Internationalization and Englishization in Higher Education

Prof. Ingrid Piller, PhD
www.languageonthemove.org
“Global university rankings have become phenomenally influential in recent years – not only helping students to decide where to invest many thousands of dollars in tuition fees, but also in helping university leaders shape strategies and in helping governments to make multimillion-dollar funding decisions in some parts of the world.”

The international rankings are now becoming much more competitive as more and more universities around the world start to focus their strategies, resources, and activities on obtaining the highest possible score across the different dimensions.

Robert B. Laughlin, KAIST president 2004-2006

“The current model [...] is to contract with the government to supply highly intelligent, well-trained workers to industry at low cost. The new model is to contract with parents and students to create an excellent, general-purpose educational environment weighted toward science and engineering.”
Nam Pyo Suh, KAIST president since 2006

- Introduces penalty system tying fees to grades
- Abandons standardized entrance exams to identify ‘future Einsteins and future Bill Gateses’
- Breaks professors ‘iron rice bowl’
- Institutes 100% English MoI policy
How is English Mol related to university rankings?
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<th></th>
<th>Joongang</th>
<th>Chosun</th>
<th>QS</th>
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</thead>
<tbody>
<tr>
<td>Research and publication</td>
<td>≈32.9%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Learning environment</td>
<td>≈27.1%</td>
<td>20%</td>
<td>20%</td>
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<tr>
<td>Social reputation of graduates</td>
<td>≈20%</td>
<td>10%</td>
<td>10%</td>
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<td>and their career progress</td>
<td></td>
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<tr>
<td>Internationalization</td>
<td>≈20%</td>
<td>10%</td>
<td>10%</td>
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How is internationalization measured?

- The proportion of foreigners among a university’s teaching staff
- The number of international students
- The number of exchange students
- The proportion of English-medium lectures
What are the consequences of Englishization?

- Social costs (Piller & Cho, 2013)
- Educational costs (Cho, 2012)
- Financial costs (Gazzola & Grin, 2013)
What are the implications for intercultural communication?

- Equal opportunities in higher education
- Linguistic diversity
- Internationalisation as ‘MacDonaldisation’ or living with heterogeneity?

Continuing the discussion

References


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