

## Globish The World Over

A complete introduction to the theoretical nature and practical implications of English used as a lingua franca. Explore the theories and principles of English as a Lingua Franca with leading expert Barbara Seidlhofer

This substantially revised third edition gives a lucid and up-to-date overview of language change.

Intercultural communication competence is an indispensable ability for people to interact appropriately and effectively across nations and regions in the globalized world. Competent intercultural communication enables people to reach mutual understanding as well as reciprocal relationships. In recent decades, considerable progress has been made in the research of intercultural communication competence. However, due to its complexity, many problems remain unanswered and need to be addressed. This book seeks to conceptualize intercultural communication competence from diverse perspectives, explore its re-conceptualization in globalization, and investigate its development in cultural contexts and interaction scenarios. A group of leading international scholars in different academic disciplines join to map out a comprehensive picture, providing an in-depth and up-to-date work on intercultural communication competence. The book adopts an interdisciplinary approach and enhances readers' understanding on the concept of intercultural communication competence. It is a useful source for educators, researchers, students and professionals.

This 10-hour free course demonstrated how the processes of analysing, choosing and implementing strategy are interrelated and iterative.

The Japanese people are again struggling with their nation's insularity. The Meiji Restoration and the end of the Asia-Pacific War gave way to concerted efforts to connect the country with the outside world. As the Japanese economy emerged from two decades of stagnant growth, there was wide consensus that the society was increasingly grappling with the problems shared globally, and that both its economy and internal policy debates would benefit from being more fully engaged in discourses and research activity occurring outside its borders. This book considers the efforts of policy makers to reorient Japan to the outside world, as the nation enters the second decade of the 21st century. It discusses the strategies being pursued by Japan's policy makers: enhancing the involvement of the Japanese in global networks \* improving English language skills \* hiring more foreign labor \* lifting the stature of tertiary education on internationally recognized league tables \* creating favorable images of a Japanese cultured society abroad. The book considers the changing geopolitical landscape and the social backdrop against which such policies are being introduced, while also assessing the prospects that the Japanese will experience a "third opening" any time soon. Overall, the volume provides insight into some of the critical choices likely to shape Japan's interface with the outside world and the direction in which Japanese society moves during the next decade. (Series: Japanese Society) [Subject: Politics, Sociology, Japanese Studies, Asian Studies]

Ke's book examines and reflects on English education in Taiwan from a global English perspective, starting with a discussion on globalization and global Englishes. English education in Taiwan has gone through various major transformations since the intensification of globalization after the 1990s. On one hand, children start to learn English ever earlier while on the other hand, the curriculum and materials in the vocational schools and at the tertiary level become diversified to meet various specific needs of English use. Internationalization of education has brought increasing numbers of international students, and the roles of English in Taiwan are changing constantly with the dynamic environment, from a foreign language to a lingua franca, medium of instruction, and an international language. In his book, the author documents the historical development of education and the roles of English in Taiwan before reviewing curriculum reforms and changes in the past half century. He then presents teachers' and students' perceptions on global Englishes. He proposes global Englishes pedagogies and his views on what changes can be made to textbooks, learning materials, entrance exams, translation, and the linguistic environment. Practical suggestions to English education in Taiwan in the globalizing context serve as tentative conclusion for the book. Offering insights into English education and its relationship with globalization, Ke's book will be useful to researchers and students in the fields of global Englishes and English education as well as offering practical pedagogical suggestions for English educators around the world.

This book engages with English in globalization, re-examining and re-interpreting the contemporary contexts of its acquisition and use. The chapters contained in this book weave together four inter-related themes that define the role of English in the global context: the 'centrality of structure', 'relationships of interdependence', 'social constructions of difference' and 'reproduction of inequality'. These themes enable the authors to draw attention to the dynamics of the contemporary realities of the 'English-speaking' and 'English-using' nations, especially as they compete for cultural, social, economic and symbolic capital in global networks. In engaging World Englishes with the sociolinguistics of globalization, the authors raise some fundamental questions about the status, structure, and functions of World Englishes.

