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English as a lingua franca and transcultural communication

Many everyday contemporary social spaces, from superdiverse urban environments to globally connected digital communities, are highly multilingual and multicultural with a correspondingly dynamic and variable range of communicative practices. Links between linguistic resources, other modes, identities, and cultures are frequently emergent and created in situ. This complexity, seen in both intercultural communication and ELF research, raises difficult questions about how we understand concepts such as identity, culture, and language in communication; thus, challenging pre-established, taken-for-granted notions of the connections between them. In response to these fluid communicative practices both applied linguistics and intercultural communication research are experiencing a 'trans' turn (Hawkins & Mori 2018; Baker 2021). From trans perspectives linguistic and cultural borders, while still exerting powerful ideological influences, can be transcended and transgressed and in the process transformed. Transcultural communication research explores the complexity of communication in which participants make use of diverse repertoires of multicultural, multilingual, and multimodal resources. In transcultural communication, we see emergent cultural practices and references that are neither part of any one culture nor, crucially, in-between cultures but rather moving through multiple scales from the local to the global simultaneously. To support this argument, I present examples from recent studies of ELF use in multilingual and multicultural digital communication. I will conclude with implications for research and pedagogy, suggesting that to account for the complexity of many everyday communicative practices, we need holistic, transcultural, and transdisciplinary approaches to understanding and teaching language, communication, identity, and culture.

Hawkins, M. R., & Mori, J. (2018). Considering 'Trans-' Perspectives in Language Theories and Practices. *Applied Linguistics*, 39(1), 1-8. <https://doi:10.1093/applin/amx056>

Baker, W. (2021). From Intercultural Communication to Transcultural Communication *Language and Intercultural Communication* (20th Anniversary Issue). <https://doi.org/10.1080/14708477.2021.2001477>

Bionote

Will Baker is an Associate Professor of Applied Linguistics and Director of the Centre for Global Englishes at the University of Southampton, UK. His research interests are Intercultural and Transcultural Communication, English as a Lingua Franca, English Medium Education, Intercultural Education, Intercultural Citizenship and ELT, and he has published and presented internationally in all these areas. Recent publications include 'Intercultural and Transcultural Awareness in Language Teaching' (2022 Cambridge University Press), Baker, W., & Ishikawa, T. 'Transcultural Communication through Global Englishes' (2021 Routledge), Tsou, W., & Baker, W. (Eds.). 'English-medium instruction translanguaging practices in Asia' (2021 Springer), co-editor of the 'Routledge Handbook of English as a Lingua Franca' (2018), author of the monograph 'Culture and Identity through English as a Lingua Franca' (2015 DGM), and co-editor of the book series 'Developments in English as Lingua Franca' (DGM) and 'Cambridge Elements in Intercultural Communication' (Cambridge University Press).



Brigitta Busch

University of Vienna/Stellenbosch University

Communicative repertoires in transient settings

The notion of the verbal repertoire, first introduced by Gumperz and Hymes, is today widely acknowledged as an approach that allows to capture communicative practices in linguistically diverse settings. In recent works preference is rather given to terms such as communicative or semiotic repertoire to underline that communicative events involve different modes and sign systems (Kusters et al 2017), the display of bodies and affects (Busch 2021), as well as (in a posthumanist perspective) objects and spatial arrangements (Pennycook 2017). In my presentation I will discuss how in transient multilingual settings where 'common ground' is usually explored and negotiated on the spot, elements that are understood as iconic or indexical gain in importance.

No matter whether the repertoire is considered to be located with individual speakers or, as other scholars prefer, as emerging from particular spatial arrangements, there is an agreement that participants bring a 'personal baggage' of (bodily and emotionally) lived experience into the communicative event. In the second part of my contribution, I will explore the question of how to frame this personal baggage that influences whether existing resources can or cannot be deployed in a concrete interaction.

Busch, Brigitta. (2021). The Body Image: Taking an Evaluative Stance towards Semiotic Resources. *International Journal of Multilingualism*, 18(2), 190–205. <https://doi.org/10.1080/14790718.2021.1898618>

Kusters, Annelies, Spotti, Massimiliano, Swanwick, Ruth, & Tapio, Elina. (2017). Beyond languages, beyond modalities: transforming the study of semiotic repertoires. *International Journal of Multilingualism*, 14(3), 219–232. <https://doi.org/10.1080/14790718.2017.1321651>

Pennycook, Alastair. (2017). Translanguaging and semiotic assemblages. *International Journal of Multilingualism*, 14(3), 269–282. <https://doi.org/10.1080/14790718.2017.1315810>

Bionote

Brigitta Busch is an applied linguist. She works and teaches at Vienna University and is also affiliated to Stellenbosch University (South Africa). In 2012 she was granted a Berta-Karlik research professorship for excellent female scientists by the University of Vienna. She has also been working for many years as an expert for the Council of Europe's Confidence-Building Measures Programme and was a member of the Advisory Committee on the Framework Convention for the Protection of National Minorities. Her main interests focus on: sociolinguistics, multilingualism, biographic approaches in linguistics (<http://www.heteroglossia.net>).



