



# Iceland: A Microcosm of Communities Affected by the Spread of English

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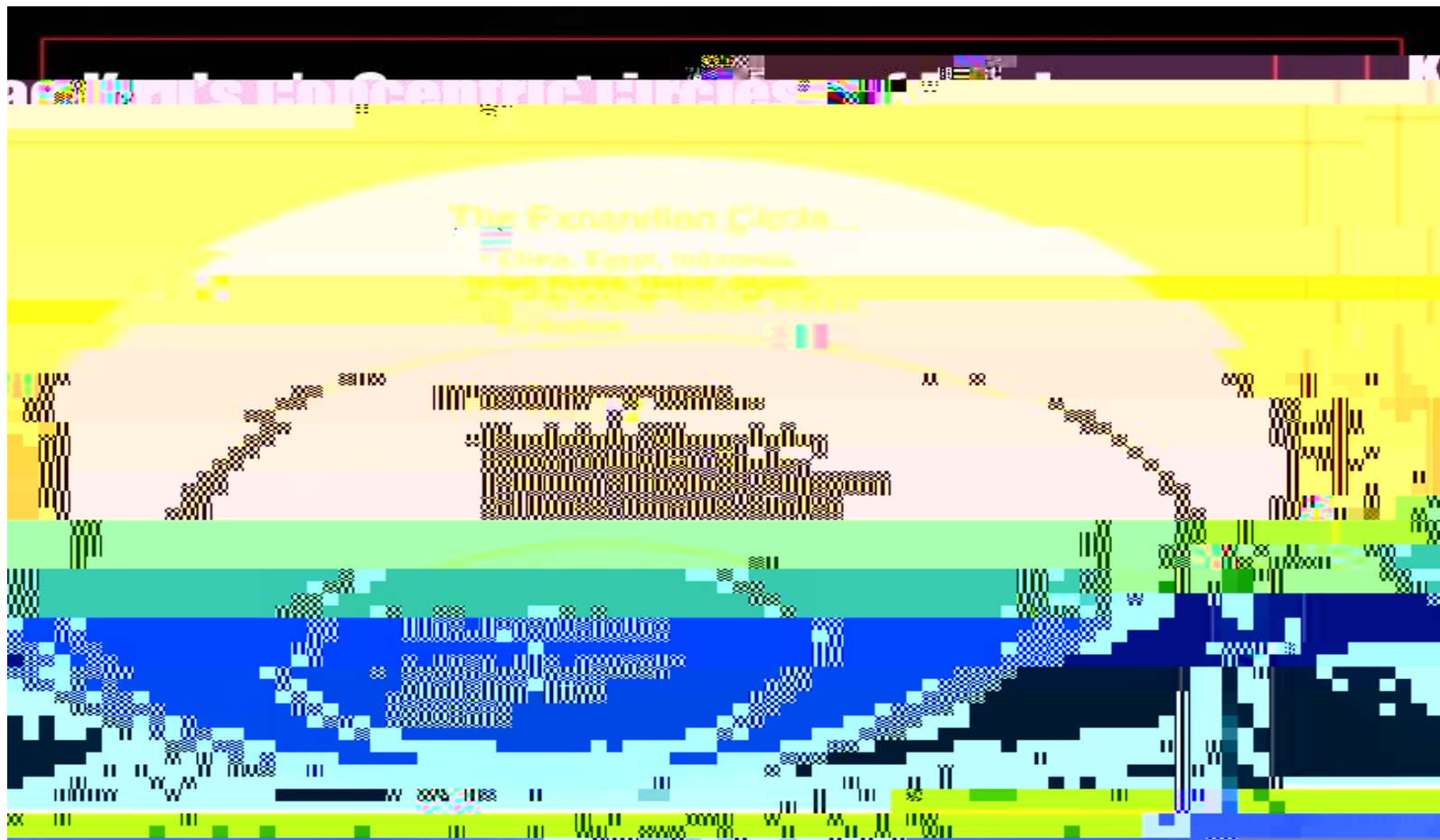
University of Victoria