This volume analyzes real in-flight communications to explain the dynamics of knowledge construction. With the use of a grounded theory approach, real-life scenarios for in-depth interviews with aviation informants were developed and analyzed using discourse analysis. The study revealed aspects of tacit knowledge and expertise behavior that develop in mission-critical environments. Among the findings, the author discovered:

- Silence is an interactional element and a substantial contributing factor to both completed flights and aviation incidents/accidents
- Hesitation is an early reaction when situational awareness is lacking
- The aviation sub-cultures contain several distinct micro-cultures which affect professional responsibility and decision making in micro-environments
- Human errors should be acknowledged, discussed and repaired by all actors of the flight model
- Non-verbal communication in institutional settings and mediated environments is instrumental to safe and efficient operations

The results suggest fruitful applications of theory to explore how knowledge is generated in highly structured, high-risk organizational environments, such as hospitals, nuclear plants, battlefields and crisis and disaster locations. Katerinakis explains the emergent knowledge elements in communication command with messages "spoken-heard-understood-applied," from multiple stakeholders... The interplay of theory and real-flight examples, with key interlocutors, creates a valuable narrative both for the expert reader and the lay-person interested in the insights of hospitals, nuclear plants, battlefields, safety and rescue systems, and crisis and disaster locations. Ilias Panagopoulos, PhD Command Fighter Pilot, Col (Ret) Senior Trainer, Joint Aviation Authorities (JAA) Training Organisation Safety Manager, NATO Airlift Management Programme In this

path-breaking work, Theodore Katerinakis brings the study of human communication to the airplane cockpit as a knowledge environment. Toward that end, drawing on his own experience with the Air Force and Aviation Authorities and interviews with flight controllers and scores of pilots, Katerinakis both builds on moves beyond human factors research and ecological psychology... It is a work of theoretical value across disciplines and organizational settings and of practical importance as well. His lively narrative adds to translational research by translating knowledge or evidence into action in mission-critical systems. Douglas V. Porpora, PhD Professor of Sociology & Director Communication, Culture and Media Drexel University

Drawing on the conceptual repertoire of French philosophers Gilles Deleuze and Félix Guattari, new lines of thoughts are generated in this book on how research and educative practices can be transformed to reimagine second language teaching, learning, and research.

David Crystal's classic *English as a Global Language* considers the history, present status and future of the English language, focusing on its role as the leading international language.

English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

"I must congratulate you on *GLOBISH THE WORLD OVER*. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike." -- Robert McCrum, author, *The Story of English* and Literary Editor, *London Observer*. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book *Don't Speak English - Parlez Globish* became a best-seller in French, and other languages, but it never appeared in English. *GLOBISH THE WORLD OVER* is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish. The implications are far-reaching. *GLOBISH THE WORLD OVER* discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

"Through the fascinating stories of thirty English words used and understood in nearly all corners of the globe, *The English Is Coming!* takes readers on an eye-opening journey across culture and commerce, war and peace, and time and space. These mini-histories shed new light on everyday words: the strange turns of fate by which their meanings evolved and their new roles as the building blocks of the first language ever to forge a global community. Exploring such familiar terms as shampoo (from a Hindi word for scalp and body hygiene long practiced in India); robot (coined by Czech painter Josef Capek for his brother Karel's 1921 play about man-made creatures); credit (rooted in a prehistoric phrase of sacred significance: "to put heart into"); and dozens of others, Dunton-Downer reveals with clarity and humor how these linguistic artifacts embody the resilience, appeal, adoptability, and wild inclusiveness that English, through a series of historical accidents, gained on its road to worldwide reach. These words explain not only how English has managed to link our distant and often disparate pasts but also how it is propelling humankind to a future that we can, for the first time, talk about and shape in a language that now belongs to all of us: Global English" --Cover, p. 2.

This version of *Globish The World Over* is abridged for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, line-by-line in Dutch. "I must congratulate you on *GLOBISH THE WORLD OVER*. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, *The Story of English* and Literary Editor, *London Observer*. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book *Don't Speak English - Parlez Globish* became a best-seller in French, and other languages, but it never appeared in English. *GLOBISH THE WORLD OVER* is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish. The implications are far-reaching. *GLOBISH THE WORLD OVER* discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

