

what is pervasive language

what is pervasive language is a question that delves into the ways language influences every aspect of our lives, communication, and society. Pervasive language refers to the omnipresent nature of language and how it shapes our thoughts, behaviors, and cultural norms. In this comprehensive article, we'll explore what pervasive language means, its significance in various contexts, and how it affects individuals and communities. We'll discuss examples, the psychology behind pervasive language, its impact in technology, business, and education, and provide practical strategies for understanding and leveraging it. This article is designed to offer a detailed, SEO-optimized resource for anyone seeking to understand "what is pervasive language" and its implications in today's interconnected world. Read on to discover the depth and reach of language in our daily lives.

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Definition of Pervasive Language

What is pervasive language? At its core, pervasive language describes the omnipresence and influence of language in virtually every aspect of human interaction. It is the concept that language is not confined to spoken or written words but is embedded in our thoughts, social practices, and cultural frameworks. Pervasive language shapes how we interpret the world, interact with others, and form our identities. It is found in formal and informal settings, from everyday conversations to media, advertising, and technology. Understanding what is pervasive language helps us see its role as a powerful tool that both reflects and molds societal values, beliefs, and behaviors.

The Importance of Pervasive Language in

Communication

Language is the cornerstone of communication, and its pervasive nature ensures it reaches all facets of human life. Pervasive language enables seamless interaction, helps convey complex ideas, and bridges cultural gaps. It allows individuals to share experiences, express emotions, and build relationships. The importance of pervasive language lies in its ability to shape perceptions, influence attitudes, and even determine the outcome of social, political, and business interactions. Mastery of pervasive language enhances clarity, reduces misunderstandings, and fosters effective communication across diverse audiences.

Examples of Pervasive Language in Daily Life

Understanding what is pervasive language becomes clearer when looking at real-world examples. Pervasive language is evident in the way media frames news stories, the slogans used in advertising, and the language patterns found in social media. It also appears in the workplace, classrooms, public signage, and even in the subtle cues embedded in body language.

- **Media Influence:** News headlines and articles often use persuasive language to shape public opinion.
- **Advertising:** Brands use catchy phrases and emotional appeals to connect with consumers.
- **Social Media:** Trending hashtags and viral posts create shared meanings and influence behaviors.
- **Workplace Communication:** Company culture is often defined by the language used in policies, emails, and meetings.
- **Education:** Teaching methods and curriculum content reflect and reinforce pervasive language norms.

These examples highlight the far-reaching presence of language and its capacity to shape environments and interactions.

Pervasive Language and Social Influence

Pervasive language plays a crucial role in shaping societal values and influencing social behavior. It is often used to reinforce stereotypes, promote ideologies, and establish group norms. The language employed in political speeches, religious texts, and popular culture can unite communities or create divisions. Recognizing the influence of pervasive language is key to understanding social dynamics and addressing issues such as bias, discrimination, and cultural change. By becoming more aware of the language that surrounds us, individuals can critically evaluate messages and participate more thoughtfully in society.

The Role of Pervasive Language in Technology

In the digital age, technology amplifies the effects of pervasive language. Online platforms, algorithms, and artificial intelligence systems process and disseminate language at unprecedented scales. Pervasive language is embedded in user interfaces, search engines, chatbots, and virtual assistants, subtly influencing user decisions and behaviors. The language used in technology can shape online discourse, affect information access, and impact digital literacy. Understanding what is pervasive language in technology is essential for navigating digital environments, ensuring inclusive design, and addressing issues such as misinformation and algorithmic bias.

Pervasive Language in Business and Marketing

Businesses leverage pervasive language to connect with consumers, build brands, and drive sales. Marketing campaigns use emotionally charged words, storytelling techniques, and carefully crafted messages to influence purchasing decisions. Corporate communication relies on consistent language to establish trust, foster loyalty, and differentiate from competitors. Recognizing pervasive language in business allows organizations to communicate more effectively, adapt to cultural shifts, and respond to customer needs. It also helps consumers make informed choices by understanding the persuasive strategies at play.

