

Veranstalter	Dr. Tobias Schroedler
Thema	Sociolinguistic Approaches to Capturing the Value of English and Other Languages
Art der Veranstaltung	Seminar II
Zeit	Mi. 16-18
Raum	Phil 1219
Beginn	26.10.2016 ¹

Sociolinguistics Approaches to Capturing the Value of English and Other Languages

For nearly a century, English has become the most dominant world lingua franca. Originally for political, military and economic reasons the language has manifested its global dominance and has gained increasingly more power since the 1920s. This status is nowadays secured and, arguably, still increasing due to advancements in media and technology, but what is the actual benefit, advantage or value of speaking the language? Applying theories from other disciplines (i.e. sociology, education or economics), a large amount of research on the value of particular languages has emerged over the last two decades. This seminar will introduce a range of theoretical concepts on how to assess or capture the value of languages and how to reach sociolinguistic conclusions based on these measurements.

No prior knowledge of other disciplines or deeper mathematical understanding is required to participate in this seminar

Requirements for successful completion: regular attendance, detailed knowledge of assigned texts, a presentation, and a final 3,000–4,000 word essay.

Texts will be distributed weekly. The following texts will be included amongst other sources:

Coulmas, F., 1992. *Language and Economy*. Oxford: Blackwell.

Coulmas, F., 2005. Changing language regimes in globalizing environments, *International Journal of the Sociology of Language* 175/176, pp: 3-15.

Foreman-Peck, J. and Y. Wang, 2014. *The Costs to the UK of Language Deficiencies as Barrier to UK Engagement in Exporting: A Report to UK Trade & Investment*

Grin, F., 2002. *Using Language Economics and Education Economics in Language Education Policy*. Strasbourg: Council of Europe.

Grin, F., 2003. Language planning and economics, *Current Issues in Language Planning* 4, pp: 1-66

Piekkari, R., D. Welch and L. S. Welch, 2014. *Language in international business: The multilingual reality of global business expansion*. Cheltenham: Edward Elgar Publishing.

Rehbein, J., 1995. 'International sales talk', in K. Ehlich and J. Wagner (eds), *The discourse of business negotiation*, Berlin: de Gruyter

Ricento, T. (ed.), 2006. *An Introduction to Language Policy – Theory and Method*. Malden and Oxford: Blackwell

¹ Veranstaltung beginnt in Semesterwoche 2