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This volume gathers contributions in the closely linked fields of English language assessment and language education. The contributors from China and Hong Kong represent a mixture of established and new scholars. Areas covered in the language education section range across major developments in the redefining of Hong Kong's secondary and tertiary curricula, as well as the huge field of China's vocational education curriculum. Regarding assessment, the contributions reflect major changes in the marking of examinations in Hong Kong, whereby all examinations from 2012 onwards are marked onscreen, to quality control issues in the administration of China's College English Test, which is taken by over 10 million candidates every year.

Discipline-Specific Writing provides an introduction and guide to the teaching of this topic for students and trainee teachers. This book highlights the importance of discipline-specific writing as a critical area of competence for students, and covers both the theory and practice of teaching this crucial topic. With chapters from practitioners and researchers working across a wide range of contexts around the world, Discipline-Specific Writing: Explores teaching

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strategies in a variety of specific areas including science and technology, social science and business; Discusses curriculum development, course design and assessment, providing a framework for the reader; Analyses the teaching of language features including grammar and vocabulary for academic writing; Demonstrates the use of genre analysis, annotated bibliographies and corpora as tools for teaching; Provides practical suggestions for use in the classroom, questions for discussion and additional activities with each chapter. Discipline-Specific Writing is key reading for students taking courses in English for Specific Purposes, Applied Linguistics, TESOL, TEFL and CELTA.

Med sine "gratis" tjenester har giganter som Google og Facebook gitt oss et tilbud vi ikke kunne takke nei til. Til gjengjeld forsyner de seg med enorme mengder data om vår oppførsel og preferanser, som de ganske uforstyrret selger videre til høystbydende. Det er dette Shoshana Zuboff kaller overvåkingskapitalisme, et fenomen som truer med å omforme samfunnet like mye som den industrielle revolusjonen gjorde på 1800-tallet. I overvåkingskapitalismens tid er vi ikke bare konsumenter, vi utgjør selve råvaren. Den skjulte og stadig mer sofistikerte bruken av dataene om oss bidrar ikke bare til å gi oss skreddersydd innhold og reklame. Den er blitt et verktøy til å forutsi og påvirke

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vår atferd, både som kunder, borgere og som velgere. Og den utgjør en mektig trussel mot så vel demokratiet som vår personlige frihet. Shoshana Zuboff er filosof, sosialpsykolog og professor emerita ved Harvard Business School. Hennes tre tidligere bøker har alle åpnet dører til ny forståelse av hvordan teknologien påvirker mennesket.

The aim of the Handbook is to present readily accessible, but scholarly sources of information about educational research in the Asia-Pacific region. The scale and scope of the Handbook is such that the articles included in it provide substantive contributions to knowledge and understanding of education in the Asia region. In so doing, the articles present the problems and issues facing education in the region and the findings of research conducted within the region that contribute to the resolution of these problems and issues. Moreover, since new problems and issues are constantly arising, the articles in the Handbook also indicate the likely directions of future developments. The different articles within the Handbook seek to conceptualize the problems in each specific content area under review, provide an integration of the research conducted within that area, the theoretical basis of the research the practical implications of the research and the contribution of the research towards the resolution of the problems identified. Thus, the articles do not involve the reporting of

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newly conducted research, but rather require a synthesis of the research undertaken in a particular area, with reference to the research methods employed and the theoretical frameworks on which the research is based. In general, the articles do not advocate a single point of view, but rather, present alternative points of view and comment on the debate and disagreements associated with the conduct and findings of the research. Furthermore, it should be noted, that the Handbook is not concerned with research methodology, and only considers the methods employed in inquiry in so far as the particular methods of research contribute to the effective investigation of problems and issues that have arisen in the conduct and provision of education at different levels within the region. Information communication technologies have become the necessity in everyday life enabling increased level of communication, processing and information exchange to extent that one could not imagine only a decade ago. Innovations in these technologies open new fields in areas such as: language processing, biology, medicine, robotics, security, urban planning, networking, governance and many others. The applications of these innovations are used to define services that not only ease, but also increase the quality of life. Good education is essential for establishing solid basis of individual development and performance. ICT is

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integrated part of education at every level and type. Therefore, the special focus should be given to possible deployment of the novel technologies in order to achieve educational paradigms adapted to possible educational consumer specific and individual needs. This book offers a collection of papers presented at the Fifth International Conference on ICT Innovations held in September 2013, in Ohrid, Macedonia. The conference gathered academics, professionals and practitioners in developing solutions and systems in the industrial and business arena especially innovative commercial implementations, novel applications of technology, and experience in applying recent ICT research advances to practical solutions.