Janus Mortensen

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Transient multilingual communities and language policy in theory and practice

Transient communities where individuals from different linguacultural backgrounds come together to collaborate on shared projects of various kinds for a limited period of time constitute ripe sites for the study of social and linguistic norms in the making (Mortensen and Kraft 2022). For that reason, the study of transient communities speaks to a wide range of research interests within applied linguistics and related fields. In this talk, I focus specifically on how the study of transient multilingual communities, including transient international groups (TIGs) where English is used as a lingua franca (Pitzl 2018), can contribute to the field of language policy research. In short, I shall be arguing that transient multilingual communities, because they provide us with a window on the emergence and (re)production of practices and beliefs that fall under the rubric of language policy (broadly conceived, cf. Spolsky 2004), offer a valuable starting point for theorising the processual, situated, and embedded nature of language policies. At the same time, the study of transient communities may assist language policy scholars in developing an emic perspective on language policy processes which will be helpful when it comes to bridging the gap between theoretical insights and practical application (cf. Wee 2016). The talk draws on select examples from the TMC project (www.tmc.ku.dk) and the extensive literature on social settings where English is used as a lingua franca.

Mortensen, Janus and Kamilla Kraft (eds). (2022). *Norms and the Study of Language in Social Life*. Berlin: De Gruyter Mouton. ISBN: 9781501511882

Pitzl, Marie-Luise. (2018). Transient International Groups (TIGs): Exploring the group and development dimension of ELF. *Journal of English as a Lingua Franca*, 7(1), 25-58. <https://doi.org/10.1515/jelf-2018-0002>

Spolsky, Bernard. (2004). *Language Policy*. Cambridge: Cambridge University Press. ISBN: 9780521011754

Wee, Lionel. (2016). Are there zombies in language policy? Theoretical interventions and the continued vitality of (apparently) defunct concepts. In Nikolas Coupland (ed) *Sociolinguistics: Theoretical Debates*, 331–348. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9781107449787.016>

Bionote

Janus Mortensen is Associate Professor of language policy at the Centre for Internationalisation and Parallel Language (CIP) at the University of Copenhagen. He specialises in the study of transient social configurations, English as a lingua franca and sociolinguistic change. From 2016 till 2019 he was PI on the TMC project, a collaborative research project on the formation of social and linguistic norms in transient multilingual communities funded by the Independent Research Fund Denmark | Humanities. He is the editor of several journal special issues and edited books, including *Style, Mediation, & Change: Sociolinguistic Perspectives on Talking Media* (OUP, 2017), co-edited with Nikolas Coupland and Jacob Thøgersen, and *Norms and the Study of Language in Social Life* (DGM, 2022), co-edited with Kamilla Kraft.



Barbara Seidlhofer

University of Vienna

Mapping ELF for applied linguistics

The increasing pace of globalization over recent decades has altered the way we understand and map out the world, and it therefore seems reasonable to expect the way we think of human communication in this (not very brave) new world to have changed accordingly. But it seems that conceptual adjustments in this respect have not kept pace. The conventional mapping of 'English' has been called into question as obviously outdated, but what has not been so obvious is that its spatial spread as a lingua franca calls into question not only what constitutes 'English', but the validity of our academic maps of such basic concepts as competence, community, and culture. And here ELF research has wider implications for the study of communication, both in theory and practice.

The need to extend the conceptual scope of cartography has been recognized for some time. In addition to traditional topographic maps of particular areas of the globe, other kinds of map have gained sophistication and significance. For instance, there are thematic maps tracing the location of whales, political voting patterns, and maps attempting to tell the complex story of the human footprint on the planet, including the transportation and communication systems that both result from and drive globalization. It seems not too fanciful to suggest that just as these dynamic maps help us get better at geospatial thinking, so mapping out the essential processes of ELF communication can guide us in our engagement with problems which fall within the scope of applied linguistics.

A case in point is the theme of transient groups and fairly fleeting encounters in which a large proportion of daily lingua franca communication takes place. These can be relatively unproblematic, everyday exchanges such as service encounters and casual conversations among tourists. But others are unequal encounters characterized by a power differential between the communicating parties, such as asylum procedures, law enforcement, and conflict resolution efforts. Here, there is an immediate urgency in negotiating satisfactory relationships and outcomes, and failure to do so can have far-reaching consequences.

Just like some exciting innovations in cartography, the currently evolving methodology for investigating lingua franca interactions in such transient groups maps out how communication is enacted and so has particular significance for applied linguistics in that it directly relates to the problems that human beings have to cope with in the real world.

Bionote

Barbara Seidlhofer is Professor of English and Applied Linguistics at the University of Vienna. Her research and teaching focus on the communicative use of English as a lingua franca: how it can be conceptualized and described within the context of sociolinguistic and pragmatic theory and its study made relevant to the practical concerns of applied linguistics. Barbara Seidlhofer is the founding director of the Vienna-Oxford International Corpus of English (VOICE) – recently released as VOICE 3.0 – and author of *Understanding English as a Lingua Franca* (Oxford University Press). She is past editor of the *International Journal of Applied Linguistics* and founding editor of the *Journal of English as a Lingua Franca*.