

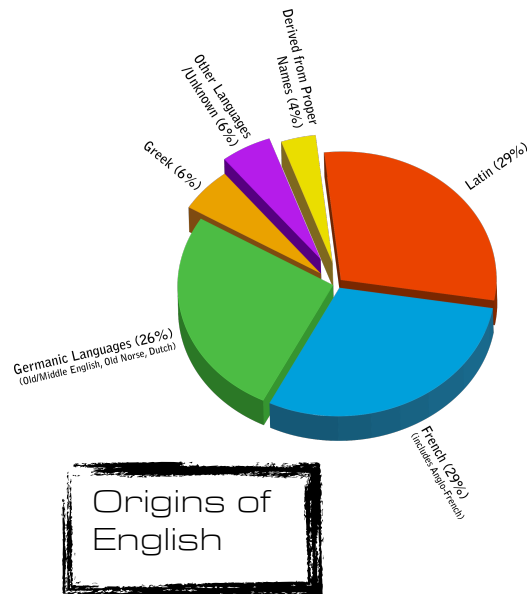
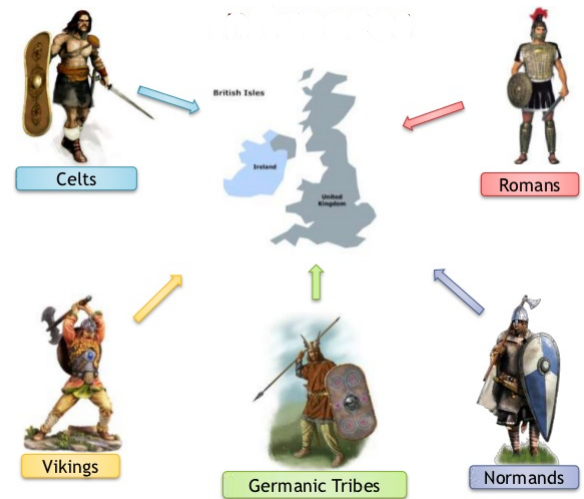
## F. Special Focus: Globalization of English

### Ancient-Medieval

During the pre-colonial eras, the world consisted of over 10,000 indigenous languages. Stage 1 Transhumance groups migrated across the Afro-Eurasian continents in relative isolation, forming unique and distinct languages whose phonetics mirrored the natural environments they existed in. As time passed, hunters and gatherers settled into communities of intensive subsistent agriculturalists. Hamlets grew into cities, which then expanded into empires.

The cities across the Afro-Eurasian continents formed networks of trade, increasing interaction and causing a blending of languages. Linguistic diversity diminished as the agricultural societies overran and eliminated many transhumance groups. The hunters and gatherers who survived the violent conflicts were forced off fertile lands and into isolated and hostile regions like deserts, mountain ranges, rainforests, and arctic climates. Other groups decided to abandon their transhumance lifestyle and assimilated with the expanding agricultural empires; in the process losing their unique languages and cultures in the face of the enormous gravity of continent-sized cultural empires.

Around 550 CE, the English language was formed at the intersection of four unique cultures. The British Isles were home to Celtic tribes, which were invaded by the Romans, the German Franks, and the Vikings over a 200 year period. Thus, Celtic amalgamated with Rome's Latin and Greek (especially their written alphabet), the French language of the Franks, and the Norse language of the Vikings. The result was English, a syncretic language that shared phonemes and morphologies from each group, but at the same time was distinct and unique. As the British kingdom grew and expanded, the English language diffused and evolved as well.

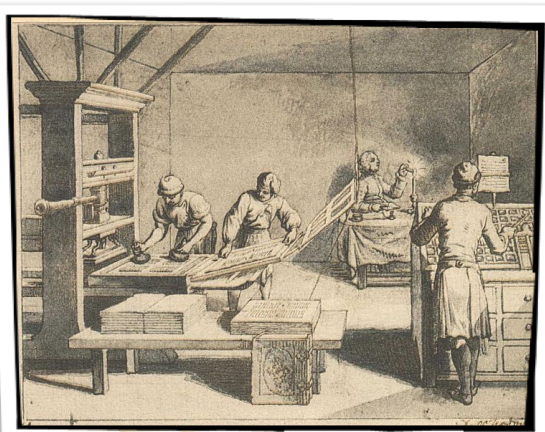


Origins of English

### Colonization

Between 1500-1700, English experienced a series of important developments, the first and most important being the invention of the printing press. The printing press was to the Medieval world what the Internet has been to the modern world. Before the printing press, books and pamphlets had to be hand copied, typically by monks, at the pace of 40-50 pages per day. This meant the diffusion of knowledge was slow and the costs were extremely high. Very few people had access to shared written knowledge, with only the rich possessing the free time and funds to learn to read. The printing press mechanized the production of written books and pamphlets, increasing the copying of knowledge to over 1000+ pages per day. While the printing press caused an explosion in the quantity of knowledge, it also achieved economies of scale, reducing the cost of books and information due to the increased volume of production. The diffusion of knowledge exploded. This allowed the common person to have access to ideas, and the linguistic diversity across the British Isles converged into one common, shared version of the English language.

