0. Revisiting the tower of Babel

1. Background: World Englishes movement

1.1 World Englishes

- Kachru (1983)

A post-colonial movement to legitimatize the use of English by second language speakers, particularly in India. It also aims at eliminating the politico-economical power of English from the post-colonial countries, while celebrating its predominancy as a worldwide spread code of communication.

1.2 Kachru-Quirk argument

- Kachru v.s., Quirk

1.3 Non-native speaker's positionality

- Firth and Wagner (1997)

Generally, non-native speakers are deficient in pure linguistic competence. However, they are not necessarily defective communicator.

- Crystal (2003)

The number of non-native speakers of English is (roughly) estimated as three to five times as many as that of native-speakers.

- Graddol (2006; 2009)

NNS-NNS English communication is deemed more common than NS-NNS ones.

Normalization of NNS communication
Decentralization of NS
1.4 English as a lingua franca

The use of English for NNS-NNS communication.

1.5 English as a lingua frankesteinia?!

- Phillipson (2009)

Whenever English is learned or used *subtractively*.

2. English in global business

- Louhiala-Salminen, Charles & Kanraanranta

*BELF* refers to English used as a neutral and shared communication code. BELF is neutral in the sense that none of the speakers can claim it as her/his mother tongue; it is shared in the sense that it is used for conducting business within the global business discourse community, whose members are BELF users and communicators in their own right – not non-native speakers or learners. (2005, pp. 403-404).

- Handford (2010)

[T]he most important issue in business is not language ability, but the experience and ability to dynamically manoeuvre within the communities of practice which business people inhabit. (p. 145).

- Nerriere's (2009) proposition of Globish

  1. You choose vocabulary from 1,500 word list, which was comprised based on VOA frequently-used vocabulary corpus.
  2. One sentence utterance length should be limited to within 15 words.
  3. Placing more importance on accent over pronunciation.

3. BELF in Asian context

- BELF → ELAB (Bargiela-Chiappini; Du-Babcock)

English language for Asian Business
Asian Englishes
Asian competence

- Du-Babcock & Tanaka's (2010) conversation analysis study

Hong Kong business professionals and Japanese business professionals
English is used as a medium of communication
Different speech genre (assertive v.s., reactive)

- Fujio's (2010) discourse study

Discourse analysis
A foreign-affiliated company in Japan
Communication strategies

- Sato's (forthcoming) critical study on media representation

Rakuten's Englishnization
English-mediated business communication between Japanese and Taiwanese
A needs analysis on globalization through Englishnization
Curriculum development

4. Future perspectives

1. Intercultural business discourse analysis on BELF in Asian context
2. Focusing on intercultural conflict due to the use of BELF
3. Curriculum development (L2-English oriented)
4. English for specific purposes
5. How to utilize high-contextuality of Japanese as a communication strategy
6. How to help L1 speakers develop L2-oriented English competence

References