How often do you find moments of deep peace and satisfaction in your day-to-day life? How often does connection with other people, the divine, or nature make you feel more alive? How often are you touched by a sense of awe-inspiring beauty, compassionate love, or pure joy? For many of us, these kinds of experiences tend to be fleeting and all too rare. Fortunately, new research is suggesting that a regular practice of paying attention to experiences like these can help any of us find them more often and cultivate richer, deeper, and more satisfying lives. In *Spiritual Connection in Daily Life*, Lynn Underwood introduces her Daily Spiritual Experience Scale (DSES), which is comprised of

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sixteen simple, multiple-choice questions that invite us to become more attuned to these extraordinary experiences in ordinary life. The DSES is the definitive set of questions for measuring the experience of spiritual connection and has been used in hundreds of studies, translated into over twenty languages, and used around the world by counselors, therapists, nurses, social workers, clergy from multiple faiths, and business leaders. *Spiritual Connection in Daily Life* offers a step-by-step guide to using the DSES to improve our abilities to sense the “more than” in the midst of our days. Embraced by people from many different cultures, religious traditions, and professional backgrounds, the DSES doesn’t require any extraordinary experience like hearing divine voices or embarking upon a dramatic religious conversion. Nor does it belabor the exact definition of “spirituality.” Rather, it simply invites us to focus on aspects of our daily lives such as deep peace, sense of inner strength, longing, and compassionate love. The sixteen questions also provide a common, nonpolarizing language for communicating with others about the role of the “more than” in our lives. Adherents of all faith traditions, as well as people with no religious leanings whatsoever, have experienced profound and lasting benefits from having these experiences, including improved health behaviors, better relationships, decreased stress and burnout, and

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improvements in daily mood. Now all of us can reap these same long-term benefits with just a little bit of self-reflection and Dr. Underwood's expert guidance.

How things are divided up or pieced together matters. Half a bridge is of no use at all. Conversely, many things would do more good if they could be divided up differently: Perhaps you would prefer a job that involves a third less work and a third less pay or a car that materializes only when needed and is priced accordingly? Difficulties in "slicing" and "lumping" shape nearly every facet of how we live and work--and a great deal of law and policy as well. Lee Anne Fennell explores how both types of challenges--carving out useful slices and assembling useful lumps--surface in myriad contexts, from hot button issues like conservation and eminent domain to developments in the sharing economy to personal struggles over work, money, time, diet, and exercise. Yet the significance of configuration is often overlooked, leading to missed opportunities for improving our lives. With a technology-fueled entrepreneurial explosion underway that is dividing goods, services, and jobs in novel ways, and as urbanization and environmental threats raise the stakes for assembling resources and cooperation, this is an especially exciting and crucial time to confront questions of slicing and lumping. The future of the city, the workplace, the marketplace, and the

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environment all turn on matters of configuration, as do the prospects for more effective legal doctrines, for better management of finances and health, and more. This book reveals configuration's power and potential--as a unifying concept and as a focus of public and private innovation.

English for Specific Purposes (ESP), addressing the communicative needs and practices of particular professional or occupational groups, has developed rapidly in the past fifty years and is now a major force in English language teaching and research. This critical volume helps innovate the theory, practice, and methodology for ESP teaching and research in Asian countries and areas. Promoting communication and enhancing cooperation on ESP research and pedagogy across cultures, it provides ESP scholars, educators and practitioners with an opportunity to benefit from each other's research and expertise in an age of globalization and digitalization. The volume provides an in-depth analysis of the latest scholarship on English teaching and research for general and specific academic and occupational purposes; the intercultural communication in ESP contexts; corpus linguistics and data-driven instruction for ESP; computer-assisted language learning and mobile-assisted language learning; evaluation of English writing courses; and ESP translation strategies.