Coinciding with the printing press was the phenomenon of the



Early Printing Press



*Protestant Reformation.* The Catholic Church had dominated the European religious landscape for over 1,000 years, and the Pope used the fear of hell and eternal punishment to force-assimilate peoples' cultures and language usage to the will of the Catholic Church. Thus, all religious books, ceremonies, and activities had to be conducted in Latin, and anyone who questioned or opposed the Catholic Church was physically punished AND sentenced to eternal torment. In the 1500s, Martin Luther, of Germany, started the Protestant Reformation by opposing the power, authority, and teachings of the Pope and the Catholic Church. England soon took part as well by breaking away to form the "Church of England." The Bible was translated into English, the modified version called the King James Bible, and was mass produced using the printing press, for distribution through churches all across England. The Protestant ideals of praising hard work, innovation, and challenging authority became core principles of English culture. It also encouraged daring works of poetry, literature, and science because there was little fear of retribution.

Paired with the Protestant Reformation were the *Renaissance and Scientific Revolution*. A key result of the printing press was a converging linguistic unity across England, along with a drastic increase in British literacy rates. Literature and knowledge that was once preserved for the noble elite was now available to the masses. When England began to experience the Northern Renaissance, re-introducing ancient Greek and Roman ideas with English cultural traits, habits and practices, a wellspring of new authors arose producing works of profound scientific and literary importance. During this time Shakespeare wrote his great anthology of works, including *Romeo & Juliet*, *Hamlet*, *Othello*, and a *Midsummer Night's Dream*. The ability for Shakespeare to quickly and cheaply reproduce his works contagiously diffused the writings to a larger audience. Words were introduced into the English language like *bandit*, *dwindle*, *lackluster*, *critic*, and *unaware*.

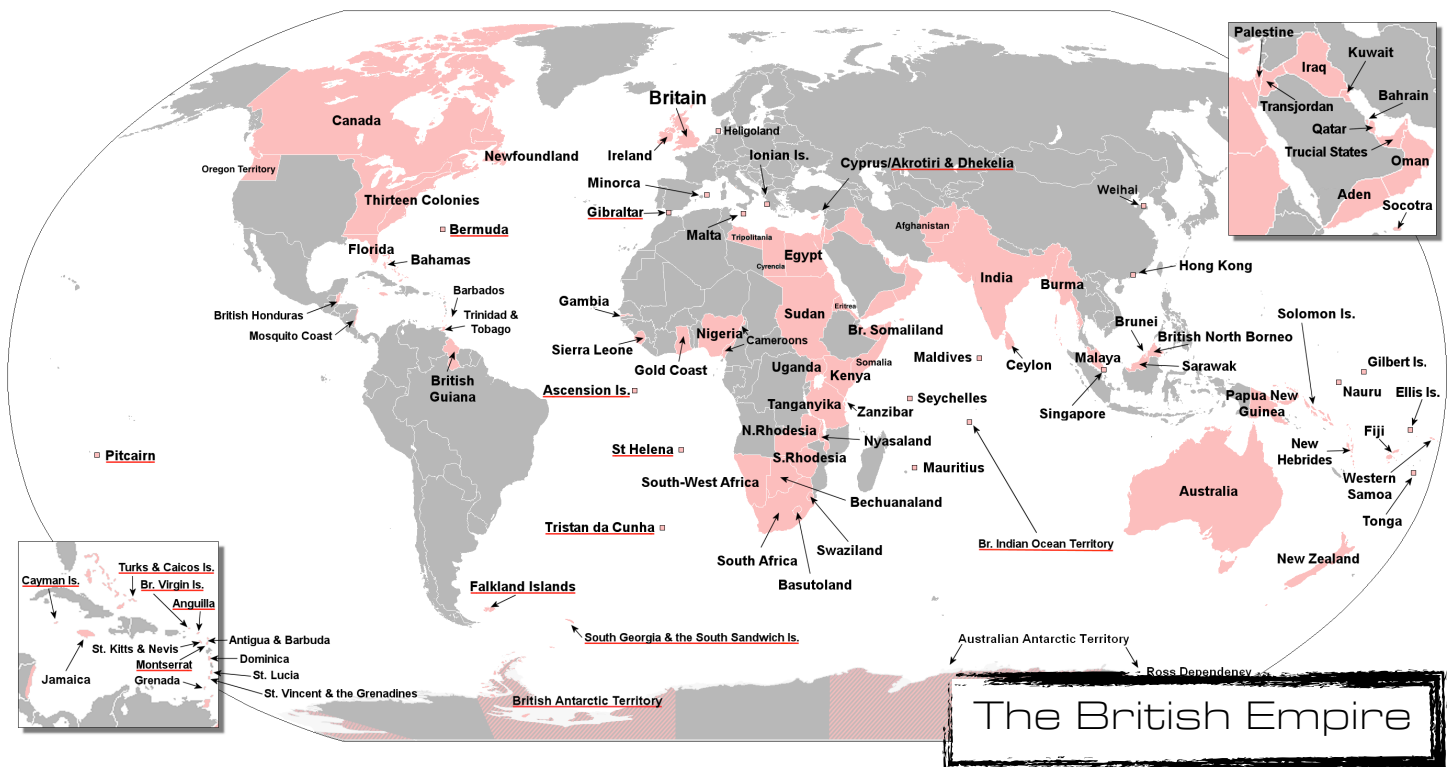
Alongside Shakespeare were the burgeoning scientists and philosophers John Locke, Adam Smith, Isaac Newton, Francis Bacon, and Mary Wollstonecraft. Together, they transformed the English language and cultural ideology of a nation. Ideas like capitalism, gravity, physics, federalism, women's rights, and atheism diffused as fast as the printing press's ink could dry. Freedom from the Catholic church allowed England's intellectuals to participate in scientific exploration without spiritual punishment. What resulted was a wealth of research and writing about every scientific and mathematical field available. This intellectual tradition helped found Oxford, Cambridge, Harvard, Yale, and Brown Universities; all still considered world-renowned academic institutions. The end result was the start of a rich intellectual tradition of sharing ideas across literature, religion, and science that required people from other countries to learn English in order access the information and its rich rewards.



