

What Is Pervasive Language

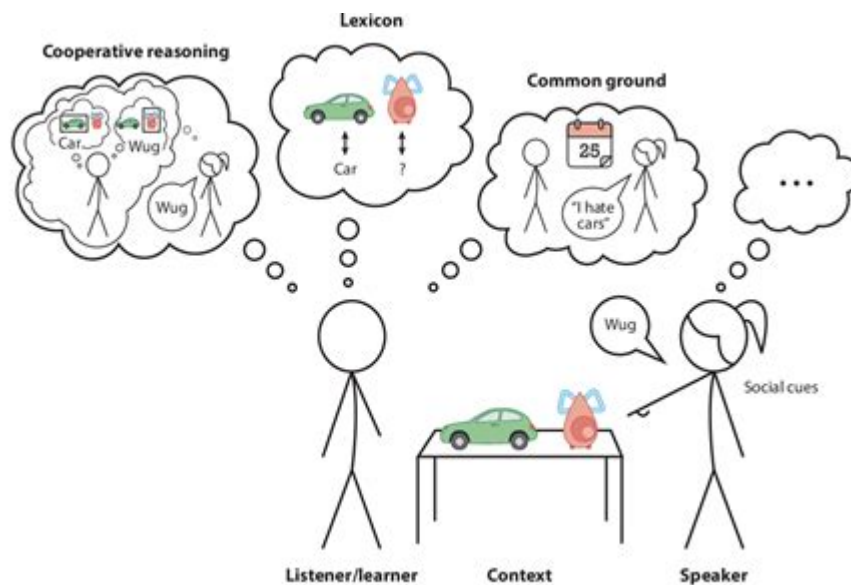


Figure 1

What is Pervasive Language? Understanding Its Impact on Communication and Society

Have you ever noticed how certain words, phrases, or even styles of speaking seem to be everywhere? This isn't accidental. It's the subtle but powerful influence of pervasive language. This comprehensive guide delves into the meaning of pervasive language, exploring its characteristics, impact, and implications for communication and society. We'll unravel how it shapes our perceptions, influences our choices, and contributes to the overall cultural landscape. By the end, you'll have a clear understanding of this often-overlooked aspect of language and its profound effects.

What Exactly is Pervasive Language?

Pervasive language refers to language that is widespread and prevalent within a particular culture or community. It's not just about the sheer frequency of use, but also the depth of its penetration into various aspects of life. Think of it as language that has become so ingrained that it influences our thoughts, actions, and interactions almost subconsciously. This pervasive nature can manifest in numerous ways, from common idioms and slang to dominant narratives and societal biases embedded in everyday communication. It's the language that permeates our media, our conversations, and even our internal monologues.

Characteristics of Pervasive Language

Several key characteristics help identify pervasive language:

High Frequency of Use: This is the most obvious characteristic. Pervasive language is heard and seen repeatedly across multiple platforms and contexts.

Ubiquity Across Media: It transcends specific media outlets. You'll find it in news reports, social media, advertising, entertainment, and everyday conversations.

Influence on Thought and Behavior: This is arguably the most significant characteristic. Pervasive language subtly shapes how we perceive the world and how we behave within it. It can influence our decisions, opinions, and even our values.

Reinforcement of Social Norms: Pervasive language often reflects and reinforces existing social norms, power structures, and cultural biases.

Adaptation and Evolution: Pervasive language isn't static. It constantly evolves and adapts to changing societal trends and technological advancements.

The Impact of Pervasive Language

The impact of pervasive language is multifaceted and far-reaching:

1. Shaping Perceptions and Beliefs:

The constant repetition of certain narratives and phrases can significantly impact our understanding of the world. For instance, consistently negative portrayals of a particular group in media can lead to prejudiced beliefs.

2. Influencing Consumer Behavior:

Advertising heavily relies on pervasive language to persuade consumers. Catchy slogans, persuasive narratives, and emotional appeals are carefully crafted to influence buying habits.

3. Reinforcing Social Inequalities:

Language often reflects and perpetuates existing power imbalances. The use of certain terms or phrases can subtly reinforce stereotypes and biases against marginalized groups.

4. Impact on Political Discourse:

Pervasive language plays a crucial role in shaping political narratives and influencing public opinion. The strategic use of language can sway voters and shape policy debates.

