Contents

	Foreword Michael Byram	x
	Acknowledgements	xiii
1	Language and Culture in a Global Perspective	1
	Introduction: Inseparability of Language and Culture?	1
	Language and Culture: Generic and Differential	2
	An Analytical Distinction between Language and Culture Foreign- and Second-language Teaching: An Illustrative	5
	Vantage Point	6
	The Concept of Foreign Language and Transnational Mobility	7
	First Language and 'First-language Culture'	9
	The Whorfian Hypothesis: First Language vs. Foreign/	
	Second Language	11
	Culture in Relation to Language vs. Language in Relation	
	to Culture	12
	Overview of This Book	16
2	Tour de France in German Language Teaching:	
_	A Preliminary Analysis	19
	Introduction	19
	Tour de France in German Language Teaching	19
	Linguistic Practice	20
	Cultural and Linguistic Context	21
	Cultural and Linguistic Content	22
	Tour de France: A Multidimensional Relationship	
	between Language and Culture	23
	Tour de France: An Element of the Spread of Language	
	and Culture in the World	24
	The Nationalisation of Language Studies	26
	The Internationalisation of Language Studies:	
	Denationalisation?	28
	Conclusion	30

vi Contents

3	The Concept of Culture: An Introduction	32
	Introduction	32
	The Concept of Culture: Hierarchical, Differential	
	and Generic	32
	The Concept of Culture in European Cultural History:	
	An Ancient Metaphor	34
	Intersections between the Two Sets of Culture Concepts	37
	The Concept of Language in European Cultural History	38
	Concepts of Culture in Anthropology	39
	Practice-oriented Concepts of Culture and Cultural Studies	48
	Conclusion	51
4	Language, Nation and Culture: The German Tradition	54
	Introduction	54
	The Concept of Nation With or Without a Linguistic	
	Criterion	54
	The Concept of Nation With a Linguistic Criterion:	
	Central and Eastern Europe	55
	Johann Gottfried von Herder	56
	Wilhelm von Humboldt	58
	Herder, Humboldt and National Romanticism	60
	Conclusion	61
5	Cultural Complexity	64
	Introduction	64
	Ulf Hannerz: The Two Loci of Culture and the	
	Cultural Process	64
	American and European Sources of Inspiration	66
	The Global Ecumene	67
	Four Frameworks of Cultural Flow	68
	Hannerz vs. Friedman	69
	Conclusion	72
6	A Sociolinguistic View of Language	74
	Introduction	74
	Linguistic Practice	74
	Linguistic Resources	79
	The Linguistic System as a Discursive Construction	81
	The Loci of Language: 2 + 1	84
	Conclusion	85

Contents vii

7	Linguistic Flows and Linguistic Complexity	88
	Introduction	88
	Linguistic Flows in Social Networks	88
	'Linguistic Flows' or 'Language Spread'?	90
	First Language/Early Second Language vs. Foreign Language	/
	Late Second Language	92
	Flows of First Language or Early Second Language	93
	Flows of Foreign Language or Late Second Language	94
	Textual Flows	96
	Lexical Flows	96
	Global Flows and Local Complexity: Danish and Denmark	97
	Linguistic Complexity and Homogeneity in Language	
	Teaching	100
	Conclusion	107
8	Languacultural Dimensions	110
	Introduction	110
	Michael Agar: Languaculture	110
	Paul Friedrich: Linguaculture	114
	Languaculture: Three Cultural Dimensions of Language	114
	The Loci of Languaculture: 2 + 1	119
	Languaculture in Linguistic Practice	119
	Languaculture in Linguistic Resources	124
	Languaculture in 'The Linguistic System'	128
	The Whorfian Hypothesis and the Concept of	
	Languaculture	131
	The Term 'Languaculture'	133
	Conclusion	134
9	Discourse and Double Intertextuality	137
	Introduction	137
	A Concept of Discourse that is Content-oriented,	
	Yet Still Linguistic	137
	A Non-differential Concept of Language	139
	Double Intertextuality	140
	Translation of Discourse from Language to Language	142
	Discursive Resources	144
	Order of Discourse	145
	Conclusion	146

viii Contents

10	Cultural Contexts	149
	Introduction	149
	The Linguistic Concept of Context	149
	Cultural Context Seen As a Complex Historical	
	Macro-context	152
	First-language Context, Foreign-language Context and	
	Second-language Context	154
	Cultural Contexts in Language Teaching	155
	Life Context	156
	Does 'Language' Have a Cultural Context?	157
	Conclusion	159
11	Cultural Contents	161
	Introduction	161
	Cultural References and Representations: Internal	101
	and External	161
	Cultural References and Cultural Words	163
	Internal Cultural References: Are Language and Culture	
	Inseparable?	166
	Cultural Representations	167
	Internal Cultural Representations: Are Language	
	and Culture Inseparable?	168
	Cultural References and Representations in Language	
	Teaching	169
	Does 'Language' Have a Cultural Content?	170
	Conclusion	171
12	Linguistic, Discursive and Cultural Flows	173
	Introduction	173
	Linguistic Flows	174
	Discursive Flows	176
	Cultural Flows	179
	Tour de France: A Local Integration Process	180
	Conclusion	183
13	The Language-Culture Nexus	185
	Introduction	185
	The Communicative Event	185
	The Language-Culture Nexus: A Local Integration	186
	The Language-Culture Nexus: Convergent or Divergent?	187

Contents ix

	Objective and Subjective Dimensions of the	
	Language-Culture Nexus	189
	Language-Culture Nexuses at Higher Levels	189
	The Core of the Language-Culture Nexus: Reference	
	to Reality	191
	Conclusion	192
14	Language and Culture: A Multidimensional Relationship	194
	Language and Culture: Separability and Inseparability	194
	Implications for Language and Culture Pedagogy	196
	Further Perspectives	198
	References	201