Great English Authors, Philosophers







In the midst of this cultural and intellectual surge, England began to explore and colonize. Because of the Protestant Reformation, England was able to spurn the Pope; establishing colonies in North America and key trade routes to Africa, India, and China. Settlements soon appeared in India, Philippines, South Africa, Egypt, Australia, and North America. The resources and people from these settlements began to be exchanged and traded, redistributing people and goods around the world. Each settlement spoke English, but that English began to interact with the native cultures in the surrounding areas. The 13 colonies interacted with the hundreds of Indigenous Nations in the surrounding territories. The Australian colony interacted with the Aborigines. The South African colony interacted with the Dutch, along with the 14 other indigenous nations in the surrounding lands. Because interaction creates blendedness, each colony's English began to be altered by the surrounding influences by borrowing words, phrases, and phonemes from their neighbors. To this day, the dialects and accents are vastly different in the various regions where English is spoken as a result of colonization. English had transformed from being an odd amalgamation of languages from warring nations to being a global language, spoken on every major continent on earth.

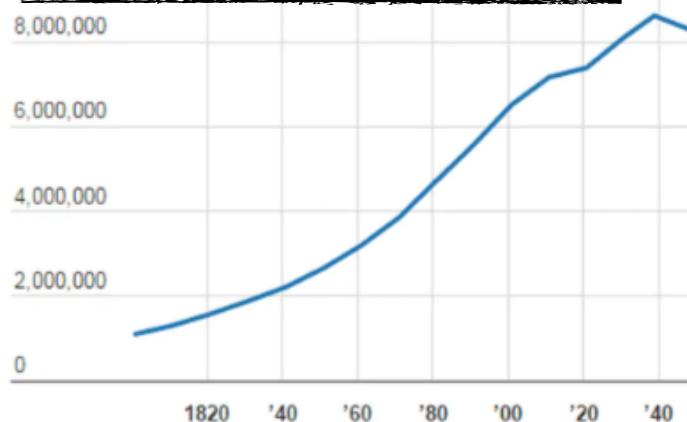
## Industrialization

In the late 1700s, the Industrial Revolution began in Britain, reshaping how people lived, worked, played, and communicated. British technological innovations used machines to overcome the boundaries nature had placed upon humanity. Britain entered Stage 2 of Rostow, commencing a building spree of dams, sewers, water filtration, power plants, railroads, hospitals, and schools. With innovations like the tractor and water-powered factories, life changed forever; food and goods productivity increased, transportation speeds increased through railroads and steam engines, hospitals and sanitation improved through discovery of germ theory. As a result, industrial cities quickly grew around factories as people flocked for the chance to partake in economic opportunities. This industrially connected network of urban spaces created a multicultural mixing ground, with centrifugal tensions over cultural and linguistic differences. Through it all, the English language molded, adapted, and adjusted to fit the technological and economic needs of each generation.





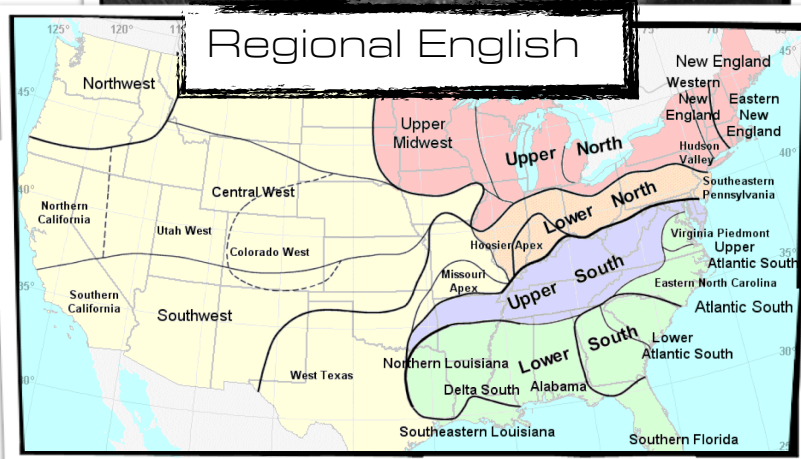
## English Overpopulation



As Britain moved into Stage 2, the population began to boom, testing the regions carrying capacity. Cities exploded in size, with London adding 6 million people between 1820-1940. Slums were teeming with people struggling to survive in this rapidly changing world. When the Statue of Liberty beckoned for countries to send their “tired, poor, huddled masses yearning to breath free,” the British and Irish started their historic waves of migration to America. The British migrants who settled in the USA were primarily from the lower economic class, compared to the landed-elite in Britain who remained behind. The poor working class had their own unique accent and dialect compared to the proper land-owning elites, and this linguistic difference set America on a different style of English than its colonial parent in England. These lower-class British migrants were soon joined by German, Eastern European, Nordics, and Italians pouring into Ellis Island. As America became the destination for global economic migrants, the rapid and diverse cultural interaction further changed and evolved the English language. Cities like New York and Chicago became home to rapidly expanding ethnic enclaves; the result of chain migration seeking economic opportunities at American factories. (Reference Chapter 5d).



