

Glocalisation of English: A Cultural Linguistic Perspective

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The English language has close affinities with globalisation on many levels. Some even view English to be *the language of globalisation*. In line with other aspects of globalisation, the unprecedented global spread of English has increased the degree to which the language has become localized, serving to encode the communication needs of various speech communities. This dual process of globalisation and localization of English may be referred to as the *glocalisation* of the language. The glocalisation of English involves various processes at the level of *cultural conceptualisations*, a notion that lies at the heart of the newly developed field of Cultural Linguistics. The glocalisation processes include: a) the use of English to encode cultural conceptualisations that were originally associated with other languages, b) the spread of Anglo-English cultural conceptualisations to non-Anglo speech communities, and c) the blending of cultural conceptualisations. This keynote elaborates on these processes and discusses the implications of the glocalisation of English for the field of Teaching English as an International Language (TEIL).