Examples of Pervasive Language

Examples are plentiful and vary depending on cultural context. Consider:

Buzzwords: Certain words become fashionable and are overused across various fields (e.g., "synergy," "disruptive," "paradigm shift").

Slogans and Catchphrases: Advertising jingles and political slogans become so ingrained they enter everyday speech.

Clichés and Idioms: These expressions, while often helpful for communication, can also reveal a lack of originality and critical thought.

Media Narratives: Repeated narratives in news and entertainment influence public opinion and shape perceptions of events.

Navigating the Influence of Pervasive Language

Becoming aware of pervasive language is the first step to critically analyzing its impact. Developing media literacy skills, engaging with diverse perspectives, and actively questioning assumptions are crucial in mitigating the potentially negative effects of pervasive language.

Conclusion

Pervasive language is an undeniable force shaping our thoughts, beliefs, and actions. Understanding its characteristics and impact is vital for navigating the complexities of modern communication and society. By becoming conscious of how language pervades our lives, we can develop a more critical and discerning approach to information and interaction. This awareness empowers us to make more informed choices and contribute to a more nuanced and inclusive public discourse.

FAQs

1. Is pervasive language always negative? No, pervasive language isn't inherently good or bad. Its impact depends on the context and the specific language used. Some pervasive language can be positive, promoting positive social norms or helpful behaviors.
2. How can I identify pervasive language? Pay attention to repeated words, phrases, and narratives in your daily media consumption and conversations. Notice the emotional responses these trigger and consider their potential influence on your beliefs and actions.
3. What role does technology play in the spread of pervasive language? Technology, particularly social media and the internet, significantly accelerates the spread and amplification of pervasive language. Viral trends and online echo chambers contribute to its rapid dissemination.

4. Can pervasive language be manipulated? Yes, absolutely. This is why critical thinking and media literacy are crucial. Understanding the techniques used to create and spread pervasive language can help us resist manipulation.

5. What can I do to counteract the negative effects of pervasive language? Seek diverse sources of information, question assumptions, engage in critical thinking, and be mindful of the language you use yourself. Promote inclusivity and challenge biased or harmful narratives.

what is pervasive language: *Cognate Vocabulary in Language Acquisition and Use* Agnieszka Otwinowska, 2015-10-09 This book brings together linguistic, psycholinguistic and educational perspectives on the phenomenon of cognate vocabulary across languages. It presents a large-scale, long-term research project focusing on Polish-English cognates and their use by bilingual and multilingual learners/users of English. It discusses extensive qualitative and quantitative data to explain which factors affect a learner's awareness of cognates, how adult learners can benefit from raised awareness and whether cognate vocabulary can be used with younger learners as a motivational strategy. The work shows how cognate vocabulary can be examined from a range of methodological perspectives and provides considerable insights into crosslinguistic influences in language learning. While the focus of the studies is Polish-English cognates, the research will be of interest to anyone teaching learners of different language constellations, levels, ages and backgrounds.

what is pervasive language: *Language Development across Childhood and Adolescence* Ruth Berman, 2004-11-30 This volume brings together work by scholars with backgrounds in linguistics, psycholinguistics, developmental psychology, education, and language pathology. As such, the book adds psycholinguistic and crosslinguistic perspectives to the clinical and classroom approaches that have dominated the study of "later language development". Incorporating insights from prior language acquisition research, it goes beyond preschool age to consider both isolated utterances and extended discourse, conversational interactions and monologic text construction, and both written and spoken language use from early school-age across adolescence. Data from French, Hebrew, Spanish, and Swedish as well as English cover varied domains: morphology and lexicon, syntax and verb-argument structure, as well as peer interaction, spelling, processing of on-line writing, and reading poetry. The epilogue suggests explanations for the findings documented. Across the book, the authors show how cognitive and social maturation combines with increased literacy in the path taken by schoolchildren and adolescents towards the flexible deployment of a growing repertoire of lexical elements in varied morpho-syntactic constructions and different discourse contexts that constitutes the hallmark of maturely proficient language use.

