LANGUAGE IN SOCIETY
FOUNDING EDITOR: Dell Hymes
EDITOR
JENNY CHERSHYE
Queen Mary University of London, UK
ASSOCIATE EDITORS
Angela Reyes
Hunter College, City University of New York, USA
Deborah Tammen
George-town University, USA
JAN BLOOMMAEST
Tilburg University, The Netherlands
SUSAN GAL
Columbia University, USA
SAMY ALIM
University of Auckland, New Zealand
MONICA HELLER
York University, Canada
FRANS GREGERSEN
University of Copenhagen, Denmark
EREZ LEBON
University of Haifa, Israel
SCOTT F. KIESLING
University of Pittsburgh, USA
PAUL KERSWILL
University of Auckland, New Zealand
ELIZABETH KEATING
Victoria University of Wellington, New Zealand
JANET HOLMES
University of Leeds, UK
FRANKA KROEGER
University of Amsterdam, Netherlands
MARINA KUEnglish
University of Cambridge, UK
GENEVE LE CLAIRE
University of Cambridge, UK
TANJA STEIN
University of Massachussets, Amherst, USA
STEVEN SLY
University of California, Berkeley, USA
TILBURG UNIVERSITY, THE NETHERLANDS
JENNY CHERSHYE
Queen Mary University of London, UK
LANGUAGE IN SOCIETY
NOTES FOR CONTRIBUTORS
Contributions are welcome 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 Jenny Cheshire at the postal address to the right of the article.
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 publica-
tion, 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 parentheticals should be in chronological order: (Whitney 1867, Hymes 1972, 1981). Initials should be used before an author’s name only when the 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 Greek, Hebrew letters, or capitalization of initials is required.
LANGUAGE IN SOCIETY
Journal of the International Association for Sociology of Language and Communication
TILBURG UNIVERSITY, THE NETHERLANDS
JENNY CHERSHYE
Queen Mary University of London, UK
LANGUAGE IN SOCIETY
Aims to strengthen international scholarship and cooperation in this field. In addition to original articles, the journal publishes reviews of current books in the field.
Subscriptions: Language in Society (ISSN 0047-4045) is published five times annually in February, April, June, September, and November by Cambridge University Press: One Liberty Plaza, New York, NY 10006, U.S.A.; and The Edinburgh Building, Shaftesbury Road, Cambridge CB2 8RU, England. Annual subscription rates for Volume 45, 2016: Institutional print and electronic rates, US $580.00 in the U.S.A., Canada, and Mexico, UK £361.00 + VAT elsewhere. Institutional electronic rates only, US $463.00 in the U.S.A., Canada, and Mexico, UK £289.00 + VAT elsewhere. Institutional print rates only, US $357.00 in the U.S.A., Canada, and Mexico, UK £239.00 + VAT elsewhere. Individuals print or electronic rates only, US $191.00 in the U.S.A., Canada, and Mexico, UK £101.00 + VAT elsewhere. Prices include postage and insurance.
Institutional subscribers: Access to full-text articles online is currently included with the cost of print and electronic sub-
scriptions. Subscription must be activated; see http://journals.cambridge.org for details. Information on Language in Society and other Cambridge journals is available via http://journals.cambridge.org in North America and in the UK via http://www.cambridge.org/. Full text for this journal can be found at http://journals.cambridge.org.
Periodicals postage paid at New York, NY, and additional mailing offices. Postmaster: Send address changes in the U.S., Canada, and Mexico to Language in Society, Journals Department, Cambridge University Press, One Liberty Plaza, New York, NY 10006.
Claims for missing issues should be made immediately after receipt of the next issue.
Copyright © 2016 Cambridge University Press: All rights reserved. No part of this publication may be reproduced, in any form or by any means—graphically, electronically, photocopying, or otherwise—without permission in writing from Cambridge University Press. For further information please visit http://us.cambridge.org/information/rights/.
Photocopying information for users in the U.S.A.: The Item-Fee Code for this publication (0047-4045/15 $15.00) indicates that copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance per article is paid directly to: CCC, 222 Rosewood Drive, Danvers, MA 01923.
Specific written permission must be obtained from Cambridge University Press for all other copying.
Advertising: Inquiries about advertising should be sent to the Journals Promotion Department of the New York Cambridge University Press office (journals.advertising@cambridge.org).
**ARTICLES**

**ANNA DE FINA**, Storytelling and audience reactions in social media 473

**BARBARA FOX & TRINE HEINEMANN**, Rethinking format: An examination of requests 499

**STEPHANIE SCHINURI, OLGA ZAYTS & CATHERINE HOPKINS**, Challenging hegemonic femininities? The discourse of trailing spouses in Hong Kong 533

**PIA PICHLER & NATHANAEL WILLIAMS**, Hipsters in the hood: Authenticating indexicalities in young men’s hip-hop talk 557

**BROOK BOLANDER**, English and the transnational Ismaili Muslim community: Identity, the Aga Khan, and infrastructure 583

**BOOK REVIEWS**

**DAGMAR DEUBER**, *English in the Caribbean: Variation, style and standards in Jamaica and Trinidad* (Rev. by Joseph T. Farquharson) 605

**ALESSANDRO DURANTI**, *The anthropology of intentions: Language in a world of others* (Rev. by Jane H. Hill) 609

**SALI A. TAGLIAMONTE**, *Making waves: The story of variationist sociolinguistics* (Rev. by Barbara Johnstone) 612

**MARI C. JONES** (ed.), *Endangered languages and new technologies* (Rev. by Monica Ward) 615

Book Notes/Publications Received 619