

1. Record Nr.	UNINA9910461510303321
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Titolo	Neoliberalism and applied linguistics // David Block, John Gray, Marnie Holborow
Pubbl/distr/stampa	Milton Park, Abingdon, Oxon ; ; New York : , : Routledge, , 2012
ISBN	9780203128121 1-283-45863-2 9786613458636 1-136-46692-4 0-203-12812-5
Descrizione fisica	1 online resource (174 p.)
Altri autori (Persone)	GrayJohn <1955-> HolborowMarnie
Disciplina	306.44
Soggetti	Applied linguistics Globalization Language and languages - Study and teaching Neoliberalism - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Neoliberalism and Applied Linguistics; Copyright Page; Contents; Acknowledgements; 1. Introduction: David Block, John Gray and Marnie Holborow; 2. What is neoliberalism?: Discourse, ideology and the real world: Marnie Holborow ; 3. Neoliberal keywords and the contradictions of an ideology: Marnie Holborow ; 4. Economising globalisation and identity in applied linguistics in neoliberal times: David Block ; 5. Neoliberalism, celebrity and 'aspirational content' in English language teaching textbooks for the global market: John Gray 6. The marketisation of language teacher education and neoliberalism: characteristics, consequences and future prospects: John Gray and David BlockNotes; References; Index
Sommario/riassunto	<P>This book explores neoliberalism - a view of the world that puts the market at its centre- from the perspective of applied linguistics.

</P><P></P><P><EM>Neoliberalism and Applied Linguistics</EM>  
argues that while applied linguistics has become more interdisciplinary  
in orientation, it has ignored or downplayed the role of political  
economy, namely the way in which social, political and economic  
factors relate to one another within the context of a capitalist economy.  
The authors take the view that engagement with political economy is  
central to any fully rounded analysis of language and la

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