Pervasive Language in Education

Education systems are deeply influenced by pervasive language. The curriculum, teaching methods, assessment tools, and classroom interactions are all shaped by the language norms of a society. Educators use language to transmit knowledge, foster critical thinking, and promote social values. Pervasive language in educational settings can support inclusion or perpetuate stereotypes, depending on how it is used. Understanding the role of pervasive language in education enables teachers, students, and policymakers to create more equitable and effective learning environments.

Recognizing and Addressing Pervasive Language

Identifying pervasive language in various contexts is the first step toward harnessing its power for positive change. This involves being mindful of the words and phrases used in communication and considering their broader implications. Addressing pervasive language requires intentional efforts to promote inclusivity, challenge biases, and foster open dialogue. Strategies for recognizing and addressing pervasive language include:

1. Developing critical literacy skills to analyze language use.
2. Practicing active listening and empathy in conversations.

3. Encouraging diverse perspectives and voices in discourse.
4. Implementing inclusive language policies in organizations.
5. Continuously reflecting on and adapting language practices.

By taking these steps, individuals and organizations can leverage the power of pervasive language to build more inclusive, effective, and resilient communities.

Conclusion

Pervasive language is a fundamental aspect of human interaction that shapes our perceptions, behaviors, and social structures. Understanding what is pervasive language provides valuable insights into communication, technology, business, education, and society as a whole. By recognizing the omnipresent influence of language and adopting intentional strategies, we can harness its power to foster understanding, drive positive change, and navigate an increasingly complex world.

Q: What is the definition of pervasive language?

A: Pervasive language refers to the widespread and influential presence of language in all aspects of life, shaping thoughts, behaviors, and cultural norms. It extends beyond spoken or written words and is embedded in social practices, technology, business, and education.

Q: How does pervasive language impact communication?

A: Pervasive language ensures that communication reaches all areas of human interaction, influencing perceptions, attitudes, and the effectiveness of conveying information, thus facilitating better understanding and collaboration.

Q: Can you give examples of pervasive language in daily life?

A: Examples include the language used in news headlines, advertising slogans, social media trends, workplace communication, and educational content. These all demonstrate how language shapes our environments and experiences.

Q: Why is it important to recognize pervasive language?

A: Recognizing pervasive language helps individuals become more aware of how language influences beliefs, behaviors, and social structures, enabling them to critically evaluate messages and participate thoughtfully in society.

Q: What is the role of pervasive language in technology?

A: In technology, pervasive language is found in user interfaces, algorithms, and digital communication, influencing user decisions, shaping online discourse, and impacting information access.

Q: How does pervasive language affect business and marketing?

A: Businesses use pervasive language in marketing campaigns and corporate communication to connect with consumers, build brands, and influence purchasing decisions through persuasive and emotionally appealing messages.

Q: What is the significance of pervasive language in education?

A: Pervasive language in education shapes the curriculum, teaching methods, and classroom interactions, influencing how knowledge is transmitted and how inclusive or equitable learning environments are.

Q: What strategies can help address the influence of pervasive language?

A: Strategies include developing critical literacy skills, practicing empathy, encouraging diverse perspectives, implementing inclusive language policies, and continuously reflecting on communication practices.

Q: How does pervasive language contribute to social influence?

A: Pervasive language reinforces social values, ideologies, and group norms, playing a key role in uniting communities or creating divisions, and influencing societal change.

Q: Is pervasive language always positive?

A: Pervasive language can have both positive and negative effects, depending on how it is used. It can promote inclusion and understanding or perpetuate stereotypes and biases, making its conscious use important.

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What is Pervasive Language? Understanding Its Impact on Communication and Society

Have you ever noticed how certain words, phrases, or even styles of speaking seem to be everywhere? This isn't accidental. It's the subtle but powerful influence of pervasive language. This comprehensive guide delves into the meaning of pervasive language, exploring its characteristics, impact, and implications for communication and society. We'll unravel how it shapes our perceptions, influences our choices, and contributes to the overall cultural landscape. By the end, you'll have a clear understanding of this often-overlooked aspect of language and its profound effects.