Richard Beck Lecture



HÁSKÓLA ÍSLANDS

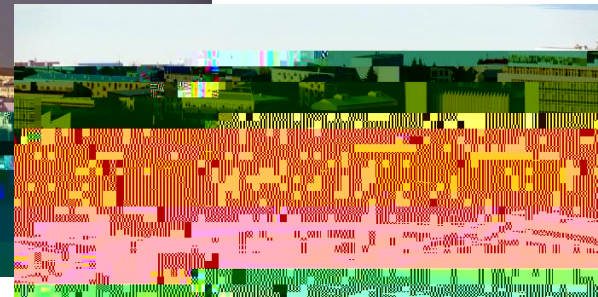
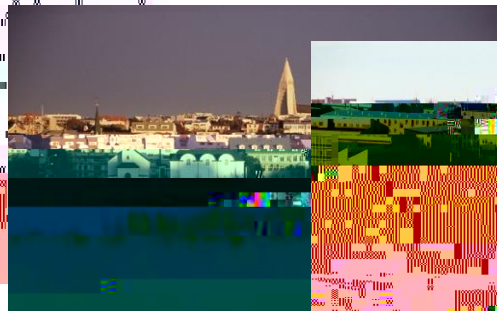
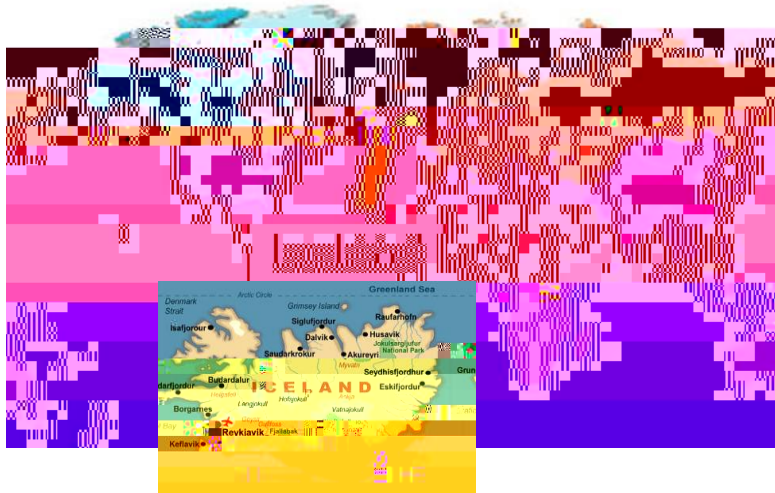




# Iceland



- Population: 325.000
- Nordic Welfare State
- Language: Icelandic.



# Theoretical Background

- ELF Movement (Jenkins; Seidlhofer; Maurannen)
- English Expansion - Dynamic Model (Schneider, 2007)
- Growth of EMI Programs in Iceland and the Nordic Countries (Wächter & Maiworm, 2014)
- Limitations of EFL based pedagogies to prepare EMI students (Dearden, 2015; Dimova, et al., 2015; Arnbjörnsdóttir & Prinz, 2014; Arnbjörnsdóttir & Ingvarsdóttir, 2017, 2010; Hellekjær, 2005; Percorari et al, 2011)
- The New EAP Approach at the UI draws from a range of pedagogical traditions (Kern, 2000; Swales, 2004; Gardner and Nesi, 2013; Hyland, 2017, Doolan, 2017).













# The Linguistic Landscape of Iceland?







# Parallel Language Use?

## Parallel Language Use:

“The use of parallel languages refers to a situation in which two languages are considered equal in a particular domain, and where the choice of language depends on what is deemed most appropriate and efficient in a specific situation.”

[www.cip.ku.dk](http://www.cip.ku.dk)



# Major Findings Education/EFL

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# Major Findings

## EMI at the University of Iceland

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- 90% of textbooks are in English
  - Proliferation of instruction, theses and assignments written in English
  - Robust confidence in English skills
  - Actual proficiency in informal, receptive English
    - Limited awareness of academic genres
    - Inability to match register to task



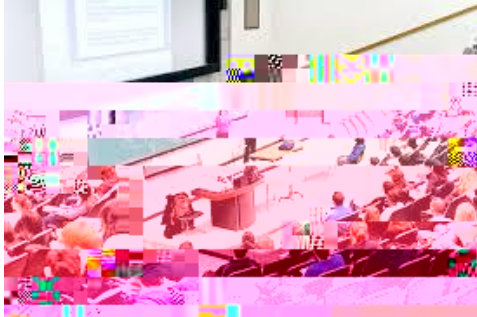
# The Work Force

English skills a job requirement?	3% yes
How much English used ?	71% emails daily
	69% read docs daily

“ writing and speaking English fluently  
has become fundamental to getting work done”



# Conclusions



# A Hidden Challenge!

- Conflicting policies (Hultgren, 2016)
- Overestimation of proficiency
  - Receptive = Productive
  - Lack of genre awareness
    - English vs. Icelandic?
    - Repertoire of registers and genres?
- Instructors do not see it as their role to support language
- Tradition?







## Response:

Reorganized Program/New Approach to  
Teaching Writing to meet EMI Needs

BA in English Program:

- Intensive academic writing course
- Genre based courses

General Student Population:

