

English Today

The International Review of the English Language



Pretentious? Moi?

- English-flavoured Spanish
- High-flying English
- The place of English-lettered words in China
- Pronouncing English the German way
- Cultural identity
- English for a social life in China
- Mandarin and English go head to head
- Sounds and symbols—the shepherd phenomenon
- Choosing languages in Tanzania
- REVIEWS
- Communicating cultural identity
- The practice of EIL teaching
- To grips with the basics of communication
- English for new arrivals

English Today

The International Review of the English Language

www.cambridge.org/eng
Cambridge University Press
Journals Fulfillment Dept, UPH, Shaftesbury Road,
Cambridge CB2 8BS, UK

Founding Editor: Tom McArthur

Editor
Clive Upton, *University of Leeds, UK*

Associate Editors
Justyna Robinson, *University of Sussex, UK*
Nicholas Groom, *University of Birmingham, UK*

Multimedia Reviews Editor
Jonathan Robinson, *British Library, UK*

Editorial Board
Kingsley Bolton, *Nanyang Technological University, Singapore*
Karen Corrigan, *Newcastle University, UK*
David Crystal, *University of Bangor, UK*
Alexandra D'Arcy, *University of Victoria, Canada*
Gibson Ferguson, *University of Sheffield, UK*
David Graddol, *The English Company (UK) Ltd., UK*
Azirah Hashim, *University of Malaya, Malaysia*
Dr Chae Kwan Jung, *Korea Institute for Curriculum and
Evaluation (KICE), South Korea*
Bernd Kortmann, *University of Freiburg, Germany*
William A. Kretzschmar, Jr., *University of Georgia, USA*
Merja Kytö, *Uppsala University, Sweden*
Rajend Mesthrie, *University of Cape Town, South Africa*
Andrew Moody, *University of Macau, Macao, China*
Anne Pakir, *National University of Singapore, Singapore*
Michael Pearce, *University of Sunderland*
Pam Peters, *Macquarie University, Australia*
Pam Rogerson-Revell, *University of Leicester, UK*
Mario Saraceni, *University of Portsmouth, UK*
Edgar Schneider, *Universität Regensburg, Germany*
Philip Sargeant, *The Open University, UK*
Katie Wales, *University of Nottingham, UK*
Li Wei, *University College London, UK*

Editorial correspondence: Sarah Rowan
englishtoday@cambridge.org

Copying
This journal is registered with the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923. Organisations in the USA who are also registered with CCC may therefore copy material (beyond the limits permitted by sections 107 and 108 of US copyright law) subject to payment to CCC of the per copy fee of \$12.00. This consent does not extend to multiple copying for promotional or commercial purposes. Code 0261-4448/2016.

Organisations authorised by the copyright Licensing Agency may also copy material subject to the usual conditions. ISI Tear Sheet Service, 3501 Market Street, Philadelphia, Pennsylvania 19104, USA is authorised to supply single copies of separate articles for private use only.

For all other use, permission should be sought from the Cambridge or New York offices of the Cambridge University Press. Information on *English Today* and all other Cambridge journals can be accessed via journals.cambridge.org

Subscriptions
English Today (ISSN 0266-0784) is published by Cambridge University Press four times a year in March, June, September and December. Volume 33 subscription prices including postage (excluding VAT), valid until 31 December 2017, are £186 (US \$322) for institutions print and electronic access; £182 (US \$305) for institutions print only; £164 (US \$259) for institutions electronic only; £42 (US \$67) for individuals print only ordering direct from the publisher and certifying that the journal is for their personal use. Single issues cost £52 (US \$88). A special rate is available for students £27 (US \$57). Special rates also apply for members of TESOL, IATEFL and other organisations. For further details, contact journals@cambridge.org

EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country's rate. VAT registered subscribers should provide their VAT registration number. Orders, which must be accompanied by payment, may be sent to a bookseller or to Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK, or in the USA, Canada or Mexico, to Cambridge University Press, 1 Liberty Plaza, Floor 20, New York, NY 10006, USA. Japanese prices for institutions (including ASP delivery) are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan.

Periodicals postage paid at New York, NY and at additional mailing offices. POSTMASTER: send address changes in USA, Canada and Mexico to Language Teaching, Cambridge University Press, 100 Brook Hill Drive, West Nyack, New York 10994-2133.

Advertising
Advertising queries for all parts of the world except the USA, Canada and Mexico to: ad_sales@cambridge.org
Address enquiries in the USA, Mexico and Canada only to: USAdSales@cambridge.org

All URLs referenced in this journal were correct approximately two months before publication.

© Cambridge University Press 2017