

Language and the Market

Edited By

Helen Kelly-Holmes

University of Limerick, Ireland

and

Gerlinde Mautner

Vienna University

palgrave
macmillan

Contents

<i>List of Illustrations</i>	viii
<i>Acknowledgements</i>	x
<i>Notes on Contributors</i>	xi
Introduction <i>Helen Kelly-Holmes and Gerlinde Mautner</i>	1
Part I Theorising Language and the Market	
1. Languages and the Market <i>Gavin Jack</i>	7
2. Markets and Languages: Sociolinguistic Perspectives <i>Helen Kelly-Holmes</i>	20
Part II Language, the Market and Employment	
3. 'Anyone doing something phonetic can attract business these days': The Demand and Supply of Accents in the Indian Call Centre Industry <i>Claire Cowie</i>	33
4. Packaging English-speaking Products: Maid Agencies in Singapore <i>Beatriz P. Lorente</i>	44
5. Recruiting the Best: English, Job Adverts and the Private Job Market in Sri Lanka <i>Manel Herat and Linda McLoughlin</i>	56
6. English and the Global Market: The Language's Impact in the German Business Domain <i>Suzanne K. Hilgendorf</i>	68
Part III Commercial Multilingualism	
7. Language Policy and Multilingual Advertising in France <i>Elizabeth Martin</i>	83

8.	Linguistic Landscapes and the Market <i>Loulou Edelman and Durk Gorter</i>	96
9.	Commodified English in East Asian Internet Advertising <i>Jamie Shinhee Lee</i>	109
Part IV Revitalisation and the Market		
10.	From Industrial Development to Language Planning: the Evolution of <i>Údarás na Gaeltachta</i> <i>John Walsh</i>	123
11.	E-commerce and Minority Languages: A Welsh Perspective <i>Daniel Cunliffe, Nich Pearson and Sarah Richards</i>	135
12.	Urban Rap goes to Arctic Lapland: Breaking Through and Saving the Endangered Inari Sámi Language <i>Sirpa Leppänen and Sari Pietikäinen</i>	148
Part V Ideologies, Markets, Languages		
13.	English as Official State Language in Ohio: Economy Trumps Ideology <i>Betsy E. Evans</i>	161
14.	Multilingualism within Transnational Companies: An Analysis of Company Policy and Practice in a Diversity Perspective <i>Britt-Louise Gunnarsson</i>	171
15.	Raising Language Awareness or Reinforcing Monolingual Norms? A Study of International Marketing Textbooks <i>Helen Kelly-Holmes</i>	185
16.	Speaking Commercial Femininities and Masculinities: Advertising Language in Cosmopolitan and Men's Health Magazines <i>Heiko Motschenbacher</i>	201
Part VI Corporate Discourses		
17.	The Spread of Corporate Discourse to Other Social Domains <i>Gerlinde Mautner</i>	215
18.	The Rhetoric of Corporate Mission Statements: Virtues and Emotions for the Market <i>Maria Isaksson and Poul Erik Flyvholm Jørgensen</i>	226

19. The Integration of Other Social Domains into Corporate
Discourse: The Case of Political Metaphors 238
Veronika Koller

Part VII Conclusion

20. Language and the Market: Approaches, Actors and Agendas 251
Gerlinde Mautner

Bibliography 257

Index 283