

MLA session 562 “Language Use in Multilingual Contexts” (Applied Linguistics Division),
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It's all in the corpus: Corpus-based approaches to English cultural and intercultural studies in the EFL classroom

Authors

Marie-Louise Brunner & Stefan Diemer
Saarland University, Germany

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s.diemer@mx.uni-saarland.de

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Abstract

The paper proposes the use of web-based examples for English as a Foreign Language (EFL) teaching in an intercultural context. We present and discuss hands-on activities which enhance students' language use in Anglophone cultural settings. Based on the Web as a Corpus approach (Hundt et al. 2007, Diemer 2009), Google Trends, international marketing campaigns, and New Englishes are introduced as teaching resources for the intercultural EFL classroom (Brunner & Diemer 2014).

By searching and comparing lexical items, students can discover regional, seasonal and (inter-)cultural variation on the basis of Google Trends profiles. International marketing campaigns draw attention to problems such as differing connotations, cultural adaptations, consumer habits and wordplay in a multilingual context. Corpus data also serves to exemplify new and increasingly international English varieties (Davies 2013). With our web-based approaches we aim to provide teachers with various possibilities of motivating students while at the same time contributing to their intercultural sensitization.

Select Bibliography

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Contact

Marie-Louise Brunner & Stefan Diemer
 English Linguistics
 Saarland University
 Department of British, North American,
 and Anglophone Literatures and Cultures
 Campus C5 3
 66123 Saarbrücken
 Germany

marielouise.brunner@uni-saarland.de
s.diemer@mx.uni-saarland.de