

GLOCALIZATION OF ENGLISH:
A CULTURAL LINGUISTICS PERSPECTIVE

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GLOCALISATION: DEFINITION

Glocalisation is a term used to refer to the modification of a global product to meet local needs and norms, making it more marketable there (Robertson, 1994).

THE ENGLISH LANGUAGE AND GLOBALIZATION



- English now creates new patterns of political, economic and social inclusion/exclusion (Graddol, 2006)
- English redefines individual and national identities around the globe (Graddol, 2006).
- Globalisation and the development of more World Englishes (e.g., Chinese English).

GLOCALISATION OF ENGLISH: DEFINITION

“In its journey across the *globe*, English has become increasingly *localised* by many communities of speakers around the world, adopting it to encode and express their cultural conceptualisations, a process which may be called ***glocalisation*** of the language.”. (Sharifian, 2013)

<https://multilingual-education.springeropen.com/articles/10.1186/2191-5059-3-7>

NEW VARIETIES OF ENGLISH

- Speech communities using English to express their *cultural conceptualisations*.
- ‘localisation due to globalisation’
- Use of English for intercultural communication in regional contexts (e.g. East Asia, Africa, Middle East, Europe) and multicultural speech communities (e.g., Singapore, Malaysia, Australia).

PHONOLOGY



- Accent and identity (local or western)
- Localisation of accent, identity, and intelligibility
- Lectal switching (e.g. Singaporean English/Malaysian English)

SYNTAX

she don't love me
like she used to

-
- commonly used features in non-native, localised varieties of English (e.g. zero past tense form of regular verbs and the use of invariant *don't* for all persons in the present tense).
 - Syntactic features can encode cultural conceptualisations (e.g. 'This land is me' (Aboriginal English) versus 'This land is mine' (Australian English)).

VARIOUS WAYS OF UNDERSTANDING GLOBALISATION



- GLOBALISATION AS MOBILITY,
- GLOBALISATION AS CULTURAL BLENDING,
- GLOBALISATION AS LOCAL FUNCTIONALITY,
- GLOBALISATION AS SUPER-DIVERSITY,
- AND GLOBALISATION AS HETEROGENEITY.

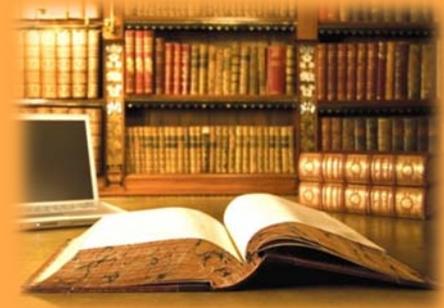
Xu, Zhichang. (2013). Globalization, culture and ELT materials: a focus on China. *Multilingual Education*, 3(6), 1-19.

ENGLISH: THE LANGUAGE OF GLOBALISATION

- English is the “killer language”
- English is “the language of power and upward mobility”

English – the
Language Killer?



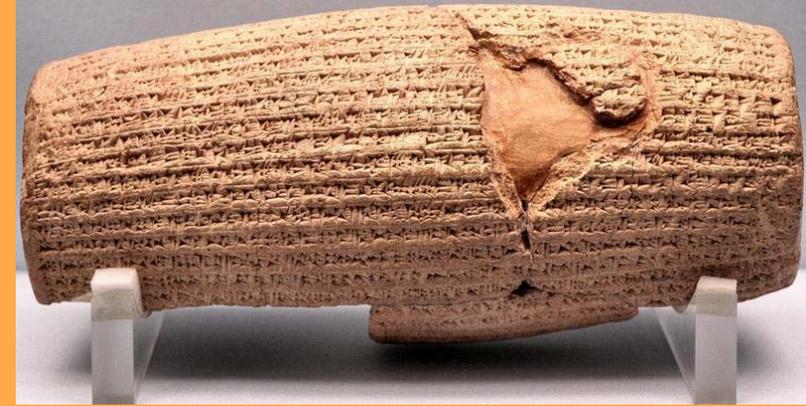


CULTURAL LINGUISTICS: DEFINITION

- Cultural Linguistics is a multidisciplinary area of research that explores the relationship between **language and cultural conceptualisations**.
- Cultural Linguistics vs cultural linguistics/ethno-linguistics

