CONTENTS

Preface ix

Part I: Linguistic Diversity and Cultural Identity 1

Chapter 1 English and its Role in Hong Kong Cultural Identity
Sivanes Phillipson, Michelle R. Raquel and Jan C. Gube 3

Chapter 2 Maritime English – The Need to Bridge Linguistic and Cultural
Barriers in the International Shipping Industry
Ulf Schriever 15

Chapter 3 Investigating Identities through Language Use:
A Perspective of Discourse Analysis
Yongming Shi, Si Fan and Thao Lê 25

Chapter 4 Gendered Japanese: A Synchronic Look
at Contemporary ‘Jose ego’
Barry Kavanagh 35

Chapter 5 The Study of Cultural Identity in China English
Jingxia Liu and Thao Lê 51

Chapter 6 Is Cultural Capital a Catalyst for Better Career Prospects?
A Case Study
Ruth M. H. Wong 59

Chapter 7 Us and them in the Sun: Creating a Reader “Community” through
Role Modelling
Thomas Hawes 69

Part II: Language Maintenance in a Global Context 79

Chapter 8 From Mother-Tongue Nationalism to Plurilingual European
Citizens: The Case of Turkey
Ilknur Pekkanli 81

Chapter 9 What Room Left for Reunion Creole? Linguistic Monopoly,
Identity and Representation
Florence Dupré 93
Chapter 10  German Language Maintenance and Shift:  
The Case of Columbus, Ohio  
*Kenneth J. Fasching-Varner*  
105

Chapter 11  An Investigation of Individual Networks of Linguistic Contact  
among Vietnamese Origin Children in Australia  
*Thi Minh Phuong Nguyen and Quynh Lê*  
117

Chapter 12  The Language Rights of Indigenous Languages: An Approach to  
Maintaining Indonesia’s Linguistic and Cultural Diversity  
*Handoyo Puji Widodo and Aan Erlyana Fardhani*  
129

Chapter 13  The Future of Low German – Results from  
a Sociolinguistic Field Study  
*Heiko Wiggers*  
141

Chapter 14  Preserving One’s Mother Tongue: Second and Third Generation  
Native Language Loss in Immigrant Families  
*Brian O’Sullivan*  
157

Part III: Aspects of Emotion, Self-concept and Identity  
167

Chapter 15  Vietnamese Person Reference System as an Appraisal Resource  
*Thu Thi Bich Ngo and Len Unsworth*  
169

Chapter 16  The Significance of the Pan-Cultural Factors of Self-Concept,  
Friendship, and Emotional Development on Students’  
Learning and Identity  
*Ian Hay and Nathan Simmons*  
189

Chapter 17  Linguistic Shock: A Challenge to Language Learning  
*Si Fan, Yongming Shi and Thao Lê*  
199

Chapter 18  Rap Music: Language, Culture and Identity  
*Yang Yang, Sun Hee Jang and Hoang Boi Nguyen*  
207

Chapter 19  Music and Empowerment: Educational and Cultural Perspectives  
*Mark Huy Lê*  
217

Chapter 20  Impoliteness and Face: The Pragmatics of Insulting  
in Cameroon Pidgin English  
*Joseph Nkwain and Thao Lê*  
227

Chapter 21  International Students in a New Cultural Environment  
*Yun Yue and Quynh Lê*  
239

Part IV: Socio-Cultural Accommodation in Language Learning  
247

Chapter 22  Global Migration: Linguistic and Social Challenges  
*Robert MacLeod and Quynh Lê*  
249

Chapter 23  English Language Teaching Materials and Learners’  
Cultural Identity  
*Sasan Baleghizadeh*  
259
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>A Critical Perspective on the Representation of Racial Identities in Business English Course Books</td>
<td>273</td>
</tr>
<tr>
<td></td>
<td><em>Sarah Bedford</em></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>How to Research Street Kids? Methodological Considerations</td>
<td>283</td>
</tr>
<tr>
<td></td>
<td><em>Mark Huy Lê</em></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>English as a Powerful Foreign Language in Vietnam</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td><em>Hoang Boi Nguyen and Thao Lê</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Notes on the Authors</strong></td>
<td>301</td>
</tr>
<tr>
<td></td>
<td><strong>Index</strong></td>
<td>313</td>
</tr>
</tbody>
</table>