Standards and Norms in the English Language

Edited by
Miriam A. Locher
Jürg Strässler

Mouton de Gruyter
Berlin · New York
Table of contents

Acknowledgments ................................................................. v
Dedication ........................................................................ vii
Tabula Gratulatoria ............................................................... ix
Bibliography of Richard J. Watts’ work ................................. xiii
Preface ................................................................................ xix

Chapter 1
Introduction: Standards and norms
Miriam A. Locher and Jürg Strässler ..................................... 1

Part I. English over time and space

Chapter 2
Swiss English, German English and American English:
In grammatical alliance against traditional British English?
D. J. Allerton ........................................................................ 23

Chapter 3
Regional variation in English in the new millennium:
Looking to the future
Katie Wales ......................................................................... 47

Chapter 4
The role of dialect contact in the formation of Englishes
Peter Trudgill ...................................................................... 69

Chapter 5
Non-standardisation
Daniel Schreier .................................................................... 85

Chapter 6
From ‘standard’ to ‘nonstandard’ grammar. New England in the days
of Salem Witchcraft and the Civil War
Adrian Pablé ......................................................................... 105
Chapter 7
The rise of prescriptive grammars on English in the 18th century
Miriam A. Locher

Chapter 8
Lest the situation deteriorates –
A study of lest as trigger of the inflectional subjunctive
Anita Auer

Chapter 9
The BBC Advisory Committee on Spoken English or
How (not) to construct a ‘standard’ pronunciation
Jürg Schwyter

Chapter 10
Liverpool to Louisiana in one lyrical line:
Style choice in British rock, pop and folk singing
Franz Andres Morrissey

Part II. English usage in non-native contexts

Chapter 11
‘Standard’ English, discourse grammars and English language teaching
Tony Bex

Chapter 12
Towards a new English as a Foreign Language curriculum for Continental Europe
Urs Dürmüller

Chapter 13
Language learning and medium of instruction:
Understanding contemporary discourses and practices in Swiss schools and classrooms
Daniel Stotz
Chapter 14
Can academic writing style be taught?
Jürg Strässler .......................... 281

Chapter 15
Linguascaping Switzerland: Language ideologies in tourism
Adam Jaworski and Ingrid Piller .................................................. 301

Chapter 16
The rules of “Denglish”
Elke Hentschel ................................................................. 323

Part III. Issues on politeness and impoliteness

Chapter 17
(Im)politeness in English as Lingua Franca discourse
Juliane House ................................................................. 351

Chapter 18
How to be impolite: Rating offensive strategies
Mercedes Viejobueno, Carol G. Preston and Dennis R. Preston ....... 367

Contributors ................................................................. 393
Contact information .......................................................... 399
Subject index ................................................................. 403
Author index ................................................................. 407