

CAMBRIDGE

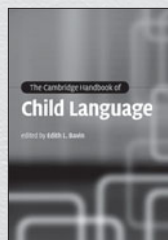
## Leaders in Linguistics from Cambridge

### The Cambridge Handbook of Child Language

Edited by Edith L. Bavin

The best survey of the subject available, *The Cambridge Handbook of Child Language* brings together the world's foremost researchers to provide a one-stop resource for the study of language acquisition and development. Drawing on both established and more recent research, the Handbook surveys statistical learning, the cross-linguistic study of language acquisition, pre-linguistic development, and topics in semantic, pragmatic and narrative development, bilingualism, sign languages, specific language impairment, language and autism, Down Syndrome and Williams Syndrome.

\$167.00\*: Hb: 978-0-521-88337-5: 632 pp.



*Second Edition!*

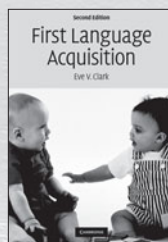
### First Language Acquisition

Eve V. Clark

This new edition of Eve Clark's highly successful textbook focuses on children's acquisition of a first language, the stages of development they go through, and how they use language as they learn. It reports on recent findings in each area covered, includes a completely new chapter on the acquisition of two languages and shows how speech to children differs by social class.

\$130.00\*: Hb: 978-0-521-51413-2: 512 pp.

\$60.00\*: Pb: 978-0-521-73293-2



### Meter in Poetry

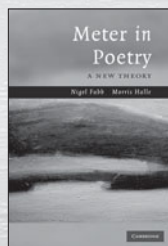
A New Theory

Nigel Fabb and Morris Halle

Many of the great works of world literature are composed in metrical verse, that is, in lines which are measured and patterned. *Meter in Poetry: A New Theory* is the first book to present a single simple account of all known types of metrical verse, which is illustrated with detailed analyses of poems in many languages, including English, Spanish, Italian, French, classical Greek and Latin, Sanskrit, classical Arabic, Chinese, Vietnamese, and Latvian.

\$120.00: Hb: 978-0-521-88564-5: 312 pp.

\$48.00: Pb: 978-0-521-71325-2



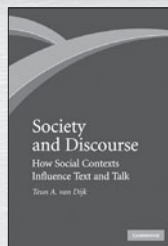
### Society and Discourse

How Social Contexts Influence Text and Talk

Teun A. Van Dijk

Van Dijk presents a new theory of context that explains how text and talk are adapted to their social environment called context models. These models control all language production and understanding and explain how discourse is made appropriate in each situation. They are the missing link between language and society so far ignored in pragmatics and sociolinguistics.

\$99.00: Hb: 978-0-521-51690-7: 288 pp.



Prices subject to change.

[www.cambridge.org/us](http://www.cambridge.org/us)



CAMBRIDGE  
UNIVERSITY PRESS

CAMBRIDGE

## Leaders in Linguistics from Cambridge

*Now in Paperback!*

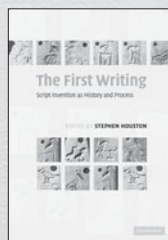
### **The First Writing**

**Script Invention as History and Process**

**Edited by Stephen D. Houston**

Although ancient writing offers our first glimpse of history, people and institutions, its origins remain mysterious. This book presents the most up-to-date analysis of the origins of ancient writing. Studying often neglected writing systems, such as those of Mesoamerica, leading scholars collectively discuss how these scripts came into existence and developed during their first centuries of use. Egypt, Mesopotamia, Elamite, Mesoamerica and the Maya, Shang and Runic are represented.

\$32.99: Pb: 978-0-521-72826-3: 414 pp.



### **Language and Sexism**

**Sara Mills**

Sara Mills takes a fresh and more critical look at sexism in language, and argues that, even in feminist circles, it has become a problematic concept. Drawing on conversational and textual data collected over the last ten years, and with reference to recent research carried out in a range of different academic disciplines, Mills suggests that there are two forms of sexism – overt and indirect. Overt sexism is clear and unambiguous, while indirect sexism is based on pragmatics and the meaning and interpretation of utterances. Indirect sexism is extremely common and new ways are needed to challenge and analyze its usage in language.