What Exactly is Pervasive Language?

Pervasive language refers to language that is widespread and prevalent within a particular culture or community. It's not just about the sheer frequency of use, but also the depth of its penetration into various aspects of life. Think of it as language that has become so ingrained that it influences our thoughts, actions, and interactions almost subconsciously. This pervasive nature can manifest in numerous ways, from common idioms and slang to dominant narratives and societal biases embedded in everyday communication. It's the language that permeates our media, our conversations, and even our internal monologues.

Characteristics of Pervasive Language

Several key characteristics help identify pervasive language:

High Frequency of Use: This is the most obvious characteristic. Pervasive language is heard and seen repeatedly across multiple platforms and contexts.

Ubiquity Across Media: It transcends specific media outlets. You'll find it in news reports, social media, advertising, entertainment, and everyday conversations.

Influence on Thought and Behavior: This is arguably the most significant characteristic. Pervasive language subtly shapes how we perceive the world and how we behave within it. It can influence our decisions, opinions, and even our values.

Reinforcement of Social Norms: Pervasive language often reflects and reinforces existing social norms, power structures, and cultural biases.

Adaptation and Evolution: Pervasive language isn't static. It constantly evolves and adapts to changing societal trends and technological advancements.

The Impact of Pervasive Language

The impact of pervasive language is multifaceted and far-reaching:

1. Shaping Perceptions and Beliefs:

The constant repetition of certain narratives and phrases can significantly impact our understanding of the world. For instance, consistently negative portrayals of a particular group in media can lead to prejudiced beliefs.

2. Influencing Consumer Behavior:

Advertising heavily relies on pervasive language to persuade consumers. Catchy slogans, persuasive narratives, and emotional appeals are carefully crafted to influence buying habits.

3. Reinforcing Social Inequalities:

Language often reflects and perpetuates existing power imbalances. The use of certain terms or phrases can subtly reinforce stereotypes and biases against marginalized groups.

4. Impact on Political Discourse:

Pervasive language plays a crucial role in shaping political narratives and influencing public opinion. The strategic use of language can sway voters and shape policy debates.

Examples of Pervasive Language

Examples are plentiful and vary depending on cultural context. Consider:

Buzzwords: Certain words become fashionable and are overused across various fields (e.g., "synergy," "disruptive," "paradigm shift").

Slogans and Catchphrases: Advertising jingles and political slogans become so ingrained they enter everyday speech.

Clichés and Idioms: These expressions, while often helpful for communication, can also reveal a lack of originality and critical thought.

Media Narratives: Repeated narratives in news and entertainment influence public opinion and shape perceptions of events.

Navigating the Influence of Pervasive Language

Becoming aware of pervasive language is the first step to critically analyzing its impact. Developing

media literacy skills, engaging with diverse perspectives, and actively questioning assumptions are crucial in mitigating the potentially negative effects of pervasive language.

Conclusion

Pervasive language is an undeniable force shaping our thoughts, beliefs, and actions. Understanding its characteristics and impact is vital for navigating the complexities of modern communication and society. By becoming conscious of how language pervades our lives, we can develop a more critical and discerning approach to information and interaction. This awareness empowers us to make more informed choices and contribute to a more nuanced and inclusive public discourse.

FAQs

1. Is pervasive language always negative? No, pervasive language isn't inherently good or bad. Its impact depends on the context and the specific language used. Some pervasive language can be positive, promoting positive social norms or helpful behaviors.
2. How can I identify pervasive language? Pay attention to repeated words, phrases, and narratives in your daily media consumption and conversations. Notice the emotional responses these trigger and consider their potential influence on your beliefs and actions.
3. What role does technology play in the spread of pervasive language? Technology, particularly social media and the internet, significantly accelerates the spread and amplification of pervasive language. Viral trends and online echo chambers contribute to its rapid dissemination.
4. Can pervasive language be manipulated? Yes, absolutely. This is why critical thinking and media literacy are crucial. Understanding the techniques used to create and spread pervasive language can help us resist manipulation.
5. What can I do to counteract the negative effects of pervasive language? Seek diverse sources of information, question assumptions, engage in critical thinking, and be mindful of the language you use yourself. Promote inclusivity and challenge biased or harmful narratives.

