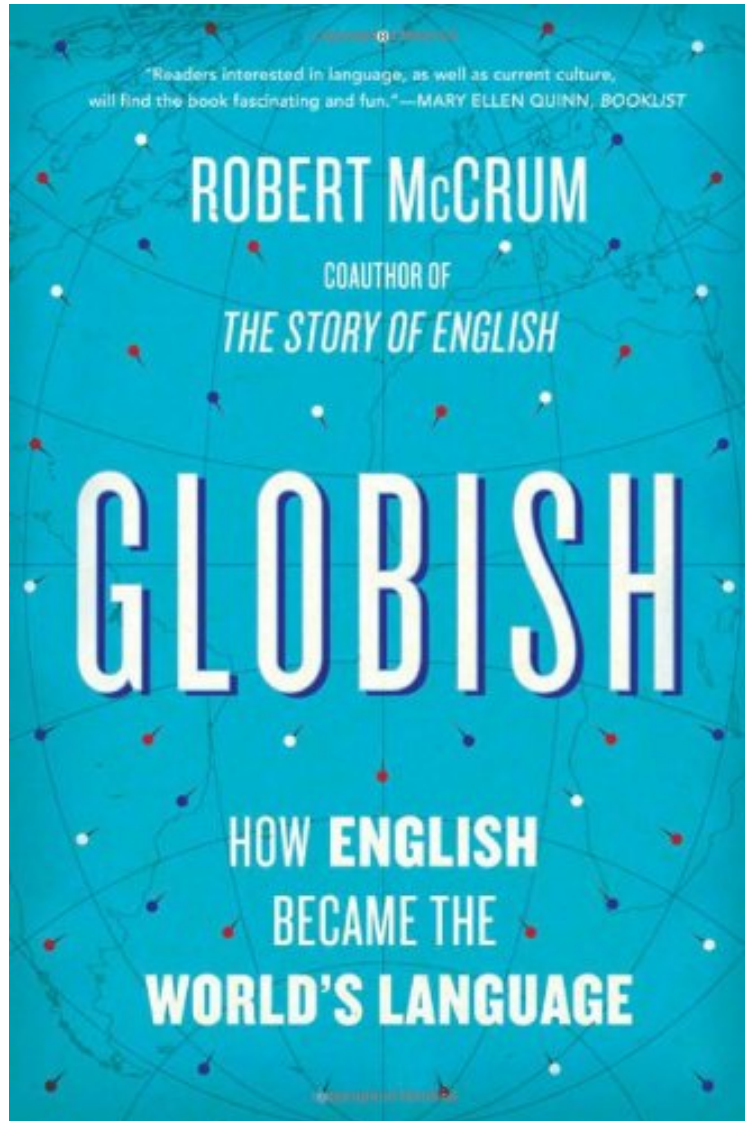


(Read now) Globish: How English Became the World's Language

Globish: How English Became the World's Language

Robert McCrum

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Robert McCrum : Globish: How English Became the World's Language before purchasing it in order to gage whether or not it would be worth my time, and all praised Globish: How English Became the World's Language:

0 of 0 people found the following review helpful. Five StarsBy Tetsushi SuzukiVery Good ! Thanx !0 of 0 people found the following review helpful. Five StarsBy CustomerWonderful. Received quickly.0 of 0 people found the following review helpful. Four StarsBy CustomerInteresting

A fascinating study not only of the roots and growth of our own language but of its future. Bloomsbury Review It seems impossible: a small island in the North Atlantic, colonized by Rome, then pillaged for hundreds of years by marauding neighbors, becomes the dominant world power in the nineteenth century. In this provocative new look at the course of empire, Robert McCrum shows how the language of the Anglo-American imperium has become the world's lingua franca. In the twenty-first century, writes the author, English + Microsoft = Globish.

From Publishers Weekly McCrum explores why English has become dominant in the modern world, and, more significantly, how English is manipulated, reconceived, and negotiated by different cultures--and why. (according to the author) native English speakers no longer control the language. James Langton projects his crisp English accent with rhythm and command that keep listeners engaged, shifting dialects, accents, and vocal manipulations with ease. Listening to Langton's performance allows for a fuller understanding of the verbal differences analyzed in the book. A Norton hardcover (s, Mar. 15). Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Bookmarks Magazine ers were charmed by Globish in much the same manner as McCrum is charmed by English. They found his book expansive yet incisive, erudite yet accessible, powerful yet disarmingly cheerful, if somewhat uneven when charting the history of English through the centuries. But few critics actually accepted the book's putative argument: that English is becoming Globish and that Globish will be the language of the world. Many reviewers noted that McCrum's definition of "Globish" is flexible at best, and a few seemed exasperated by McCrum's failure to examine critically the consequences of a dominant global tongue. Read Globish for its ruminations, facts, and anecdotes--but not for its conclusions. From Booklist Globish is a flattened English that enables people to communicate across the planet. Although McCrum (*The Story of English*, 1986) didn't invent the term (that honor goes to a French-speaking former IBM executive), he puts it to good use here. His story of the evolution of English, with its contagious adaptability, catchy populism, and innate subversiveness starts where such books generally do, tracing the influence of events like the Norman Conquest and the creation of Johnson's Dictionary. But then he follows a different tack (What? No OED?), describing how forces such as the American Revolution, British imperialism, the eloquence of a Churchill, the fall of the Berlin Wall, and the rise of the Internet have shaped the worldwide dialect of the third millennium. As power shifts, Globish has broken free from its roots in Anglo-American hegemony and is now part of the engine driving China and India. Whether or not they agree with McCrum on every point, readers interested in language, as well as in current culture, will find the book fascinating and fun. --Mary Ellen Quinn