



Research Article

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Inextricable Connection: World Englishes, Language Diversity, and Cross-Cultural Communication

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Abstract

As the population continues to diversify, and English is used as the universal language, providing opportunities for students to learn about language diversity is considered critical. One way to achieve that is through the study of language's structure, history, and meaning of words. Linguists use this knowledge to understand how language works and how it can be used to communicate effectively. The concept of World Englishes is particularly important for English teachers and educators, who need to be aware of the existence of different English dialects spoken and that these varieties are becoming increasingly important as global communication increases. Although the concept of World Englishes is relatively new, studying different varieties of English is not. Cross-cultural communication is essential for any institution that has diverse operations or plans to expand internationally. Linguistic barriers include differences in spoken and written language, as well as differences in the way that language is used in different cultures. Understanding the aspects of cross-cultural communication, language diversity, and World Englishes is the main focus of this study.

Keywords: *World Englishes, Language diversity, Cross-cultural communication*

1. Introduction

Language diversity is a topic that does not get a lot of attention. Societies around the world are comprised of different cultures and languages, which is what makes people unique. However, such diversity creates the challenge of communicating with one another since there are multiple languages spoken in diverse regions, and only a negligible percentage of people can understand and speak multiple languages or understand multiple cultural practices. In many cases, language diversity can potentially hinder communication, but in the case of World Englishes, language diversity enhances it. World Englishes refers to different language standards worldwide, all based on English (Alogali, 2018). Language standards are essential for effective communication but can also lead to discrimination and oppression within societies (Berns, 2019). This paper explores the connection between language diversity, cross-cultural communication (CCC), and World Englishes to understand better how this relationship can impact communication. The discussion traces how the diffusion of World Englishes and the evolution of intercultural communication practices, as well as

the impact that these two cultural spheres have had on each other, have shaped the nowadays global communities and the course of World Englishes since its inception. The threads that run through these communities are numerous and complex, with many points of contact. This study steps back from these wider relationships to focus on the particular connections between World English and intercultural communication.

2. Language Diversity: Cultural Diversity

Language diversity is a large aspect of cultural diversity. Through languages people communicate their ideas, feelings, and needs. The history of every language tells the story of the people who speak it. Languages are acquired and lost over time as groups migrate and split apart. Therefore, language diversity is a topic that can be approached from many angles. UNESCO identified language diversity as one of the world's most challenges. Language diversity can be defined as the number of different languages spoken in a particular area or country. This number can be quite large, like in India, where there are over 1,600 different languages spoken (De Costa & Crowther, 2018). Language diversity can also impact language development. It is essential to provide opportunities for students to learn about language diversity and to celebrate the different languages spoken in their community.

There are many ways to approach language diversity. One is to look at it as a challenge. It is important to preserve language diversity in a world with over 7,000 languages. One way to do that is to understand, appreciate, recognize, and respect all languages that different communities speak. This gives freedom to individuals and communities to speak their language without infringing with the freedom of other language speakers. Failure to do so can endanger the existence of languages, and they may eventually disappear if no one learns them as a second language (De Costa & Crowther, 2018). Languages can disappear when their speakers die out, migrate to another region, or are forced to switch to another, more dominant language. Many languages have already disappeared, and linguists estimate that many more are on the verge of becoming extinct by the end of this century.

Language diversity can have many negative effects on society. One of the most obvious is the difficulty in communication. When people cannot communicate with each other, it can lead to misunderstandings and conflict. Additionally, a lack of communication can also lead to a feeling of isolation and exclusion. On the contrary, language diversity can also affect society positively. It can promote creativity and innovation, as people are exposed to different ways of thinking. It can also help to preserve cultural heritage. When people speak different languages, they are more likely to maintain their own unique culture and traditions.