## Regional English



The American expansion westward (*Manifest Destiny*) and increased waves of migration radically altered the English language in the USA. Each region of the United States developed their own unique mixture of migrants, along with being influenced by interactions with the indigenous populations still living on the land. The result was a unique collection of regional accents and dialects: from the high-pitch nasally sound of Minnesota to the long drawl of Texas. The Northern Great Plains developed a collection of phrases like, “Dontcha Know... You betcha... Oh for sure.” While South Carolinians will “Bless your heart...” when, “All Y’all come inside for Sweet Tea.” By 1940, when American soldiers partnered with the British during World War 2, their spoken English was worlds apart. Oscar Wilde would later quip, “England and America are just two countries separated by a common language.”

## British & American English

[americanenglish.state.gov](http://americanenglish.state.gov)

**British**  
chips



**American**  
french fries

/ˈfrɛnʃ ˈfraɪz/

**British**  
crisps



**American**  
potato chips

/pə ˈteɪtəʊ ˈtʃɪps/

**British**  
biscuit



**American**  
cookie

/ˈkʊki/

**British**  
peckish



**American**  
hungry

/ˈhʌŋɡri/





The industrial and imperial aspirations of the USA and England further cemented English's role as a global language. The rising populations of the USA and Britain demanded a rapid increase in cheap resources and cheap labor. The industrial factories also needed new markets to purchase the massive quantities of factory made goods. Between the USA and British militaries, their empires expanded to the Caribbean, South America, North and South Africa, the Middle East, India, and Southeast Asia. The use of military force allowed for the "negotiation" of unfair trade agreements that pulled China and Japan out of isolation and into the growing global economy the Europeans had created. Natives in these conquered regions were forced to assimilate to the English language and culture. The British Empire lasted for over 150 years, and by the time of decolonization, colonial inhabitants had lost their unique ethnic language, having only ever been taught English.

In the USA, a series of important communication technological advancements rapidly changed space-time compression around the world. British railroads and steamboats had improved the ease with which people moved across large spaces in short time. The Americans took these technological innovations and expanded upon them. Telegraphs and telephones allowed people to send messages across the 3000 mile countryside in seconds. Photography allowed people to capture a moment in time and, when paired with improved printers, diffuse the image across a population. Phonographs allowed sound to be captured and replayed, diffusing folk music across the nation. This allowed migrants to take their culture with them by purchasing music from favorite musicians. The discovery of radio waves allowed for one-way transmission of language and culture at the speed of light. Motion pictures brought fantastical stories to life.

Soon these culture-and-language sharing devices were diffused across the global empires of the USA and England. The wealth and power of English speaking countries, paired with culture sharing technologies, created an immense gravitational pull, enticing people from around the world to learn the English language. This helped launch the global careers of famous American cultural icons like Mark Twain, Edgar Allen Poe, Benny Goodman, Luis Armstrong, Miles Davis, Count Basie, Babe Ruth, Judy Garland, Charlie Chaplin, and Billie Holiday. If interaction creates blendedness, the technology was now available to allow for a popular musical and movie culture to be diffused globally in a new, powerful, and inspiring way.

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## Cold War -> Modern

From 1940 to present, the USA worked diligently to establish itself as a global superpower. Emerging from the Cold War, the USA began a competition for the hearts, minds and wallets of the global population. As a result of this concerted effort, the American quest for global dominance has positioned English to be the premier Lingua Franca into the 21st Century:

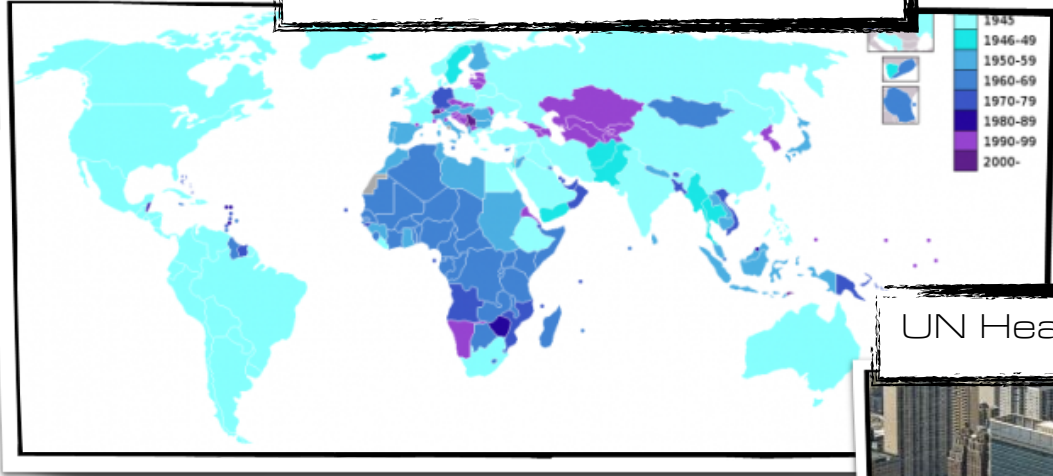
- **Political & Military Power.** As WWII came to a close, English speaking societies founded multiple *Supranational Organizations* and *Non-Government Organizations (NGOs)*. *Supranational organizations* are groups that encourage countries to work together to achieve certain goals; extending the power of the group beyond traditional borders. An example is the *United Nations*, whose stated purpose is to promote peace and development around the world. The USMCA deal creates a free-trade zone for mutual economic gain, extending from Canada, through the USA, into Mexico. Similarly, *NGOs* are privately arranged groups who work beyond borders to achieve a specifically stated goal or purpose. For example, the Red Cross seeks to provide health care and assistance in war zones and at the sites of natural disasters. The Grameen Bank funds micro-loans in the periphery and underdeveloped rural communities to promote sustainable development. These multinational