In an era of climate change, the need to manage our

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water resources effectively for future generations has become an increasingly significant challenge. Indigenous management practices have been successfully used to manage inland water systems around the world for thousands of years, and Indigenous people have been calling for a greater role in the management of water resources. As First Peoples and as holders of important knowledge of sustainable water management practices, they regard themselves as custodians and rights holders, deserving of a meaningful role in decision-making. This book argues that a key (albeit not the only) means of ensuring appropriate participation in decision-making about water management is for such participation to be legislatively mandated. To this end, the book draws on case studies in Australia and New Zealand in order to elaborate the legislative tools necessary to ensure Indigenous participation, consultation and representation in the water management landscape.

The physicist and humanitarian took his place beside the great teachers with the publication of *Relativity: The Special and General Theory*, Einstein's own popular translation of the physics that shaped our "truths" of space and time.

English Language Education and Assessment Recent Developments in Hong Kong and the Chinese Mainland Springer

Questions about what to teach and how best to teach it are what drive professional practice in the English language classroom. *Innovation and change in English language education* addresses these key questions so that teachers are able to understand and manage

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change to organise teaching and learning more effectively. The book provides an accessible introduction to current theory and research in innovation and change in ELT and shows how these understandings have been applied to the practical concerns of the curriculum and the classroom. In specially commissioned chapters written by experts in the field, the volume sets out the key issues in innovation and change and shows how these relate to actual practice offers a guide to innovation and change in key areas grounded in research relates theory to practice through the use of illustrative case studies and examples brings together the very best scholarship in TESOL and language education from around the world This book will be of interest to upper undergraduate and graduate students in applied linguistics, language education and TESOL as well as pre-service and in-service teachers, teacher educators, researchers and administrators keen to create and manage teaching and learning more effectively.

This book discusses Hong Kong's use of onscreen marking (OSM) in public examinations. Given that Hong Kong leads the way in OSM innovation, this book has arisen from a recognised need to provide a comprehensive, coherent account of the findings of various separate but linked validation studies of onscreen public examinations in Hong Kong. The authors discuss their experience of the validation process, demonstrating how high-stakes innovation should be fully validated by a series of research studies in order to satisfy key stakeholders.

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Exploring contemporary issues and challenges facing education in East Asia, including recent reforms and global contexts, from China and Japan to Mongolia and Korea.

This is a brand new edition of the leading reference work on histological techniques. It is an essential and invaluable resource suited to all those involved with histological preparations and applications, from the student to the highly experienced laboratory professional. This is a one stop reference book that the trainee histotechnologist can purchase at the beginning of his career and which will remain valuable to him as he increasingly gains experience in daily practice.

Thoroughly revised and up-dated edition of the standard reference work in histotechnology that successfully integrates both theory and practice. Provides a single comprehensive resource on the tried and tested investigative techniques as well as coverage of the latest technical developments. Over 30 international expert contributors all of whom are involved in teaching, research and practice. Provides authoritative guidance on principles and practice of fixation and staining. Extensive use of summary tables, charts and boxes. Information is well set out and easy to retrieve. Six useful appendices included (SI units, solution preparation, specimen mounting, solubility). Provides practical information on measurements, preparation solutions that are used in daily laboratory practice. Color photomicrographs used extensively throughout. Better replicates the actual appearance of the specimen under the microscope. Brand new co-editors. New material on

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immunohistochemical and molecular diagnostic techniques. Enables user to keep abreast of latest advances in the field.

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- complete edition and concise edition eBooks available

This research-based book takes an organization-wide perspective to describe the governance and governmentality for projects in organizations. Governance of projects defines and directs the ways managers of projects, programs, and project portfolios carry out their work. Governmentality is the way the managers of these managers present themselves to those they lead. *Governance and Governmentality for Projects* starts with introducing existing theories, models and paradigms for governance and governmentality. It then develops a chronological framework of the ways governance and governmentality for projects is enabled in organizations, how it subsequently unfolds in organizations of different types and sectors, and the consequences of different governance approaches for project results, trust, control, and ethical issues in projects. Special emphasis is given to the link between corporate governance and the governance of project, programs and project portfolios. Three real-life case studies exemplify the research findings described in the book. Through its structure this book describes the development of governance and governmentality in the realm of projects from its organizational origins, via observable practices, to expected consequences of different implementations. Aimed at academics, post-graduate students in business and

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management, reflective practitioners, standards or policy developers, those in governance roles and others in need of a detailed knowledge of the spectrum of project related governance in organizations, this book will help develop a comprehensive understanding of the theoretical and practical underpinnings of the subject, their interaction, and implications for implementation. This allows for understanding and developing of both generic and idiosyncratic governance structures, such as those needed in project-based organizations.

