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Altri autori (Persone)	LocherMiriam A. <1972-> StrasslerJurg
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Nota di contenuto	Frontmatter -- Table of contents -- Chapter 1 Introduction: Standards and norms -- Part I. English over time and space -- Chapter 2 Swiss English, German English and American English: In grammatical alliance against traditional British English? -- Chapter 3 Regional variation in English in the new millennium: Looking to the future -- Chapter 4 The role of dialect contact in the formation of Englishes -- Chapter 5 Non-standardisation -- From 'standard' to 'nonstandard' grammar. New England in the days of Salem Witchcraft and the Civil War -- Chapter 7 The rise of prescriptive grammars on English in the 18th century -- Chapter 8 Lest the situation deteriorates - A study of lest as trigger of the inflectional subjunctive -- Chapter 9 The BBC Advisory Committee on Spoken English or How (not) to construct a 'standard' pronunciation -- Chapter 10 Liverpool to Louisiana in one lyrical line: Style choice in

British rock, pop and folk singing -- Part II. English usage in non-native contexts -- Chapter 11 'Standard' English, discourse grammars and English language teaching -- Chapter 12 Towards a new English as a Foreign Language curriculum for Continental Europe -- Chapter 13 Language learning and medium of instruction: Understanding contemporary discourses and practices in Swiss schools and classrooms -- Chapter 14 Can academic writing style be taught? -- Chapter 15 Linguascaping Switzerland: Language ideologies in tourism -- Chapter 16 The rules of "Denglish" -- Part III. Issues on politeness and impoliteness -- Chapter 17 (Im)politeness in English as Lingua Franca discourse -- Chapter 18 How to be impolite: Rating offensive strategies -- Backmatter

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## Sommario/riassunto

The theme of this collection is a discussion of the notions of 'norms' and 'standards', which are studied from various different angles, but always in relation to the English language. These terms are to be understood in a very wide sense, allowing discussions of topics such as the norms we orient to in social interaction, the benchmark employed in teaching, or the development of English dialects and varieties over time and space and their relation to the standard language. The collection is organized into three parts, each of which covers an important research field for the study of norms and standards. Part 1 is entitled "English over time and space" and is further divided into three thematic subgroups: standard and non-standard features in English varieties and dialects; research on English standardization processes; and issues of standards and norms in oral production. Part 2 deals with "English usage in non-native contexts," and Part 3 is dedicated to "Issues on politeness and impoliteness." The notions of standards and norms are equally important concepts for historical linguists, sociolinguists with a variationist background, applied linguists, pragmaticians, and discourse analysts.

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