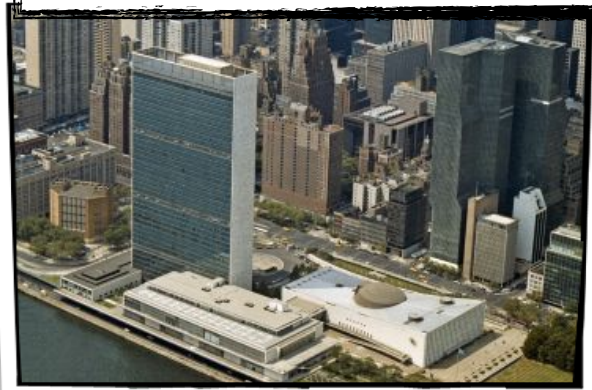
Early Communication Technology

political organizations promote interaction across cultures, requiring a lingua franca to be utilized in order for societies to gain access to the benefits these groups provide. As a result, societies learn to speak English, or have more frequent interactions with English speakers, resulting in the global diffusion of English.

Map of UN Membership



UN Headquarters in NYC



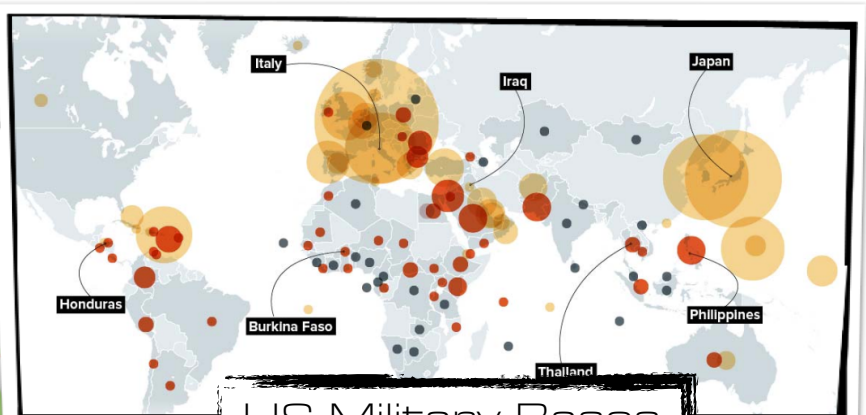
For example: the United Nations headquarters is in NYC. Thus, any leader, ambassador, or legal assistant must travel and stay in the USA. They will encounter English in the air flight, taxi, hotels, sign posts, toponyms, etc. They will learn - or at least encounter English - when meeting with American leadership or listening to their speeches. Comparatively, the Grameen Bank is technically founded in Bangladesh. However, Bangladesh is a former British colony, subjected to over a century of British occupation and assimilation.

During this time the USA also developed a global network of political embassies and military bases. As the USA sought to dominate the global political landscape, they worked to establish places for political leaders and soldiers to be able to stay. An *embassy* is the official residence of the ambassador, who is officially designated to represent their government in a foreign country. The USA has a political web of embassies in 178 countries. Similarly with military bases, the USA has to negotiate the right to station troops and military supplies around the globe. The USA has over 800 military bases on foreign soil (comparatively, the British have 16 foreign military bases). As a result of these embassies and bases, interaction is stimulated between English and non-English speaking populations, creating a permanent presence of English in nearly every country on earth.

US Embassies

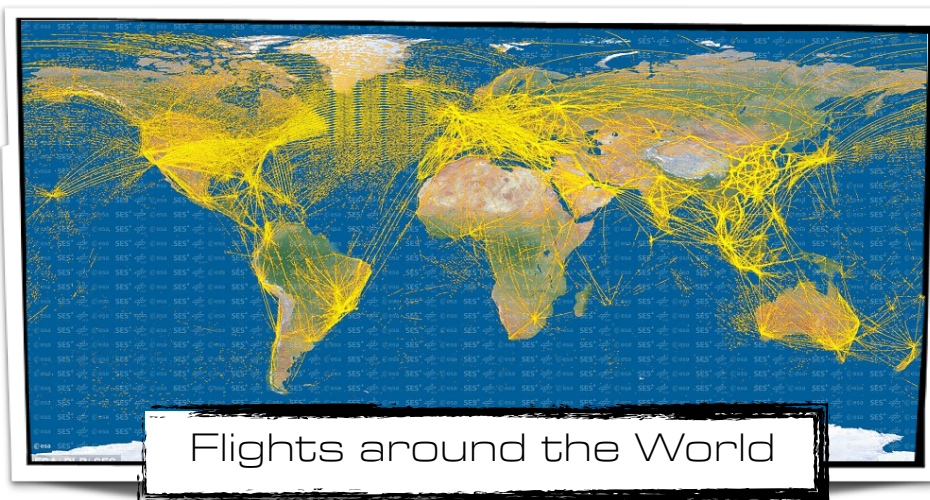


US Military Bases





- **Financial Power.** After WWII, the USA economy was the strongest in the world and was home to the most prosperous banks and international financial institutions, like the International Monetary Fund. The Wall Street Stock Markets in NYC serve as the most prosperous location to host the interactions between businesses and investors. Thus, a large portion of the world's wealth is stored and managed by a financial institution run by the USA. Any foreign, banks, businesses, governments, or other institutions that want access to this wealth need to learn English. This includes the ability to talk with the heads of financial institutions, understanding the loan contracts, negotiating terms of agreement, etc.
- **Economic Power.** The modern global economy is built upon the foundation of multinational businesses which organize global supply chains. Thanks to the development of high speed transportation and instantaneous communication, businesses are no longer bound by geography. As a result, many American businesses expanded their presence well beyond the American borders. Companies like Coca-Cola, McDonalds, KFC, Starbucks, Johnson & Johnson, Levi's, and Hershey produce and distribute their products globally. From the marketing, manufacturing, transportation, and logo/packaging/advertising, English is diffused and promoted around the world via both governmental and commercial networks.