3. World Englishes: English Used Worldwide

World Englishes is a term that refers to the English language as it is spoken, written, or heard around the world. It includes all of the various ways in which the language is used. While English has always been spoken worldwide, in the past, it was primarily spoken by people who had migrated from English-speaking countries to other regions of the world. However, for years now, more and more non-native speakers have started to learn English (Bayyurt, 2018). As a result, the way English is used in different regions has changed. There are many reasons for the increased popularity of learning English among individuals for whom English is not the native language. For instance, English has spread to many different regions worldwide, making it more accessible within those regions. Also, the language is increasingly used in global interactions, making communication more important. Moreover, colonization by English-speaking countries, especially Britain, contributed immensely to the spread of the English language and culture in the colonies. Additionally, English is becoming an increasingly important communication tool since many regions worldwide are now using it as a formal communication language. In addition, English is also adopted for new ways to communicate with people worldwide. For example, social media platforms, including Twitter and Facebook, are being used more often to communicate with others. The way English is used in various regions of the

world has changed due to the increased popularity of the language.

4. Cross-Cultural Communication

Cross-cultural communication, an information-sharing process across diverse social groups and cultures, commonly applies to the interaction of people who practice different cultures. Cross-cultural communication is essential in the contemporary world, which is becoming increasingly connected, and people from all corners of the globe now have the opportunity to communicate. Cross-cultural communication aims to find common ground between people from different cultures. It involves mediation, negotiation, and exchanging ideas across cultural spheres to accomplish one's goals or objectives. It is a form of global communication, with wide array of communication processes and networks through which people gather information and interact daily. It also involves recognizing and understanding the similarities and differences in the way communication messages are expressed, interpreted, and understood by different cultural groups to communicating effectively across cultures.

Cross-cultural communication is essential for modern communication and teaching fields (Galloway & Numajiri, 2020). Further, involves understanding the differences in how people from different cultures communicate and behave. Cross-cultural communication is essential for modern businesses and education as the world is becoming increasingly connected. The internet and social media have made it possible for people globally to interact with each other and share information. This has led to a need for individuals to be able to communicate across cultures. Communicating with people from other cultures is one of the most important and challenging skills an individual can learn. In today's increasingly globalized world, it is more important than ever to be able to communicate effectively across cultures. Whether it is a student abroad or a business professional working with international clients, one must know how to interact with other cultures. The good news is that with a little effort, anyone can learn to do so.

Studies have shown that cross-cultural communication is essential for any business that has a diverse workforce or plans to expand internationally. Linguistic barriers include differences in spoken and written language, as well as differences in the way that language is used in different cultures. Non-linguistic barriers to cross-cultural communication can include differences in customs, values, and beliefs, all of which can lead to misunderstandings and miscommunications. Cultural differences can also create different expectations about communication. In some cultures, it is not allowed to make direct eye contact, while in others, it is considered a sign of respect.

Cross-cultural communication can be both challenging and rewarding. When done effectively, it can lead to a better understanding between people from other cultures and help build strong relationships. When done inappropriately, it can cause misunderstandings and conflict. One important aspect of cross-cultural communication is understanding and respecting cultural differences. Different cultures adopt different ways of communicating, and individuals should try to communicate in a way that is respectful of the other person's culture. Communication styles need to be adjusted accordingly. Additionally, people should learn about the ways that other cultures communicate and be alert to their cultural assumptions and biases when communicating with individuals from other cultures. We all communicate differently, and what may be considered polite or respectful in one culture may not be seen as such in another. One important thing to remember is that there is no one right way to do it. The best way to learn how to communicate effectively is by experience. There are many resources available to help one learn about cross-cultural communication. This makes cross-cultural communication both challenging and rewarding.

5. Significant Connection Between Language Diversity and World Englishes

Language diversity has increased due to globalization, which has stimulated people from different nations to travel and settle in new lands (Galloway & Numajiri, 2020). The English language, being

the world's dominant language, has spread into all corners of the globe and has been adopted as a non-native language by many people. English has become a global language serving many purposes, including international communication. In the past decade, the study of World Englishes (WEs) has attracted considerable attention from scholars in various disciplines, such as applied linguistics, anthropology, sociology, education, and literature (Lee & Drajeti, 2019). Language diversity is a topic that has long been of interest to linguists, sociolinguists, and laypeople. Various factors contribute to language diversity, including geography, history, and cultural identity. Recently, language diversity has been studied in the context of English and its global use. Non-English speakers have adopted it gradually, and it has been shown to change in acculturation.

