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**A BOOK REVIEW:
LANGUAGE AND CULTURE ON THE MARGINS:
GLOBAL/LOCAL INTERACTIONS
*S. Kroon, & J. Swanenberg (Eds.) (2019). Routledge***

Summary. The focus of this book, which is a collection of twelve studies, is sociolinguistic transformations in marginal contexts that are not usually covered by mainstream publications. The term 'margin' in these studies refers to smaller nations and communities located in the peripheries of global hubs. The book includes online margins as well, contemplating the impact of the internet and mobile devices on people's lives, where standard programs and instruments employed in informal settings are often not applicable. The collection is published on time when the notion of margins and language needs rethinking and reinterpretation. The topics can be characterized as interdisciplinary, and as such the chapters are densely intertwined with both linguistic and social issues, including the impact of technology on the creation of language varieties, the effect of territorial administration on identity development, the role of media in spreading the languages of subcultures, the effect of mobile phones on the transformation of identities. The methods include linguistic landscaping, content analysis, interviews and conversations, and participant observation. Although some chapters employ a combination of several methods, most studies have used a dominant method to collect data. The editors have collected diverse topics of sociolinguistics in this book, which is a very helpful resource for educational institutions, where theories and methods of applied linguistics are a part of their curriculum. It is also a unique complementary literature useful for junior students of applied linguistics who are in the process of exploring research topics in less discussed contexts. The review combines both descriptive and critical approaches, and includes an overview of each case study and their research methods.

Keywords: center and periphery; language and culture; policy and ideology; globalization and identity.

Introduction

This review is written to once again draw the attention of researchers to topics that are not yet popular among specialists in applied linguistics. The book is a collection of twelve interdisciplinary studies that deal with the effects of globalization on sociolinguistic transformations at work in peripheral communities. The collection starts with the introductory chapter, Language and Culture on the Margins, written by Sjaak Kroon and Jos Swanenberg, the editors of this volume. They believe that due to globalization the concept of uniformity in localities is not always successful in peripheral societies. They also note that a fuller understanding of

the processes of social change and local dynamics of diversity needs closer attention (Kroon & Swanenberg, 2019, p. 1). However, it is obvious that the communication between the marginal and the global is bidirectional, which is well illustrated in the most studies in this collection. All presented studies in the book strive to highlight aspects of sociolinguistic transformations in the periphery, although they are in completely different contexts and sometimes have nothing in common. Thus, studies are not based on each other but are independent cases that offer a wide range of topics for researchers to choose from.

Review of the Content

The impact of mobile phones on language, education and culture is covered in several chapters. Jan Blommaert's study of the impact of mobile phones on language change in Tanzania (Chapter 2) identifies specifics of vocabulary use in the research field (p. 10). The rationale behind selecting Tanzania is sound, since this country is an exception in the region due to the fact that it has assigned the highest status to the main indigenous language, which is Swahili, while surrounding countries gave the official status to European languages. However, his findings suggest that mobile phones are changing the situation, since young users of mobile services have developed a "Slangish", which is a code-mixing of English and Swahili. Another example of the impact of mobile phones on learning global languages is the case of Sarah, a sixty y.o. illiterate woman who lives in a poor municipality located in a periphery of Africa. Sarah quit formal education because she found that school subjects were non-applicable for her real-life needs. However, she continued longing to learn how to write, as she needed closer communication with the members of her family and church. When she got a mobile phone, she engagingly began to learn how to send SMS messages to her contacts. Gradually, she became a literate woman and even learned how to send messages in English. Now she has become capable to communicate not only with people from her local community but also with the rest of the world. This is an example of the fact that modern devices with the Internet can serve as a more effective educational tool in the periphery than the methods used in

formal educational systems. A similar result of the interplay between linguistic and digital aspects of globalization is observed in the capital of Eritrea which experienced a rapid decline of foreigners because of international isolation (Chapter 4). The central question was "What can inform the patterned use of the English language about the outcomes of globalization in closed societies?" (Kroon et al., 2019, p. 55). The study of women's communication in Bangladesh (Chapter 5) shows that women in this country communicate more freely on the Internet than they do in real life. On the Internet, they can discuss topics that are not customary to discuss at all. For example, marriage is an important requirement for women in this culture, but pressure on women in this matter may be disturbing and taboo for open discussions (Sultana, 2019, p. 70; Wang, 2019). These findings are compelling evidence that even "closed societies" are weak against the forces of globalization which connects peripheral communities with the rest of the world by means of mobile phones and the Internet. Moreover, globalization not only reaches marginalized societies but also spreads peripheral cultures around the world via the Internet, transforming them into a global subculture, which is well illustrated by the success of the screening of the Dutch film (Chapter 6).