\$90.00: Hb: 978-0-521-80711-1: 192 pp.

\$35.99: Pb: 978-0-521-00174-8

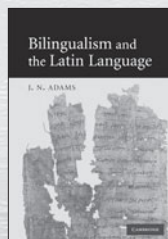


### **Bilingualism and the Latin Language**

**J. N. Adams**

This book deals systematically with communication problems in the Roman world where numerous languages apart from Latin and Greek were spoken. How did the Romans communicate with their subjects in the remoter parts of the Empire? What linguistic policies did they pursue? Differing forms of bilingualism developed, which had a significant effect on the way the Romans and their subjects thought, spoke and wrote.

\$80.00: Pb: 978-0-521-73151-5: 864 pp.



### **One Language, Two Grammars?**

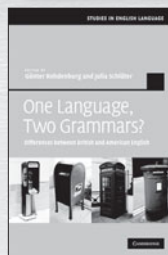
**Differences between British and American English**

**Edited by Günter Rohdenburg and Julia Schlüter**

This volume focuses on British-American differences in the structure of words and sentences and supports them with computer-aided studies of large text collections. Despite being the subject of a vast body of literature, this is the first book-length treatment of British and American English, and is based on empirical analyses of present-day as well as earlier forms of the two varieties. The authors explore some of the better known contrasts, as well as a variety of innovative themes that have so far received little or no consideration.

*Studies in English Language*

\$120.00: Hb: 978-0-521-87219-5: 488 pp.



*Prices subject to change.*

[www.cambridge.org/us](http://www.cambridge.org/us)



**CAMBRIDGE**  
UNIVERSITY PRESS

CAMBRIDGE

## Leaders in Linguistics from Cambridge

*Now in Paperback!*

### Language and Self-Transformation

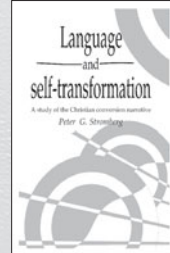
A Study of the Christian Conversion Narrative

Peter G. Stromberg

This is a study of how self-transformation may occur through the practice of reframing one's personal experience in terms of a canonical language: that is, a system of symbols that purports to explain something about human beings and the universe they live in. The Christian conversion narrative is used as the primary example here, but the approach used in this book also illuminates other practices such as psychotherapy in which people deal with emotional conflict through language.

*Publications of the Society for Psychological Anthropology*

\$36.99: Pb: 978-0-521-03136-3: 168 pp.



### Multilingual America

Language and the Making of American Literature

Lawrence Rosenwald

Throughout its history, America has been the scene of multiple encounters between communities speaking different languages. Literature has long sought to represent these encounters in various ways, from James Fenimore Cooper's frontier fictions to the Jewish-American writers who popularized Yiddish as a highly influential modern vernacular. While other studies have concentrated on isolated parts of this history, Lawrence Rosenwald's book is the first to consider the whole story of linguistic representation in American literature, and to consider as well how multilingual fictions can be translated and incorporated into a national literary history. He uses case studies to analyze the most important kinds of linguistic encounters, such as those between Europeans and Native Americans, those between slaveholders and African slaves, and those between immigrants and American citizens. This ambitious, engaging book is an important contribution to the study of American literature, history and culture.

*Cambridge Studies in American Literature and Culture*

\$90.00: Hb: 978-0-521-89686-3: 216 pp.

\$29.99: Pb: 978-0-521-72161-5



### You Know what I Mean?

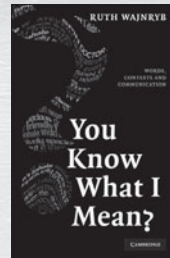
Words, Contexts and Communication

Ruth Wajnryb

Does a word mean what it says? Sometimes – but not always. Everyone thinks that meaning is contained within words – like sardines in a tin, or milk in a bottle. After all, words are nice stable things that you can look up in a dictionary, aren't they? But dictionaries only take us so far... If you eavesdropped on a teenage conversation, rushing to a dictionary – with its definitions frozen in time – wouldn't help much. Who's using a word and to whom, in what context, for what purpose – all these influence the meaning of the language we use. The word's origins and history (its "genetics") also help. Try teaching yourself another language from a phrasebook and you'll soon learn that you can be correct, in the formal sense, but still way behind the times in reality. In this book Wajnryb considers these and other questions to explore how and why our language works the way it does.

