

# 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/outsideers           | 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 |

|  |     |
|--|-----|
| <b>4 Spoken language, oral culture</b>       |     |
| Speech and writing                           | 37  |
| Indicating status                            | 41  |
| Social positionings                          | 42  |
| Protecting face                              | 46  |
| Conversational style                         | 47  |
| Narrative style                              | 49  |
| Summary                                      | 51  |
| <b>5 Print language, literate culture</b>    |     |
| 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  |
| <b>6 Language and cultural identity</b>      |     |
| Cultural identity                            | 65  |
| Cultural stereotypes                         | 67  |
| Language crossing as act of identity         | 70  |
| Linguistic nationalism                       | 72  |
| Standard language, cultural totem            | 74  |
| Linguistic and cultural imperialism          | 76  |
| Summary                                      | 77  |
| <b>7 Current issues</b>                      |     |
| Who is a native speaker?                     | 79  |
| Cultural authenticity                        | 80  |
| Cross-cultural, intercultural, multicultural | 81  |
| The politics of recognition                  | 82  |
| <b>SECTION 2</b>                             |     |
| <b>Readings</b>                              | 85  |
| <b>SECTION 3</b>                             |     |
| <b>References</b>                            | 115 |
| <b>SECTION 4</b>                             |     |
| <b>Glossary</b>                              | 125 |