what is pervasive language: *Languages for Developing User Interfaces* Brad A. Myers, 1992-11-02 This book brings together a number of researchers and developers from industry and academia who report on their work. It is of interest to language designers and the creators of toolkits, UIMSs, and other user interface tools.

what is pervasive language: *The Language of Code* Barrett Williams, ChatGPT, 2024-08-18 Unlock the Secrets of Computer Languages with The Language of Code Embark on a fascinating journey through the history, evolution, and future of programming languages with The Language of Code. This comprehensive eBook takes you from the earliest days of binary and machine code to the cutting-edge trends shaping the future of software development. Dive into the origins of binary and machine code and understand how these fundamental concepts laid the groundwork for everything that followed. Explore the vital bridge between human and machine with assembly language, and see how high-level languages like Fortran and COBOL revolutionized the way we interact with computers. Witness the transformative power of structured programming and the critical role of C in forming the bedrock of modern coding practices. Discover the paradigm shift brought about by object-oriented programming through pioneers like Smalltalk and Simula, and analyze the

groundbreaking advancements made possible by C++ and Java. The eBook doesn't stop at traditional languages. Delve into scripting languages like Python and JavaScript, which have brought unprecedented automation and flexibility to coding. Understand the core principles of functional programming with languages like Haskell and Erlang, and see how they're being integrated into today's world. In *The Language of Code*, you'll also uncover the significant impact of the internet era, with web-based languages such as PHP and Ruby, and the mobile revolution catalyzed by Objective-C, Swift, Kotlin, and Java. The rise of data science, machine learning, and artificial intelligence is meticulously covered, providing insights into the tools and frameworks that drive this explosive growth. Explore quantum computing's potential to revolutionize the tech landscape, and grasp the critical importance of secure coding practices and ethical considerations. The eBook also sheds light on the open source movement, integrated development environments (IDEs), continuous integration and deployment (CI/CD), and what the future holds for programming. *The Language of Code* is your essential guide to the world of programming. Whether you're a seasoned developer or a curious newcomer, this eBook will enrich your understanding and ignite your passion for coding. Unlock the mysteries of code and shape the future, one language at a time.

what is pervasive language: *Linguistic Fundamentals for Natural Language Processing II* Emily M. Bender, 2022-06-01 Meaning is a fundamental concept in Natural Language Processing (NLP), in the tasks of both Natural Language Understanding (NLU) and Natural Language Generation (NLG). This is because the aims of these fields are to build systems that understand what people mean when they speak or write, and that can produce linguistic strings that successfully express to people the intended content. In order for NLP to scale beyond partial, task-specific solutions, researchers in these fields must be informed by what is known about how humans use language to express and understand communicative intents. The purpose of this book is to present a selection of useful information about semantics and pragmatics, as understood in linguistics, in a way that's accessible to and useful for NLP practitioners with minimal (or even no) prior training in linguistics.

what is pervasive language: *Handbook of Psychosocial Characteristics of Exceptional Children* Vicki L. Schwann, Donald H. Saklofske, 2013-06-29 Research has documented the reciprocal effects of exceptionality and secondary psychosocial and behavioral characteristics. This in-depth handbook examines the categories of exceptionality most often described in educational, behavioral, and health practices. Leading authorities from psychology, education, and medicine evaluate the key characteristics of particular exceptionalities from the vantage point of theory, research, assessment, and intervention.

what is pervasive language: *Diglossic Translanguaging* Esther Jahns, 2024-05-06 This book examines how German-speaking Jews living in Berlin make sense and make use of their multilingual repertoire. With a focus on lexical variation, the book demonstrates how speakers integrate Yiddish and Hebrew elements into German for indexing belonging and for positioning themselves within the Jewish community. Linguistic choices are shaped by language ideologies (e.g., authenticity, prescriptivism, nostalgia). Speakers translanguange when using their multilingual repertoire, but do so in a diglossic way, using elements from different languages for specific domains.