\$75.00: Hb: 978-0-521-87885-2: 240 pp.

\$19.99: Pb: 978-0-521-70374-1



*Prices subject to change.*

[www.cambridge.org/us](http://www.cambridge.org/us)



CAMBRIDGE  
UNIVERSITY PRESS

CAMBRIDGE

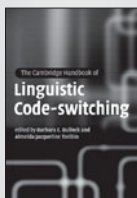
## Leaders in Language and Linguistics from Cambridge



**The English Language**  
A Historical Introduction  
**Charles Barber, Joan C. Beal,  
and Philip A. Shaw**

2nd  
Edition!

*Cambridge Approaches to Linguistics*  
\$85.00; Hb: 978-0-521-85404-7: 320 pp.  
\$29.99; Pb: 978-0-521-67001-2



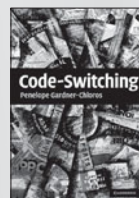
**The Cambridge Handbook of  
Linguistic Code-switching**  
Edited by **Barbara E. Bullock** and  
**Almeida Jacqueline Toribio**

\$160.00; Hb: 978-0-521-87591-2: 456 pp.



**The Anatomy of Meaning**  
Speech, Gesture, and Composite Utterances  
**N. J. Enfield**

*Language Culture and Cognition*  
\$115.00; Hb: 978-0-521-88064-0: 228 pp.



**Code-switching**  
**Penelope Gardner-Chloros**

\$110.00; Hb: 978-0-521-86264-6: 300 pp.  
\$39.99; Pb: 978-0-521-68113-1

**English Words**  
History and Structure  
**Donka Minkova and  
Robert Stockwell**

2nd  
Edition!

\$105.00; Hb: 978-0-521-88258-3: 250 pp.  
\$36.99; Pb: 978-0-521-70917-0

**Old English**  
A Linguistic Introduction  
**Jeremy J. Smith**

*Cambridge Introductions to the English Language*  
\$90.00; Hb: 978-0-521-86677-4: 248 pp.  
\$29.99; Pb: 978-0-521-68569-6

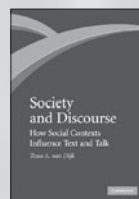
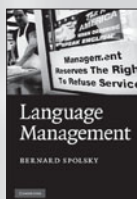
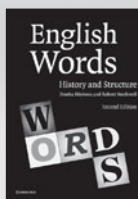
**Language Management**  
**Bernard Spolsky**

\$115.00; Hb: 978-0-521-51609-9: 320 pp.  
\$45.00; Pb: 978-0-521-73597-1

**Society and Discourse**  
How Social Contexts Influence Text and Talk  
**Teun A. Van Dijk**

\$99.00; Hb: 978-0-521-51690-7: 298 pp.

Prices subject to change.

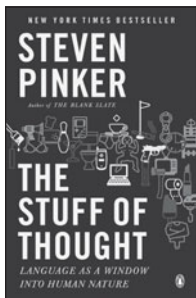


[www.cambridge.org/us](http://www.cambridge.org/us)



**CAMBRIDGE**  
UNIVERSITY PRESS

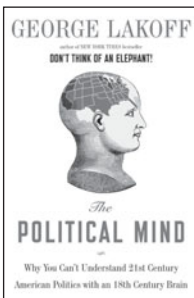




**Steven Pinker**  
**THE STUFF OF THOUGHT**  
 Language as a Window  
 into Human Nature

“A complex meditation on language and thought by a scientist whose ideas come not only from extensive psychological experimentation and careful reading of the literature but also from a lifetime of detailed observations of language in the real world.”—*Los Angeles Times*.

Penguin 512 pp. 978-0-14-311424-6 \$16.00



**Christine Kenneally**  
**THE FIRST WORD**  
 The Search for the  
 Origins of Language

“A clear and splendidly written account of a new field of research on a central question about the human species.”—Steven Pinker. “A crash course on imitation, gesture, abstract thought, and speech....It is eminently worthy of attention.”

