English Today



How appropriate is it to 'keep off the grass'?

- English in the service of Italian fine wine English getting worse? Blame the media? • English-medium teaching for foreign students in China
 - Delineating de- differences Reading rules ok in the Chinese university
 - Why people learn English in Taiwan
 Who cares what native English speakers think? • Filipino ESL teachers meet Korean EFL students
 - Americans and Britons *still* divided by a common language?
 - REVIEWS: English at large in the world Slang under fire

English Today

The International Review of the English Language

journals.cambridge.org/eng Cambridge University Press Journals Fulfilment 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 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 Karen Corrigan, Newcastle University, UK Anne Pakir, National University of Singapore, Singapore Pam Peters, Macquarie University, Australia Pam Rogerson-Revell, University of Leicester, UK Mario Saraceni, University of Portsmouth, UK Edgar Schneider, Universität Regensburg, Germany Philip Seargeant, 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 32 subscription prices including postage (excluding VAT), valid until 31 December 2016, are £177 (US \$307) for institutions print and electronic access; £173 (US \$290) for institutions print only; £151 (US \$251) 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 £50 (US \$83).

A special rate is available for students £26 (US \$41). 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, 32 Avenue of the Americas, New York, NY 10013, 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 2016

EnglishToday is designed and typeset by Techset Printed in the UK by Bell and Bain

EnglishToday

The International Review of the English Language

ET125 Volume 32 Number 1 March 2016

- 2 Editors' comment
- 3 Blaming the media? Folk attitudes towards the state of the English language and its 'wrongdoers' CARMEN EBNER
- 5 Identity formation of Filipino ESL teachers teaching Korean students in the Philippines HOHSUNG CHOE
- 12 Hindrances to the new teaching goals of College English in China HUI DU and HONGDI GUAN
- 18 A deserted desert MICHAEL BULLEY
- 21 Keep off the grass? No way! BETSY HU XIAOQIONG
- 28 'Everybody learns English, and so do l': The dominance of English and its effects on individuals I-CHEN HUANG
- 35 Native English speakers' authority in English YING WANG
- 41 English and international students in China today WERNER BOTHA
- 48 Multilingualism and Englishization in international business communication: the case of some Italian wine producers FRANCESCO PIERINI
- 56 **(Un)separated by a common language?** M. LYNNE MURPHY
- 60 Review: The complex mosaic of Englishes K. RAJAGOPALAN
- 61 Review: Vietnam War slang, as used by Rambo, desk jockeys and tail-end Charlies JULIE COLEMAN

CAMBRIDGE UNIVERSITY PRESS