what is pervasive language: *Specific Learning Disabilities* Yitzchak Frank, 2014-06-06 This book is a concise but comprehensive review of Specific Learning Disabilities, with a special attention to the biology of these diverse conditions. The reader will get a review of most aspects of SLD, including the different clinical syndromes (mostly dyslexia and dyscalculia), the clinical manifestations and the therapeutic approaches. It is unique in the proportion of its content dedicated to the biological aspects of SLD. It attempts to assemble and present the biological knowledge which has been accumulated on these conditions. This knowledge includes the neurological anatomy of dyslexia and dyscalculia, demonstrated with the help of modern neuro-imaging studies, and the physiology and the genetics of these conditions, again demonstrated by recently available technologies. These new technologies produced major discoveries related to SLD including the importance of phonological processing in reading, the presence of number center

“in the brain, and the rain networks involved in reading. We recognize that many dyslexic subjects have a deficit in aspects of language processing, specifically phonological processing; that dyscalculia can be the result of a number of distinct cognitive impairments, and that the basic underlying deficit in many cases of SLD may be a genetic variation. The same new biological investigative techniques can, like never before, measure the outcome of therapeutic techniques and learning methods. Such measurements will, in the future, be the gold standard in assessing the efficacy of different methods of classroom teaching in regular and different learners. Last, unlike many other publications on SLD, this book discusses the relatively unrecognized emotional aspects of SLD, and the sometime devastating effects that these conditions have on the life of affected subjects and their families, in and out of the classroom.

what is pervasive language: The Look of Things Carsten Strathausen, 2003-12-04 Examining the relationship between German poetry, philosophy, and visual media around 1900, Carsten Strathausen argues that the poetic works of Rainer Maria Rilke, Hugo von Hofmannsthal, and Stefan George focused on the visible gestalt of language as a means of competing aesthetically with the increasing popularity and reality effect of photography and film. Poetry around 1900 self-reflectively celebrated its own words as both transparent signs and material objects, Strathausen says. In Aestheticism, this means that language harbors the potential to literally present the things it signifies. Rather than simply describing or picturing the physical experience of looking, as critics have commonly maintained, modernist poetry claims to enable a more profound kind of perception that grants intuitive insights into the very texture of the natural world.

what is pervasive language: *The Seigneurial Transformation* Alessio Fiore, 2020-03-05 In *The Seigneurial Transformation*, Alessio Fiore discusses the transformation of the fabric of power in the kingdom of Italy in the period between the late eleventh century and the early twelfth century. The study analyses the major socio-political change of this period, the crisis of royal and public structures, and the development of seigneurial powers, using as a starting point the structures of power over men and land, and the discourses about the exercise of local power. This period was marked by a rapid reshaping of the structures of local power; while the outbreak of civil wars in the 1080s did not imply a clear-cut rupture with the past, it led to a staggering acceleration of pre-existing dynamics, with a reconfiguration of the matrix of power, in turn expressed in a transformation both of the instruments of local political communications and of the practices of power.

what is pervasive language: Reading Comprehension Gary Woolley, 2011-05-21 *Reading Comprehension: Assisting Children with Learning Difficulties* examines the complex nature of reading comprehension. It introduces a model for classifying reading comprehension based on an expanded Simple View of Reading. Issues related to assessment, diagnosis, and remediation of reading comprehension difficulties are discussed and translated into clear recommendations to inform reading intervention design and practice. It gives an informed understanding as to why reading comprehension is difficult for some children with learning disabilities such as ADHD, autism, language difficulties and dyslexia. From leading literacy research, the book develops a deeper understanding of thinking processes that facilitate comprehension at the word, discourse, and metacognitive levels. Children will benefit from the introduction of evidence-based methods for teaching reading comprehension using structured multiple-strategy frameworks.

what is pervasive language: media.faith.culture: Parents 101 Brett Ullman, 2011-09-19 Growing up, we didn't have the Internet, our friends didn't cut themselves and text messaging wasn't even on the radar. Today's young people are bombarded by media of all kinds, and have instant access to any subject and any topic of their choosing. Their media-saturated lives are inescapably inundated by chat rooms, movies, instant messaging and their ipods. How do we help guide our children to live Godly lives amidst this kind of cultural climate? Brett Ullman discusses, from a parent's perspective, sensitive topics affecting today's young people including cutting, suicide, substance abuse, sex and violence. Bringing hope and an awareness to today's parents, Brett sheds light on how with increased knowledge of youth trends, adults can be more discerning in

their parenting strategies and better able to anticipate the needs of their children as they navigate the often challenging waters of adolescence.

