

# AP<sup>®</sup> HUMAN GEOGRAPHY 2015 SCORING GUIDELINES

## Question 2

English is the most widely used language in the world, thus becoming the world's lingua franca.

- A. Define the term “lingua franca.”
- B. Identify and describe ONE historical factor that contributed to the worldwide use of English.
- C. Identify and explain TWO examples that show how globalization is contributing to English becoming the world's lingua franca.

### Part A: 1 point total

1. **Common definition:** A language that facilitates communication or trade between people who speak different native languages. (Clear inference of communication barriers being overcome.) **OR**
2. **Original definition:** A common language that consisted of several languages (Italian, French, Spanish, Greek, Arabic), which was formerly spoken in the ports of the Mediterranean. **OR**
3. **Systematic definition:** A system of communication using signage or social symbols that functions like a common language in making individuals comprehensible to one another.

Note: Do not accept definitions that are limited to: “A language that facilitates trade,” “A language spoken around the world or across a region,” or “A common language.” “Sign language” is not acceptable.

### Part B: 2 points total

#### Historical factors

2 points (1 point for identification and description) + (1 point for processes or agents)

1. **British colonialism or imperialism:** British Empire extended to all continents and many former colonies still use English as an official language. Naval, military, and economic dominance spread language.
2. **Role of U. S. Military:** overseas base locations or theaters of operation results in English usage in local communities or businesses (Philippines, Central America, Caribbean, Pacific Islands, Europe, Korean Peninsula, Japan).
3. **Rise of American diplomatic and/or economic power:** founding of supranational organizations such as UN, GATT, WTO or emergence of U.S. as core region (multinational corporations).
4. **Migration of English-speakers:** movement of native English speakers to non-English parts of the world as colonists (Argentina, Israel). Returning migrants bring English back to their native countries.
5. **Early global popularity of English-language arts:** film, theatre, literature (Shakespeare, Mark Twain, Jane Austen).
6. **Religion:** missionaries and mission schools, scriptural translations into English and liturgy from the Reformation onward (King James Bible, Book of Common Prayer), spatial diffusion of British Protestantism.
7. **English seen as a social status symbol among global elite (post 1800):** English boarding schools, university education (Oxford, Cambridge), private English tutors.

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## Question 2 (continued)

### Part C: 4 points total

#### Globalization

4 points (1 point for identification and 1 point for explanation) + (1 point for identification and 1 point for explanation)

1. **Music, radio:** high consumption of English language music, wide transmission of radio media in English (BBC World Service, U.S. Armed Forces Radio, Voice of America), music videos, advertisements, and jingles.
2. **Film, television, sports:** wide distribution and popularity of American and British visual media: Hollywood films, Disney animations, American shows, BBC/ITV television, American TV commercials, CNN.
3. **Internet and English:** Internet development in the U.S. prompted widespread use of English in electronic communications (email, web, text, social media). Many users, regardless of spoken language, type online in English.
4. **Aviation and English:** use of English in all international aviation operations, for safety, navigation, mandated.
5. **Emigration from English-speaking countries:** contemporary return migration to non-English speaking countries.
6. **Industrial design and technology writing:** product directions and manuals for equipment written in English.
7. **Print Publishing:** popularity of English language newspapers, magazines, journals, books, and e-book sales.
8. **Educational opportunities:** schools in non-English speaking countries offer courses in English, exchange programs.
9. **Cool factor or status symbol:** marketing of products with English language logos, symbols, or text seen as a marketing advantage, or consumer preference.
10. **Business/trade/packaging:** language of business, finance, resource development, food, MNCs, or contracts.
11. **Supranational organizations & NGOs:** expansion of international institutions such as UN, WTO, Peace Corps, NGOs, military treaty organizations, reinforces English as a global lingua franca.
12. **Language of academia, science, or medicine:** conferences and journals use English as the operational language.
13. **Tourism and travel:** English is becoming the language of the international tourism industry (hotel employees, taxi drivers, tour guides, travel agents, menus, airline personnel, signage, medical tourism).

A) "Lingua franca" refers to a universally understood and spoken language as a means of communication between different countries and/or cultures.

B) A large portion of the world was at one point colonized by the British, whose language happened to be English. It was said, "The sun never sets on the British empire," because of the vast amount of land it covered on multiple continents all over the world. The British imposed their language on those they colonized, sometimes, and due to relocation diffusion the language has thus spread since.

C) In the twenty-first century, English is on its way to becoming the world's lingua franca. Two factors accounting for this are the spread of western "pop" culture such as music and Hollywood, and many of the world's largest international companies being founded in America.

People from all over the world enjoy movies produced in Hollywood, and many films including cars and the Disney Pixar movies have spread throughout the world. While they are sometimes translated into other languages, many still want to see them in their original form, and thus promoting the spread of

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English. Furthermore, if one was to check iTunes' top charts, there are always a few popular songs from the US on many other countries' top lists. In order to understand the lyrics, one must know English to some extent, again promoting the English language.

Next, a lot of the world's major retail and financial and tech companies all started in the US. Take Nike or Under Armour, who both have many factories and stores worldwide, or fast food chains such as McDonald's or Starbucks. Google, Yahoo!, Apple and Windows also all started in English speaking countries, and now have millions of users worldwide. All this promotes the culture and language of English speaking countries, and America in particular.

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A) A lingua franca is a language that is accepted as the one that will be used in conducting business or other affairs; it is chosen because it is common, whereas the parties could have previously had many different languages. In India, for example, the lingua franca is Hindi, which helps because of the presence of so many different languages and dialects.