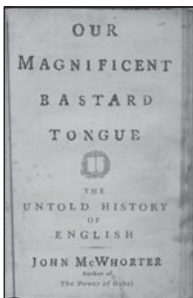
—*Psychology Today*.

Penguin 368 pp. 978-0-14-311374-4 \$16.00

**George Lakoff**  
**THE POLITICAL MIND**  
 Why You Can't Understand  
 21st Century American Politics  
 with an 18th Century Brain

Lakoff explains the science behind how we make political decisions. “[An] ambitious book, filled with fascinating...scientific research.”—*The Philadelphia Inquirer*.

Viking 304 pp. 978-0-670-01927-4 \$25.95



**John McWhorter**  
**OUR MAGNIFICENT  
 BASTARD TONGUE**  
 The Untold Story of English

A fascinating exploration of the evolution of the English language, drawing on the latest genetic and linguistic research, and written with McWhorter's well-known “passionate eloquence” (*Newsday*).

Gotham 256 pp. 978-1-59240-395-0 \$22.50



**Ammon Shea**  
**READING THE OED**  
 One Man, One Year, 21,730 Pages

“An oddly inspiring book about reading the whole of the Oxford English Dictionary in one go....Shea has walked the wildwood of our gnarled, ancient speech and returned singing incomprehensible sounds in a language that turns out to be our own.”

—Nicholson Baker, *The New York Times*.

Perigee 240 pp. 978-0-399-53398-3 \$21.95

*Also of interest:*

**Rod L. Evans**  
**THE ARTFUL NUANCE: A Refined  
 Guide to Imperfectly Understood  
 Words in the English Language**

Perigee 304 pp. 978-0-399-53482-9 \$12.95

**Joshua Kendall**  
**THE MAN WHO MADE LISTS**  
 Love, Death, Madness, and the  
 Creation of *Roget's Thesaurus*

Berkley 320 pp. 978-0-425-22589-9 \$16.00

**PENGUIN GROUP (USA)**

Academic Marketing Department 375 Hudson Street New York, NY 10014

[www.penguin.com/academic](http://www.penguin.com/academic)



# LANGUAGE IN SOCIETY

## NOTES FOR CONTRIBUTORS

**Contributions** are welcomed from all countries. They should be written in English.

**Manuscripts** of articles should be submitted online to *Language in Society* at Manuscript Central: <http://mc.manuscriptcentral.com/langsoc>. Instructions for submission are available on the Manuscript Central site. Authors of articles and reviews accepted for publication will be required to submit final manuscripts in formats and file types specified by Cambridge University Press. Contributions should be double spaced in 12-point font. Figures should be ready for photographic reproduction: labels and details should be clear and large enough to remain legible after a 50% reduction. The first page should include the title, author's name, affiliation, full postal mailing address, and email address, along with an abstract of the article. The abstract must be no more than 150 words. Keywords should be listed at the end of the abstract. Contributors for whom online submission represents a hardship may submit 3 hard copies of the manuscript, formatted as described, to Barbara Johnstone at the postal address to the right.

**Titles** should be worded so that the first part may be used as a running head (with a maximum length of 50 characters, including spaces).

**Citations and forms of emphasis.** Normally the Latin alphabet is to be used. Cited forms should be italicized or underlined to represent italicization in print. Translation meanings (glosses) should be placed within single quotation marks. Use small capitals to indicate emphasis.

**References** are to be made *in the text* by giving in parentheses the name of the author, year of publication, and, where relevant, the page(s) referred to: (Whitney 1867:45–53). If the author's name is part of the text, use the form: "Whitney (1867:48) maintained that . . . ." When a work written by two or more authors is referred to, all names should be given in the first citation: (Weinreich, Labov, & Herzog 1968). Separate works referred to in the same parentheses should be in *chronological* order: (Whitney 1867, Hymes 1972, 1981). Initials should be used before an author's name only when an article refers to more than one author with the same surname.

