. Many of the chapters also provide up-to-date analyses of language policy issues in particular regions or countries, focusing on recent developments.

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