This book examines the powerful role of writing in society. The invention of writing, independently at various places and times in history, always stood at the cradle of powerful civilizations. It is impossible to imagine modern life without writing. As individuals and social groups we hold high expectations of its potential for societal and personal development. Globally, huge resources have been and are being invested in promoting literacy worldwide. So what could possibly be tyrannical about writing? The title is inspired by Ferdinand de Saussure's argument against writing as an object of linguistic research and what he called *la tyrannie de la lettre*. His critique denounced writing as an imperfect, distorted image of speech that obscures our view of language and its structure. The chapters of the book, written by experts in language and literacy studies, go beyond this and explore tyrannical aspects of writing in society through history and around the world: from Medieval Novgorod, the European Renaissance and 19th-century France and Germany over colonial Sudan to postcolonial Sri Lanka and Senegal and present-day Hong Kong and Central China to the Netherlands and Spain. The metaphor of 'tyranny of writing' serves as a heuristic for exploring ideologies of language and literacy in culture and society and tensions and contradictions between the written and the spoken word.

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Education systems worldwide will only successfully serve the needs of people with disability when we inclusively examine and address disabling issues that currently exist at school level education as well as further and higher education and beyond. The chapters contributing to this edited volume are presented to assist readers with a critical examination of contemporary practice and offer a concerted response to improving inclusive education. The chapters address a range of important topics related to the field of critical disability studies in education and include sections dedicated to Schools, Higher Education, Family and Community and Theorising. The contributors entered into discussions during the 2014 AERA Special Interest Group annual meeting hosted by Victoria University in Australia. The perspectives offered here include academic, practitioner, student and parent with contributions from Australia, New Zealand, Nigeria, the UK and the US, providing transnational interest. This book will appeal to readers who are interested in innovative theoretical approaches, practical applications and personal narratives. The book is accessible for scholars and students in disciplines including education, sociology, psychology, social work, youth studies, as well as public and allied health. The Introduction by Professor Roger Slee (The Victoria Institute, Victoria University, Australia) and Afterword by Professor David Connor (City University of New York) provide insightful and important commentary. Cover photograph by Paul Dunn and design by Hendrik Jacobs. This book offers a comprehensive look at the current literatures and research based on empirical data from across different countries in Africa. It focuses on the work of leading scholars of management in and around Africa and the African Context, exploring whether we can at this point refer to 'African Management' as an emerging and distinct stream in the scholarly discourse in management. The main themes are

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macro and micro issues of Management in Africa, each chapter illustrating the historical or traditional view of Management in Africa versus the newer western business management perspective. This book presents current, in-depth, rigorous research and identifies future research and propositions, enabling scholars and students to gain an in-depth understanding of management as it is evolving and practiced in Africa.

Financial reports can be regarded as the primary means of communication between a company's management and its shareholders. The reports also address all other kinds of stakeholders like employees, suppliers, customers, competitors, governments, potential investors, bond holders and, in a broad sense, the entire society. Still, it is questionable whether managers really deliver true information in their reports. One possible way of obscuring corporate information when results are negative, or of being forthcoming in disclosing information when results are good, is to adjust the reports' readability which can influence understandability as a consequence. The concrete aim of this study is to focus on the readability of letters to the shareholders of bilingual (German and English) quarterly reports of listed companies at Frankfurt Stock Exchange. It is examined how various factors influence the readability of company reports.

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The trade-investment-service-intellectual property (IP) nexus remains at the heart of economic development and the main features of which are global value chains (GVCs) and digitalisation. The protection of intellectual property rights (IPR) has become a critical issue not only for advanced economies but also for emerging markets. This edited volume contributes to the debates on IPR protection and economic

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development from the perspective of Association of Southeast Asian Nations (ASEAN) member states. The book provides insights into the mechanism and evidence on how effective IPR protection will increase economic and social welfare via promoting innovation activities and providing incentives to diffuse knowledge and transfer technologies. Written by economists and lawyers from the region, these experts share their latest findings and thoughts on how countries in Southeast Asia have been progressively improving IPR protection and increasing the interoperability of different IPR regimes through regional cooperation to facilitate business operations in the context of digital transformation.

This volume identifies, problematizes, and discusses issues specific to the design of educational programs for teacher candidates from working class, ethnic- and language-minority, and immigrant backgrounds, taking as its starting point the distinctive, complex perspectives that these candidates bring to the university classroom.