"A remarkable book that takes us to the heart of Shakespeare's art and influence."—James Shapiro When Robert McCrum began his recovery from a life-changing stroke, he discovered that the only words that made sense to him were snatches of Shakespeare. Unable to travel or move as he used to, the *First Folio* became his "book of life"—an endless source of inspiration through which he could embark on "journeys of the mind" and see a reflection of our own disrupted times. An acclaimed writer and journalist, McCrum has spent the last twenty-five years immersed in Shakespeare's work, on stage and on the page. During this prolonged exploration, Shakespeare's poetry and plays, so vivid and contemporary, have become his guide and consolation. In *Shakespearean* he asks: why is it that we always return to Shakespeare, particularly in times of acute crisis and dislocation? What is the key to his hold on our imagination? And why do the collected works of an Elizabethan writer continue to speak to us as if they were written yesterday? *Shakespearean* is a rich, brilliant and superbly drawn portrait of an extraordinary artist, one of the greatest writers who ever lived. Through an enthralling narrative, ranging widely in time and space, McCrum seeks to understand Shakespeare within his historical context while also exploring the secrets of literary inspiration, and examining the nature of creativity itself. Witty and insightful, he makes a passionate and deeply personal case that Shakespeare's words and ideas are not just enduring in their relevance – they are nothing less than the eternal key to our shared humanity.

Discusses how Anglo-American has become the language of the world, and describes the changes that English has brought to far-away cultures in distant places.

By addressing the major contemporary challenges to globalization, this study explains why and how the global continues to matter in our unsettled world.

A Publishers Weekly Best Book of 1998. "To all concerned, this book is meant to send a ghostly signal across the dark universe of ill-health that says 'you are not alone.'" - Robert McCrum On July 29, 1995, Robert McCrum, 42, married only ten weeks, suffered a paralyzing stroke. Overnight, his life shifted irrevocably. But this admired novelist and former editorial director of the London publishing house Faber

and Faber decided to chronicle what became a remarkable journey "into that mysterious, unexplored territory, the neighbourly world of the unwell," as well as a deeply moving love story.

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Written by eminent linguist David Nunan, this concise text immerses readers in the complex, curious and continually evolving phenomenon that is at the centre of everything we do: language. It can be fascinating, puzzling and entertaining – and sometimes all of these at the same time. Featuring entertaining anecdotes and interesting examples throughout, this book introduces readers to the foundations of language, namely its sounds, words and grammar, before illustrating how language is used in different ways in a variety of contexts. Fully updated and revised for the second edition, it covers a wide range of topics, including language variation and culture, second language acquisition and bilingualism. Students, teachers and non-specialists alike will enjoy this engaging and 'un-put-down-able' introduction to language and linguistics. Assuming no prior knowledge of applied or theoretical linguistics, it will appeal to anyone with an interest in language. New to this Edition: - Illustrated with examples taken from a range of different languages - New content on language and culture, language variation, second language acquisition, bilingualism and the impact of globalization on language use

Processes of globalization have changed the world in many, often fundamental, ways. Increasingly these processes are being debated and contested. This Handbook offers a timely, rich as well as critical panorama of these multifaceted processes with up-to-date chapters by renowned specialists from many countries. It comprises chapters on the historical background of globalization, different geographical perspectives (including world systems analysis and geopolitics), the geographies of flows (of people, goods and services, and capital), and the geographies of places (including global cities, clusters, port cities and the impact of climate change).

How do teachers inspire students to learn to appreciate different Englishes? Has anyone tried to teach world Englishes? If so, what do they do and how do they feel about it? Most importantly, do students see the benefits in learning about world Englishes? This book responds to these questions by 1) offering a clear and solid foundation for the development of English as an International Language (EIL)-oriented curricula in an English Language program and a teacher education program, 2) critically reviewing the current pedagogical principles and practices of teaching EIL, and 3) offering an alternative way of conceptualising and teaching EIL. Using a three-year undergraduate program of EIL in an Australian university as a research site, this book provides a detailed account of actual classroom practices that raise students' awareness of world Englishes and engage them in learning how to communicate interculturally. This book is the first of its kind that explores the teaching of EIL in a country where English is a predominant and national language.