what is pervasive language: *The Linguistic Landscape in China* Yanmei Han,

what is pervasive language: **Languages, Linguistics and Development Practices** Deborah Hill, Felix K. Ameka, 2022-05-06 This edited book presents case-studies and reflections on the role of languages and their analytic study in development practices across four regions: Africa, Asia, Australia, and the Pacific. The authors highlight the importance of conceptual studies of languages and cultures, as well as language choice, for enhancing development practices, demonstrating the value that language analysis and the humanities can add to the already multi-disciplinary field of Development Studies. The chapters draw on the fields of linguistics, human geography, education, diverse economies, community learning, sociology, and anthropology, and topics covered include some significant areas of interest to sustainable human development: education, work, finances, age, gender; as well as a key approach to development (asset-based community development). Chapters on informal adult learning provide opportunities to explore how and why language and linguistic analysis is relevant to development projects. The volume aims to promote collaboration and interdisciplinary dialogue and should be of interest to academics, practitioners and students of language and development, and to those working in the field of development globally.

what is pervasive language: *A New Companion to Linguistic Anthropology* Alessandro Duranti, Rachel George, Robin Conley Riner, 2023-03-21 Provides an expansive view of the full field of linguistic anthropology, featuring an all-new team of contributing authors representing diverse new perspectives *A New Companion to Linguistic Anthropology* provides a timely and authoritative overview of the field of study that explores how language influences society and culture. Bringing together more than 30 original essays by an interdisciplinary panel of renowned scholars and younger researchers, this comprehensive volume covers a uniquely wide range of both classic and contemporary topics as well as cutting-edge research methods and emerging areas of investigation. Building upon the success of its predecessor, the acclaimed Blackwell Companion to Linguistic Anthropology, this new edition reflects current trends and developments in research and theory. Entirely new chapters discuss topics such as the relationship between language and experiential phenomena, the use of research data to address social justice, racist language and raciolinguistics, postcolonial discourse, and the challenges and opportunities presented by social media, migration, and global neoliberalism. Innovative new research analyzes racialized language in World of Warcraft, the ethics of public health discourse in South Africa, the construction of religious doubt among Orthodox Jewish bloggers, hybrid forms of sociality in videoconferencing, and more. Presents fresh discussions of topics such as American Indian speech communities, creolization, language mixing, language socialization, deaf communities, endangered languages, and language of the law Addresses recent trends in linguistic anthropological research, including visual documentation, ancient scribes, secrecy, language and racialization, global hip hop, justice and health, and language and experience Utilizes ethnographic illustration to explore topics in the field of linguistic anthropology Includes a new introduction written by the editors and an up-to-date bibliography with over 2,000 entries *A New Companion to Linguistic Anthropology* is a must-have for researchers, scholars, and undergraduate and graduate students in linguistic anthropology, as well as an excellent text for those in related fields such as sociolinguistics, discourse studies, semiotics, sociology of language, communication studies, and language education.

what is pervasive language: **Language Disabilities in Cultural and Linguistic Diversity** Deirdre Martin, 2009 *Language Disabilities in Cultural and Linguistic Diversity* offers a new approach to understanding the familiar dilemma of disentangling difficulties in communication for learners developing the language of schooling. The author takes a socio-cultural Vygotskian approach to reinterpret international research in language disabilities, namely specific language impairment, communication difficulties, dyslexia and deafness.

what is pervasive language: *Routledge Library Editions: Education Mini-Set L Sociology of Education* Various, 2021-06-23 Mini-set L: Sociology of Education re-issues 48 volumes originally

published between 1928 and 1990. The books in this mini-set discuss: Teaching and social change, research processes in education, class, race, culture and education, marxist perspectives in the sociology of education, the family and education, the sociology of the classroom and school organization.

what is pervasive language: *Linguistics For Dummies* Rose-Marie Dechaine, Strang Burton, Eric Vatikiotis-Bateson, 2012-02-08 The fascinating, fun, and friendly way to understand the science behind human language Linguistics is the scientific study of human language. Linguistics students study how languages are constructed, how they function, how they affect society, and how humans learn language. From understanding other languages to teaching computers to communicate, linguistics plays a vital role in society. Linguistics For Dummies tracks to a typical college-level introductory linguistics course and arms you with the confidence, knowledge, and know-how to score your highest. Understand the science behind human language Grasp how language is constructed Score your highest in college-level linguistics If you're enrolled in an introductory linguistics course or simply have a love of human language, Linguistics For Dummies is your one-stop resource for unlocking the science of the spoken word.