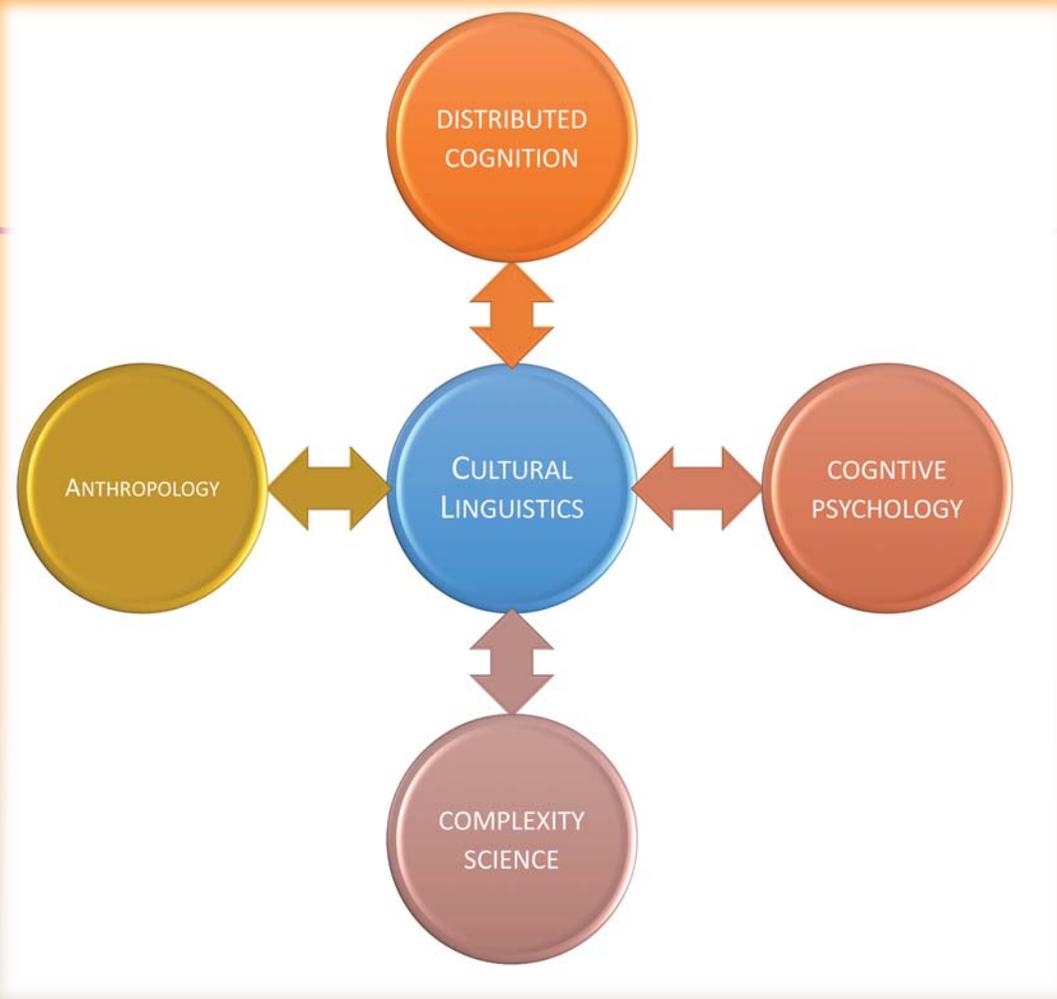


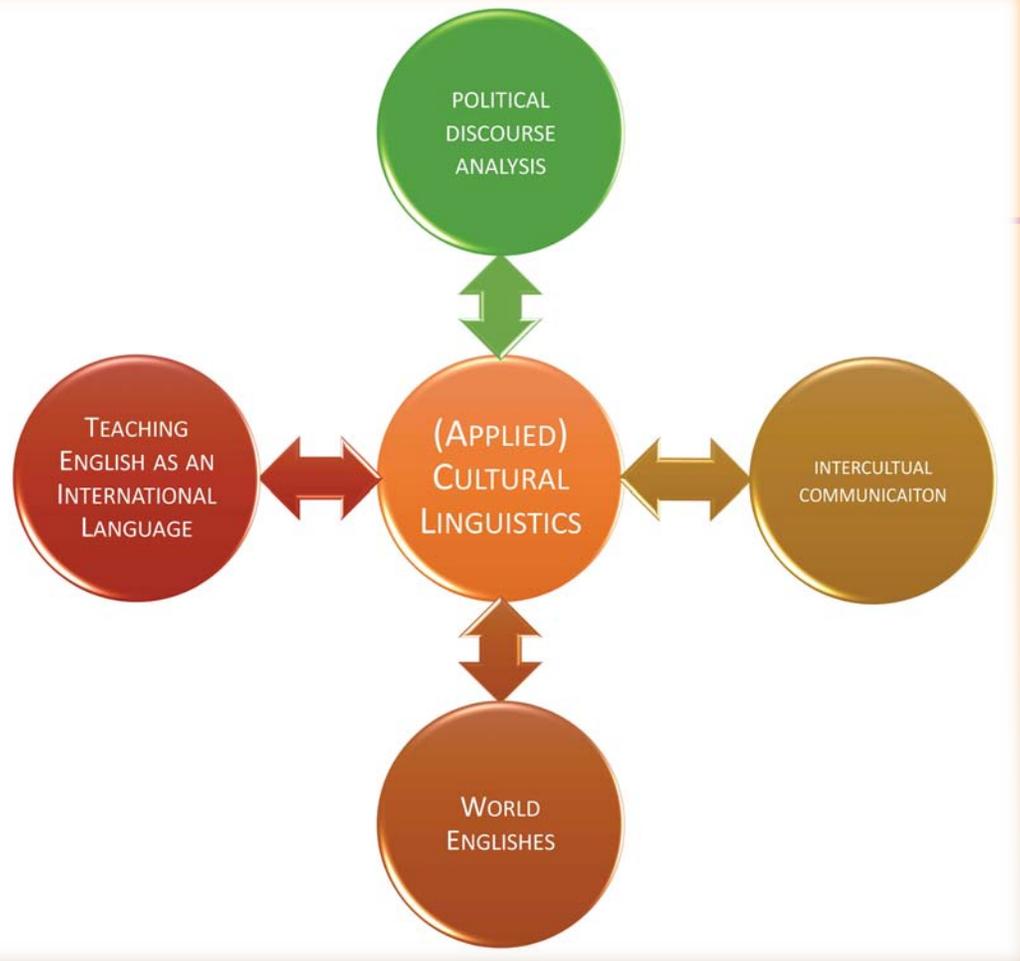
CULTURAL LINGUISTICS



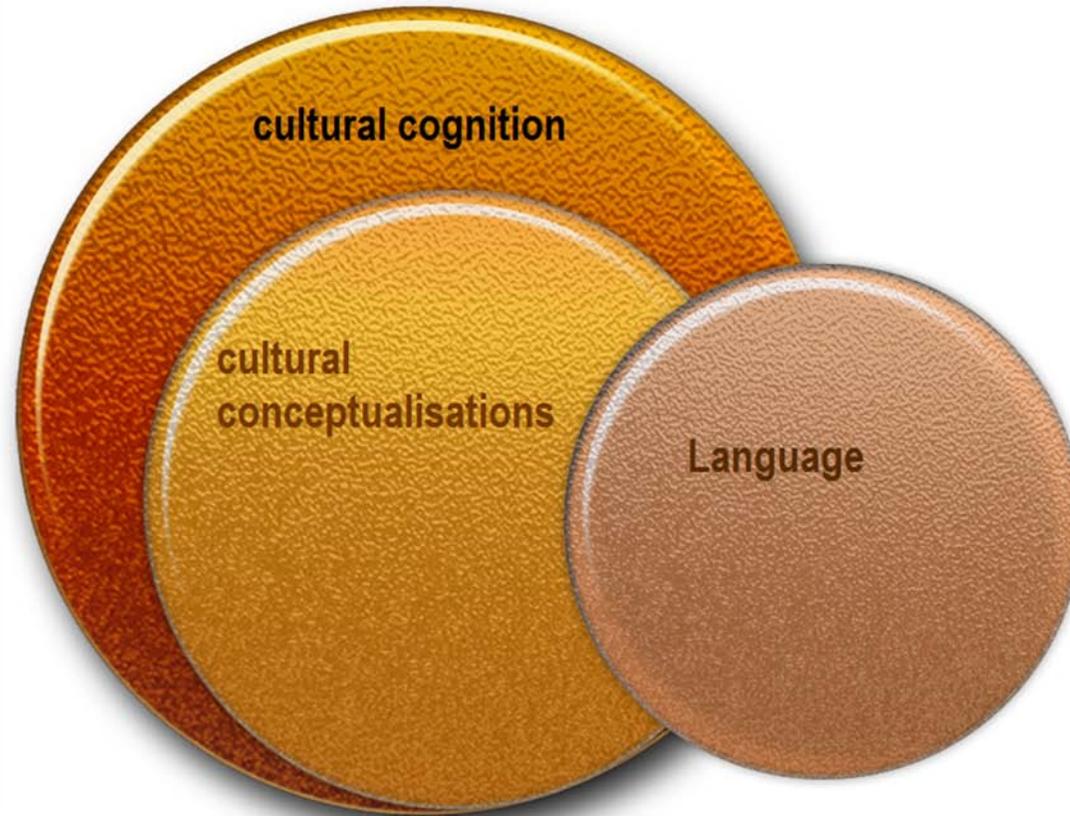
Cultural Linguistics explores features of human languages that encode culturally constructed conceptualisations of human experience.

For Cultural Linguistics, languages serve as “**memory banks**” for cultural conceptualisations that may have characterized different stages in the history of speech communities and these can leave traces in current linguistic practice.





THEORETICAL FRAMEWORK



ANALYTICAL FRAMEWORK: CULTURAL CONCEPTUALIZATIONS AND LANGUAGE



Cultural Cognition

Cultural Conceptualisations

Cultural Schemas
Cultural Categories
Cultural Metaphors

Language

Morpho Syntax
Semantic Meaning
Pragmatic Meaning



ENGLISH AND A "MEETING PLACE" FOR CULTURAL CONCEPTUALISATIONS

- a) adoption of English to express cultural conceptualisations that were not originally associated with English, known as 'nativisation' of English, which has led to the development of new varieties of English,
- b) the spread of Anglo-English conceptualisations to other languages and cultures, known as 'Englishisation', and
- c) the blending (reschematisation) of cultural conceptualisations.

THE RESULTING CONCEPTUAL PROCESSES

- the use of English to encode cultural conceptualisations that were not originally associated with English,
- the spread of Anglo-English cultural conceptualisations to other languages, and
- blends have been developed out of the two systems of cultural conceptualisations that meet in a contact situation (re-schematisation).