- **Tourism & Travel.** Since WWII, the increase in mass transportation and communication has allowed for millions of people to be tourists each year. The evolution of the airplane has made it possible for people to fly anywhere in the world in approximately 24 hours and for a reasonable cost. This has dramatically increased the number of people who are able to board an airplane and interact with the rest of the world. The pilots and air traffic controllers who guide the planes contribute to diffusing English because all pilots and air traffic controllers flying into the USA must speak English. As an example, a pilot making the flight from Malaysia to San Francisco must be able to speak English.

As a result of improved air travel, 7.6 Million American tourists traveled out of the country each month during 2019 (pre-COVID). American tourists are infamous around the world for being mono-lingual. As these Americans travel, they interact with hotel receptionists, taxis, travel guides, store clerks and restaurant wait staff. If a city or community wants to encourage repeat visits by tourists, they will accommodate them with English signs, menus, music, brands, and English-speaking service. The desire to attract and retain the American-English speaking tourists leads to the further diffusion of the English language.

## Studying Abroad

Most foreign students in the U.S. come from Asia, and most of those students come from India and China.

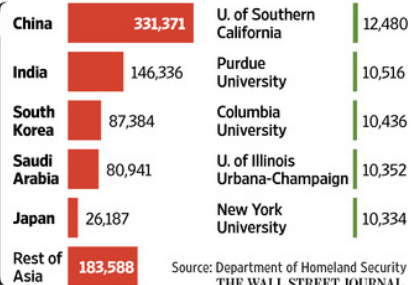
Foreign students in the U.S. on student visas, all grade levels and programs, as of February 2015

By region of origin



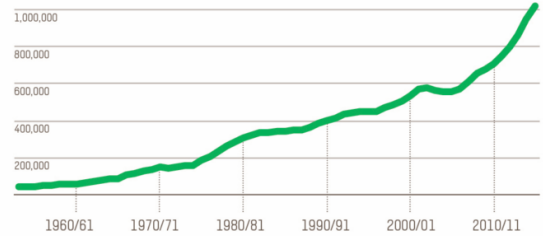
Note: Figures include 105,173 language-training students and 120,582 students in primary, secondary and nondegree programs.

By school of study



Source: Department of Homeland Security  
THE WALL STREET JOURNAL.

INTERNATIONAL STUDENTS IN THE U.S. 1953/54 – 2015/16

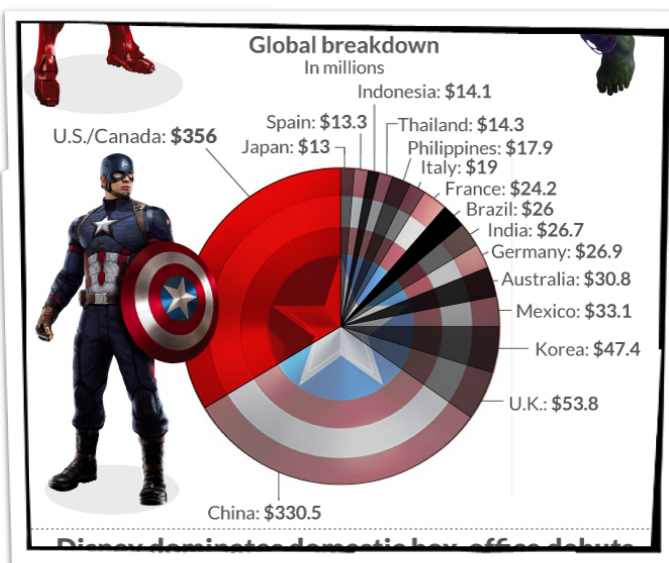
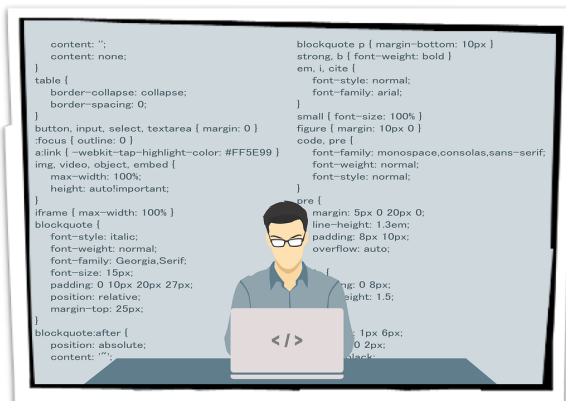


## Study Abroad in the USA

- **Education, Science, & Innovation.** The American University system is considered to be among the best in the world and students come from all over each year to learn and partake in cutting edge research, all while utilizing the English language. When students return back to their countries, the student's English and American Degree become a "status symbol" of wealth and opportunity.

Similarly, a large percentage of scientific, medical, and technical writings are written in English at American universities. Words are constantly being developed in the English language to codify and quantify new discoveries and devices. Intellectuals from around the world need to be able to speak and read English in order to access the latest scientific and medical advancements, as well as to read manuals for utilizing the newest advanced machinery.

- **Internet.** The Internet was developed and evolved in the USA. The code was developed using the American alphabet, thus requiring anyone who wanted code to learn and utilize this system. Because Americans were early innovators and adapters, a large percentage of the Internet's content is written in English. While the Internet is becoming increasingly multi-lingual, many of the prized and popular content items are still accessible only in English. Thus, people are encountering English and being encouraged to learn the language.