The term World Englishes (WEs) was first coined by Braj Kachru in his 1985 book, where he described a process used to introduce English in India, commonly referred to as "The Indianization" (Kachru, 2019). Kachru proposed a three-circle model representing the spread of English, with the innermost circle showing the countries with native English, the outermost circle depicting the non-native English-speaking countries, and the middle circle representing the countries with adopted English. Kachru's model has been criticized for oversimplifying the complex reality of English usage worldwide, but it remains a useful starting point for understanding the World Englishes phenomenon. English is not the only language to have undergone this process, as all languages are susceptible to the forces of globalization. However, English has been adopted much wider than any other language, partly because many countries, including New Zealand, Australia, the United States of America, the United Kingdom, and their former colonies, speak English as their official language.

The correlation between language diversity and World Englishes can also be seen from the modifications the original English language has undergone due to its adoption and interaction with other languages and cultures. The English language, as some other ones, has changed in the acculturation process, which has not only led to its modification but also influenced the other languages it has interacted with. This is evident from the number of languages that have borrowed words from English. For example, the Japanese word for computer is "pasokon," a combination of the English words personal and computer (Dogancay-Aktuna & Hardman, 2018). Other languages have also influenced English, which is a hybrid language with roots in both Germanic and Romance languages. The Germanic influence has been witnessed in borrowing words from German, such as Kindergarten and Zeitgeist. The Romance influence has led to borrowing words from French, such as cuisine and ballet (Chaiyasat, 2020).

In recent years, the study of World Englishes has expanded to include research on the relationships between language diversity and social and economic factors. For example, scholars have investigated the English's role in the globalization of the media, the economy, and education. Additionally, research findings show that the interaction of English with other languages has significantly impacted language diversity. While the spread of English has had some positive effects on language diversity, it also brought negative consequences. For example, the spread of English has led to the decline of many other languages since speakers of minority languages often switch to English to communicate more effectively with others. Interestingly, the spread of English has not led to the disappearance of other languages, as the number of languages spoken in the world has increased in recent years.

6. Significant Connection Between Language Diversity and Cross-Cultural Communication

Having already examined how language diversity can complicate action-taking, misunderstanding, and miscommunication, we need to understand how language diversity correlates with cross-cultural diversity. The connection between the two strong, and language diversity in the classroom implies that CCC is often necessary in the school to understand the students. Employing effective CCC enhances the student's learning experience and improves the teacher's and teaching staff's overall CCC competence (Berns, 2019). The role of CCC in the classroom is not a new topic. It has been studied extensively by sociologists and educators. However, many questions remain about how best

to use cross-cultural communication in the classroom. One such question is whether cross-cultural communication is necessary for students to be successful. Many sociologists and educators believe that CCC is crucial for developing relationships, particularly ones built on trust. While cultural differences may affect how we negotiate and understand one another, we also need to understand how historically marginalized groups fare in cross-cultural settings.

Cross-cultural communication is an essential skill for teachers and students. To effectively teach students from various cultural and linguistic backgrounds, it is essential to have a strong understanding of CCC. The impact of language diversity on cross-cultural communication is vast, affecting both learners and teachers. It can be used in various ways to help both groups understand each other or help them build and strengthen their cross-cultural communication skills to help everyone feel more comfortable in a cross-cultural setting. In addition to technical competence, CCC requires high technical and interpersonal skills (Berns, 2019). Appropriate gender roles and cultural differences in values, expectations, and behaviors to communicate effectively with students from diverse backgrounds are necessary to understand key cultural differences, such as power differentials. The practice of cross-cultural communication can be broken down into two main components: culture/society matching and translational/interpretive skills acquisition/transfer. Communication requires the ability to empathize with someone else and use this ability to better understand the speaker's perspective and provide a meaningful response to be considered by the other person.

