

## **English Rules OK? English Language Training and Its Role in Selling the Global Local Englishes**

*Michael Singh and Peter Kell, RMIT University  
Ambigapathy Pandian Universiti Sains Malaysia*

This presentation describes an international research project involving collaborations between the University Sains Malaysia and RMIT University. The project is investigating the intercultural competencies for the internationalisation of the English Language Teaching business. The Focus is on identifying key developments in the ELT industry and documenting dilemmas emerging from the commodification of English. The project is exploring the development of English as global and local language, its relationship with the ELT industry and role in developing other new “Englishes” is discussed. The research involves the collection of data from case studies of providers of ELT in Victoria and Penang as well as a comparative analysis of curriculum and policy documents in Australia and Malaysia. This research theorises the social and cultural dimensions of the interdependent process of globalisation and localisation as these relate to the spread of contemporary English. The presentation will describe the dilemmas and risks associated with these developments in the ELT industry and the impact on ELT products and services in a globalised market.