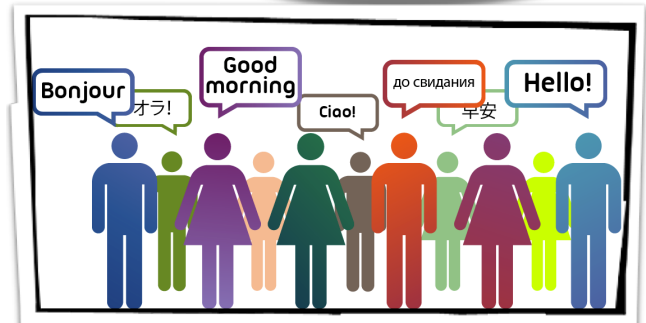
- **Cultural Power.** One of the most powerful tools for diffusing English around the world has been culture. Between America and Britain, advanced technology has allowed the creation and global distribution of an endless wave of popular music, movies, podcasts and television. Looking exclusively at YouTube, 300 hours of videos are loaded every minute, with 5 billion videos being watched every day. Every year, studios like Disney produce a bevy of movies that are seen and sold around the world. Movies like Avengers Endgame grossed \$1.22 billion across 72 countries. Famous athletes are televised around the world, with an estimated 65 million viewers outside the USA. From refugee camps to the halls of power in foreign countries, American-produced culture has permeated all corners of the earth, contributing to the rise of English as a global language.



## G. Special Focus: Being Multilingual

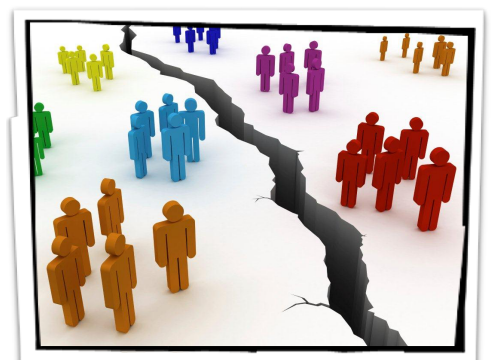
Many countries struggle with the decision to force assimilation to one language or to support multiple languages. Being multilingual as a society has both perks and downfalls. There are five key benefits to being a bilingual or multilingual society:

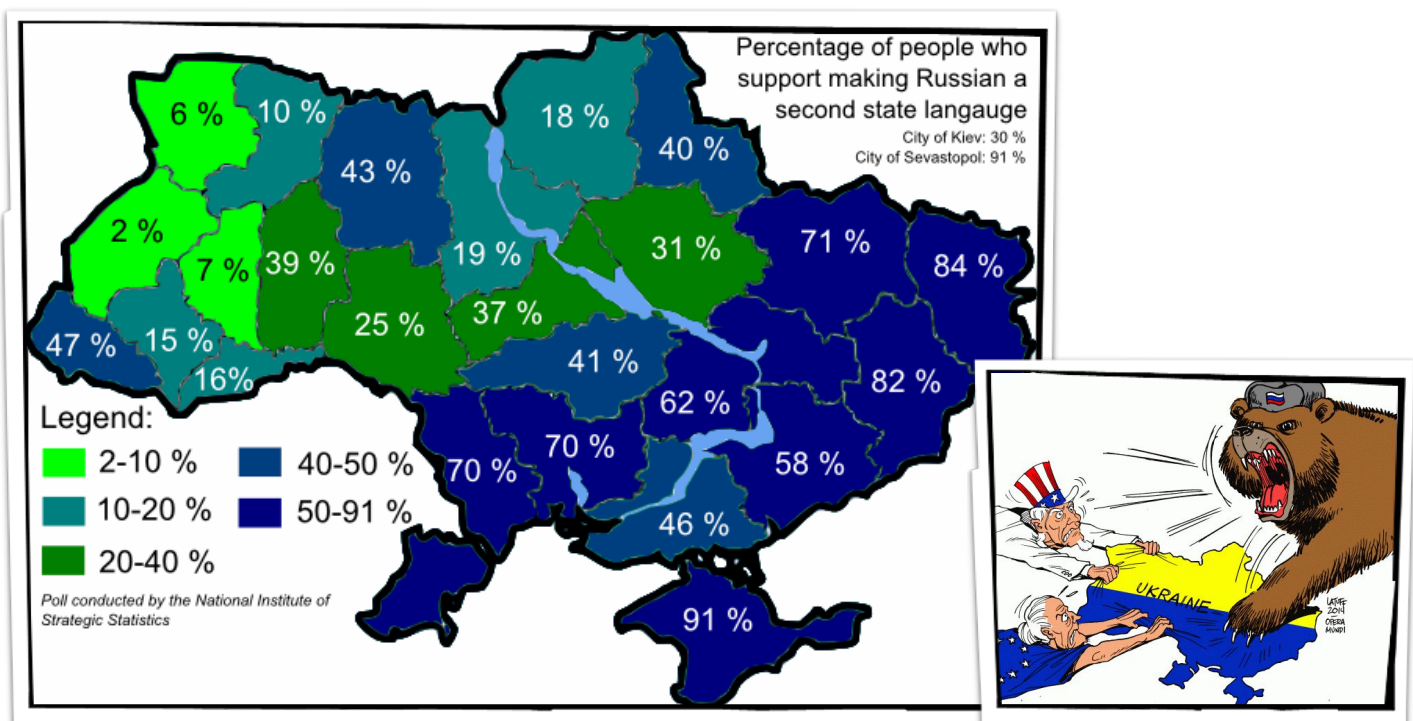
- **Cultural Diversity and Inclusiveness.** When people from other cultures feel welcomed within a country, there are more people willing to immigrate. The richness of the cultural diversity creates a unique set of cultural products, especially when multiple cultures blend from interaction. This can be seen in hip-hop, with the blending of European, African, and Caribbean rhythms, beats, tones, pitches and vocabulary. Similarly, the languages become enriched by swapping words and phrases.
- **Sense of Place.** Minority parties feel accepted and validated when society displays words and symbols in their language. Every society began with myriad cultures converging over time (some by choice, some by force). Minority groups feel like they “belong” when their way of life is allowed to be a part of the built landscape as well as the non-material culture.
- **Education.** Multilingual students have a greater educational advantage than single language speakers. A wider range of knowledge and perspectives are available and multilingual students use a wider range of neurons in their brain and have the ability to see a wider range of perspectives and possibilities.
- **Economic.** A multilingual society is better equipped to participate in the global economy. Multilingual products, especially those based in service or information, can reach a wider clientele more easily. With advanced communication technologies, employees are able to easily communicate and cooperate with less risk of misunderstanding or linguistic barriers. Also, studies have repeatedly shown the societies that accept migrants and refugees are more prosperous 40 years later because of their contribution to the broader economy.
- **Political.** Being a multilingual society allows for greater political stability within a country’s borders and with neighbors. If an ethnic group feels a sense of belonging and support from the government, they are more likely to participate and support the country and their laws.



