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Descrizione fisica	1 online resource (389 p.)
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Soggetti	Language and culture - Japan English language - Japan Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prologue -- The dynamics of English words in contemporary Japanese: Japanese English and a "beautiful human life" -- The history of Japanese English language contact -- The Japanese writing system and English -- The poetics of English in Japanese pop songs and contemporary verse -- A new voice: the use of English as a new rhetoric in modern Japanese women's language -- Using the graphic and pictorial image to explore Japan's "Empire of Signs" -- Is it naisu rice or good gohan? In Japan, it's not what you eat, but how you say it -- Language and culture contact in the Japanese colour nomenclature system: from neon oranges to shocking pinks -- Sense, sensation, and symbols: English in the realm of the senses -- Images of race and identity in Japanese and American language and culture contact -- Japan, English, and world Englishes -- Appendix: the Japanese syllabary writing system.
Sommario/riassunto	This book gives an in-depth analysis of the use of the English language in modern Japan. It explores the many ramifications the Japanese-English language and culture contact situation has for not only Japanese themselves, but also others in the international community.