what is pervasive language: *Cognate Vocabulary in Language Acquisition and Use* Agnieszka Otwinowska, 2015-10-09 This book brings together linguistic, psycholinguistic and educational perspectives on the phenomenon of cognate vocabulary across languages. It presents a large-scale, long-term research project focusing on Polish-English cognates and their use by bilingual and multilingual learners/users of English. It discusses extensive qualitative and quantitative data to explain which factors affect a learner's awareness of cognates, how adult learners can benefit from raised awareness and whether cognate vocabulary can be used with younger learners as a motivational strategy. The work shows how cognate vocabulary can be examined from a range of methodological perspectives and provides considerable insights into crosslinguistic influences in

language learning. While the focus of the studies is Polish-English cognates, the research will be of interest to anyone teaching learners of different language constellations, levels, ages and backgrounds.

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Generation (NLG). This is because the aims of these fields are to build systems that understand what people mean when they speak or write, and that can produce linguistic strings that successfully express to people the intended content. In order for NLP to scale beyond partial, task-specific solutions, researchers in these fields must be informed by what is known about how humans use language to express and understand communicative intents. The purpose of this book is to present a selection of useful information about semantics and pragmatics, as understood in linguistics, in a way that's accessible to and useful for NLP practitioners with minimal (or even no) prior training in linguistics.

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have commonly maintained, modernist poetry claims to enable a more profound kind of perception that grants intuitive insights into the very texture of the natural world.

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what is pervasive language: media.faith.culture: Parents 101 Brett Ullman, 2011-09-19 Growing up, we didn't have the Internet, our friends didn't cut themselves and text messaging wasn't even on the radar. Today's young people are bombarded by media of all kinds, and have instant access to any subject and any topic of their choosing. Their media-saturated lives are inescapably inundated by chat rooms, movies, instant messaging and their ipods. How do we help guide our children to live Godly lives amidst this kind of cultural climate? Brett Ullman discusses, from a parent's perspective, sensitive topics affecting today's young people including cutting, suicide, substance abuse, sex and violence. Bringing hope and an awareness to today's parents, Brett sheds light on how with increased knowledge of youth trends, adults can be more discerning in their parenting strategies and better able to anticipate the needs of their children as they navigate the often challenging waters of adolescence.

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Rachel George, Robin Conley Riner, 2023-03-21 Provides an expansive view of the full field of linguistic anthropology, featuring an all-new team of contributing authors representing diverse new perspectives A New Companion to Linguistic Anthropology provides a timely and authoritative overview of the field of study that explores how language influences society and culture. Bringing together more than 30 original essays by an interdisciplinary panel of renowned scholars and younger researchers, this comprehensive volume covers a uniquely wide range of both classic and contemporary topics as well as cutting-edge research methods and emerging areas of investigation. Building upon the success of its predecessor, the acclaimed Blackwell Companion to Linguistic Anthropology, this new edition reflects current trends and developments in research and theory. Entirely new chapters discuss topics such as the relationship between language and experiential phenomena, the use of research data to address social justice, racist language and raciolinguistics, postcolonial discourse, and the challenges and opportunities presented by social media, migration, and global neoliberalism. Innovative new research analyzes racialized language in World of Warcraft, the ethics of public health discourse in South Africa, the construction of religious doubt among Orthodox Jewish bloggers, hybrid forms of sociality in videoconferencing, and more. Presents fresh discussions of topics such as American Indian speech communities, creolization, language mixing, language socialization, deaf communities, endangered languages, and language of the law Addresses recent trends in linguistic anthropological research, including visual documentation, ancient scribes, secrecy, language and racialization, global hip hop, justice and health, and language and experience Utilizes ethnographic illustration to explore topics in the field of linguistic anthropology Includes a new introduction written by the editors and an up-to-date bibliography with over 2,000 entries A New Companion to Linguistic Anthropology is a must-have for researchers, scholars, and undergraduate and graduate students in linguistic anthropology, as well as an excellent text for those in related fields such as sociolinguistics, discourse studies, semiotics, sociology of language, communication studies, and language education.