As teachers, the cultural backgrounds of the students we serve can be very diverse. For example, rural and urban students in West Virginia may have very different cultural perspectives about gender roles. Our primary concern is to help non-native English speakers feel comfortable and at home in our classrooms. To be effective as a communicator, an individual needs to recognize how their life experiences and cultural upbringing affect their communication. Using various tactics and strategies can help effectively build rapport and trust with the audience, conveying warmth and friendliness. It requires active listening, observing, and engaging in nonverbal communication, as well as identifying and using cultural idioms in both the source and target languages to communicate effectively. It also demands the ability to judge the impact of one's words both on the listener and the speaker. The issue of culture in CCC is very complex, and it cannot be discussed or resolved in one paragraph. It is a multi-layered issue revolving around the person and their culture, family (including their parents), and peers, as well as the classroom culture and the institution. Connecting with a diverse audience is an essential skill for all educators.

7. Significant Connection Between Cross-Cultural Communication and World Englishes

CCC and World Englishes have a complicated relationship. With both of them evolving, their connection is demonstrated by how world Englishes has affected cross-cultural communication practices. Cultural communication researchers in World Englishes and CCC have been using the term "culture" to mean a wide assortment of elements of a society that are not purely biological but socially constructed according to power relations (Baker & Ishikawa, 2021). Ethnography, critical theory, and cultural studies have all used the term to refer to the historically constructed and culturally embedded aspects of human behavior, including music, religion, sports, food, and politics. The intersection between these two is complex, and much more research is needed to understand it better. However, the relationship between the two is dynamic and undergoing a transformation.

World Englishes, which first emerged in the late nineteenth century, is a form of English influenced by multiple cultures. The diffusion of WEs, the evolution of intercultural communication practices, and the impact these two cultural spheres have had on each other have shaped the global community which, in turn, then affected the course of World Englishes since its inception. The numerous threads running through modern communities are complex and have many points of contact.

There is a strong connection between the way World Englishes and CCC have evolved. World Englishes has profoundly impacted both spheres, shaping them in different ways. Since World

Englishes is used in many formal contexts, it has impacted how cross-cultural communication is conducted. It has also had a significant impact on the way people communicate. The connection between World Englishes and CCC is clear, as demonstrated by the way World Englishes has affected cross-cultural communication. The intersection between the two is complex, and more extensive research is needed on it. Though World Englishes has impacted cross-cultural communication, it is still unclear exactly how and to what degree. World Englishes' impact on cross-cultural communication is complex and multi-layered. Diffusion of World Englishes, the evolution of intercultural communication practices, and the way these two spheres have shaped global communities have all impacted the development of World Englishes.

8. Researchers and Educators' Conceptions of Language Diversity, Cross-Cultural Communication, and World Englishes

Linguistic diversity is traditionally associated with a language being used by a different number of people and in a different region. Language is used for various purposes, including expressing ideas and thoughts, communicating with others, building relationships, and expressing feelings. However, linguistic diversity is also a property of the communication systems themselves. For instance, a telephone network has different languages in different parts of the United States and other countries. The multilingual world contains more than 300 languages spoken by over 500 million people worldwide and is home to various cultures and ethnicities. This diversity is often overlooked, but one of the global community's fundamental features is that people from all over the world can learn to speak other languages as fluently as their mother tongue. Globally, English is spoken by over 462 million native speakers and almost half a billion non-native ones, all of which are spread around in nearly every country worldwide. Most English speakers are native speakers in the US; however, English is the second most frequently used language after Spanish throughout the rest of the world, with more than 2.5 billion speakers (De Costa & Crowther, 2018). The language of the telephone network is a linguistic homogenization, and diversity in that language leads to diversity in the phone network as a whole. Research shows that more than 7,000 languages are spoken today (Baker & Ishikawa, 2021), and each one has its unique grammar rules, vocabulary, and pronunciation.

