

1. Record Nr.	UNINA9910791203703321
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Titolo	The idea of English in Japan [[electronic resource]] : ideology and the evolution of a global language // Philip Sergeant
Pubbl/distr/stampa	Bristol ; ; Buffalo, : Multilingual Matters, 2009
ISBN	9786612465932 1-84769-203-6 1-282-46593-7 1-84769-691-0
Descrizione fisica	1 online resource (xv, 188 p.) : ill
Collana	Critical language and literacy studies ; ; 3
Disciplina	428.007/052
Soggetti	English language - Study and teaching - Japanese speakers English philology - Study and teaching - Japan Second language acquisition English language - Japan English language - Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- List of Figures -- Acknowledgements -- Preface -- 1. Introduction -- 2. The Concept of English as a Global Language -- 3. Language Ideology and Global English -- 4. English in Japan: The Current Shape of the Debate -- 5. Globalization: 'Enriching Japanese Culture Through Contact with Other Cultures' -- 6. Authenticity: 'More English than England Itself' -- 7. Aspiration: 'Enhancing Lifestyles and Living Out Dreams' -- 8. The Unknown Language -- 9. Rival Ideologies in Applied Linguistics -- Notes -- References -- Index
Sommario/riassunto	This book examines the ways in which English is conceptualised as a global language in Japan, and considers how the resultant language ideologies – drawn in part from universal discourses; in part from context-specific trends in social history – inform the relationships that people in Japan have towards the language. The book analyses the specific nature of the language's symbolic meaning in Japan, and how this meaning is expressed and negotiated in society. It also discusses

how the ideologies of English that exist in Japan might have implications for the more general concept of 'English as a global language'. To this end it considers the question of what constitutes a 'global' language, and how, if at all, a balance can be struck between the universal and the historically-contingent when it comes to formulating a theory of English within the world.