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what is pervasive language: Citizenship, Nation-building and Identity in the EU Cherry James, 2018-12-17 With Brexit looming, a major issue facing UK Higher Education is whether the UK will be able to stay in the Erasmus Programme. This book sits at the intersection of three main

interrelated themes - EU citizenship, the current state of the university in Europe, and student mobility - as they play out in the context of an EU funded programme established not least to promote European identity, European consciousness and European citizenship. Exploring through interviews with students from many countries, this book weaves together the themes of citizenship creation as a device for building a nation and a polity, the university as a public space in the era of the marketization of higher education, and communicative interaction as the mechanism by which citizenship is created. Ultimately it asks if the building bricks of national citizenship can be transposed to the transnational scale, and assist in creating the transnational, EU citizenship. It finds, surprisingly, that far from encouraging and facilitating the communicative interaction on which the development of EU citizenship was postulated, central features of the Erasmus Programme inadvertently work against this outcome. This book will be of key interest to scholars and students of EU law and European and EU studies, Citizenship Studies, sociology, and more broadly to higher education in general.

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what is pervasive language: *A History of Movie Ratings* Chris Hicks, 2013-07-23 The wire-thin line that separates movies rated PG and R has been crossed over so many times in both directions that industry observers are questioning whether the rating system carries any validity at all. Just where did this system come from? And who's been trusted with dishing out the ratings

anyway? As a movie reviewer for more than thirty years, author Chris Hicks knows a thing or two about Hollywood. His masterful synopsis of CARA, the MPAA, and the mess we're in today will make you think twice before you take a film rating at face value.

what is pervasive language: *Desi Land* Shalini Shankar, 2008-10-27 *Desi Land* is Shalini Shankar's lively ethnographic account of South Asian American teen culture during the Silicon Valley dot-com boom. Shankar focuses on how South Asian Americans, or "Desis," define and manage what it means to be successful in a place brimming with the promise of technology. Between 1999 and 2001 Shankar spent many months "kickin' it" with Desi teenagers at three Silicon Valley high schools, and she has since followed their lives and stories. The diverse high-school students who populate *Desi Land* are Muslims, Hindus, Christians, and Sikhs, from South Asia and other locations; they include first- to fourth-generation immigrants whose parents' careers vary from assembly-line workers to engineers and CEOs. By analyzing how Desi teens' conceptions and realizations of success are influenced by community values, cultural practices, language use, and material culture, she offers a nuanced portrait of diasporic formations in a transforming urban region. Whether discussing instant messaging or arranged marriages, Desi bling or the pressures of the model minority myth, Shankar foregrounds the teens' voices, perspectives, and stories. She investigates how Desi teens interact with dialogue and songs from Bollywood films as well as how they use their heritage language in ways that inform local meanings of ethnicity while they also connect to a broader South Asian diasporic consciousness. She analyzes how teens negotiate rules about dating and reconcile them with their longer-term desire to become adult members of their communities. In *Desi Land* Shankar not only shows how Desi teens of different socioeconomic backgrounds are differently able to succeed in Silicon Valley schools and economies but also how such variance affects meanings of race, class, and community for South Asian Americans.

what is pervasive language: *Developmental Dyslexia: From Cross-Linguistic and Bilingual Perspectives* Fan Cao, Aaron J. Newman, Becky Chen, Xi, 2020-12-15 This eBook is a collection of articles from a Frontiers Research Topic. Frontiers Research Topics are very popular trademarks of the Frontiers Journals Series: they are collections of at least ten articles, all centered on a particular subject. With their unique mix of varied contributions from Original Research to Review Articles, Frontiers Research Topics unify the most influential researchers, the latest key findings and historical advances in a hot research area! Find out more on how to host your own Frontiers Research Topic or contribute to one as an author by contacting the Frontiers Editorial Office: frontiersin.org/about/contact.

