

This video discusses the reputation and challenges of academic writing, which is often perceived as unclear and overly complex. It emphasizes the importance of making academic writing more user-friendly to reach broader audiences, including those outside of academia and various disciplines. The speaker notes that English has become the dominant language in academia, making it imperative for scholars worldwide, even those whose first language is not English, to publish in English if they wish to engage in global academic discussions.

However, the speaker also highlights the challenges non-native English speakers face in writing in English, noting that different fields of study may require different amounts of writing. While the pressure to publish in English is growing, it remains important for scholars in non-English-speaking countries to continue writing in their native languages to promote local knowledge and reach local audiences, including policymakers and citizens.

The speaker discusses the nuances of translation, using the term "welfare state" as an example to illustrate how concepts can vary significantly across languages and cultures. They emphasize that effective communication in social policy requires understanding these differences and adapting global concepts to local contexts. The discussion calls for greater awareness of the complexities of language in academia and social policy research, urging a balance between publishing in English and maintaining local linguistic practices.