what is pervasive language: *Citizenship, Nation-building and Identity in the EU* Cherry James, 2018-12-17 With Brexit looming, a major issue facing UK Higher Education is whether the UK will be able to stay in the Erasmus Programme. This book sits at the intersection of three main interrelated themes - EU citizenship, the current state of the university in Europe, and student mobility - as they play out in the context of an EU funded programme established not least to promote European identity, European consciousness and European citizenship. Exploring through interviews with students from many countries, this book weaves together the themes of citizenship creation as a device for building a nation and a polity, the university as a public space in the era of the marketization of higher education, and communicative interaction as the mechanism by which citizenship is created. Ultimately it asks if the building bricks of national citizenship can be transposed to the transnational scale, and assist in creating the transnational, EU citizenship. It finds, surprisingly, that far from encouraging and facilitating the communicative interaction on which the development of EU citizenship was postulated, central features of the Erasmus Programme inadvertently work against this outcome. This book will be of key interest to scholars and students of EU law and European and EU studies, Citizenship Studies, sociology, and more broadly to higher education in general.

what is pervasive language: *Performative Linguistic Space* Neriko Musha Doerr, Jennifer M. McGuire, 2023-09-18 This volume explores performative linguistic space, namely a space which ushers or hinders linguistic practices. Space is made productive as a result of individuals who bring linguistic politics from diverse spaces into new ones. By moving away from the notions of discrete units of language and linguistic communities associated with a specific space, this volume suggests a fluid productive aspect of space. It goes beyond the assumed space-linguistic community association through ethnographic accounts that mediate linguistic anthropology, cultural geography, sociolinguistics, and deaf studies.

what is pervasive language: *Early Development of Children with Hearing Loss* Plural Publishing, Incorporated, 2009-07-15

what is pervasive language: *The Oxford Handbook of the History of English* Terttu Nevalainen, Elizabeth Closs Traugott, 2012-10-10 The availability of large electronic corpora has caused major shifts in linguistic research, including the ability to analyze much more data than ever before, and to perform micro-analyses of linguistic structures across languages. This has historical linguists to rethink many standard assumptions about language history, and methods and approaches that are relevant to the study of it. The field is now interested in, and attracts, specialists whose fields range from statistical modeling to acoustic phonetics. These changes have even transformed linguists' perceptions of the very processes of language change, particularly in English, the most studied language in historical linguistics due to the size of available data and its status as a global language. The Oxford Handbook of the History of English takes stock of recent advances in

the study of the history of English, broadening and deepening the understanding of the field. It seeks to suggest ways to rethink the relationship of English's past with its present, and make transparent the variety of conditions and processes that have been instrumental in shaping that history. Setting a new standard of cross-theoretical collaboration, it covers the field in an innovative way, providing diachronic accounts of major influences such as language contact, and typological processes that have shaped English and its varieties, as well as highlighting recent and ongoing developments of Englishes--celebrating the vitality of language change over the centuries and the many contexts and processes through which language change occurs.

what is pervasive language: *A Theory of Applied Linguistics* Albert Weideman,

what is pervasive language: *The Cambridge Handbook of Historical Orthography* Marco Condorelli, Hanna Rutkowska, 2023-10-12 Written by a team of global scholars, this is the first Handbook covering the rapidly growing field of historical orthography. Comprehensive yet accessible, it is essential reading for academic researchers and students in the field, and in related areas such as morphology, syntax, historical linguistics, linguistic typology and sociolinguistics.

what is pervasive language: *A History of Movie Ratings* Chris Hicks, 2013-07-23 The wire-thin line that separates movies rated PG and R has been crossed over so many times in both directions that industry observers are questioning whether the rating system carries any validity at all. Just where did this system come from? And who's been trusted with dishing out the ratings anyway? As a movie reviewer for more than thirty years, author Chris Hicks knows a thing or two about Hollywood. His masterful synopsis of CARA, the MPAA, and the mess we're in today will make you think twice before you take a film rating at face value.

