
Contents

Figures	ix
Tables	xii
Author's acknowledgements	xiii
Publisher's acknowledgements	xiv
1 Writing in sociolinguistics	1
Introduction	1
Spoken language as the object of the sociolinguistic gaze	2
Key principles in sociolinguistics	3
The importance of the social	3
The empirical study of naturally occurring language	5
Everyday language as worthy of study	5
Variety as a core dimension to language	6
The position(ing) of writing in sociolinguistics	7
Standardisation and codification	7
Speech and writing in binary opposition	8
The acceptable site for 'closet prescriptivism'?	10
Legitimising writing as an object of sociolinguistic inquiry	12
The ethnographic pull in sociolinguistics	13
Background and aims of this book	15
Overview of the book	17
Notes	19
2 The question of mode	21
Introduction	21
What's in a mode?	21
Writing as inscription	23
Writing as verbal	25
Writing as material	29
Writing as technologies	30
Writing as visual	32
Writing as spatial	37

Writing and other modal dimensions	37
Modes in practice: an example from geosemiotics	38
Conclusion	40
Notes	41
3 Writing as verbal	42
Introduction	42
Approaches to text analysis: content, form, function	42
Content analysis	43
Form-functional analysis	47
<i>Layering function onto form</i>	47
<i>Collapsing the form function dichotomy</i>	52
<i>Elevating form over function</i>	54
Traditions of written text analysis	57
Critical discourse analysis	57
Rhetoric and new rhetoric	61
Stylistics	64
Contrastive rhetorics	67
Typification and genre	68
Conclusion	71
Notes	72
4 Writing as everyday practice	74
Introduction	74
What counts as literacy? What counts as writing?	75
Writing as ordinary	76
A social practice perspective	78
Theoretical and empirical tools for exploring writing as social practice	79
Who are writers? The current growth in writing activity	85
Using old and new writing technologies: an example of popular political activity	89
Writing as differentially evaluated resource: the case of formal schooling	92
A note on the challenges of description	95
The question of literacy	95
The question of language	95
Conclusion	97
Notes	98
5 Resources, networks and trajectories	100
Introduction	100
Resources for writing: use and re-use	100
Communities, networks and the clustering of resources	105
Communities – speech, discourse and practice	105
Identifying clusters of resources	107

Networks and brokers	111
The portability and mobility of writing	113
Centring institutions, text trajectories and the question of uptake	113
Seeking asylum (Blommaert 2005)	115
Writing for academic publication (Lillis and Curry 2010)	118
Medical certification processes in nineteenth-century England (Berkenkotter and Hanganu-Bresch 2011)	119
Conclusion	121
Notes	123
6 Identity, inscription and voice	124
Introduction	124
Why focus on identity?	124
Writing as identity work	127
The social structuring of opportunities for writing	127
Habitus and writing practices	129
Resources for writing inscribed with particular identities	131
An example of a centripetal resource: essayist literacy	134
Regulation and agency	136
Strongly regulated writing spaces	136
Weakly regulated writing spaces	139
Ownership and becoming: the material resources for identity work in writing	146
Conclusion	147
Notes	148
7 Theorising writing-reading-texts: domains and frames	150
Introduction	150
Conceptualising what writers do: different approaches to writers- readers-texts	150
Poetic-aesthetic	151
Transactional-rationalist	152
Process-expressionist	153
Socio-cognitive	154
Social semiotic	155
Socio-discursive	156
Social practice	158
Participatory culture	159
Recognition and evaluation of writing: domains and frames	161
Shifting the frame: the aesthetics of routine writing	165
Student writing	165
Workplace writing	166
Conclusion	169
Notes	171

8 Conclusions	172
Introduction	172
A summary of key points in this book	173
The question of function	173
The question of value and evaluation	175
The question of boundaries	176
Future research	177
References	179
Index	196