

Other audiences

ET addresses an international audience that is essentially self-selected. If you read this journal-cum-magazine regularly, you belong to a special-interest group.

There are, however, other audiences, and it can be helpful from time to time to 'eavesdrop', as it were, on what is being said to them. In this issue, therefore, four of our six special features break the mould. They first addressed quite different constituencies:

○ Our cover feature by John Sinclair first appeared in shorter form in *Britain Abroad*, the magazine of the British Council, and looks at the world of the English language very much from a British perspective. We thought it would be good to present that perspective in full for our North American, Australian, and other readers to consider.

○ Graham, Pointon originally planned to write an article specifically for *ET*, but we agreed that it would be useful, economical and relevant instead to present in these pages a paper developed for an educational group in Denmark that was interested in BBC criteria for the pronunciation of English words.

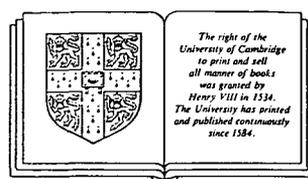
○ Kinoshita Korei wrote his article *in Japanese for Japanese*. It was then translated into English, but still for local consumption, in the *Japan Echo*. We thought it deserved wider dissemination. Its appearance in *ET* allows us to listen in on the debate regarding Japan's relationship with the world and with the English language.

○ Valerie Yule's paper on the spelling of Australasian pidgins was written for spelling reformers, and first appeared in the *Journal of the Simplified Spelling Society*. But we suspect that many people, whatever their views on spelling reform, will find her report independently enthralling.

More conventionally, Paul Christophersen's article extends the debate on what users of English can call themselves, while my own article on lexical abbreviation covers the many economies of speech and print that those same users engage in when *not* concerned about what they are. Behind the special features, the regular features have their usual variety, including one of the richest postbags yet to thud onto our doorstep. The letters, however, have been experimentally placed at the back rather than the front of the journal this time, and we would welcome your comments on the change.

Tom McArthur

The editorial policy of *English Today* is to provide a focus or forum for all sorts of news and opinion from around the world. The points of view of individual writers are as a consequence their own, and do not reflect the opinion of the editorial board. In addition, wherever feasible, *ET* leaves unchanged the orthography (normally British or American) and the usage of individual contributors, although the editorial style of the magazine itself is that of Cambridge University Press.



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