The relationship between top-down decisions, culture and identity is analyzed in several chapters. A study in Indonesia (Chapter 3) demonstrates that creation of new administrative centers may lead to the development of new identities based on territory. In such situations, online media may serve as a transmitter of cultural reproduction (Goebel, 2019, p. 28). The case of Sarah is also an example of identity transformation, since her process of learning changed her self-identification from 'I am illiterate' to 'I am literate'. Now, with her new identity, she has been able to have a 'voice' in the larger community (Chapter 5). The next case, which is about the heroes of a Dutch TV series, where the dialect and behavior of the heroes were analyzed, determine the perception of sub-cultures in the periphery by urban population. The series exposes the dichotomy between the standard and the dialect. The latter was emblematic of the peripheral identity. Youngsters in the Netherland identify with it by imitating the heroes in different situations. While people from peripheral regions recall the heroes as

individuals who value traditions, others see them as suckers and backwards. Such views indicate the vitality of locality within the progression of identification (Chapter 6). Conversations among young customers of an Internet cafe located on the outskirts of Rio de Janeiro are also about identity. This time it is about their identity which comes from their sexual orientation. The chapter discusses a scenario of meaning-making between cosmopolitanism-from-above and cosmopolitanism-from-below. This is another context, where 'capitalist forces' have destroyed center/periphery barriers through the internet and other tools (Moita-Lopez et al., 2019, p. 127).

Linguistic ideology, multilingualism, the preservation of local languages and the development of new types of English are discussed in chapters 9 through 12. Chapter 9 discovers some sensitive issues of language policy and ideology in the Transcarpathian region of Ukraine. Historically, the local population there consists of ethnic Hungarians, most of whom either do not speak Russian and Ukrainian at all, or speak "bad Ukrainian", since they insert many non-Ukrainian words when they use their variety of the Ukrainian language (Laihonen & Csérnicsekó, 2019, p. 147). Therefore, when hiring for a job, a preference is often given to non-locals, which causes discontent from local residents. This situation is an example of a conflict between the language policy of the center and the language rights of the peripheral minority. A similar problem arising from the contacts between global and local languages is discussed in the next chapter (Chapter 10). This time, the situation in a supermarket located in the border zone of Finland is described. This is a periphery where an ethnic minority traditionally lives. However, the language of this minority is poorly represented in the supermarket as its main customers are foreign tourists. This is another sad situation of nowadays, although the author correctly notes that language is not a fixed entity (Spotti, 2019, p. 170). Still, it is absolutely necessary in our century of language ecology to take into account local languages, especially minority languages, when developing language policies. In such a context, it is not surprising that Creoles are also subject to transformation. This will be explored in the following case study (Chapter 11), which illustrates the impact of a transnational musical genre on the local Creole

language (Richardson, 2019, p. 187). The authors believe that by copying exclusively Western models, some are encouraging monolingualism, ignoring Creole languages. They argue that globalization must be viewed as super diverse sociolinguistic spaces in which the transformation of linguistic and cultural pluralism is an ongoing process. They also suggest that the view of certain regions through western only prisms should be complemented with alternative narratives of scholars from other regions. This approach is quite rational, as many people prefer diversity to uniformity, and it also applies to the languages that together make up a global linguistic ecology. The last chapter also supports the idea that language is not a fixed entity and proves that even global languages, including English, are subject to transformation. This phenomenon is observed by Wang (2019) who examined public signs and noticed a transformation of English into a locally 'made-up' version of it, such as 'bad English', 'fake English', and 'lookalike English'. The 'bad English' refers to the erroneous use of English on fliers, billboards, and other front-side constructions. The 'fake English' goes further and is not English per se but looks like English, however, it carries wrong meanings or no meaning at all. The 'lookalike English' goes beyond any common sense and is a pure nonsense.

Review of The Methods

Although some chapters employ a combination of several methods (e.g., Chapters 2, 5, 7, 9, 11), most studies have a dominant method to collect data. The methods include linguistic landscaping (Chapters 2, 4, 9, 10 and 12), content analysis (Chapters 3, 5, 6, 8, 11), interviews and conversations (Chapters 5, 7, 9, 11), and participant observation (Chapters 2, 7).

The method of linguistic landscaping (and longitudinal observation) was used to describe the effect of mobile phones on language change (Chapter 2). The study found that 75 percent of the public signs were in English. It also added a valuable point that without considering the historical dimension of linguistic landscaping, the interpretation of public signs may lead to wrong conclusions. Analysis of public signs and advertisements in shopping malls revealed interesting effects of international tourism and global

languages on multilingualism in the periphery of Finland (Chapter 10) and China (Chapter 12). However, in addition to the analysis of photos collected from public sites, examination of transcriptions of recorded interviews and talks would give even more precise ideas to the conclusion. For example, a combination of methods was employed to explain the issues of language use in another business spot located in a Ukrainian periphery, which revealed additional facts such as correlations between language, politics and human rights (Chapter 9).

Obviously, in-depth interviews and longitudinal heart-to-heart conversations were more effective in identifying sensitive and private aspects of language and culture in the periphery than questionnaires and linguistic landscaping, as the latter often reflects only official policies or superficial issues. Sarah's case demonstrates the role of the mobile phones in developing communication skills in the periphery (Chapter 5). And the case of the Bangladeshi women who were more open on social media than in real life is an example of how globalization via the Internet is changing traditions and cultures even in marginal and strict religious societies (Chapter 7).