B) One historical factor that contributed to the worldwide use of English is the imperial power of the British Empire. The British Empire colonized many countries and exerted its power over them. The British Empire was also around for a long time because it maintained hold of its colonial possessions. English became used more frequently through a variety of methods of diffusion; for example, relocation diffusion and hierarchical diffusion. The use of English was augmented in the colonies, and they retained the use of English in a vast number of instances even after gaining independence; for example, English is still used in the United States.

C) One example of globalization that shows how English is becoming the world's lingua franca is the expansion of English-speaking industries around the world. The business of a globalized enterprise could be conducted in the language of the country in which a franchise is located, but the overall management would be done in the language of the home country. A good example of this is in the fast food industry - McDonald's. McDonaldization has led to

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more and more franchises popping up around the world. The franchise could hire native workers to perform the transactions in the native language; however, the overall business would be conducted in English, the lingua franca. Another example of globalization as evidence is the increasing connectivity of world cities. Many world cities speak English naturally; for example, New York City and London; furthermore, they hold vast economic power over other countries because of their imports, exports, and currency. As a result, English has become more connected to other world cities. These cities must adapt and use English to conduct the necessary business in the lingua franca.

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A. A lingua franca is a language used by non-native speakers for communication, business, and trade. The non-native speakers speak different languages, but are able to understand each other and communicate effectively by using a lingua franca.

B. One historical factor that contributed to the worldwide use of English is the spread of the British Empire. As the British Empire grew, people from Britain traveled across the world, creating colonies almost everywhere. The widespread colonization brought many British traits to the newly formed colonies. The British used their own language, English, and tried to force it to be used, and tried to spread it throughout all colonies. The indigenous people of the colonies realized that using English would help them communicate with the British. Being able to communicate would allow for various things, such as trade and cooperation. The indigenous continued to use the language to talk to British people, and began using their native languages less. Also, the British could have completely forced the natives out of the area, leaving only English speakers. As time went on, and Britain colonized more of the world, the English language became a 'language of power'. It was very widespread, so someone from one country or colony would likely be able to communicate with someone from another. This was very advantageous, as it allowed for trade, business, and negotiations with most people.

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C. As ~~technology~~ technology and innovations spread around the world, communication becomes easier than ever. Time-space convergence is ongoing, making communication and interaction between people around <sup>the world</sup> easy, quick, and accessible. Most of the world already know the English language due to the spread of the British colonies. This gives people a common language that they can use, eliminating the need to learn each other's language. That, coupled with the technology we have today, makes English a language often used around the world.

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## 2015 SCORING COMMENTARY

### Question 2

#### Overview

Students were asked to (A) provide a definition of lingua franca, (B) identify and describe a historical factor that has contributed to the global use of English, and (C) identify and explain some examples of English as a global lingua franca. The purpose of this question was to ask for a straight-forward definition of an important concept in human geography that is taught in Part III of the course outline. Once defined, students were asked to think more holistically about the concept by drawing on other parts of the course outline. To answer this question, students should have drawn on Part I by referring to globalization (also in Part VI), on Part II by referring to historical migrations (of English-speaking peoples), on other sections of Part III by referring to popular culture, and on Part IV by referring to supranational organizations, colonialism, and imperialism. One of the big ideas behind this question was the relationship between contemporary geographical patterns (in this case, linguistic patterns) and how they are related to events of the past.

#### Sample: 2A

**Score: 7**

This response earned full credit and demonstrates a comprehensive understanding of what a lingua franca is, described a historical factor that contributed to the worldwide use of English, and explained how globalization is contributing to English becoming the world's lingua franca. The response earned 1 definition point in part A for defining lingua franca as an understood and spoken language used as a means of communication between different countries and cultures (A1). The essay earned 1 point in part B for identifying British colonialism as a historic factor that contributed to the worldwide use of English (B1). The essay earned an additional point in part B for describing the spatial extent of the British Empire and that the British imposed their language on their colonies (B1). The essay earned 2 points in part C for identifying music and movies (C1, C2) along with American international companies (C10) as agents of globalization contributing to English becoming the world's lingua franca. The essay earned an additional 1 point by explaining the worldwide popularity of Hollywood movies and popular songs that are produced in English (C1, C2). The essay earned 1 point by explaining that many large American businesses have expanded into many other countries, and these international companies contributed to the growth of English as the world's lingua franca (C10).

#### Sample: 2B

**Score: 5**

The essay earned full credit in part A, full credit in part B, and partial credit in part C. The essay earned 1 point in part A for defining lingua franca as a common language used to help communication between parties with different languages (A1). The response earned 1 point in part B for identifying that the British Empire is a historical factor contributing to the spread of English (B1). The essay earned an additional point for describing that many countries were colonized by the British, and the language imposed on those countries is often retained today, long after they gained independence (B1). The essay earned 1 point in part C for identifying that English is the language of business (C10). The essay earned 1 additional point for the explanation of how English is used as the language of management in American companies throughout the world (C10).

#### Sample: 2C

**Score: 3**

The essay earned full credit in part A, full credit in part B, and no credit in part C. The essay earned 1 point in part A for defining lingua franca by stating that people speaking different languages are able to understand and communicate effectively using a lingua franca (A1). The essay earned 1 point in part B for

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identifying the spread of the British Empire as a historical factor that contributed to the worldwide use of English (B1). The essay earned 1 additional point in part B for describing that the British spread the English language across their colonies (B1).