

1. Record Nr.	UNINA9910973601703321
Titolo	Linguistic superdiversity in urban areas : research approaches // edited by Joana Duarte, Ingrid Gogolin
Pubbl/distr/stampa	Amsterdam ; ; Philadelphia : , : John Benjamins Publishing Company, , [2013] ©2013
ISBN	9789027271334 902727133X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (316 pages)
Collana	Hamburg Studies on Linguistic Diversity ; ; 2 Hamburg studies on linguistic diversity
Altri autori (Persone)	DuarteJoana GogolinIngrid
Disciplina	306.446
Soggetti	Language and languages - Variation Languages in contact Multilingualism - Social aspects Sociolinguistics Urban dialects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Linguistic Superdiversity in Urban Areas -- Editorial page -- Title page -- LCC data -- Untitled -- Financial support page -- List of contributors -- Introduction -- 1. Preamble -- 2. The superdiversity framework -- 2.1 The dynamics of migration and growing diversity -- 2.2 Research on linguistic diversity: "New repertoires" -- 2.2 Methodological issues -- 3. Education in linguistic superdiverse societies - research and methods -- 4. A traditional attempt to capture linguistic diversity: The case of "bilingual education" -- 5. Introduction to the volume -- 5.1 Acknowledgements -- References -- Capturing superdiversity -- Using correspondence analysis to model immigrant multilingualism over time -- Using correspondence analysis to model immigrant multilingualism over time -- Modeling multilingualism -- Correspondence analysis: A brief explanation -- Basic concepts -- Visual representation in two- or three-dimensional maps -- Multiple

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## Sommario/riassunto

Globalization poses challenges to sociolinguistics. The main challenge is to come to terms with the phenomenology of sociolinguistic globalization. This phenomenology touches four domains: proper globalization effects on language, the effect of globalization on migration patterns and immigrant communities, the effect of globalization, notably of the spread of English as a global language, on language hierarchies, and the domain of remote communities that have serious doubts regarding their possibilities of successfully participating in the globalization process. The sociolinguistics of globalization can

only be studied in the total, central as well as peripheral, global context where globalization processes happen and influence language structures, choices and uses. China is a case in point. On the one hand, China is one of the engines of economic globalization; on the other hand, the 2008 Beijing Olympic Games and the 2010 Shanghai World Expo brought globalized mega-events to China, spurring an already booming tourist industry. These developments have changed the sociolinguistic face of China. After an outline of some important issues in globalization and a provisional sketch of a program for the study of sociolinguistic globalization in China, this contribution gives an example of a sociolinguistic analysis of a sequence of bilingual Chinese English order notices that can be found in the micro-linguistic landscape of Beijing.

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