The other methods in the collection included analysis of online publications, study of the dialect, behavior, and culture of the main characters in a TV series, examination of narratives, longitudinal observations, and a combination of these methods. Specifically, online publications have helped to understand the impact of politics in the development of new identities (Chapter 3); a study of the content of communication among women revealed that they are more open on the Internet than in real life (Chapter 5); an in-depth analysis of the dialect, behavior and culture of the heroes of one television series revealed the details of the perception of subcultures in the periphery by urban residents (Chapter 6); an investigation into the narratives of the visitors of an Internet café led to the conclusion that queer theories and scaling processes were found effective in explaining gender and sexuality (Chapter 8); and using a combination of long-term observation, interviews, and lyrics analysis helped to describe the impact of a musical genre on language attitudes (Chapter 11).

Limitations and Recommendations

Popular research methods have been used to investigate the listed aspects, including a combination of several methods. It is appropriate to mention that the use of a certain combination of methods in the most of the case studies mutually complemented each other and helped to draw more reliable conclusions than the use of single methods. However, in some cases it would have been better not to use the combination, as each method covered a different number of participants and materials. Moreover, the evaluation of research results in such cases could lead to some inconsistencies. Unfortunately, such incidents were present in some studies. On the other hand, the authors tried to draw separate conclusions for each method in such cases.

As a recommendation for the next issue, it may be advisable to change the order of chapters so that they are grouped either by topics or by research methods. Furthermore, many authors have highlighted the specific role of mobile phones and the Internet in the described processes. Such advances in technology suggest that in the near future scientific videos may well compete with traditional scientific texts. Considering this, the next volume should include this dimension of globalization as well.

Conclusion

The editors have collected diverse topics of sociolinguistics in this book, which is an extremely useful resource for educational institutions, in which theories and methods of applied linguistics are a part of their curriculum. It is also a unique complementary literature useful for junior students of applied linguistics who are in the process of exploring research topics in less discussed contexts.

The collection included the issues of language, education, (sub)cultures, identity and minorities in peripheral communities under the influence of global processes. In all cases, the main drivers of globalization are either English or modern technologies, or both.

Although issues of language, identity and technological gadgets are

present across all chapters, four case studies closely looked at the effect of the internet on the lives of individuals and their communities; three case studies discussed language and identity relationships; two cases were about the impact of English; three chapters discovered some nuances of sociolinguistics that stem from the relationships between language and music, and language and business.

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KNYGOS APŽVALGA. UŽRIBIO KALBA IR KULTŪRA: PASAULINĖS IR VIETINĖS SĄVEIKOS (ANGL. LANGUAGE AND CULTURE ON THE MARGINS: GLOBAL/LOCAL INTERACTIONS) S. Kroon, & J. Swanenberg (Red.) (2019). Routledge

Santrauka. Šios knygos, sudarytos iš dvylikos studijų, dėmesio centre – sociolingvistinės transformacijos marginaliuose kontekstuose, apie kuriuos paprastai nėra publikacijų pagrindiniuose leidiniuose. Šiuose tyrimuose sąvoka *užribis* reiškia mažesnes tautas ir bendruomenes, esančias pasaulio centrų periferijose. Į knygą taip pat įtrauktos interneto ribos, svarstant apie interneto ir mobiliųjų įrenginių poveikį žmonių gyvenimui, kai neformalioje aplinkoje naudojamos standartinės programos ir priemonės dažnai netaikomos. Rinkinys pasirodė tuo metu, kai reikia permąstyti ir iš naujo interpretuoti *užribio* ir *kalbos* sąvokas. Temas galima apibūdinti kaip tarpdisciplinines, todėl skyriuose itin persipina tiek lingvistiniai, tiek socialiniai klausimai, įskaitant technologijų poveikį kalbos atmainoms kurti, teritorijų administravimo poveikį tapatybės raidai, medijų vaidmenį subkultūrų kalbų sklaidoje, mobiliųjų telefonų poveikį tapatybės transformacijai. Taikomi šie metodai: lingvistinė kraštovaizdžio analizė, turinio analizė, interviu, pokalbiai ir stebėjimas. Nors kai kuriuose skyriuose taikomi keli metodai, daugumoje tyrimų duomenims rinkti pasitelkiamas vienas dominuojantis metodas. Į šią knygą redaktoriai surinko įvairias sociolingvistikos temas, tad ji yra labai naudingas šaltinis mokymo įstaigoms, kurių mokymo programos dalis yra taikomosios lingvistikos teorijos ir metodai. Tai – taip pat išskirtinė papildoma literatūra, naudinga jaunesniųjų kursų taikomosios lingvistikos studentams, besigilinantiems į mokslinių tyrimų temas mažiau aptartuose kontekstuose. Apžvalgoje derinami ir aprašomasis, ir kritinis požiūriai, taip pat pateikiama kiekvieno atvejo tyrimo apžvalga ir tyrimo metodai.

Pagrindinės sąvokos: centras ir periferija; kalba ir kultūra; politika ir ideologija; globalizacija ir tapatybė.