what is pervasive language: *Desi Land* Shalini Shankar, 2008-10-27 *Desi Land* is Shalini Shankar's lively ethnographic account of South Asian American teen culture during the Silicon Valley dot-com boom. Shankar focuses on how South Asian Americans, or "Desis," define and manage what it means to be successful in a place brimming with the promise of technology. Between 1999 and 2001 Shankar spent many months "kickin' it" with Desi teenagers at three Silicon Valley high schools, and she has since followed their lives and stories. The diverse high-school students who populate *Desi Land* are Muslims, Hindus, Christians, and Sikhs, from South Asia and other locations; they include first- to fourth-generation immigrants whose parents' careers vary from assembly-line workers to engineers and CEOs. By analyzing how Desi teens' conceptions and realizations of success are influenced by community values, cultural practices, language use, and material culture, she offers a nuanced portrait of diasporic formations in a transforming urban region. Whether discussing instant messaging or arranged marriages, Desi bling or the pressures of the model minority myth, Shankar foregrounds the teens' voices, perspectives, and stories. She investigates how Desi teens interact with dialogue and songs from Bollywood films as well as how they use their heritage language in ways that inform local meanings of ethnicity while they also connect to a broader South Asian diasporic consciousness. She analyzes how teens negotiate rules about dating and reconcile them with their longer-term desire to become adult members of their communities. In *Desi Land* Shankar not only shows how Desi teens of different socioeconomic backgrounds are differently able to succeed in Silicon Valley schools and economies but also how such variance affects meanings of race, class, and community for South Asian Americans.

what is pervasive language: *Developmental Dyslexia: From Cross-Linguistic and Bilingual Perspectives* Fan Cao, Aaron J. Newman, Becky Chen, Xi, 2020-12-15 This eBook is a collection of articles from a Frontiers Research Topic. Frontiers Research Topics are very popular trademarks of the Frontiers Journals Series: they are collections of at least ten articles, all centered on a particular subject. With their unique mix of varied contributions from Original Research to Review Articles, Frontiers Research Topics unify the most influential researchers, the latest key findings and historical advances in a hot research area! Find out more on how to host your own Frontiers Research Topic or contribute to one as an author by contacting the Frontiers Editorial Office: frontiersin.org/about/contact.

what is pervasive language: *The Routledge Handbook of Translation and Education* Sara

Laviosa, Maria González-Davies, 2019-12-06 The Routledge Handbook of Translation and Education will present the state of the art of the place and role of translation in educational contexts worldwide. It lays a sound foundation for the future interdisciplinary cooperation between Translation Studies and Educational Linguistics. By adopting a transdisciplinary perspective, the handbook will bring together the various fields of scholarly enquiry and practice that make a valuable contribution to enlarging the notion of translation and diversifying its uses in education. Each contribution provides an overview of the historical background to a given educational setting. Focusing on current research approaches and empirical findings, this volume outlines the development of pedagogical approaches, methods, assessment and curriculum design. The handbook also examines examples of pedagogies that integrate translation in the curriculum, the teaching method's approach, design and procedure as well as assessment. Based on a multilingual and applied-oriented approach, the handbook is essential reading for postgraduate students, researchers and advanced undergraduate students of Translation Studies, and educationalists and educators in the 21st century post-global era. Chapters 4, 25, and 26 of this book are freely available as downloadable Open Access PDFs at <http://www.taylorfrancis.com> under a Creative Commons Attribution-Non Commercial-No Derivatives (CC-BY-NC-ND) 4.0 license.

what is pervasive language: *Debating the 'Post' Condition in India* Makarand R. Paranjape, 2017-10-25 How was the post-modernist project contested, subverted and assimilated in India? This book offers a personal account and an intellectual history of its reception and response. Tracing independent India's engagement with Western critical theory, Paranjape outlines both its past and 'post'. The book explores the discursive trajectories of post-modernism, post-colonialism, post-Marxism, post-nationalism, post-feminism, post-secularism — the relations that mediate them — as well as interprets, in the light of these discussions, core tenets of Indian philosophical thought. Paranjape argues that India's response to the modernist project is neither submission, willing or reluctant, nor repudiation, intentional or forced; rather India's 'modernity' is 'unauthorized', different, subversive, alter-native and alter-modern. The book makes the case for a new integrative hermeneutics, the idea of the indigenous 'critical vernacular', and presents a radical shift in the understanding of *svaraj* (beyond decolonisation and nationalism) to express transformations at both personal and political levels. A key intervention in Indian critical theory, this volume will interest researchers and scholars of literature, philosophy, political theory, culture studies and postcolonial studies.