According to Ahmad and Ghani (2021), research studies about language diversity, World Englishes, and cross-cultural communication have rapidly expanded in recent years. Notably, such studies at the University of Chitral, a public university founded in 1974 and located in the Chitral province of Pakistan, are important because they help us better understand the relationships among people, languages, and cultures. The Chitral people reside in the Chitral Valley in the northeast of Pakistan and are a linguistically diverse society. It could be said that language diversity in Chitral involves the number, variety, and distribution of languages spoken in a given area.

The languages of the World Englishes range from regional languages, like Italian and Spanish, to languages that are more widely spoken, like English and French, to languages that are often much less widely spoken, like Arabic and Chinese (Chaiyasat, 2020). The most widely spoken World Englishes are those of Australia, the US, and the U.K., but other widely spoken languages are also used, such as Spanish, Portuguese, Russian, and Chinese (Fang, 2019). The United Kingdom has the largest number of English speakers and thus dominates the English language market.

Indonesians have a long tradition of oral communication. Malay is a South-East Asian language and the primary language spoken in Malaysia, Indonesia, Brunei, the Maldives, and Singapore. More than half of the population speaks it as their first language. Malay has over 26 million speakers and is the sixth most widely spoken language worldwide, with almost 1 billion speakers. It is closely related to the Malay dialects of Johor and Semarang, spoken in the state of Johor, as well as the Minangkabau and Malay dialects in West Java. These dialects are the most diverse ones. Malay is a South Asian language spoken by more than 225 million people (Lee et al., 2019). It belongs to the Austronesian language family and is closely related to Javanese, Tagalog, and Filipino, spoken in the archipelago country of Indonesia, the Philippines, and West and South China. The Indonesian and Malay

languages are related as part of the Austronesian family of languages, which also includes the languages of the Philippines, Taiwan, and Polynesia. Indonesians are generally bilingual, speaking both Bahasa Indonesia and the Malay language. Indonesian is written with Latin letters, an adaptation of the traditional Arabic script.

There is a growing interest in studying language diversity because of its relationship with World Englishes, cross-cultural communication, and national identity. Although Thailand has a long and rich history, the spoken Thai language is relatively new, dating back only to the 18th century (Boonsuk et al., 2021). English, meanwhile, is the modern world language, and it has had a significant impact on Thai. As a result, Thai has increasingly been subjected to contact with English, resulting in Thai becoming a hybrid language with features of both English and Thai. Thailand has a rich culture with many language varieties (Boonsuk & Ambele, 2021).

9. Significance of the Connection between Language Diversity, World Englishes, and Cross-Cultural Communication to English Language Teaching

Many researchers have explored the importance of language diversity, CCC, and World Englishes in teaching English. First, language diversity is important in providing students with various linguistic contexts to learn from. Second, World Englishes are a valuable resource for teaching English among non-native English speakers. Third, cross-cultural communication is essential for students to understand other cultures (Eslami et al., 2019). While all three factors are crucial, language diversity is the most important one when teaching the English language. Linguistic diversity is an important part of the globalized world. In addition to its intrinsic value, linguistic diversity is significant in cross-cultural communication.

The online community has been struggling with the issue of language diversity for a long time. The most prominent of these have been debates regarding the importance of linguistic diversity in teaching English and the challenge that diversity may pose for learning English (Ahmad & Ghani, 2021). These debates have been sparked by many sources, including the concern to promote the language and bring out the best in it, the desire to ensure that all students are afforded equal opportunities, the identification of challenges with what is being taught in the classroom, and the desire to promote linguistic diversity. The idea of encouraging diversity is emphasized in English teaching (Galloway & Numajiri, 2020). There are three major forms of diversity: linguistic, cultural, and socioeconomic. Linguistic diversity is the most prominent one and comes in various forms. For example, the English language is used by millions in the United States while Spanish is widely spoken in many countries worldwide.

