

1. Record Nr.	UNINA9910466484403321
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Titolo	Investigating English in Europe : contexts and agendas / / Andrew Linn ; with contributions from Ulrich Ammon, [and seventeen others]
Pubbl/distr/stampa	Boston, [Massachusetts] ; ; Berlin, [Germany] : , : De Gruyter Mouton, , 2016 ©2016
ISBN	1-5015-0056-2 1-61451-895-5
Descrizione fisica	1 online resource (336 p.)
Collana	Language and Social Life, , 2364-4303 ; ; Volume 10
Disciplina	427
Soggetti	English language - Europe Language planning - Europe English language - Social aspects - Europe Sociolinguistics - Europe 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.
Nota di contenuto	Frontmatter -- Series preface -- Table of contents -- Contributors -- 1. Introduction -- 2.1 The study and teaching of English in the schools -- 2.2 English as a university subject -- 2.3 Lingua francas of Europe -- 2.4 English as a language of science -- 2.5 English in multilingual European economic space -- 2.6 Summary: The importance of a historical approach -- 3.1 English in the language ecology of Europe -- 3.2 Early approaches to conceptualizing English in Europe -- 3.3 Native speaker English -- 3.4 European Englishes -- 3.5 English as a Lingua Franca in Europe -- 3.5.6 English as a Lingua Franca in the business domain (BELF) -- 3.6 Pronunciation -- 3.7 English-medium instruction (EMI) -- 3.8 English in Europe and the postmodernist paradigm -- 3.9 Summary: No more standards? -- 4.1 Globalization and the contribution of Applied Linguistics -- 4.2 Language and social class in Europe -- 4.3 Language policy making -- 4.3.1 Overview and key issues -- 4.3.2 EU Language Policy and English -- 4.3.3 Policies in the European Higher Education Arena -- 4.4 Domain Loss: the rise and

demise of a concept -- 4.5 Parallel Language Use -- 4.6 'Top down' and 'bottom up' influences and behaviours -- 5.1 Quantitative and qualitative approaches to the use of English in Europe -- 5.2 Corpus analysis -- 5.3 Language policy and language planning [LPP]: the development of the discipline -- 5.4 Economic research on English in Europe -- 5.5 Language Management and Language Management Theory [LMT] -- 6. The Nordic experience -- 7. The way ahead -- References -- Index

Sommario/riassunto

This book is an invaluable resource for anyone interested in researching or just learning more about the changing role and status of English across Europe. The status of English today is explained in its historical context before the authors present some of the key debates and ideas relating to the challenge English poses for learners, teachers, and language policy makers.

2. Record Nr.

UNINA9910784248703321

Autore

Roselle Laura

Titolo

Media and the politics of failure [[electronic resource]] : great powers, communication strategies, and military defeats // Laura Roselle

Pubbl/distr/stampa

New York, : Palgrave Macmillan, 2006

ISBN

1-349-53590-7
1-281-36580-7
9786611365806
1-4039-8360-7

Edizione

[1st ed.]

Descrizione fisica

1 online resource (VII, 191 p.)

Collana

Palgrave Macmillan series in international political communication

Disciplina

070.4/333

Soggetti

Vietnam War, 1961-1975 - Mass media and the war
Mass media - United States
Communication in politics - United States
Mass media - Soviet Union
Communication in politics - Soviet Union
War in mass media
Afghanistan History Soviet occupation, 1979-1989 Mass media and the war

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [173]-181) and index.
Sommario/riassunto	Roselle analyzes how political leaders of powerful states use media to explain military defeats. The cases of the United States in Vietnam and the Soviet Union in Afghanistan highlight the role of great power identity, domestic politics, and media structure.