NATIVISATION OF ENGLISH: *NEW CULTURAL SCHEMAS IN NEW ENGLISHES*

- *They wanted to **smoke** me when I went up north, that way.*
(Aboriginal English)
- ‘home’ and ‘family’ in Aboriginal English



EMOTION CATEGORIES: ABORIGINAL CULTURAL EMOTION

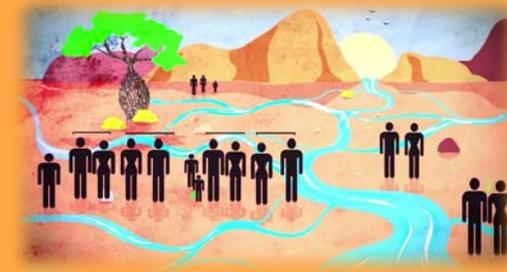
CATEGORY OF SHAME

- Feeling 'shame'

- when meeting strangers or even people you know but haven't seen for a while,
- entering an unfamiliar place (e.g. school),
- for simply being watched by other people,
- for being singled out from the crowd, for example for getting a prize,
- from the respect that one has for even close people such as mum and dad,
- for visiting spiritual sites and seeing sacred objects, etc.



NEW CULTURAL CATEGORIES IN NEW ENGLISHES

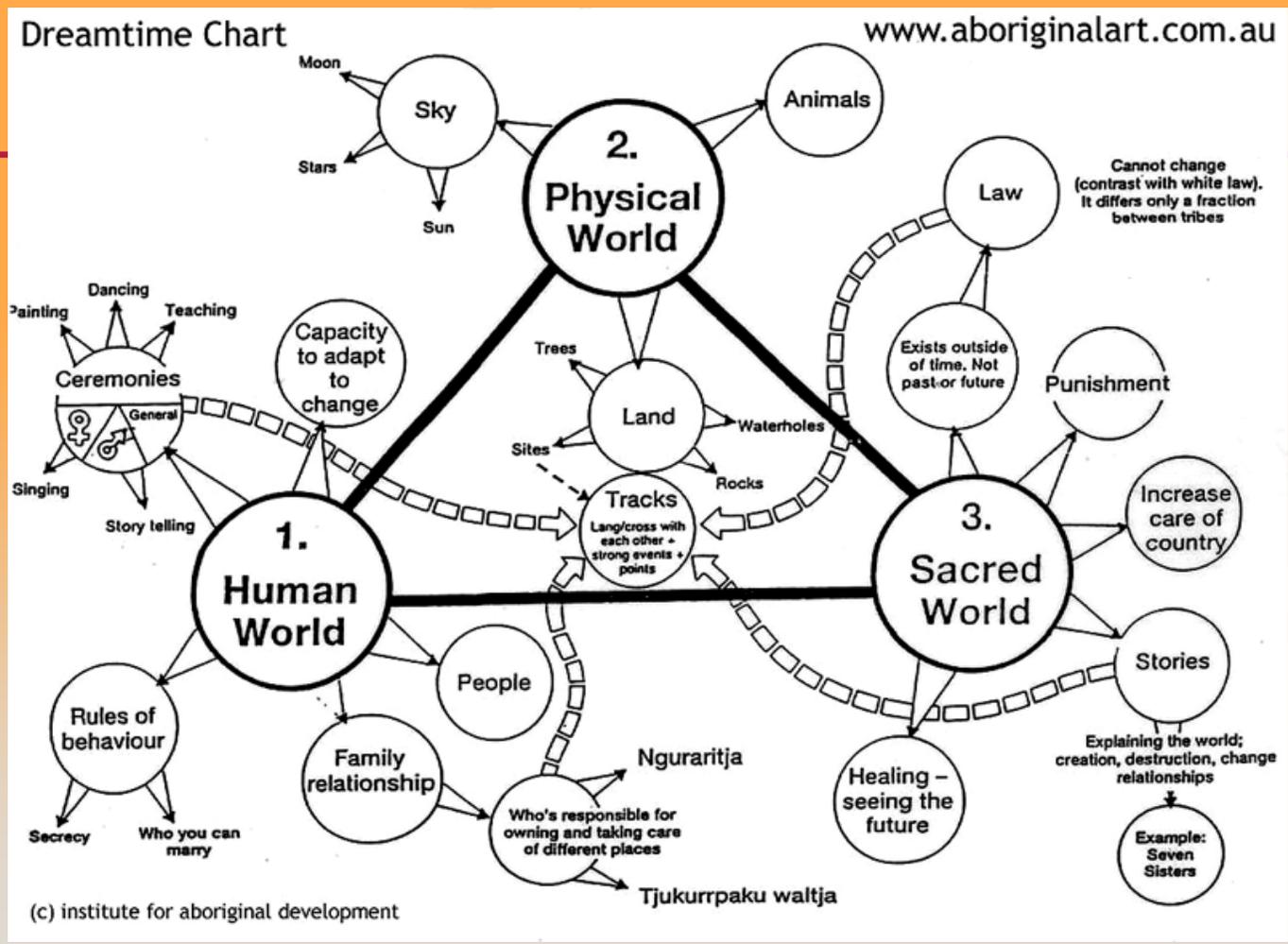


KINSHIP IN ABORIGINAL AUSTRALIA

- “Aboriginal kinship categorisation determines how people relate to each other and their roles, responsibilities and obligations in relation to one another, ceremonial business and land. The kinship system determines who marries who, ceremonial relationships, funeral roles and behavior patterns with other kin”.



