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the global english style guide illustrates how much you can do to make written texts more suitable for a global audience accompanied by an abundance of clearly explained examples the global english guidelines show you how to write documentation that is optimized for non native speakers of english translators and even machine translation software as well as for native speakers of english you ll find dozens of guidelines that you won t find in any other source along with thorough explanations of why each guideline is useful author john kohl also includes revision strategies as well as caveats that will help you avoid applying guidelines incorrectly focusing primarily on sentence level stylistic issues problematic grammatical constructions and terminology issues this book addresses the following topics ways to simplify your writing style and make it consistent ambiguities that most writers and editors are not aware of and how to eliminate those ambiguities how to make your sentence structure more explicit so that your sentences are easier for native and non native speakers to read and understand punctuation and capitalization guidelines that improve readability and make translation more efficient and how language technologies such as controlled authoring software can facilitate the adoption of global english as a corporate standard this text is intended for anyone who uses written english to communicate technical information to a global audience technical writers technical editors science writers and training instructors are just a few of the professions for which this book is essential reading even if producing technical information is not your primary job function the global english guidelines can help you communicate more effectively with colleagues around the world this book is part of the sas press program the global english style guide illustrates how much you can do to make written texts more suitable for a global audience accompanied by an abundance of clearly explained examples the global english guidelines show you how to write documentation that is optimized for non native speakers of english translators and even machine translation software as well as for native speakers of english you ll find dozens of guidelines that you won t find in any other source along with thorough explanations of why each guideline is useful author john kohl also includes revision strategies as well as caveats that will help you avoid applying guidelines incorrectly focusing primarily on sentence level stylistic issues problematic grammatical constructions and terminology issues this book addresses the following topics ways to simplify your writing style and make it consistent ambiguities that most writers and editors are not aware of and how to eliminate those ambiguities how to make your sentence structure more explicit so that your sentences are easier for native and non native speakers to read and understand punctuation and capitalization guidelines that improve readability and make translation more efficient and how language technologies such as controlled authoring software can facilitate the adoption of global english as a corporate standard this text is intended for anyone who uses written english to communicate technical information to a global audience technical writers technical editors science writers and training instructors are just a few of the professions for which this book is essential reading even if producing technical information is not your primary job function the global english guidelines can help you communicate more effectively with colleagues around the world this handbook for anyone who needs to write english correspondence for an international business audience integrates the theory and controversies of intercultural communication with the practical skills of writing and editing english for those who read it as a second language unstuffy hip and often funny the copyeditor s handbook has become an indispensable resource both for new editors and for experienced hands who want to refresh their skills and broaden their understanding of the craft of copyediting this fourth edition incorporates the latest advice from language authorities usage guides and new editions of major style manuals including the chicago manual of style it registers the tectonic shifts in twenty first century copyediting preparing text for digital formats using new technologies addressing global audiences complying with plain language mandates ensuring accessibility and serving self publishing authors and authors writing in english as a second language the new edition also adds an extensive annotated list of editorial tools and references and includes a bit of light entertainment for language lovers such as a brief history of punctuation marks that didn t make the grade the strange case of razbliuto and a few easter eggs awaiting discovery by keen eyed readers the fourth edition features updates on the 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this collection compiles research in all areas of the global information domain it examines culture in information systems it in developing countries global e business and the worldwide information society providing critical knowledge to fuel the future work of researchers academicians and practitioners in fields such as information science political science international relations sociology and many more provided by publisher the book investigates how the hegemony of english in south korea is constructed through the mediation of language ideologies based on an innovative analysis of metalinguistic discourse in language policy debates cross linguistic humor television this extremely well illustrated guide gives technical professionals the skills needed to communicate with others it progresses step by step through the process of effectively designing a document or presentation from initial conception through final completion including a special focus on electronic tools for communication a must have reference for technical professionals interested in better ways for preparing documents and presentations

