



# **Words, Worlds, and Material Girls: Language, Gender, Globalization (Language, Power, and Social Process)**

*McElhinny, Bonnie S.*

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This wide-ranging volume explores how gender and language are used and transformed to discuss, enact, and project social differences in light of global economic and political changes in the late nineteenth, twentieth, and early twenty-first centuries. It presents analyses of language and gender from a broad spectrum of national contexts: Catalonia, Canada, China, India, Japan, Nigeria, Vietnam, Philippines, Tonga, and the United States. Cases studies consider language and gender in changing workplaces, schools and immigrant integration workshops, as well as in new and emerging sites for consumption and the production of identity. They also analyze the changing meanings of multilingualism, and the construction of ideologies about gender and language in colonial and postcolonial/national ideologies. The papers engage with and contribute to theoretical conceptualizations of globalization, cosmopolitanism, (post)colonialism, (trans)nationalism, and public spheres by drawing on a variety of sociolinguistic analytic strategies (variation analysis, media analysis, interactional sociolinguistics, ethnography of speaking, sociology of language, colonial discourse analysis).

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