Unravel the mysteries of language with J.P. Davidson's remarkable Planet Word. 'The way you speak is who you are and the tones of your voice and the tricks of your emailing and tweeting and letter-writing, can be recognised unmistakably in the minds of those who know and love you.' Stephen Fry From feral children to fairy-tale princesses, secrets codes, invented languages - even a language that was eaten! - Planet Word uncovers everything you didn't know you needed to know about how language evolves. Learn the tricks to political propaganda, why we can talk but animals can't, discover 3,000-year-old clay tablets that discussed beer and impotence and test yourself at textese - do you know your RMEs from your LOLs? Meet the 105-year-old man who invented modern-day Chinese and all but eradicated illiteracy, and find out why language caused the go-light in Japan to be blue. From the dusty scrolls of the past to the unknown digital future, and with (heart) the first graphic to enter the OED, are we already well on our way to a language without words? In a round-the-world trip of a lifetime, discover all this and more as J. P. Davidson travels across our gloriously, endlessly intriguing multilingual Planet Word. John Paul Davidson is a film and television director and producer. After studying at Bristol University and completing his doctoral field work in The University of Malaysia, he joined the BBC's Travel and Exploration Unit as their resident anthropologist. Stephen Fry's film, stage, radio and television credits are numerous and wide-ranging. He has written, produced, directed, acted in or presented productions as varied as Wilde, Blackadder, Jeeves and Wooster, A Bit of Fry and Laurie, Fry's English Delight and QI. After writing many successful books, his recent memoir The Fry Chronicles was a number one bestseller.

This book is a study of cross-border activity in and around Japanese universities, employing 'Asia' as the cornerstone of inquiry. It offers qualitative, case-based analysis of Asia-oriented student mobility and partnership projects, framed by critical evaluation of discourses and texts concerning Japan's positioning in an era of Asian ascendancy. This combination of Asia as theme and international higher education as empirical subject matter allows the book to shed new light on some of the fundamental policy currents in contemporary Japan. It also furnishes a fresh approach to comprehending the modalities of regionalism and regionalisation in the sphere of higher education.

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Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries, and key readings – all in the same volume. The innovative and flexible 'two-dimensional' structure is built around four sections – introduction, development, exploration, and extension – which offer self-contained stages for study. Each topic can also be read across these sections, enabling the

reader to build gradually on the knowledge gained. *Global Englishes, Third Edition*, previously published as *World Englishes*, has been comprehensively revised and updated and provides an introduction to the subject that is both accessible and comprehensive. Key features of this best-selling textbook include: coverage of the major historical, linguistic, and sociopolitical developments in the English language from the start of the seventeenth century to the present day exploration of the current debates in global Englishes, relating to its uses as mother tongue in the US, UK, Antipodes, and post-colonial language in Africa, South and Southeast Asia, and lingua franca across the rest of the globe, with a new and particularly strong emphasis on China a range of texts, data and examples draw from emails, tweets and newspapers such as *The New York Times*, *China Daily* and *The Straits Times* readings from key scholars including Alastair Pennycook, Henry G. Widdowson and Lesley Milroy activities that engage the reader by inviting them to draw on their own experience and consider their orientation to the particular topic in hand. *Global Englishes, Third Edition* provides a dynamic and engaging introduction to this fascinating topic and is essential reading for all students studying global Englishes, English as a lingua franca, and the spread of English in the world today.

As read on BBC Radio 4 Book of the Week 'Moving, intellectual and unsentimental. I think it will become a classic' Melvyn Bragg 'Thoughtful, subtle, elegantly clever and oddly joyous, Every Third Thought is beautiful' Kate Mosse In 1995, at the age of forty-two, Robert McCrum suffered a dramatic and near-fatal stroke. Since that life-changing event, McCrum has lived in the shadow of death, unavoidably aware of his own mortality. And now, in his sixties, he is noticing a change: his friends are joining him there. Death has become his contemporaries' every third thought. And so, with the words of McCrum's favourite authors as travel companions, *Every Third Thought* takes us on a journey towards death itself. This is a deeply personal book of reflection and conversation – with brain surgeons, psychologists, hospice workers and patients, writers and poets, and it confronts an existential question: in a world where we have learnt to live well at all costs, can we make peace with dying?

English has fast become the number one language for everything from business and science, diplomacy and education, entertainment and environmentalism to socializing and beyond—virtually any human activity unfolding on a global scale. Worldwide, nonnative speakers of English now outnumber natives three to one; and in China alone, more people use English than in the United States—a remarkable feat for a language that got its start as a mongrel tongue on an island fifteen hundred years ago. Through the fascinating stories of thirty English words used and understood in nearly all corners of the globe, *The English Is Coming!* takes readers on an eye-opening journey across culture and commerce, war and peace, and time and space. These mini-histories shed new light on everyday words: the strange turns of fate by which their meanings evolved and their new roles as the building blocks of the first language ever to forge a global community. Exploring such familiar terms as shampoo (from a Hindi word for scalp and body hygiene long practiced in India); robot (coined by Czech painter Josef Capek for his brother Karel's 1921 play about man-made creatures); credit (rooted in a prehistoric phrase of sacred significance: "to put heart into"); and dozens of others, Dunton-Downer reveals with clarity and humor how these linguistic artifacts embody the resilience, appeal, adoptability, and wild inclusiveness that English, through a series of historical accidents, gained on its road to worldwide reach. These words explain not only how English has managed to link our distant and often disparate pasts but also how it is propelling humankind to a future that we can, for the first time, talk about and shape in a language that now belongs to all of us: Global English. Perfect for culture buffs, armchair travelers, and language lovers alike, *The English Is Coming!* is sure to inspire truly global conversations for decades to come.