what is pervasive language: *The Routledge Handbook of Translation and Education* Sara Laviosa, Maria González-Davies, 2019-12-06 The Routledge Handbook of Translation and Education will present the state of the art of the place and role of translation in educational contexts worldwide. It lays a sound foundation for the future interdisciplinary cooperation between Translation Studies and Educational Linguistics. By adopting a transdisciplinary perspective, the handbook will bring together the various fields of scholarly enquiry and practice that make a valuable contribution to enlarging the notion of translation and diversifying its uses in education. Each contribution provides an overview of the historical background to a given educational setting. Focusing on current research approaches and empirical findings, this volume outlines the development of pedagogical approaches, methods, assessment and curriculum design. The handbook also examines examples of pedagogies that integrate translation in the curriculum, the teaching method's approach, design and procedure as well as assessment. Based on a multilingual and applied-oriented approach, the handbook is essential reading for postgraduate students, researchers and advanced undergraduate students of Translation Studies, and educationalists and educators in the 21st century post-global era. Chapters 4, 25, and 26 of this book are freely available as downloadable Open Access PDFs at <http://www.taylorfrancis.com> under a Creative Commons Attribution-Non Commercial-No Derivatives (CC-BY-NC-ND) 4.0 license.

what is pervasive language: *Debating the 'Post' Condition in India* Makarand R. Paranjape, 2017-10-25 How was the post-modernist project contested, subverted and assimilated in India? This

book offers a personal account and an intellectual history of its reception and response. Tracing independent India's engagement with Western critical theory, Paranjape outlines both its past and 'post'. The book explores the discursive trajectories of post-modernism, post-colonialism, post-Marxism, post-nationalism, post-feminism, post-secularism — the relations that mediate them — as well as interprets, in the light of these discussions, core tenets of Indian philosophical thought. Paranjape argues that India's response to the modernist project is neither submission, willing or reluctant, nor repudiation, intentional or forced; rather India's 'modernity' is 'unauthorized', different, subversive, alter-native and alter-modern. The book makes the case for a new integrative hermeneutics, the idea of the indigenous 'critical vernacular', and presents a radical shift in the understanding of *svaraj* (beyond decolonisation and nationalism) to express transformations at both personal and political levels. A key intervention in Indian critical theory, this volume will interest researchers and scholars of literature, philosophy, political theory, culture studies and postcolonial studies.

what is pervasive language: *Language in Multicultural Education* Farideh Salili, Rumjahn Hoosain, 2005-03-01 Many books on multicultural education focus on a country and provide indepth discussion of issues pertinent to that country at the time. Alternately, understanding of multicultural education is sought through comparison between a society of special interest and a reference society, often the United States. An interesting recent example is *Constructing Multicultural Education in a Diverse Society* by Ilghiz Sinagatullin (2003), drawing on the author's knowledge of Russia and more particularly the Republic of Bashkortostan, itself an ethnically and culturally diverse part of Russia. The approach taken in this volume is to focus on an aspect of diversity, and look at its ramifications across the world. This provides an understanding of the nature of multicultural education itself, as well as insights into local issues through the experience of other places.

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what is pervasive language: *Assessing Academic Literacy in a Multilingual Society* Albert Weideman, John Read, Theo du Plessis, 2020-11-02 South African universities face major challenges in meeting the needs of their students in the area of academic language and literacy. The dominant medium of instruction in the universities is English and, to a much lesser extent, Afrikaans, but only a minority of the national population are native speakers of these languages. Nine other languages can be media of instruction in schools, which makes the transition to tertiary education difficult enough in itself for students from these schools. The focus of this book is on procedures for assessing the academic language and literacy levels and needs of students, not in order to exclude students from higher education but rather to identify those who would benefit from further development of their ability in order to undertake their degree studies successfully. The volume also aims to bring the innovative solutions designed by South African educators to a wider international audience.