This book will be of interest to a broad readership, regardless of whether they have a background in sociolinguistics, functional linguistics or genre theories. It presents an accessible “meta-language” (i.e. a language for talking about language) that is workable and usable for teachers and researchers from both language and content backgrounds, thus facilitating collaboration across content and language subject panels. Chapters 1 to 3 lay the theoretical foundation of this common meta-language by critically reviewing, systematically presenting and integrating key theoretical resources

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for teachers and researchers in this field. In turn, Chapters 4 to 7 focus on issues in pedagogy and assessment, and on school-based approaches to LAC and CLIL, drawing on both research studies and the experiences of front-line teachers and school administrators. Chapter 8 provides a critical and reflexive angle on the field by asking difficult questions regarding how LAC and CLIL are often situated in contexts characterized by inequality of access to the linguistic and cultural capitals, where the local languages of the students are usually neglected or viewed unfavourably in relation to the L2 in mainstream society, and where teachers are usually positioned as recipients of knowledge rather than makers of knowledge. In closing, Chapter 9 reviews the state of the art in the field and proposes directions for future inquiry.

This volume gives an up-to-date account of the language situation and social context in multilingual Hong Kong. After an in-depth, interpretive analysis of various language contact phenomena, it shows why it is such a tall order for Hongkongers to live up to the Special Administrative Region government's language policy goalpost, 'biliteracy and trilingualism'. A detailed contrastive analysis between Cantonese and (a) English, (b) Modern Written Chinese, and (c) Putonghua helps explain the nature of the linguistic and acquisitional challenges involved. Economic forces and

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sociopolitical realities helped shape the 'mother tongue education' or 'dual Mol streaming' policy since September 1998. The book provides a critical review of the significant milestones and key policy documents from the early 1990s, and outlines the concerns of stakeholders at the receiving end. Another Mol debate concerns the feasibility and desirability of teaching Chinese in Putonghua (TCP). Based on a critical review of the TCP literature and recent psycholinguistic and neuroscience research, the language-in-education policy implications are discussed, followed by a few recommendations. Hongkongers of South Asian descent saw their life chances curtailed as a result of the post-1997 changes in the language requirements for gaining access to civil service positions and higher education. Based on a study of 15 South Asian undergraduate students' prior language learning experiences, recommendations are made to help redress that social inequity problem. This book constitutes the thoroughly revised selected papers of the 8th International Conference on Information and Communication Technology in Teaching and Learning, ICT 2013, held in Hong Kong, China, in July 2013. The 21 revised papers presented were carefully reviewed and selected from various submissions. The papers are organized in topical sections such as management and application of open education resources, application

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of ICT in support of knowledge sharing, application of mobile devices and social media to knowledge sharing, knowledge sharing for teaching and learning.

Developing countries commonly adopt reforms to improve their governments yet they usually fail to produce more functional and effective governments. Andrews argues that reforms often fail to make governments better because they are introduced as signals to gain short-term support. These signals introduce unrealistic best practices that do not fit developing country contexts and are not considered relevant by implementing agents. The result is a set of new forms that do not function. However, there are realistic solutions emerging from institutional reforms in some developing countries. Lessons from these experiences suggest that reform limits, although challenging to adopt, can be overcome by focusing change on problem solving through an incremental process that involves multiple agents.

- in-depth explanation of key concepts
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This book demonstrates the value of approaching education from a sociological and philosophical perspective. Specifically, it addresses current and long-standing educational issues in the Asia-Pacific region, integrating sociological and philosophical

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insights with practical applications in four key areas: educational aims, moral education, educational policy, and the East-West dichotomy. It discusses educational aims in terms of rationality, philosophical thinking, and sustainable development and presents the literary, religious, and analytical approaches to moral education. Four educational policies are then considered: Hong Kong's language policy, Hong Kong's policy on the internationalization of education, East Asia's policies on English education, and Australia's policy on teacher education. Different aspects of the East-West dichotomy are analysed: Confucian rationalism versus Western rationalism, Confucian learning culture versus Western learning culture, and Asian research methodology versus Western research methodology. Taken as a whole, the book shows that issues in education are rarely simple, and looking at them from multiple perspectives allows for rich and informed debates. It presents a rare philosophical and sociological analysis of the cultures and experiences of education in the Asia-Pacific region, and promotes research that leads to more culturally rooted educational policies and practice.