ABORIGINAL WORLDVIEW AND CULTURAL CONCEPTUALISATIONS



KINSHIP CULTURAL CATEGORIES IN ABORIGINAL ENGLISH



- **Aunty** and **uncle** are terms of address for older people, to whom the speaker may not be related.
- **Brother** and **sister**—as well as siblings this term is used to refer to children of ones mother's sister and of father's brother (cousin), just as in many indigenous languages.
- **Cousin** refers to children of ones father's sister and mother's brother, but may be extended to any relative of one's own generation, such as one who might share the same great grandparent as their own great grandparent, which is a second-cousin in Aboriginal terms.

NEW CULTURAL METAPHORS IN NEW ENGLISHES

- *They have given him plenty to **eat**. (Said in Cameroon English when a new government official is appointed)*
- *I eat and let others **eat** also. I chop you chop [chop in African English means eat].*
(Popular Nigerian adage in reference to political power) [examples cited in Polzenhagen and Wolf 2007].
- LEADERSHIP AS EATING

ENGLISHISATION OF OTHER LANGUAGES



- Spread of Anglo-English cultural conceptualizations to other languages.
- Cultural schemas of PRIVACY and PERSONAL SPACE
- Cultural metaphors of HEART AS THE SEAT OF EMOTIONS



Thanksgiving Day in China

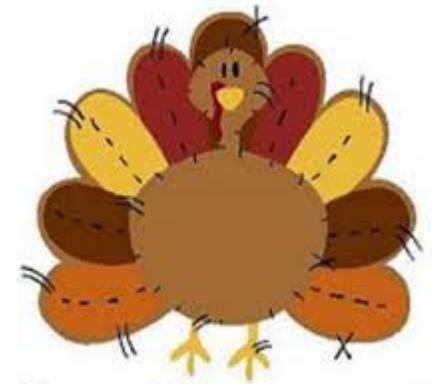
Happy Thanksgiving Day

Cheers. Oh, not to turkeys. They must be sad.

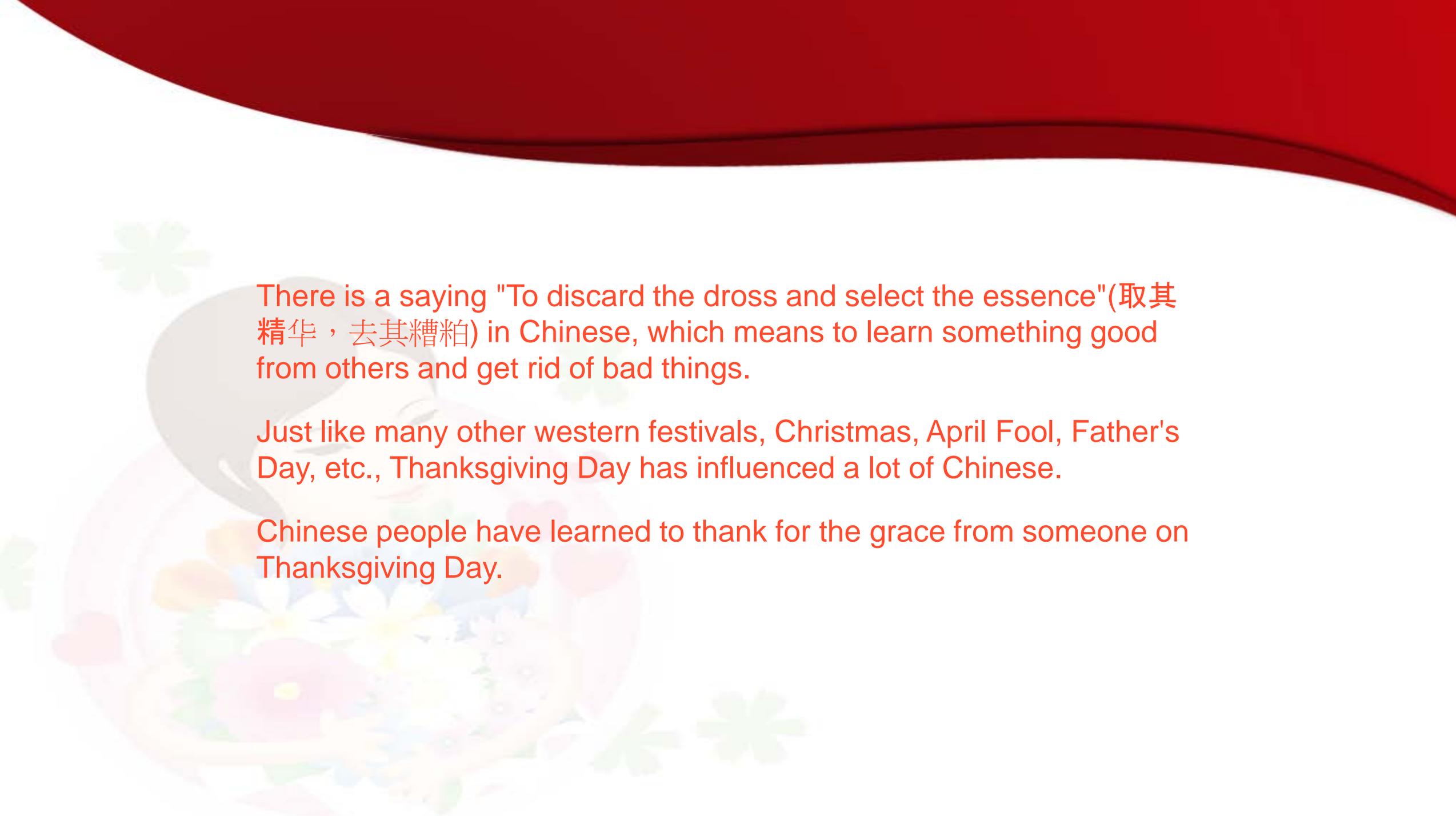
What about Chinese People on Thanksgiving Day?

