

Global Englishes And Transcultural Flows Ebook

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Book Description. The English language is spreading across the world, and so too is hip-hop culture: both are being altered, developed, reinterpreted, reclaimed. This timely book explores the relationship between global Englishes (the spread and use of diverse forms of English within processes of globalization) and transcultural flows (the movements, changes and reuses of cultural forms in disparate contexts).

Global Englishes and Transcultural Flows - 1st Edition ...
In this book Alastair Pennycook examines global Englishes in relation to ' transcultural flows ', which he defines as ' ways in which cultural forms move, change, and are re-used to fashion new identities in diverse contexts '. The cultural form he takes as the focus of his analysis is that of ' hip-hop '. Pennycook considers the ways in which the flows of cultural forms produce new forms of localization, and the ways in which the use of global Englishes produces new forms of global ...

Alastair Pennycook: Global Englishes and Transcultural Flows
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Global Englishes: Used to locate the spread and use of English within critical theories of globalization. Move beyond arguments about homogeneity/heterogeneity, imperialism and nation states. Instead, focus on translocal and transcultural flows. (More in Chapter 2)

Global Englishes and Transcultural Flows by Eric House
This timely book explores the relationship between global Englishes (the spread and use of diverse forms of English within processes of globalization) and transcultural flows (the movements, changes and reuses of cultural forms in. The English language is spreading across the world, and so too is hip-hop culture: both are being altered, developed, reinterpreted, reclaimed.

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