

1. Record Nr.	UNINA9910816212703321
Autore	Higgins Christina
Titolo	English as a local language : post-colonial identities and multilingual practices // Christina Higgins
Pubbl/distr/stampa	Buffalo, : Multilingual Matters, 2009
ISBN	1-84769-182-X 9786612465901 1-282-46590-2 1-84769-693-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xii, 171 p.) : ill
Collana	Critical language and literacy studies ; ; 2
Disciplina	427/.676
Soggetti	English language - Africa, East English language - Variation - Africa, East Sociolinguistics - Africa, East English language - Globalization Africa, East Languages
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Formerly CIP.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgements -- Preface -- Chapter 1. Multivoiced Multilingualism -- Chapter 2. From Pre-colonial Beginnings to Multivocality -- Chapter 3. Double-Voices in the Workplace -- Chapter 4. Miss World or Miss Bantu? Competing Dialogues on Female Beauty -- Chapter 5. The Polyphony of East African Hip Hop -- Chapter 6. Selling Fasta Fasta in the East African Marketplace -- Chapter 7. New Wor(l)d Order -- Appendix -- References -- Index
Sommario/riassunto	When analyzed in multilingual contexts, English is often treated as an entity that is separable from its linguistic environment. It is often the case, however, that multilinguals use English in hybrid and transcultural ways. This book explores how multilingual East Africans make use of English as a local resource in their everyday practices by examining a range of domains, including workplace conversation, beauty pageants, hip hop and advertising. Drawing on the Bakhtinian concept of multivocality, the author uses discourse analysis and

ethnographic approaches to demonstrate the range of linguistic and cultural hybridity found across these domains, and to consider the constraints on hybridity in each context. By focusing on the cultural and linguistic bricolage in which English is often found, the book illustrates how multilinguals respond to the tension between local identification and dominant conceptualizations of English as a language for global communication.
