

CONTENTS

Contents	5
I. Laying a Foundation	
WERNER DELANOY & LAURENZ VOLKMANN	
Introduction: Cultural Studies in the EFL Classroom.....	11
DORIS TESKE	
Cultural Studies: Key Issues and Approaches	23
II. Area Studies Reconsidered	
A. Focus on Britain	
SUSANNE REICHL	
‘Cool Britannia’? – Versions of Contemporary Britishness	37
DORIS TESKE	
‘First Industrial Nation’ – A Cultural Studies Perspective on the British Industrial Revolution in the EFL-Classroom	49
GABRIELE LINKE	
Representations of British Schools in British Films: Uses in the EFL Classroom	61
JOACHIM SCHWEND	
“Watch This!” Regional Pride: Scotland – A Nation in Its Own Right.....	75
B. North American Studies	
PETER FREESE	
The American Dream	85
NANCY GRIMM	
Minority Voices: (Re-)Introducing Native America to the EFL Classroom.....	101

SABINE DOFF

- ‘The First Nation of Hockey’ and ‘the Best Part of North America’ –
Introducing Canada in the EFL Classroom 119

C. Postcolonial Perspectives**ELEONORE WILDBURGER**

- The Postcolonial Mind:
Reading Indigenous Australian Texts in the Foreign Language Classroom 131

JOYBRATO MUKHERJEE

- Unity in Diversity: The Indian Kaleidoscope in the EFL Classroom 143

III. Inter- and Transculturality as Paradigms for Cultural Studies**CHRISTOPH EHLAND & THOMAS LEUERER**

- “Don’t Mention the War”: *Fawlty Towers*, the ‘Funny Walk’
and the Anglo-German Relationship in the EFL Classroom 155

ANDREAS MÜLLER-HARTMANN & MARITA SCHOCKER-V. DITFURTH

- Meeting Point London: Using Different Media to Develop
Intercultural Communicative Competence via Field Trips 171

JÖRG-ULRICH KEBLER

- Negotiation for Intercultural Meaning in Secondary School EFL Classrooms:
Australia – a Project 183

CHRISTOPH SCHUBERT

- Politeness Rules:
Pragmatic Approaches to Intercultural Competence in the EFL-Classroom 195

FRIEDRICH LENZ

- The Concept of *Do’s and Don’ts* in Intercultural Communication:
Critical Considerations 211

ALLAN JAMES

- Lingua Franca* English as *Chimera*:
Sociocultural and Sociolinguistic Perspectives 221

WERNER DELANOY

- Transculturality and (Inter-)Cultural Learning in the EFL Classroom 233

IV. Literature and Popular Culture: New Approaches, New Texts

A. Cultural Studies and Literature

ROLAND PETERSON & LAURENZ VOLKMANN Teaching William Shakespeare: New Approaches to the Bard in the EFL Classroom.....	251
WOLFGANG HALLET <i>Jazz</i> : Toni Morrison's Novel and the Use of Cultural Studies in the Literary Classroom.....	269
STEFANIE WOYTH-GUTBERLET Glimpses of Indian Life in the Classroom: Salman Rushdie's Short Story "Good Advice is Rarer than Rubies"	293
ROLAND PETERSON British Pop-Culture Novels: Nick Hornby in the EFL Classroom.....	301
B. Cultural Studies and literature with a small 'l' / culture with a small 'c'	
SANDRA HESTERMANN Teaching the Harry Potter 'Phenomenon' in the EFL Classroom: <i>Harry Potter and the Prisoner of Azkaban</i>	313
JANA HONEGGER & THOMAS HONEGGER Tolkien's <i>The Lord of the Rings</i> – Beyond the Printed Text.....	323
MARGARET HOLT Racism in British Children's Literature, or, from <i>Little Black Sambo</i> to <i>Harry Potter</i>	337
ANDREA TAUBENBÖCK Poetry, Rap, Hip Hop	351
DIRK VANDERBEKE Comics and Graphic Novels in the Classroom	365
ECKART VOIGTS-VIRCHOW Pop-Music, Video and Gender	381
Contributors	393