this new multimedia textbook covers the phonology morphology and syntax of varieties of english in the americas and the caribbean it is accompanied by an interactive cd rom the articles written by widely acclaimed specialists provide concise and comprehensive information on the phonetic morphological and syntactic characteristics of each variety discussed they are followed by exercises and study questions that can be used for classroom assignments as well as for self study in preparation for exams the multimedia cd rom contains sound samples speech recordings interactive and synchronized maps an extensive bibliography on relevant research literature and links to pertinent websites the eleven chapters of this actfl volume approach language education from a variety of perspectives including the history and current status of language policies language needs of our government and our international businesses teachers teaching and learning assessment instructional technology heritage learners less commonly taught languages and special learners this volume s authors accepted the challenge of answering the following basic questions related to their topic as well as that of expanding upon their themes where are we now where should we be or where could we be how do we realize our vision of languages for all the papers in this volume analyze the language situation under globalization in several european countries how does the spread of global english affect the integrity of the local systems changes in lexical and discursive repertoires are evidenced and discussed it is shown how new social identities are linguistically constructed and redefined in the social consciousness of the various local communities the authors see globalization as a major change in progress that sets in relief the dual capacity of language communication and identification the collection reconciles empirical data analysis with profound attention to a host of theoretical issues such as a new ecology for language under globalization or a new interdiscursivity of globalizing communications it is argued that globalization as recontextualization of meanings poses a serious challenge for a new science of language the spatial imagery of center margin is chosen to expound on the complex interaction between the global and the local the concept of a glocal view on language affords a new perspective for coping with massive linguistic change from sanscrit to scouse this is the most comprehensive authoritative and up to date single volume source of information about the english language edited by one of the world s foremost authorities on the subject this unique guide will be both essential for reference and fascinating forbrowsing international perspective from cockney to creole aboriginal english to zummerzet estuary english to caribbean english historical range from beowulf to ebonics chaucer to chomsky latin to the world wide wide coverage of topics from abbreviation to zeugma shakespeare to split infinitive substantial entries on key subjects such as african english etymology imperialism pidgin poetry psycholinguistics sexism and slang box features include pieces on place names the evolution of the alphabet the story of ok borrowings into english and the internet the papers in this collection reflect the diversity of approach within the field of applied linguistics at the start of the 21st century each paper prompts critical reflection on tensions within the discipline between stability and change consensus and controversy similarity and variation a compilation of evaluations appearing in reference books bulletin a section of the journal booklist

information communication technologies concepts methodologies tools and applications is the essential compilation of breaking research in the pivotal areas of social adaptation to information technology this all inclusive reference source examines through case studies empirical analysis and conceptual models the successes and consequences associated with the growth of information communication technologies in the world today

The Global English Style Guide 2008-04-08

the global english style guide illustrates how much you can do to make written texts more suitable for a global audience accompanied by an abundance of clearly explained examples the global english guidelines show you how to write documentation that is optimized for non native speakers of english translators and even machine translation software as well as for native speakers of english you ll find dozens of guidelines that you won t find in any other source along with thorough explanations of why each guideline is useful author john kohl also includes revision strategies as well as caveats that will help you avoid applying guidelines incorrectly focusing primarily on sentence level stylistic issues problematic grammatical constructions and terminology issues this book addresses the following topics ways to simplify your writing style and make it consistent ambiguities that most writers and editors are not aware of and how to eliminate those ambiguities how to make your sentence structure more explicit so that your sentences are easier for native and non native speakers to read and understand punctuation and capitalization guidelines that improve readability and make translation more efficient and how language technologies such as controlled authoring software can facilitate the adoption of global english as a corporate standard this text is intended for anyone who uses written english to communicate technical information to a global audience technical writers technical editors science writers and training instructors are just a few of the professions for which this book is essential reading even if producing technical information is not your primary job function the global english guidelines can help you communicate more effectively with colleagues around the world this book is part of the sas press program

The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market (Hardcover Edition) **2019-08-22**

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The Elements of International English Style 2005

this handbook for anyone who needs to write english correspondence for an international business audience integrates the theory and controversies of intercultural communication with the practical skills of writing and editing english for those who read it as a second language

The Copyeditor's Handbook 2019-05-14

unstuffy hip and often funny the copyeditor s handbook has become an indispensable resource both for new editors and for experienced hands who want to refresh their skills and broaden their understanding of the craft of copyediting this fourth edition incorporates the latest advice from language authorities usage guides and new editions of major style manuals including the chicago manual of style it registers the tectonic shifts in twenty

first century copyediting preparing text for digital formats using new technologies addressing global audiences complying with plain language mandates ensuring accessibility and serving self publishing authors and authors writing in english as a second language the new edition also adds an extensive annotated list of editorial tools and references and includes a bit of light entertainment for language lovers such as a brief history of punctuation marks that didn't make the grade the strange case of razbliuto and a few easter eggs awaiting discovery by keen eyed readers the fourth edition features updates on the transformation of editorial roles in today's publishing environment new applications processes and protocols for on screen editing major changes in editorial resources such as online dictionaries and language corpora new grammar and usage authorities online editorial communities and web based research tools when you're ready to test your mettle pick up the copyeditor's workbook exercises and tips for honing your editorial judgment the essential new companion to the handbook

