Contents

	List of illustrations List of contributors	vii
	Acknowledgements	xii
	Introduction JOHN E. PETROVIC AND BEDRETTIN YAZAN	1
1	Confronting language fetishism in practice WILLIAM SIMPSON AND JOHN P. O'REGAN	7
2	Language as instrument, resource, and maybe capital, but not commodity: A Marxian clarification JOHN E. PETROVIC AND BEDRETTIN YAZAN	24
3	Language, context, and economic value: An interactionist approach KENNETH MCGILL	41
4	Misconceptions of economics and political economy in sociolinguistic research FRANÇOIS GRIN	56
5	Between voice and voices: Negotiating value among interpreters in Toronto JULIE H. TAY AND SEBASTIAN MUTH	71
6	"A breathtaking English": Negotiating what counts as distinctive linguistic capital at an elite international school near Barcelona ANDREA SUNYOL	89
7	Language, ethnicity, and tourism in the making of a Himalayan Tamang village BAL KRISHNA SHARMA	108

vi Contents

8	When linguistic capital isn't enough: Personality development and English speakerhood as capital in India KATY HIGHET AND ALFONSO DEL PERCIO	127
9	Ideologies of multilingualism as an investment and as a marketable commodity among Greek expat families in Luxembourg NIKOS GOGONAS	144
10	Names as linguistic capital PETER K. W. TAN	164
11	Ideologies of French and commodification: What does meaning making imply for multilinguals in transnational times? SYLVIE ROY AND JULIE S. BYRD CLARK	181
	Coda: Issues arising around conceptual and empirical work on the commodification of language DAVID BLOCK	200
	Index	212