The Handbook of Language and Globalization
Nikolas Coupland (Editor)

**E-Book**
ISBN: 978-1-444-35162-0
July 2011
$46.99

**Paperback**
ISBN: 978-1-118-34717-1
September 2012
$58.25

**Hardcover**
ISBN: 978-1-405-17581-4
August 2010
$244.25

**O-Book**
ISBN: 978-1-444-32406-8
October 2010
Available on Wiley Online Library

### DESCRIPTION

*The Handbook of Language and Globalization* brings together important new studies of language and discourse in the global era, consolidating a vibrant new field of sociolinguistic research.

- The first volume to assemble leading scholarship in this rapidly developing field
- Features new contributions from 36 internationally-known scholars, bringing together key research in the field and establishing a benchmark for future research
- Comprehensive coverage is divided into four sections: global multilingualism, world languages and language systems; global discourse in key domains and genres; language, values and markets under globalization; and language, distance and identities
- Covers an impressive breadth of topics including tourism, language teaching, social networking, terrorism, and religion, among many others
- Winner of the British Association for Applied Linguistics book prize 2011
ABOUT THE AUTHOR

Nikolas Coupland is Research Director, Centre for Language and Communication Research, Cardiff University. He is an elected member of the UK Academy of Social Sciences. He is co-editor of the book series, *Oxford Studies in Sociolinguistics*. Coupland was also founding editor, with Allan Bell, of the *Journal of Sociolinguistics*.

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