Languages for Special Purposes 2018-10-22

this handbook gives an overview of language for special purposes lsp in scientific professional and other contexts with particular focus on teaching and training it provides insights into research paradigms theories and methods while also highlighting the practical use of lps in concrete discourse situations the volume is transdisciplinary oriented with a firm basis in the language sciences including terminology knowledge transfer multilingual and cross cultural exchange

Improve Your Global Business English 2012-11-03

in a business world that spans several continents it is no longer common for everyone to speak english as a first language whether you speak english as a first second or even third language intercultural business communication means that getting it right first time has never been more important for you and your organization english can never be standardized in the global and digital marketplace instead we can learn how to customize business english according to our own values and culture and communicate successfully across borders improve your global business english creates an awareness in the reader of what to avoid and how to ensure that communications are correctly understood very readable and hugely instructive improve your global business english provides practical self study with quizzes activities and worksheets helping you to fine tune your written communication by mastering the basics defining your readers and tailoring your message to them understanding the conventions of different media and understanding cultures you can enhance your reputation as a truly global modern player in today's marketplace if you want your messages to be perceived as you intended to retain customers or to win new ones improve your global business english gives you the background you need online supporting resources for this book include supplementary video self test questions and answers templates and a case study on going global

Negotiating Cultural Encounters 2013-03-05

discusses the challenges of intercultural communication in engineering technical and related professional fields given today's globalized technical and engineering environment intercultural communication is an essential topic for engineers other technical professionals and technical communicators to learn engineering programs in particular need to think about how to address the abet requirement for students to develop global competence and communication skills this book will help readers learn what intercultural communication is like in the workplace which is an important first step in gaining intercultural competence through narratives based on the real experiences of working professionals negotiating cultural encounters narrating intercultural engineering and technical communication covers a range of design development research and documentation projects offering an authentic picture of today's international workplace narrative contributors present firsthand experience and perspectives on the complexities and challenges of working with multicultural team members international vendors and diverse customers additional suggested readings and discussion questions provide students with information on relevant cultural factors and invite them to think deeply and critically about the narratives this collection of narratives responds to the need for updated firsthand information in intercultural communication and will help us prepare workplace professionals covers various topics such as designing e commerce websites localizing technical documentation and translating workplace safety materials provides hands on studies of intercultural professional communication in the workplace is targeted toward institutions that train engineers for technical communication tasks in diverse sociocultural environments presents

contributions from a diverse group of professionals recommends additional material for further pursuit a book unlike any other in its field negotiating cultural encounters is ideal for all engineering and technical communication professionals seeking to better communicate their ideas and thoughts in the multicultural workplaces of the world

2019

2021

this book has been written keeping in mind the new pattern of all competitive exams for basic advanced and competitive level students it contains more than 2500 objective questions with solutions and is essential for cracking any competitive examination special attention has been paid to concepts as well as the practical applications of every topic from basic to advanced each topic has been discussed in depth with appropriate examples this book will prove useful as a complete guide and practical practice book for those who are preparing for toefl ielts gre gmat gate banking p o clerk mba cat mat xat cet bba aao upsc cpf cds nda ssc asst grade cpo ta so audit udc ldc rly air force navy and other competitive examinations in the subject of english

Ranjesh's Practical Global English Grammar,Composition & Usages- Volume - 1A 2020-04-03

the questions regarding specialized languages are important topics in applied linguistics research a growing number of areas witness the current trend of automation robotization and artificial intelligence ai therefore converting information into a form that can be understood by machines is of utmost importance in the future these three technological advancements require the precise description of languages consequently the systematic description of the features of specialized languages is one of the current tasks of linguistics this book discusses the changed environment of technical communication the processes and the legal and standardization backgrounds the authors delved into the typological semantic and lexical features of technical texts in the field of technical documentation and also focused on research related to terminology translation and text analysis as well as their relevance in higher education in connection with documentation content development and technical writing

From Local to Global English 2003-01-01

Linguistic Research in the Fields of Content Development and Documentation 2023-02-07

this collection compiles research in all areas of the global information domain it examines culture in information systems it in developing countries global e business and the worldwide information society providing critical knowledge to fuel the future work of researchers academicians and practitioners in fields such as information science political science international relations sociology and many more provided by publisher

2003-01

the book investigates how the hegemony of english in south korea is constructed through the mediation of language ideologies based on an innovative analysis of metalinguistic discourse in language policy debates cross linguistic humor television

Unity and Diversity in Language Use 2002

Sidewalks and Pavements 2003

**Translation Perspectives: Using languages across the curriculum
1997**

Reference Books Bulletin 1992

Reference and Subscription Books Reviews 1990

**Essays on the English Language and Applied Linguistics on the
Occasion of Gerhard Nickel's 60th Birthday 1988**

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