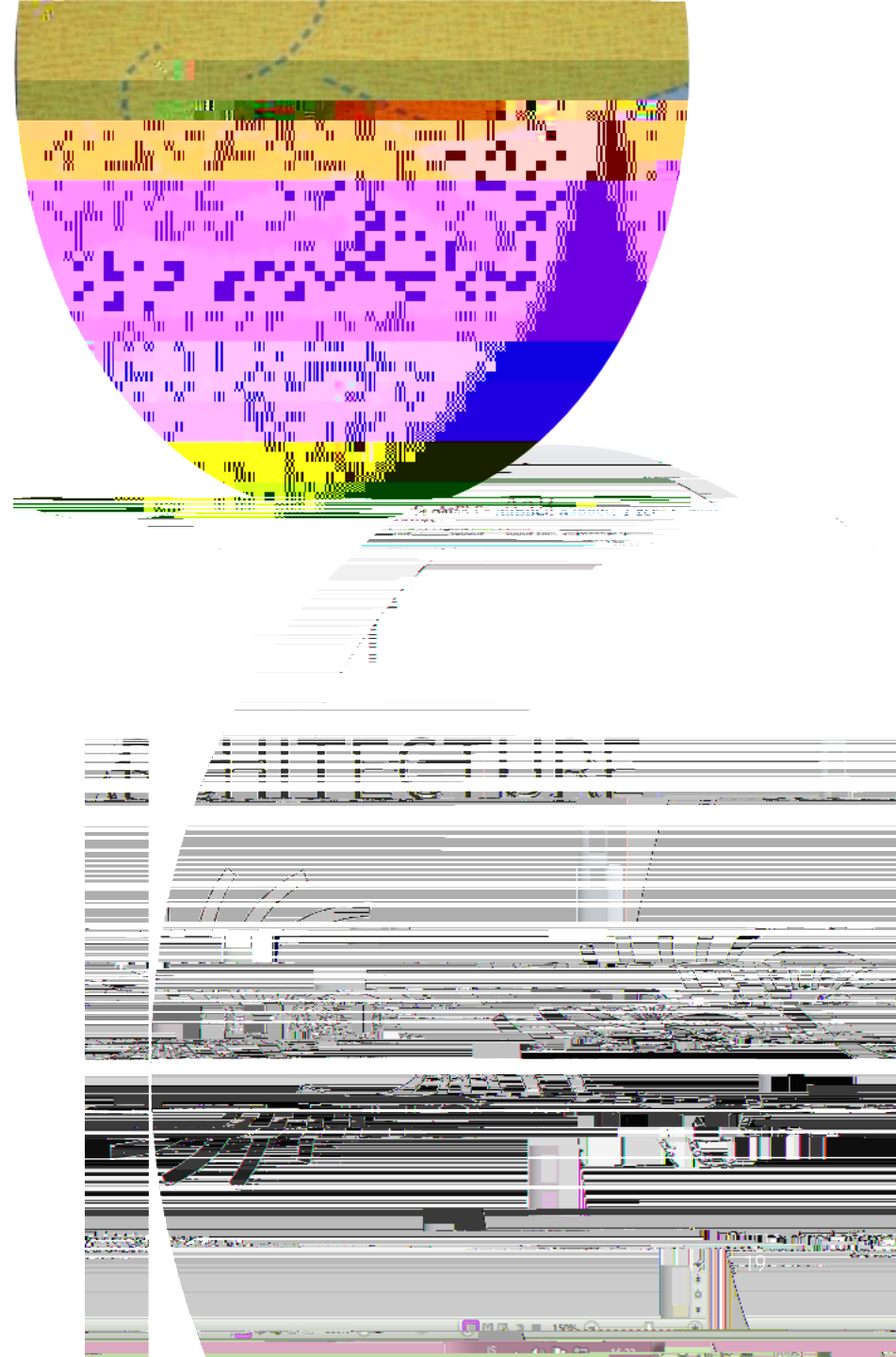
- Academic English Program

Constraints:

- Awareness is growing but, many departments do not accept transfers from English

# Developed a New Approach to Teaching English to Students in EMI Programs

- Raise Awareness through AWARE
- Focus on a "Gateway" Genre
- Authors: Patricia Prinz and Birna Arnbjörnsdóttir



# The Approach



# The Linguistic Landscape of Iceland?

A new linguistic context:

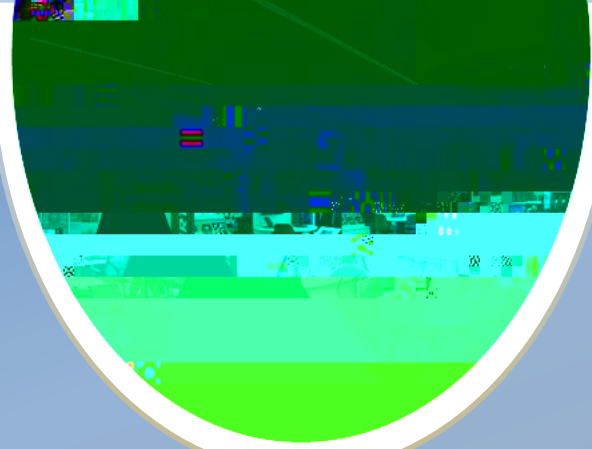
- ELF at the grassroots level
- ENL standards in Education and the work place.



# Future?

- 2019-2023: 2.6 % economic growth
  - Travel Industry

- 2016/2017: 30.275Tm0 g0 G(2)7(0)7(1)7(r)3(y29 B29 B29 B29 B29



THANK  
YOU!

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# Reference

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