

BACON'S
STANDARD
MAP OF
EUROPE

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Scale of Miles

MADE IN U.S.A.



English in European integration

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Lingua franca is

- ▶ a neutral instrument for ‘international’ communication between speakers who do not share a mother tongue;
- ▶ a culturally neutral medium that puts everyone on an equal footing.

English language is not only lingua franca, but also

- ▶ a lingua economica;
- ▶ a lingua emotive;
- ▶ a lingua academica;
- ▶ a lingua cultura;
- ▶ a lingua bellica.

- English has dual nature as a language international understanding, human rights, development, progress etc, but also as a colonizing language.
- American linguist John Swales claims that other European languages of scholarship are on the way to extinction.

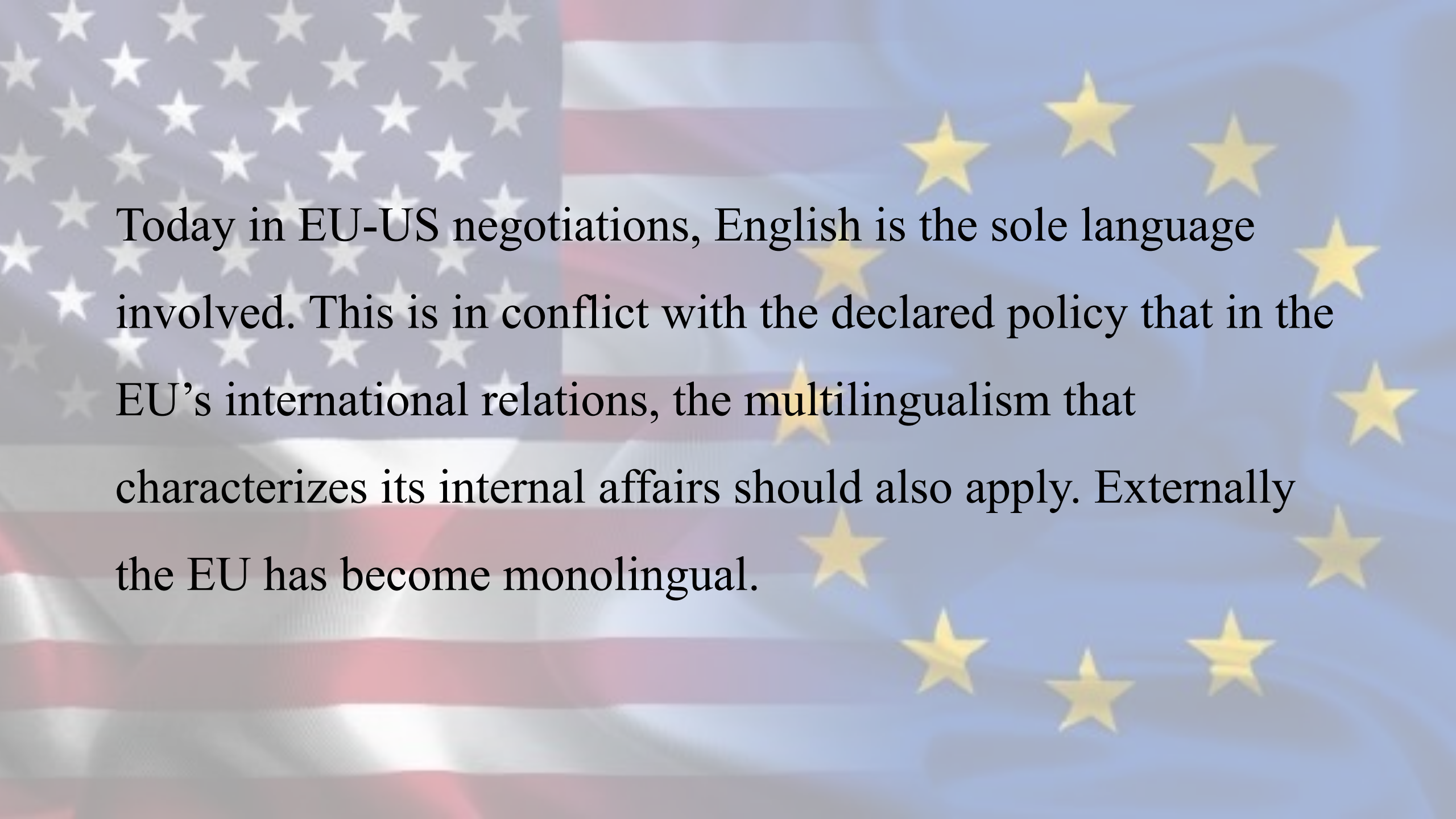
One of the most visible causal factors of English language's entry into most European countries is cultural globalization in the media, which utilize the original language in the north of Europe:

- ▶ **70-80%** of all TV fiction shown on European TV is American.
- ▶ But in the USA the market share of films of foreign origin is only **1%**.



The cultural insularity of the US and the UK is also clear from the figures for translation:

- ▶ **2%** of books published in the UK, and **3%** in the USA are translations from other languages
- ▶ whereas the corresponding figures for Italy are **27%**, for Denmark **41%**, and Slovenia **70%**



Today in EU-US negotiations, English is the sole language involved. This is in conflict with the declared policy that in the EU's international relations, the multilingualism that characterizes its internal affairs should also apply. Externally the EU has become monolingual.

Thank you for your attention!