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Autore	Kirkpatrick Andy
Titolo	English as a lingua franca in ASEAN [[electronic resource] ] : a multilingual model / / Andy Kirkpatrick
Pubbl/distr/stampa	Hong Kong, : Hong Kong University Press, c2010
ISBN	988-8053-52-3
Descrizione fisica	1 online resource (237 p.)
Collana	Asian Englishes today
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Soggetti	English language - Southeast Asia English language - Study and teaching - Southeast Asia English language - Variation - Southeast Asia Language policy - Southeast Asia Lingua francas - Southeast Asia Communication, International 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 (p. [195]-212) and index.
Nota di contenuto	pt. I . ASEAN and English -- 1. Origins of ASEAN and the role of English -- 2. Malaysia, Singapore, Brunei and the Philippines : linguistic context and the role of English -- 3. Burma, Cambodia, Indonesia, Laos, Thailand and Vietnam : linguistic context and the role of English -- pt. II. Linguistic features of English as a lingua franca in Asia -- 4. Pronunciation, intelligibility and lexis -- 5. Grammar, discourse and pragmatics -- 6. Communicative strategies of ASEAN ELF users -- pt. III. Implications for policy and pedagogy -- 7. Implications for language education policy -- 8. Pedagogical implications : the multilingual model and the lingua franca approach.
Sommario/riassunto	The lingua franca role of English, coupled with its status as the official language of ASEAN, has important implications for language policy and language education. These include the relationship between English, the respective national languages of ASEAN and thousands of local languages. How can the demand for English be balanced against the need for people to acquire their national language and mother tongue? While many will also need a regional lingua franca, they are learning

English as the first foreign language from primary school in all ASEAN countries. Might not this early introduction of English threaten local languages and children's ability to learn? Or can English be introduced and taught in such a way that it can complement local languages rather than replace them? The aim of this book is to explore questions such as these and then make recommendations on language policy and language education for regional policymakers. The book will be important for regional policymakers and language education professionals. It should also benefit language teachers, especially, but by no means exclusively, English language teachers. The book will be of interest to all who are interested in the development of English as an international language and the possible implications of this upon local languages and cultures.

2. Record Nr.	UNINA9910781798403321
Autore	Bivins Roberta E. <1970->
Titolo	Alternative medicine? [[electronic resource] ] : a history / / Roberta Bivins
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2007
ISBN	1-283-22265-5 9786613222657 0-19-161382-7 0-19-156881-3
Descrizione fisica	1 online resource (369 p.)
Disciplina	615.509
Soggetti	Alternative medicine - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover Page; Title Page; Copyright Page; dedication; Contents; LIST OF ILLUSTRATIONS; Introduction: 'Rival Systems of Medicine'?; 1. 'What is this Burning?'; 2. Health and The New Science'; 3. 'The Chinese Have a Great Deal of Wit'; 4. With our Western Brethren, the Case Seems to be Quite Different'; Conclusion: Pragmatism, Pluralism, and the (Im) Patient-Consumer; FURTHER READING; NOTES; INDEX

## Sommario/riassunto

Walk into the local health food shop or pick up today's paper and the chances are that you'll see adverts for acupuncture and herbal medicine, hypnotists and homeopaths. Some doctors and scientists mourn the lost lustre of mainstream medicine and complain about a new breed of 'irrational' consumer. But what exactly is 'alternative' medicine? Is the astonishing popularity of alternative and multicultural medicine really such a recent development? And, given the success story of modern biomedical science, why are alternative and traditional treatments now so fashionable? Has the impersonal chill

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