All works referred to must be listed at the end of the article, *double-spaced* and in alphabetical order. Do not include works not cited in the article. Spell out first names of authors and editors where known; for example,

Hymes, Dell (1972). Models of the interaction of language and social life. In John Gumperz & Dell Hymes (eds.), *Directions in sociolinguistics*, 35–71. New York: Holt, Rinehart & Winston.

Hymes, Dell (1981). "In vain I tried to tell you": *Essays in Native American ethno-poetics*. (Studies in Native American Literature, 1.) Philadelphia: University of Pennsylvania Press.

Sapir, Edward (1929). The status of linguistics as a science. *Language* 5:207–14. Reprinted in David Mandelbaum (ed.), *Selected writings of Edward Sapir*, 160–66. Berkeley: University of California Press, 1949.

**Books for review and listing** should be sent to:

Barbara Johnstone, Editor  
*Language in Society*  
Carnegie Mellon University  
Department of English  
Pittsburgh, PA 15213-3890  
USA  
langsoc@cambridge.org

**Book reviews and notices** should be submitted to *Language in Society* at Manuscript Central: <http://mc.manuscriptcentral.com/langsoc>. The title page should take the following form:

CARMEN SILVA-CORVALÁN (ed.), *Spanish in four continents: Studies in language contact and bilingualism*. Washington, DC: Georgetown University Press, 1995. Pp. xi, 304. Hb \$49.95.

Reviewed by MARGARITA HIDALGO  
*Spanish, San Diego State University*  
San Diego, CA 92182  
mhidalgo@mail.jdru.edu

**Proofs.** First proof will be sent to the lead author (or a nominee), who will be expected to return corrections to the Editor by air, fax, or e-mail within three days of receipt.

**Offprints.** No free offprints will be provided, but all authors of full-length articles and reviews will receive two free copies of the issue in which their contribution appears. (Book note authors do not receive free copies.)

**Submission of an article** is taken to imply that it has not previously been published or is not being considered for publication elsewhere. If an author is publishing a related article elsewhere, this fact should be stated.

**Copyright.** Contributors of accepted articles will be asked to assign their copyrights, on certain conditions, to Cambridge University Press, to help protect their material, particularly in the USA.

# Language in Society

Volume 38 Number 1 February 2009

## ARTICLES

- HEIKO MOTSCHENBACHER, *Speaking the gendered body: The performative construction of commercial femininities and masculinities via body-part vocabulary* 1
- OTTO SANTA ANA, *Did you call in Mexican? The racial politics of Jay Leno immigrant jokes* 23
- JENNIFER L. JACKSON, *To tell it directly or not: Coding transparency and corruption in Malagasy political oratory* 47
- SUSAN E. FREKKO, *“Normal” in Catalonia: Standard language, enregisterment and the imagination of a national public* 71

## BOOK REVIEWS

- MONICA HELLER (ed.), *Bilingualism: A Social Approach*. (Rev. by T. Sandel) 95
- GABRIELLA GAHLIA MODAN, *Turf wars: Discourse, diversity, and the politics of place*. (Rev. by G. Myers) 98
- VALLY LYTRA, *Play frames and social identities: Contact encounter in a Greek primary school*. (Rev. by J. M. Fuller) 101
- ALEXANDRA GEORGAKOPOULOU, *Small stories, interaction and identities*. (Rev. by N. R. Norrick) 104
- JOSEPH ERRINGTON, *Linguistics in a colonial world: A story of language, meaning, and power*. (Rev. by J. H. Hill) 108
- MIKI MAKIHARA AND BAMBI B. SCHIEFFELIN (eds.), *Consequences of contact: Language ideologies and sociocultural transformations in Pacific societies*. (Rev. by W. Keane) 111
- PHILIP RILEY, *Language, culture and identity*. (Rev. by B. Hefright) 115
- NIKOLAS COUPLAND, *Style: Language variation and identity*. (Rev. by R. Macaulay) 119
- Book Notes/Publications Received* 123

---

### Cambridge Journals Online

For further information about this journal please go to the journal website at:

[journals.cambridge.org/lsoy](http://journals.cambridge.org/lsoy)

**CAMBRIDGE**  
UNIVERSITY PRESS