

1. Record Nr.	UNINA9910809814303321
Autore	Haarmann Harald
Titolo	Symbolic values of foreign language use : from the Japanese case to a general sociolinguistic perspective // by Harald Haarmann
Pubbl/distr/stampa	Berlin ; ; New York, : Mouton de Gruyter, 1989
ISBN	3-11-086839-3
Edizione	[Reprint 2011]
Descrizione fisica	1 online resource (301 p.)
Collana	Contributions to the sociology of language ; ; 51
Classificazione	ES 129
Disciplina	401.9/0952
Soggetti	Sociolinguistics - Japan Multilingualism - Japan
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 and indexes.
Nota di contenuto	Front matter -- Preface -- 1. Prestige functions of foreign languages in Japanese society - A glance at ethnicity problems -- 2. Verbal strategies and multilingual patterns of language use in the Far Eastern context -- 3. Foreign elements in Japanese TV commercials - A quantitative and qualitative analysis -- 4. Attitudes toward foreign language use among Japanese TV viewers - An inquiry into the fashion of liking English -- 5. The impact of English on lexical modernization in sensitive domains of acculturation -- 6. Semiotic implications of foreign language use as a source of linguistic variation -- 7. Symbolic internationalization and intercultural relations - A world-wide trend in a comparative view -- Bibliography -- Subject Index -- Index of Names -- Back matter