This review, developed in co-operation with UNICEF, provides Albania with recommendations to help strengthen its evaluation and assessment system to focus on support for student learning. It will be of

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interest to Albania, as well as other countries looking to make more effective use of their evaluation and assessment system to improve quality and equity, and result in better outcomes for all students.

The desire exists within Governments to provide for those who are on the fringes of society. Therefore, indigenous approaches seem relevant in the redistribution of resources among citizens. This book is therefore not only essential, but also timely.

Indigenous Social Security Systems in Southern and West Africa (ISSS) contributes to human service literature for Africa, Southern Africa and West Africa in particular. The richness of the book lies within the variety of contributions that encourage its origin. The book's value is extensive and captures many essential and current topics that have an appeal to academicians, policy-makers, analysts and practitioners in the field of social welfare and social security. Ultimately, the book serves as a pragmatic and expedient tool for human service practitioners and any enthusiast of social security systems.

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Offers a wide-ranging overview of the issues and

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research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies, examines, and seeks solutions to real-life language-related issues. Such issues often occur in situations of language contact and technological innovation, where language problems can range from explaining misunderstandings in face-to-face oral conversation to designing automated speech recognition systems for business. The Concise Encyclopedia of Applied Linguistics includes entries on the fundamentals of the discipline, introducing readers to the concepts, research, and methods used by applied linguists working in the field. This succinct, reader-friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them. This abridged reference work has been compiled from the most-accessed entries from The Encyclopedia of Applied Linguistics (www.encyclopediaofappliedlinguistics.com), the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide. Alphabetically-organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism, language policy and planning, language assessment and testing, translation and interpreting, and many others. Accessible for readers who are new to applied linguistics, The Concise Encyclopedia of Applied Linguistics: Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language, language use, and contexts of

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language use Demonstrates the connections among theory, research, and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field, The Concise Encyclopedia of Applied Linguistics is ideal for new students of applied linguistics and for researchers in the field.

The need to reform secondary-level education to prepare young people for new economic realities has emerged. In an age of constant career changing, cognitive flexibility is a top-priority skill to develop in today's students. This shift requires methodological innovation that enhances children's natural abilities as well as updated, focused teacher education in order to prepare them adequately. Educational Reform and International Baccalaureate in the Asia-Pacific is a collection of innovative research that examines the development and implementation of IB curricula. Highlighting a wide range of topics including critical thinking, student evaluation, and teacher training, this book is ideally designed for educators, curriculum developers, instructional designers, administrative officials, policymakers, researchers, academicians, and students.

How Humans Learn to Think Mathematically describes the development of mathematical thinking from the young child to the sophisticated adult. Professor David Tall reveals the reasons why mathematical concepts that make sense in one context may become problematic in another. For example, a child's experience of whole number arithmetic successively affects subsequent

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understanding of fractions, negative numbers, algebra, and the introduction of definitions and proof. Tall's explanations for these developments are accessible to a general audience while encouraging specialists to relate their areas of expertise to the full range of mathematical thinking. The book offers a comprehensive framework for understanding mathematical growth, from practical beginnings through theoretical developments, to the continuing evolution of mathematical thinking at the highest level.

Approaches to Specialized Genres provides a timely update of the field of genre studies, with 14 cutting-edge contributions split into five sections using and integrating an exceptionally wide variety of methods and perspectives (such as ESP genre research, corpus linguistics, systemic functional linguistics, ethnographic and multimodal research) to analyse genres in written, spoken, visual and auditory modes across a multiplicity of pedagogic, professional and digital settings. It highlights and illustrates the growing trend of a multiperspective and inter-theoretic approach to genre studies and demonstrates how such methodological rigour can extend our knowledge of language, in general, and genres, in particular. It also examines a rich variety of underexplored genres such as the digital genre of synchronous videoconferencing, instructional slides, video ads, engineers' training log book entries, the narrative story genres, fundraising letters and retraction notices. It demonstrates not only the prominent value of genre research, but wide applications of genre knowledge in various educational and professional

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domains. The book brings together experts spreading across the world, including countries in South-East Asia, Europe, America, West Africa and South America. Accordingly, it will appeal to readers of diversified socio-cultural backgrounds working in all the aforementioned inter-related fields of applied linguistics and communication studies.

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