what is pervasive language: *Language in Multicultural Education* Farideh Salili, Rumjahn Hoosain, 2005-03-01 Many books on multicultural education focus on a country and provide indepth discussion of issues pertinent to that country at the time. Alternately, understanding of multicultural education is sought through comparison between a society of special interest and a reference society, often the United States. An interesting recent example is *Constructing Multicultural Education in a Diverse Society* by Ilghiz Sinagatullin (2003), drawing on the author's knowledge of Russia and more particularly the Republic of Bashkortostan, itself an ethnically and culturally diverse part of Russia. The approach taken in this volume is to focus on an aspect of diversity, and look at its ramifications across the world. This provides an understanding of the nature of multicultural education itself, as well as insights into local issues through the experience of other places.

what is pervasive language: *Putting Psychology in Its Place* Graham Richards, 2002 Graham Richards gives historical perspective to key issues in contemporary psychology such as psychology and women and psychology and race as well as more traditional topics like behaviourism and Gestalt psychology. --From publisher's description.

what is pervasive language: *Assessing Academic Literacy in a Multilingual Society* Albert Weideman, John Read, Theo du Plessis, 2020-11-02 South African universities face major challenges in meeting the needs of their students in the area of academic language and literacy. The dominant medium of instruction in the universities is English and, to a much lesser extent, Afrikaans, but only a minority of the national population are native speakers of these languages. Nine other languages

can be media of instruction in schools, which makes the transition to tertiary education difficult enough in itself for students from these schools. The focus of this book is on procedures for assessing the academic language and literacy levels and needs of students, not in order to exclude students from higher education but rather to identify those who would benefit from further development of their ability in order to undertake their degree studies successfully. The volume also aims to bring the innovative solutions designed by South African educators to a wider international audience.

what is pervasive language: *Cultural Approaches To Parenting* Marc H. Bornstein, 2013-02-01 This volume is concerned with elucidating similarities and differences in enculturation processes that help to account for the ways in which individuals in different cultures develop. Each chapter reviews a substantive parenting topic, describes the relevant cultures (in psychological ethnography, rather than from an anthropological stance), reports on the parenting-in-culture results, and discusses the significance of cross-cultural investigation for understanding the parenting issue of interest. Specific areas of study include environment and interactive style, responsiveness, activity patterns, distributions of social involvement with children, structural patterns of interaction, and development of the social self. Through exposure to a wide range of diverse research methods, readers will gain a deeper appreciation of the problems, procedures, possibilities, and profits associated with a truly comparative approach to understanding human growth and development.

what is pervasive language: *Handbook of Cultural Psychology, Second Edition* Dov Cohen, Shinobu Kitayama, 2020-09-07 Now completely revised (over 90% new), this handbook offers the authoritative presentation of theories, methods, and applications in the dynamic field of cultural psychology. Leading scholars review state-of-the-art empirical research on how culture affects nearly every aspect of human functioning. The volume examines how topics fundamental to psychology--such as cognition, emotion, motivation, development, and mental health--are influenced by cultural meanings and practices. It also addresses the psychological and evolutionary underpinnings of cultural stability and change. The second edition reflects important advances in cultural neuroscience and an increasing emphasis on application, among many other changes. As a special bonus, purchasers of the second edition can download a supplemental e-book featuring several notable, highly cited chapters from the first edition. New to This Edition: *Most chapters are new, reflecting nearly a decade of theoretical and methodological developments. *Cutting-edge perspectives on culture and biology, including innovative neuroscientific and biopsychological research. *Section on economic behavior, with new topics including money, negotiation, consumer behavior, and innovation. *Section on the expansion of cultural approaches into religion, social class, subcultures, and race. *Reflects the growth of real-world applications in such areas as cultural learning and adjustment, health and well-being, and terrorism.

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