"Impressive... This is an evidence-based bottom-up account of the realities of globalisation. It is more varied, more subtle, and more substantial than many of the popular works available on the subject." -- Financial Times Based on a five-year study by the MIT Industrial Performance Center, *How We Compete* goes into the trenches of over 500 international companies to discover which practices are succeeding in today's global economy, which are failing –and why. There is a rising fear in America that no job is safe. In industry after industry, jobs seem to be moving to low-wage countries in Asia, Central America, and Eastern Europe. Production once handled entirely in U.S. factories is now broken into pieces and farmed out to locations around the world. To discover whether our current fears about globalization are justified, Suzanne Berger and a group of MIT researchers went to the front lines, visiting workplaces and factories around the world. They conducted interviews with managers at more than 500 companies, asking questions about which parts of the manufacturing process are carried out in their own plants and which are outsourced, who their biggest competitors are, and how they plan to grow their businesses. *How We Compete* presents their fascinating, and often surprising, conclusions. Berger and her team examined businesses where technology changes rapidly—such as electronics and software—as well as more traditional sectors, like the automobile industry, clothing, and textile industries. They compared the strategies and success of high-tech companies like Intel and Sony, who manufacture their products in their own plants, and Cisco and Dell, who rely primarily on outsourcing. They looked closely at textile and clothing to uncover why some companies, including the Gap and Liz Claiborne, choose to outsource production to foreign countries, while others, such as Zara and Benetton, base most operations at home. What emerged was far more complicated than the black-and-white picture presented by promoters and opponents of globalization. Contrary to popular belief, cheap labor is not the answer, and the world is not flat, as Thomas Friedman would have it. *How We Compete* shows that there are many different ways to win in the global economy, and that the avenues open to American companies are much wider than we ever imagined. SUZANNE BERGER is the Raphael Dorman and Helen Starbuck Professor of Political Science at MIT and director of the MIT International Science and Technology Initiative. She was a member of the MIT Commission on Industrial Productivity, whose report *Made in America* analyzed weaknesses and strengths in U.S. industry in the 1980s. She lives in Boston, Massachusetts.

Based on ongoing research at IDRAC Business School (France) and drawing from guest lectures at international partner universities, this volume discusses the changing landscape of 21st century business. Written by scholars and practitioners across the globe, it covers a number of business-related issues, ranging from contemporary consumer trends to management styles, underscoring the notion of the global village and drawing attention to subtle differences. The book will appeal to undergraduates, postgraduates and managers who have an interest in how theories can be used to explain and identify the changes taking place in the global, online business environment.

"This book is a MUST for every business team leader who plans to start doing business in a new cross-cultural environment." - Markku Vartiainen OBE, President, Finnish-British Chamber of Commerce International teams are rapidly becoming the central operating mode for global enterprises. They are often agile and perceptive, know local markets better than HQ does, lead

innovation and exploratory ventures, and are more culturally aware than their parent company. But how much autonomy should they be allowed? How can we get things done with colleagues who have different worldviews? How can we strike a balance between core values and the necessary diversity - and is diversity within the team a strength or a hindrance? What is the role of the team leader in all of this? How do you establish team trust? How important is team humor? Who decides the team's ethics? What misunderstandings can arise in a virtual team, lacking face-to-face contact? In answering these and other questions, Richard D. Lewis draws on 30 years experience mediating with hundreds of international teams in two dozen countries.

Generously illustrated with explanatory diagrams, *When Teams Collide* analyses profiles of 24 different nationalities and suggests how they should be led for best results. Commenting on vital considerations of leadership, team trust, ethics and humor, the author also evaluates the relationship between teams and HQ. Applying the cultural concepts in the bestselling *When Cultures Collide* specifically to team leadership, this is a wide-ranging and compelling account of how to handle what is a difficult and sensitive task.

