

## The Ideology of American English as Standard English in Taiwan

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### Abstract

English language teaching and learning in Taiwan usually refers to American English teaching and learning. Taiwan views American English as Standard English. This is a strictly perceptual and ideological issue, as attested in the language school promotional materials that comprise the research data. Critical Discourse Analysis (CDA) was employed to analyze data drawn from language school promotional materials. The results indicate that American English as Standard English (AESE) ideology is prevalent in Taiwan. American English is viewed as correct, superior and the proper English language version for Taiwanese people to compete globally. As a result, Taiwanese English language learners regard native English speakers with an American accent as having the greatest prestige and as model teachers deserving emulation. This ideology has resulted in racial and linguistic inequalities in contemporary Taiwanese society. AESE gives Taiwanese learners a restricted knowledge of English and its underlying culture. It is apparent that many Taiwanese people need to re-examine their taken-for-granted beliefs about AESE.

**Keywords:** American English as Standard English (AESE), Critical Discourse Analysis (CDA), ideology, inequalities

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