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what is pervasive language: English-Medium Instruction Translanguaging Practices in Asia Wenli Tsou, Will Baker, 2021-07-22 This book examines translanguaging pedagogy in Asia's English-medium instruction (EMI) higher education. It presents an overview of concepts and common issues, and case studies from specific contexts in Asia. The book first interrogates macro-level English-medium instruction policies and implementation from English as a lingua franca (ELF) perspectives. Following this, implications of English as a lingua franca on English-medium instruction pedagogy will be explored, with a theoretical framework of 'translanguaging pedagogy' developed. The book concludes with a discussion on translanguaging and how the concept contributes to English-medium instruction in Asia. Through the book, the content focuses on the specificity of each Asian English-medium instruction context from a translanguaging lens. English-medium instruction policies and translingual practices from China, Japan, Taiwan, Thailand, and Vietnam are explored, and opportunities and challenges related to translanguaging pedagogy in Asian English-medium instruction classrooms are examined.

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1995, Peter Barry has incorporated all of the recent developments in literary theory, adding two new chapters covering the emergent Eco-criticism and the re-emerging Narratology.

what is pervasive language: *Introducing Global Englishes* Nicola Galloway, Heath Rose, 2015-01-09 *Introducing Global Englishes* provides comprehensive coverage of relevant research in the fields of World Englishes, English as a Lingua Franca, and English as an International Language. The book introduces students to the current sociolinguistic uses of the English language, using a range of engaging and accessible examples from newspapers (Observer, Independent, Wall Street Journal), advertisements, and television shows. The book: Explains key concepts connected to the historical and contemporary spread of English. Explores the social, economic, educational, and political implications of English's rise as a world language. Includes comprehensive classroom-based activities, case studies, research tasks, assessment prompts, and extensive online resources. *Introducing Global Englishes* is essential reading for students coming to this subject for the first time.

what is pervasive language: *Solutions for the Assessment of Bilinguals* Virginia C. Mueller Gathercole, 2013-10-07 *Solutions for the Assessment of Bilinguals* presents innovative solutions for the evaluation of language abilities and proficiency in multilingual speakers – and by extension, the evaluation of their cognitive and academic abilities. This volume brings together researchers working in a variety of bilingual settings to discuss critical matters central to the assessment of bilingual children and adults. The studies include typically developing bilingual children, bilingual children who may be at risk for language impairments, bilingual and multilingual children and adults found in classrooms, and second-language learners in childhood and adulthood. The contributions propose a variety of ways of assessing performance and abilities in the face of the multiple issues that complicate the best interpretation of test performance.

what is pervasive language: *Englishes around the World* Edgar W. Schneider, 1997-06-26 The two volumes of *Englishes around the World* present high-quality original research papers written in honour of Manfred Görlach, founder and editor of the journal *English World-Wide* and the book series *Varieties of English Around the World*. The papers thematically focus on the field that Manfred Görlach has helped to build and shape. Volume 2 of *Englishes Around the World* presents studies of so-called “New Englishes”, post-colonial varieties as spoken predominantly in countries of the former British Empire. There are five contributions on the Caribbean (covering Jamaica, Guyana, and Trinidad), five articles on Africa (South Africa, East Africa, and Nigeria), six studies of English in Asian countries (Japan, the Philippines, India, Singapore, Malaysia, and Papua New Guinea), and six papers on Australia and New Zealand. Topics covered range from sociohistorical causes and processes, the nativization of English in different countries, or the expression of individual identities by means of the English language through structural descriptions to sociolinguistic, psycholinguistic, lexicographic, pragmatic, stylistic, and other matters. The articles in the respective sections are written by D.R. Craig, L.M. Haynes, P.L. Patrick, K. Shields-Brodber, and L. Winer; A Banjo, V. de Klerk, R. Mesthrie, J. Schmied, and P. Silva; R.W. Bailey, R. Begum and T. Kandiah, A. Gonzalez, R.R. Mehrotra, P. Mühlhäusler, and M. Newbrook; L. Bauer, S. Butler, M. Clyne, P. Peters and A. Delbridge, G. Tulloch, and G.W. Turner.

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