Yeah, we don't have Thanksgiving Day. After all, we don't have the same experience as American or Canadian did.

But we do care a lot about Thanksgiving Day.



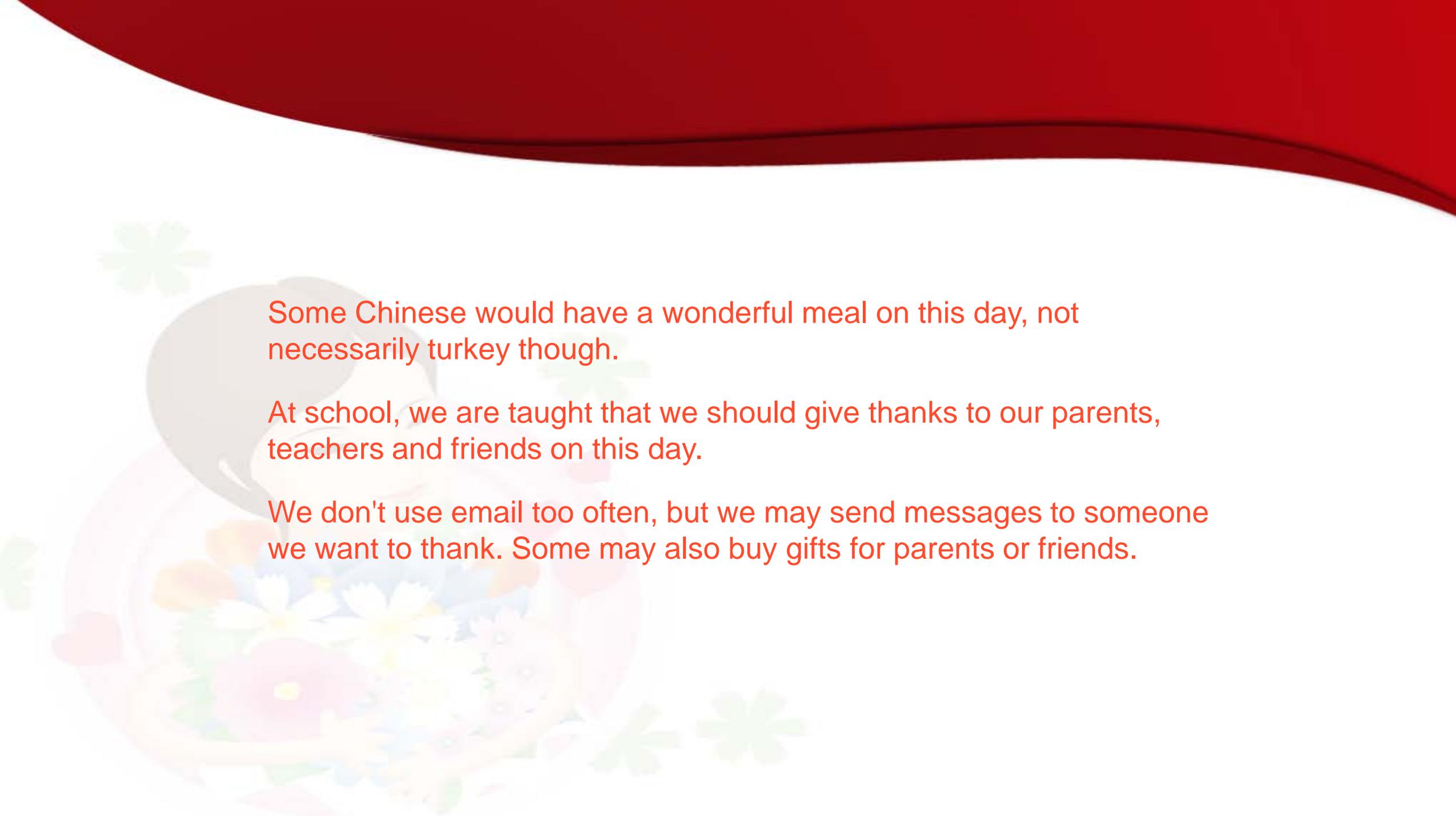
Happy Thanksgiving



There is a saying "To discard the dross and select the essence"(取其精华，去其糟粕) in Chinese, which means to learn something good from others and get rid of bad things.

