Contents

	Preface	VII
	SECTION I	
	Survey	I
1	The relationship of language and culture	
	Nature, culture, language	4
	Communities of language users	6
	Imagined communities	8
	Insiders/outsiders	8
	Linguistic relativity	11
	The Sapir-Whorf hypothesis	11
	Summary	14
2	Meaning as sign	
	The linguistic sign	15
	The meaning of signs	16
	Cultural encodings	17
	Semantic cohesion	19
	The non-arbitrary nature of signs	20
	Symbols	21
	Summary	23
3	Meaning as action	
	Context of situation, context of culture	25
	Structures of expectation	26
	Contextualization cues, situated inferences	27
	Pragmatic coherence	28
	The co-operative principle	31
	Participants' roles and the co-construction of culture	32
	Summary	35

4	Spoken language, oral culture	
	Speech and writing	37
	Indicating status	41
	Social positionings	42
	Protecting face	46
	Conversational style	47
	Narrative style	49
	Summary	51
5	Print language, literate culture	
	Written language, textual culture	53
	Print and power	54
	Social construction of literacy	55
	Text and discourse	57
	Literacy event, prior text, point of view	60
	Genre	62
	Summary	64
6	Language and cultural identity	
	Cultural identity	65
	Cultural stereotypes	67
	Language crossing as act of identity	70
	Linguistic nationism	72
	Standard language, cultural totem	74
	Linguistic and cultural imperialism	76
	Summary	77
7	Current issues	
	Who is a native speaker?	79
	Cultural authenticity	80
	Cross-cultural, intercultural, multicultural	81
	The politics of recognition	82
	SECTION 2	
	Readings	85
	SECTION 3	
	References	115
	SECTION 4	
	Glossary	125