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COMMENT

## Fifteen years on

*ET* evolves. It began in 1985 as a straightforward glossy consumer-style magazine. At the start of 1987, it transmuted into a more compact magazine-cum-journal, sometimes with the magazine element dominating, sometimes (increasingly) with the journal element in the ascendant. Now, in 2000, *English Today* has adapted in two ways to changing circumstances and needs. Its evolution into a full but distinctive journalhood is expressed through both a further change of livery and an imminent cyber-development (see panel). To date, *ET* has evolved under at least three kinds of influence:

- the momentum of its subject worldwide
- the interaction of contributors, editor, advisers, correspondents, and others
- the experience, judgement, and aims of its publishers

There has been remarkably little friction in all of this over the years. I still regret losing the beautiful full-colour artwork covers of the early magazine, but our covers have remained strong, and are now taking on a significant new form. *ET* has thrived in a time that has not been easy for academic publishing, and has vigorously responded to it. For this I warmly acknowledge both a strong worldwide readership and an ever-growing number of contributors that includes many of the most-noted scholars of our time. The global score card can be checked in this issue, in our triple index, which provides:

- the contents of every issue from No. 1 to No. 60
- our over 700 articles, organized in 18 themes
- an A-Z list of our over 400 contributors from 1985 to 1999

The roll-call of places of origin and special interests among our contributors includes just about every spot on earth where English has been used – with a few exceptions still, such as St Helena and the Bahamas; I'd be glad to learn what places and topics we may have missed and do something about them. Every continent has been covered, massively for Europe and North America, minimally still for South America – and increasingly strongly for Africa and Asia, while there is no aspect of English (past, present, or prospective) that need be beyond our reach. There was once a time when we had little or nothing from Australasia, but now it is hard to open an issue without finding another welcome and evocative Antipodean contribution.

It has never been difficult to fill an issue of *ET*, and articles from

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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* generally leaves unchanged the orthography (normally British or American) and the usage of individual contributors, although the editorial style of the journal itself is that of Cambridge University Press.

it have been steadily, widely, and often heavily cited in periodicals, academic studies, and books. The case for accessible language scholarship appears to have been made, along with the minimal editing of individual styles.

### Some aspects of content and coverage

In the meantime, some aspects of *ET* over the last fifteen years:

- **Most cited article** 'How many millions' (*ET*1, Jan 85), by David Crystal, who has contributed over 30 pieces to *ET* since its foundation
- **Most significant debate** Randolph Quirk versus Braj B. Kachru (*ET*21–32: Jan 90 to Oct 92), which also involved Gerry Abbott, François Chevillet, Torkil Christensen, Tony Fairman, and Prayag D. Tripathi
- **Most ambitious project** Pam Peters, the *Langscape* Project (spread over nine issues)
- **Some keynote contributors** Jean Aitchison, the late A. J. Aitken, Louis (L.G.) Alexander, John Algeo, the late Morton Benson, the late Dwight Bolinger, Richard W. Bailey, Robert Burchfield, Frederic Cassidy, Paul Christophersen, Jenny Cheshire, the late Sidney Greenbaum, the late John Haycraft, Robert Ilson, Robert Le Page, Alan Maley, Denise Murray, Suzanne Romaine, Adrian Room, John Simpson, the late Peter Strevens, Michael Swan, Loreto Todd, Barry Tomalin, Laurence Urdang, Katie Wales, Edmund Weiner
- **A brief selection from among the many ground-breaking worldwide contributions** Samuel Ahulu (African and International English), Robert Allen & Paul Pauwels (reviewing advanced learners' dictionaries), Loga Baskaran (Malaysian English), Keith Davidson and Tony Fairman (educational issues), Augustin Simo Bobda (the stressing of English words and Cameroonian English), Leanne Hinton ('language biographies' recounting the language experiences of young Asian-Americans), Marko Modiano (International English as a lingua franca), Peter Titlestad (South African English).

### Acknowledgments

I would particularly like to welcome two new members to the Editorial Board: James E. Alatis of Georgetown University, noted (among many

## ETelectronic

It was inevitable that at some stage *ET* would acquire at least a website of its own, and it has for some time been described in the website for Cambridge University Press. The time has come, however, for a fuller Web-based complement to paper and ink: *ETelectronic*. When up and running early in 2000, this extension will not operate as a live chat forum or be used as a mailing list, but like *ET* itself will evolve to meet users' needs, interests, and styles as a forum for the discussion of the language and language scholarship. Relevant existing material will be mounted on the pages of *ETelectronic*, such as certain 'classic' contributions to *ET*, together with hot links to such services as a regularly updated triple index. The heart of the project will however be a reader's forum in which there can be debates on both published articles and entirely novel issues – which can in turn lead to developments in the print *ET*. In essence, contributors will help shape this novel planetwide undertaking. *ETelectronic* will have its own editor, who is already a member of the Editorial Board and a contributor to the journal: Professor Alan Kaye of California State University at Fullerton. Watch this space.

other things) for his work in international education and particularly TESOL, and Pam Peters, currently at work on a dictionary of English style and usage worldwide. There are also many people to remember and thank at this time:

- Patrick McCartan, our publisher for Cambridge University Press, Penny Carter before him, and Adrian du Plessis, without whom *ET* would never have come into existence
- the members of the Editorial Board, for their invaluable support
- Peter Ducker for service beyond the call, in designing and delivering *ET* after *ET*, Kate Ducker for precision proof-reading, and Frank Palmer for the steady and sterling provision of crossworLd after crossworLd.
- And two ancillary McArthurs: my daughter Roshan for such long and strong work on Recent Titles and proofs, and my son Alan for his help with the mammoth 15-year index.

It's the people who make the difference.

Tom McArthur