*Dictator* recreates Gilgamesh using the 1,500-word vocabulary of Globish, put together by Jean-Paul Nerrière. Globish is a business language, appropriate to translate cuneiform which emerged from the need to record business transactions. Nerrière considered it the world dialect of the third millennium; likewise Akkadian, the language of Gilgamesh, was the lingua franca of communications in the Near East. This link between script, language and business is there in the substance of the poem. An underpinning theme involving trade, here trade in hard wood and access to forests for building materials, links the poem to recent wars in and around Iraq, where the contemporary commodity is oil. This in turn links the poem to related issues such as migration and the refugee crisis. Working with refugees in Palermo in 2017, Terry was involved with putting on a puppet version of Gilgamesh where the children related viscerally to the story, particularly the boat scenes.

These lively lectures introduce the theory, practice and application of a versatile, rigorous and non Anglocentric approach to cross-linguistic semantics. Topics include semantic primes and molecules, emotions, evaluation, verbs and event structure, cultural key words and scripts, language teaching.

This groundbreaking study puts examples from World Englishes into dialogue with postcolonial studies, resulting in a postcolonial perspective on English today.

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A lively exploration of the joys of a not-so-dead language From the acclaimed novelist and Oxford professor Nicola Gardini, a personal and passionate look at the Latin language: its history, its authors, its essential role in education, and its enduring impact on modern life—whether we call it “dead” or not. What use is Latin? It’s a question we’re often asked by those who see the language of Cicero as no more than a cumbersome heap of ruins, something to remove from the curriculum. In this sustained meditation, Gardini gives us his sincere and brilliant reply: Latin is, quite simply, the means of expression that made us—and continues to make us—who we are. In Latin, the rigorous and inventive thinker Lucretius examined the nature of our world; the poet Propertius told of love and emotion in a dizzying variety of registers; Caesar affirmed man’s capacity to shape reality through reason; Virgil composed the *Aeneid*, without which we’d see all of Western history in a different light. In *Long Live Latin*, Gardini shares his deep love for the language—enriched by his tireless intellectual curiosity—and warmly encourages us to engage with a civilization that has never ceased to exist, because it’s here with us now, whether we know it or not. Thanks to his careful guidance, even without a single lick of Latin grammar readers can discover how this language is still capable of restoring our sense of identity, with a power that only useless things can miraculously express.

"I must congratulate you on GLOBISH THE WORLD OVER. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, *The Story of English* and Literary Editor, *London Observer*. This version of *Globish The World Over* is abridged for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, line-by-line in Hungarian.

*Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide* provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace. Author Arlene Flowers has created a new approach on writing for public relations by combining intercultural communication, international public relations, and effective public relations writing techniques. *Global Writing for Public Relations* offers the following features: Insight into the evolution of English-language communication in business and public relations, as well as theoretical and political debates on global English and globalization; An understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials; Strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences; Storytelling skills that help writers craft

compelling content; Real-world global examples from diverse industries that illustrate creative solutions; Step-by-step guidance on writing public relations materials with easy-to-follow templates to reach traditional and online media, consumers, and businesses; Self-evaluation and creative thinking exercises to improve cultural literacy, grammar, punctuation, and editing skills for enhanced clarity; and Supplemental online resources for educators and students. English is the go-to business language across the world, and this book combines the author's experience training students and seasoned professionals in crafting public relations materials that resonate with global English-language audiences. It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide. Why has English language proficiency in Japan remained so low in comparison to other Asian countries? Has Vietnam attempted to improve English language teaching because ASEAN has adopted English as its working language? Why do English language teachers struggle with curriculum changes imposed by governments in order to make them competitive in the international community? Do professional development (PD) programs actually meet the needs of teachers? This book addresses issues surrounding these questions by examining how the Japanese and Vietnamese governments have approached and defined the PD of English language teachers and how such PD programs have been delivered. It further analyses the impact of policy changes on individual teachers and explores how PD can help teachers to implement such changes effectively at the micro-level. PD of language teachers or language teacher education is relatively new as a field of inquiry in Applied Linguistics. By including case studies of Japan and Vietnam in the one volume, this book embarks on the challenging task of demonstrating that PD is an essential element of the successful implementation of language policies in Asia, where World Englishes have been shaped by distinct local contexts.

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