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Altri autori (Persone)	RubdyRani TanPeter K. W
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Nota di contenuto	Introduction / Peter K.W. Tan and Rani Rubdy -- Dimensions of globalization and applied linguistics / Paul Bruthiaux -- Linguistic instrumentalism in Singapore / Lionel Wee -- The commodification of Malay : trading in futures / Lubna Alsagoff -- Beyond linguistic instrumentalism : the place of Singlish in Singapore / Chng Huang Hoon -- Linguistic pragmatism, globalization and the impact on the patterns of input in Singaporean Chinese homes / Ng Bee Chin -- Anatomies of linguistic commodification : the case of English in the Philippines vis-a-vis other languages in the multilingual marketplace / T. Ruanni F. Tupas -- The English language as a commodity in Malaysia : the view through the medium-of-instruction debate / Peter K.W. Tan -- English in India : the privilege and privileging of social class / Rani Rubdy -- Negotiating language value in multilingual China / Agnes S.L. Lam and Wenfeng Wang -- Language policy, vernacular education and language economics in postcolonial Africa / Nkonko M. Kamwangamalu -- On the appropriateness of the metaphor of LOSS / David Block --

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
