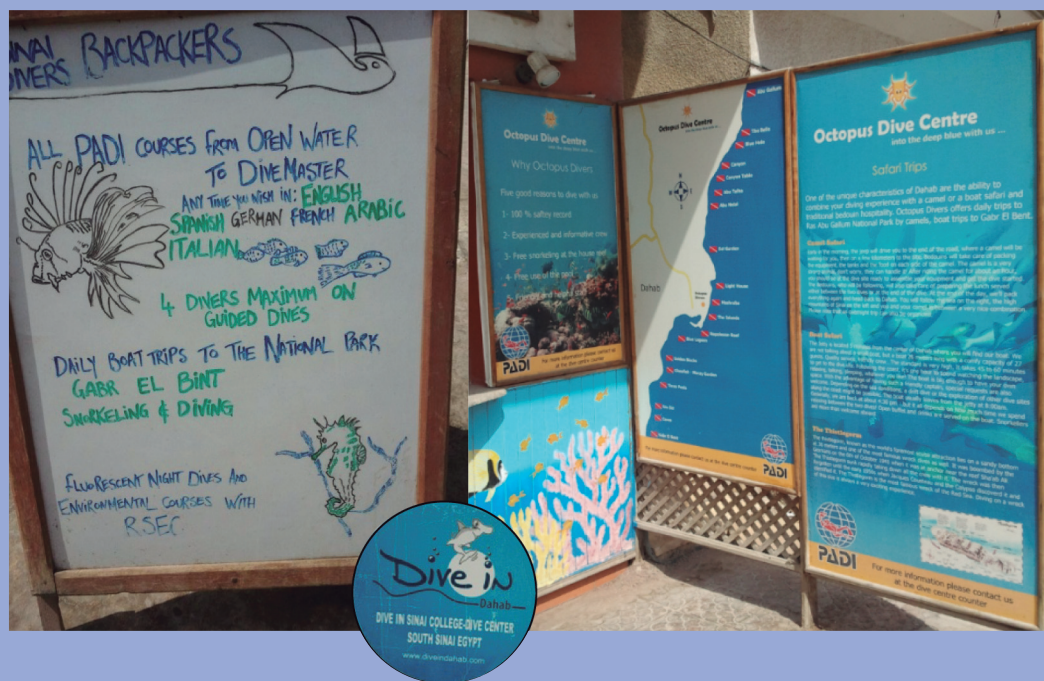


# English Today

The International Review of the English Language



## Immersion in the language: English and scuba diving

- Questioning the notion of a 'variety'      • English use and a global community
- Learning a language without imbibing a culture?
- A Singapore shop-front for English and French      • Is there a Swiss English?
- The old and the new in Chinese EFL      • Grammatical number in English-Chinese dictionaries
- English Historical Sociolinguistics (review)      • Partridge's New Slang Dictionary (review)
- International Dialects of English Archive (review)

# English Today

## The International Review of the English Language

---

journals.cambridge.org/eng  
Cambridge University Press  
32 Avenue of the Americas  
New York, NY 10013-2473, USA

**Founding Editor:** Tom McArthur

**Editor**

Clive Upton, *University of Leeds, UK*

**Advisory Editor**

Rajend Mesthrie, *University of Cape Town*

**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 and Stockholm University*

David Crystal, *University of Bangor, UK*

David Graddol, *UK*

Azirah Hashim, *University of Malaya, Malaysia*

Nobuyuki Honna, *Aoyama Gakuin University, Japan*

Bernd Kortmann, *University of Freiburg, Germany*

Merja Kytö, *Uppsala University, Sweden*

Andrew Moody, *University of Macau, Macao, China*

Salikoko S. Mufwene, *University of Chicago, USA*

Anne Pakir, *National University of Singapore, Singapore*

Pam Peters, *Macquarie University, Australia*

Mario Saraceni, *University of Portsmouth, UK*

Loreto Todd, *University of Ulster, UK*

Edgar Schneider, *Universität Regensburg, Germany*

Katie Wales, *University of Nottingham, UK*

Catherine Walter, *University of 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 0261-4448/2013.

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](http://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 29 subscription prices including postage (excluding VAT), valid until 31 December 2013, are £143 (US \$246) for institutions print and electronic access; £138 (US \$231) for institutions print only; £124 (US \$205) for institutions electronic only; £37 (US \$59) for individuals print only ordering direct from the publisher and certifying that the journal is for their personal use. Single issues cost £38 (US \$64).

A special rate is available for students £25 (US \$39). Special rates also apply for members of TESOL, IATEFL and other organisations. For further details, contact [journals@cambridge.org](mailto: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, The Edinburgh Building, Shaftesbury Road, Cambridge CB2 8RU or in the USA, Canada or Mexico, to Cambridge University Press, The Journals Fulfillment Department, 100 Brook Hill Drive, West Nyack, New York 10994-2133. 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](mailto:ad_sales@cambridge.org)  
Address enquiries in the USA, Mexico and Canada only to: [journals\\_advertising@cup.org](mailto:journals_advertising@cup.org)

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

© Cambridge University Press 2013

---

**English Today** is designed and typeset by Techset  
Printed in the UK by Bell and Bain

# English Today

The International Review of the English Language

ET115 Volume 29 Number 3 September 2013

- 
- 2 **Editors' comment**
- 3 **The trouble with World Englishes** JAKOB R. E. LEIMGRUBER
- 8 **English L2 personas and the imagined global community of English users** MARK F. SEILHAMER
- 15 **Poisoned chalice? English at an Islamic university in Kerala** A. K. MUNEEER HUDAWI
- 19 **Frenglish shop signs in Singapore** KENNETH KENG WEE ONG, JEAN FRANÇOIS GHESQUIÈRE AND STEFAN KARL SERWE
- 26 **Who wants Swiss English?** ADRIAN PABLÉ
- 34 **Teaching English as a foreign language in China: looking back and forward** ZHENHUI RAO
- 40 **Grammatical number of English nouns in English Learners' Dictionaries** XIAO-LING ZOU, JU-LAN FENG AND YA-PING ZHENG
- 47 **Leisure-activity ESP as a special case of ELF: the example of scuba diving English** EDGAR W. SCHNEIDER
- 58 **Review: English in its socio-historical context** J. M. HERNÁNDEZ-CAMPOY
- 60 **Review: Partridge in print and online** J. P. ROBINSON
- 63 **Review: An innovative IDEA** NICOLE HODGES PERSLEY
- 

CAMBRIDGE  
UNIVERSITY PRESS