Just like many other western festivals, Christmas, April Fool, Father's Day, etc., Thanksgiving Day has influenced a lot of Chinese.

Chinese people have learned to thank for the grace from someone on Thanksgiving Day.



Some Chinese would have a wonderful meal on this day, not necessarily turkey though.

At school, we are taught that we should give thanks to our parents, teachers and friends on this day.

We don't use email too often, but we may send messages to someone we want to thank. Some may also buy gifts for parents or friends.



EXAMPLES FROM MALAYSIAN ENGLISH



- Cultural emotion category of SHAME ‘*malu*’ in Malaysian English.
- Malay words in Malaysian English: *gatal* ‘mischievous men’, *rakyat* ‘common people’. (Tan: 2013).
- “Modern Malaysian marriages tend to incorporate the *Akad Nikah* (marriage contract), and the *Bersanding* (enthronement) ceremonies in a central venue with both families in attendance, similar to western traditions” . <http://www.worldweddingtraditions.net/malaysian-wedding-traditions/>

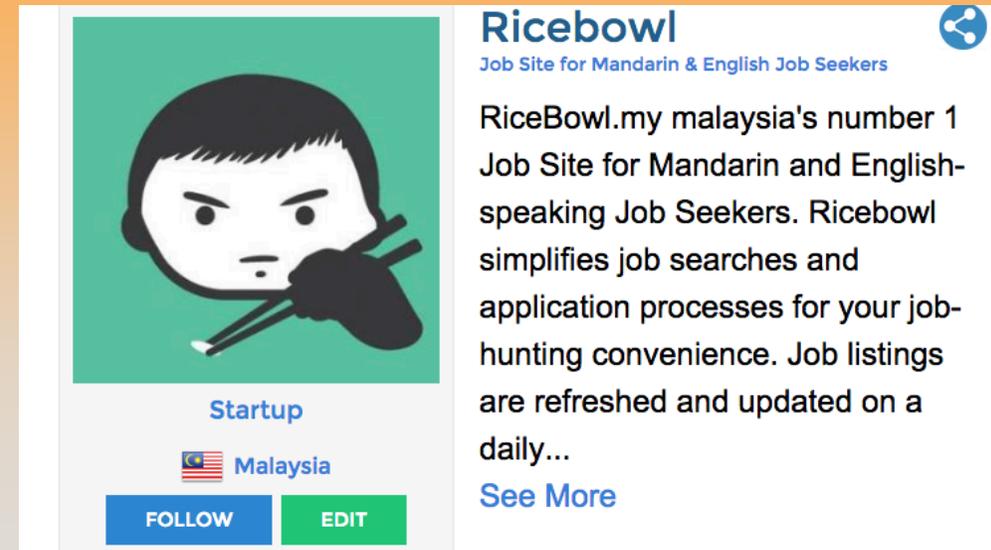
“MARKET” IN MALAYSIAN ENGLISH

- Night market
- Morning market
- Wet market



CULTURAL METAPHOR/METONYMY: RICE BOWL IN MALAYSIAN ENGLISH

- The state of *Kedah*
- “means of livelihood” (Tan, 2013, p. 81)
- MEANS OF LIVELIHOOD ARE RICE BOWL



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Startup
Malaysia

FOLLOW EDIT

GLOBALISATION AND RE-SCHEMATISATION OF CULTURAL SCHEMAS

- Chinese thanks-giving cultural schema:

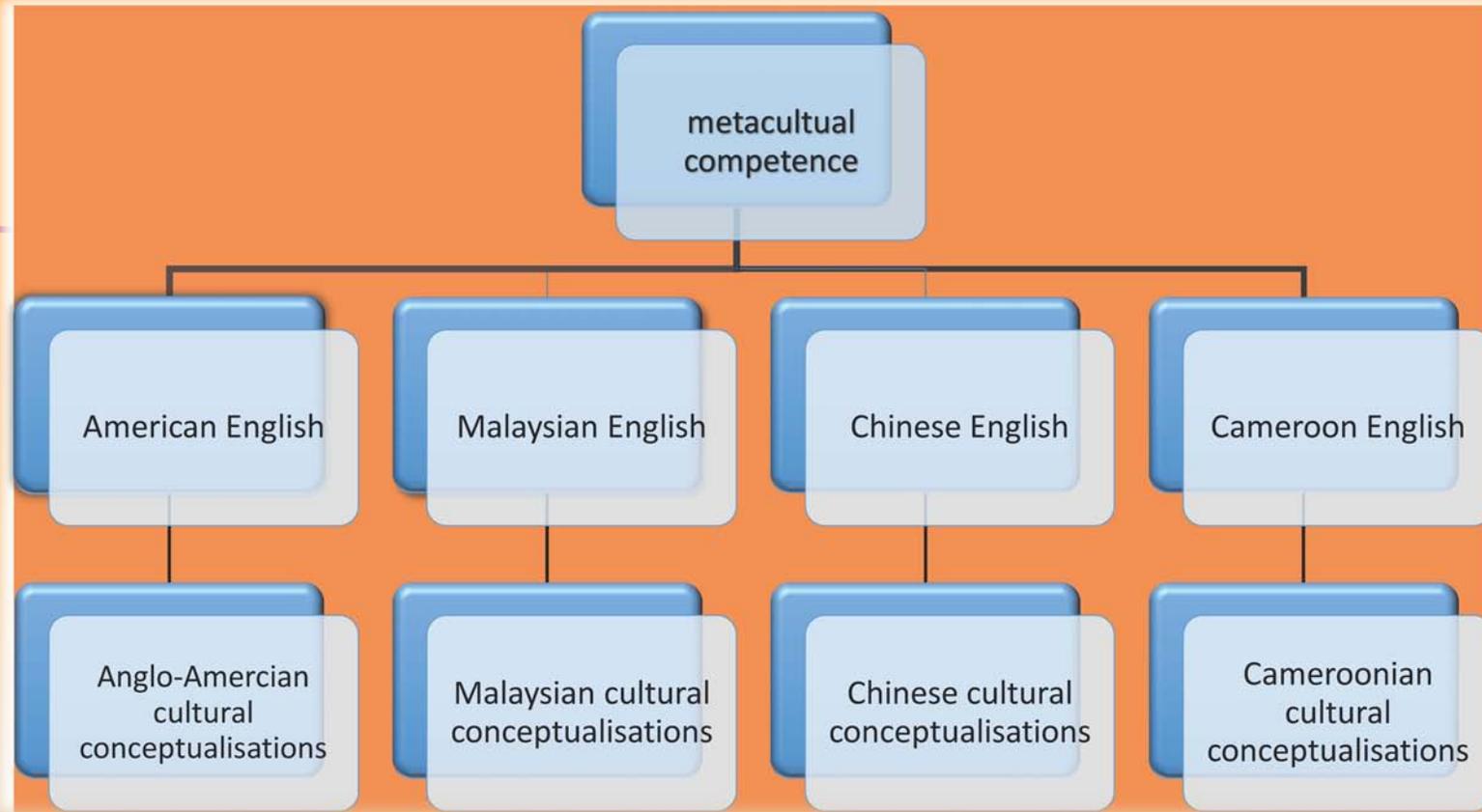
“Chinese people generally think this is a time to have a Western meal and thank friends, family, workmates, and teachers or bosses. They call it "Gan'en Jie" (感恩节, literally: 'thanks for grace holiday')”
(internet source)

感恩节快乐

Happy Thanksgiving

GLOCALISATION OF ENGLISH AND TEIL (TEACHING ENGLISH AS AN INTERNATIONAL LANGUAGE)

- exposure to the conceptual variation that marks English in today's world.
- Multidialectal competence  meta-cultural competence
- English for **multi-varietal** societies (Malaysia, Australia, USA, Singapore)



METACULTURAL COMPETENCE

- Competence that enables interlocutors to communicate and negotiate their cultural conceptualisations during intercultural communication.

- A) *conceptual variation awareness*
- B) *conceptual explication*
- C) *conceptual negotiation strategies*



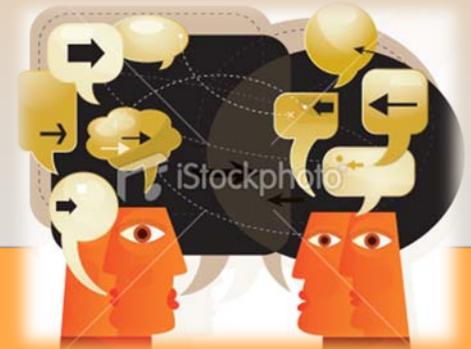
CONCEPTUAL VARIATION AWARENESS

- The awareness that a language may be used by different speech communities to express their systems of cultural conceptualisations.
- Different varieties of English encode systems of cultural conceptualisations that may be different from each other.



CONCEPTUAL EXPLICATION

- speakers make an effort to explicate the cultural conceptualisations that they draw upon and that they think other interlocutors may not be familiar with.
- For example, a Malay speaker may attempt to elaborate on his/her use of the word “shame” in English, as he/she would be aware that this word is used to express the Malay cultural schema of *Malu*, which refers to a complex set of cultural emotions.



CONCLUDING REMARKS

- The rapid, double process of the glocalisation of English, and the resulting structural as well as demographic changes to the language call for the revisiting of all aspects of ELT.
- What is called “the English language” today is far more complex than what it was some decades ago.



THANK
YOU

A wooden sign with the words "THANK YOU" in gold, 3D block letters. The sign is made of dark brown wood with a visible grain. The letters are arranged in two lines: "THANK" on the top line and "YOU" on the bottom line. The sign is centered against a light orange background. A thin, horizontal gold line is positioned above the sign, extending across the width of the image.

DEVELOPING META-CULTURAL COMPETENCE IN LEARNING EIL



EVENT CATEGORIES: E.G. NEW YEAR CELEBRATION

