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Putting on a public face in TV interviews -- Chapter 13 The language of social resistance in movies and sitcoms -- Chapter 14 The language face off in the newspapers -- Chapter 15 Afterword -- References -- Index -- Index of commercials -- The series VARIETIES OF ENGLISH AROUND THE WORLD.

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Sommario/riassunto

English competes with Tagalog and Taglish, a mixture of English and Tagalog, for the affections of Filipinos. To understand the competing ideologies that underlie this switching between languages, this book looks at the language situation from multiple perspectives. Part A reviews the social and political forces that have propelled English through its life cycle in the Philippines from the 1898 arrival of Admiral Dewey to the 1998 election of Joseph Estrada. Part B looks at the social support for English in Metro Manila and the provinces with a focus on English teachers and their personal and public use of English. Part C examines the language of television sport broadcasts, commercials, interviews, sitcoms, and movies, and the language of newspapers from various linguistic, sociolinguistic, and sociocultural perspectives. The results put into perspective the short-lived language revolution that took place at the turn of the twenty-first century.

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