Contents

List of Illustrations viii
Acknowledgments x
Introduction: Sociolinguistics in the Global Era 1
Nikolas Coupland

Part I  Global Multilingualism, World Languages, and Language Systems 29

1 Globalization, Global English, and World English(es): Myths and Facts 31
SALIKOKO S. MUFWENE

2 Language Systems 56
ABRAM DE SWAAN

3 The Global Politics of Language: Markets, Maintenance, Marginalization, or Murder? 77
TOVE SKUTNABB-KANGAS AND ROBERT PHILLIPSON

4 World Languages: Trends and Futures 101
ULRICH AMMON

5 Language Policy and Globalization 123
THOMAS RICENTO

6 Panlingual Globalization 142
JONATHAN POOL

7 The Spread of Global Spanish: From Cervantes to reggaetón 162
CLARE MAR-MOLINERO

8 New National Languages in Eastern Europe 182
BRIGITTA BUSCH

Part II  Global Discourse in Key Domains and Genres 201

9 Localizing the Global on the Participatory Web 203
JANNIS ANDROUTSOPoulos
10 Globalizing the Local: The Case of an Egyptian Superhero Comic
Theo van Leeuwen and Usama Suleiman 232

11 Language and the Globalizing Habitus of Tourism: Toward A Sociolinguistics of Fleeting Relationships
Adam Jaworski and Crispin Thurlow 255

12 Globalization and Language Teaching
David Block 287

13 Discursive Constructions of Global War and Terror
Adam Hodges 305

14 Has God Gone Global? Religion, Language, and Globalization
Annabelle Mooney 323

Part III Language, Values, and Markets under Globalization 347

15 Language as Resource in the Globalized New Economy
Monica Heller 349

16 Language and Movement in Space
Jan Blommaert and Jie Dong 366

17 Indexing the Local
Barbara Johnstone 386

18 Ecolinguistics and Globalization
Arran Stibbe 406

19 The Chinese Discourse of Human Rights and Glocalization
Shi-Xu 426

20 Meanings of ‘Globalization’: East and West
Peter Garrett 447

21 Languages and Global Marketing
Helen Kelly-Holmes 475

Part IV Language, Distance, and Identities 493

22 Shadows of Discourse: Intercultural Communication in Global Contexts
Claire Kramsch and Elizabeth Boner 495

23 Unraveling Post-Colonial Identity through Language
Rakesh M. Bhatt 520

24 At the Intersection of Gender, Language, and Transnationalism
Ingrid Piller and Kimie Takahashi 540

25 Globalization and Gay Language
William L. Leap 555

26 Metroethnicities and Metrolanguages
John C. Maher 575

27 Popular Cultures, Popular Languages, and Global Identities
Alastair Pennycook 592
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Global Representations of Distant Suffering</td>
<td>608</td>
</tr>
<tr>
<td></td>
<td>Lilie Chouliaraki</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Global Media and the Regime of Lifestyle</td>
<td>625</td>
</tr>
<tr>
<td></td>
<td>David Machin and Theo van Leeuwen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td>644</td>
</tr>
</tbody>
</table>