While there are many benefits to being multilingual, this social structure has some distinct drawbacks:

- **Political Problems:** Multilingual societies can struggle with disunity and discrimination. If a country’s multicultural groups do not get along or if they mistrust each other, tension can sink deep into the social fabric. The group with power may call for discriminatory policies that isolate, segregate, and even eliminate recognition for other cultural groups. Tensions can lead to rebellions and fuel the desire to break away to start another country.





- **Economic Disadvantages:** Serving multiple language groups is expensive. It requires greater investment into education and resources. Any legal proposals must be translated and printed twice. Signs must be bigger or duplicated in the various languages. Products must have labels and directions translated for all languages.
- **External Threats:** When a country has people speaking their language that live in another country, especially one that connects to their border, they may feel empowered to interfere with the political and economic decision making to protect their “cultural brothers and sisters.”

In 2014, Ukraine and Russia had increased tensions because the Russians felt they had the right to shape Ukrainian policies regarding people living close to the Russian border. Ukraine disagreed, and it almost led to war.

## H. Special Focus: Minor Languages Fight Back

### Government Actions

While English has surged as a global language, governmental policy has inspired a revival of indigenous or minor languages. There are many ways a government controls and influences language from granting “official language” status, through passing laws, to forming committees to manage acceptable words, tones and syntax (e.g., France). Canada has two official languages: English *and* French. South Africa has *eleven*, incorporating colonial and indigenous traditions. Singapore, India, Belgium, and Nigeria also have multiple official languages to represent their indigenous/folk cultures. The European Union (EU) created the Bureau for Little Used Languages to help identity and protect minor languages in Europe.

Governments can also promote unity by *devolving*, or transferring, power to give more autonomy to ethnic regions. By giving regional autonomy, a minority group can establish their own unique identity without being forced to assimilate. In the UK, the Welsh and the Scots have been given greater autonomy, and in so doing have kept their minor languages alive and thriving. In Canada, the Inuktitut were given authority over their traditional lands of Nunavut, being allowed to practice and preserve their own language and traditions. Similar examples are found in France with the Breton population and in New Zealand with the Maori tribe.





Inversely, language can be used to help rebel against a government or oppressor. When a group is looking to rebel or separate, they may choose to use their indigenous language as the primary means of communication. In Spain, both the Basque and Catalans use their minor languages as a sign of protest and national pride. During Decolonization, many newly freed countries reestablished their indigenous languages and cultures as a sign of nationalism, or pride in their nation. When Ireland earned its freedom, the language reverted back to Gaelic to show their independence from England and reestablish their identity. When Jews returned to Israel after WWII, they returned to using Hebrew as their official language, overthrowing the English and Arabic previously used in the land.

## Cultural Revival

Within societies, there are groups that work to maintain and revive folk and indigenous linguistic traditions. In families and tribes, the elder language speakers seek to teach the young people so the traditions live on beyond the elder's lifetime. In the USA, Native American tribes have increasingly taught their youth the native languages of old. China is experiencing a revival of the minor languages in Tibet and Southern China.

One way these groups are keeping their cultures alive is through mass communication. People from various indigenous language traditions are using the internet to connect with each other and as a place to store and share videos, audio files, and webpages full of stories and information critical to the survival of the language and culture. Minority groups have also harnessed the power of radio, tv, DVDs, newspapers, and magazines to help resist the power of popular culture and uphold traditional values and languages.

Finally, minor languages can receive protection and revival due to tourism. For people traveling to rediscover family heritage or explore the past, they are looking to hear and speak the "old language" when they travel. This is especially true of the Welsh and Irish. Being two of the largest people groups to migrate in the 1800-1900s, many Irish and Welsh travel back to their ancestral homelands to reconnect with their past, wishing to hear the Gaelic as a part of the sense of place and soundscape of "The Old Country." With increased numbers of paying customers, more people are willing to learn or revive what was previously lost. In a similar vein, neo-localism is a movement to reconnect and revive the old cultures and languages with the traditions of their great-grandparents who originally migrated. They will learn and share the language, along with other cultural complexes like how to dress, what to eat, etc.