Contents

Notes on contributors vii
Preface xiv

Introduction
Peter K. W. Tan and Rani Rubdy

1 Dimensions of globalization and applied linguistics 1
Paul Bruthiaux

2 Linguistic instrumentalism in Singapore 31
Lionel Wee

3 The commodification of Malay: Trading in futures 44
Lubna Alsagoff

4 Beyond linguistic instrumentalism: The place of Singlish in Singapore 57
Chng Huang Hoon

5 Linguistic pragmatism, globalization and the impact on the patterns of input in Singaporean Chinese homes 70
Ng Bee Chin

6 Anatomies of linguistic commodification: The case of English in the Philippines vis-à-vis other languages in the multilingual marketplace 89
T. Ruanni F. Tupas

7 The English language as a commodity in Malaysia: The view through the medium-of-instruction debate 106
Peter K. W. Tan
Contents

8 English in India: The privilege and privileging of social class 122
   Rani Rubdy

9 Negotiating language value in multilingual China 146
   Agnes S. L. Lam and Wenfeng Wang

10 Language policy, vernacular education and language economics in postcolonial Africa 171
    Nkonko M. Kamwangamalu

11 On the appropriateness of the metaphor of LOSS 187
    David Block

12 The commoditization of English and the Bologna Process: Global products and services, exchange mechanisms and trans-national labour 204
    Michael Singh and Jinghe Han

Index 225