

Contents

Introduction

Hubert Knoblauch and Helga Kotthoff

The Aesthetics and Proto-Aesthetics of Communication	7
--	---

Communication, Genres and Culture

Ruth Finnegan

'Not the Message': Media, Meanings and Magicality	33
---	----

Judith T. Irvine

Genres of Conquest: From Literature to Science in Colonial African Linguistics	63
---	----

Richard Bauman

Mediational Performance, Traditionalization, and the Authorization of Discourse	91
--	----

Aesthetics in Everyday Life

Neil Roughley

Of Dentistry and Artistry. The Concept and some Contexts of the Aesthetic	121
--	-----

Volker Heeschen

The Narration 'Instinct': Everyday Talk and Aesthetic Forms of Communication (in Communities of the New Guinea Mountains)	137
--	-----

Helga Kotthoff

Aesthetic Dimensions of Georgian Grief Rituals: On the Artful Display of Emotions in Lamentation.....	167
--	-----

Hubert Knoblauch and Jürgen Raab

Genres and the Aesthetics of Advertisement Spots	195
--	-----

Proto-Aesthetic Forms of Communication

Greg Urban

The Proto-Aesthetics of Imperatives..... 223

Ruth Ayaß

On the Genesis and the Destiny of Proverbs 237

Susanne Günthner

‘Adding Jade and Pearls to One’s Speech’: Aesthetic and Interactive
Functions of Proverbs in Chinese and German Interaction 255

Michael Richter

The Aesthetic Dimension of Oral Performances
in the Early Middle Ages 273

Dirk vom Lehn, Christian Heath and Hubert Knoblauch

Configuring Exhibits. The Interactional Production
of Experience in Museums and Galleries 281