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The commoditization of English and the Bologna process : global products and services, exchange mechanisms and trans-national labour / Michael Singh and Jinghe Han.

Sommario/riassunto

Throughout human history, languages have been in competition with each other. As the world becomes more globalized, this trend increases. It affects the decision-making of those in positions of power and determines macro language policies and planning. Often decisions about language (or dialects or language variety) are related to usefulness - defined in terms of their pragmatic and commercial currency or their value as symbols of socio-cultural identity. Languages can be modes of entry into coveted social hierarchies or strongholds of religious, historical, technological and political power
