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Autore	Kirkpatrick Andy
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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.

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Alternative medicine - History

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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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