Linguistic diversity can be experienced as a range of linguistic behaviors that emerged in different parts of the world over different epochs and were spread by human contact and migration. Thus, language diversity can be analyzed at two levels: that of the individual language speaker, and that of the society. Yet, conveying this diversity effectively in the classroom is a big challenge for EFL teachers. Diversity is defined as the quantity of variation within a given population. It refers to the existence of two or more languages in a given community, geographic region, or country. Diversity is considered from two perspectives: within groups and between groups. Diversity in language use is most apparent in the EFL classroom and presents a challenge for the EFL teacher. How to convey diversity effectively is also a challenge for the EFL teacher. The most obvious form of language diversity is the differences between the language used by the teacher and the language used by the students. The students can experience this form of diversity as a range of "languages" spoken at different times and places within the class. Thus, language diversity can be viewed as a multiplicity of "languages" spoken in different contexts. EFL teachers can use this form of diversity to help students get used to different language combinations in the classroom, handle awkward situations, and form effective intercultural communication.

10. Future Trends

In the 21st century, the world's English languages are more diverse than ever, with this diversity being noticed in many dialects, varieties, and languages found in the geographical locations where they are spoken. The World Englishes are also the most geographically diverse languages in the world, with a total of more than 100 languages, dialects, and varieties. In the world of English languages, there are more than 6,500 dialects or varieties from more than 50 different languages across over 170 countries. If we suppose that we want our current learners to use these new literacies effectively in the future, the next stage of pedagogy is to help them develop the capacity for higher-order thinking, independent critical reasoning, and adaptable learning strategies.

With the advent of digital communications, the capability to exchange information in new ways has become widespread but without fundamentally changing the way we communicate. If anything, it has amplified existing trends, making them more pronounced. It has also allowed new trends, such as communication between people with different first languages. To use the languages that we have available to us in the most effective way, we need to be able to think critically and exchange information in a variety of ways. This can be achieved by using world languages, which are becoming increasingly diverse.

Nowadays, people are constantly communicating with individuals from all over the world. This increasing diversity has led to the rise of world languages, which are now the most geographically diverse group. There are more than 100 languages, dialects, and varieties in World Englishes. This makes World Englishes the most diverse language in the world. The next stage of pedagogy for learners of WEs is to help them develop the capacity for higher-order thinking, independent critical reasoning, and adaptable learning strategies.

The internet has had a significant impact on the way that we communicate. It has allowed us to learn from each other and share information more efficiently. It has also led to the rise of world languages. World languages are now the most geographically diverse languages in the world. The technology has also impacted the way we communicate significantly, both within and across cultures. It has allowed us to learn from each other and exchange information in ways that were not possible before. This has allowed for the developing of new and more powerful ways of thinking and adaptable learning strategies. The impact of the internet on communication has been profound, not just for those who use it for personal purposes. The internet has had a significant impact on the way that we learn and communicate, and it is only going to continue to do so in the future. With the emergence of the internet, people from all over the world can connect with and learn from each other. The internet was long seen as a place of racial difference. For instance, the internet has shaped people's racial identity, sense of belonging, and political commitments and affected their position within and outside the African American community.

11. Conclusion

Linguistic diversity, or language variation, is the phenomenon where people of different social and cultural backgrounds use two or more languages or varieties of the same language. This occurs when two or more communities speak different languages but use the same dialect. Researchers have been interested in language diversity, World Englishes, and cross-cultural communication for a long time. Language diversity refers to the number, variety, and distribution of languages spoken in a given area. World Englishes refers to the variety of English used by people worldwide. Cross-cultural communication describes the ability to communicate with people from different cultures. The most significant impact of internet technology has been its ability to create new and more powerful ways of communicating between people. We can exchange ideas and information in ways that allow us to learn from each other and share information much more efficiently. Rising global connectivity has transformed the way societies communicate, leading to the rise of new platforms, communities, and markets that have disrupted existing ways of doing business.

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