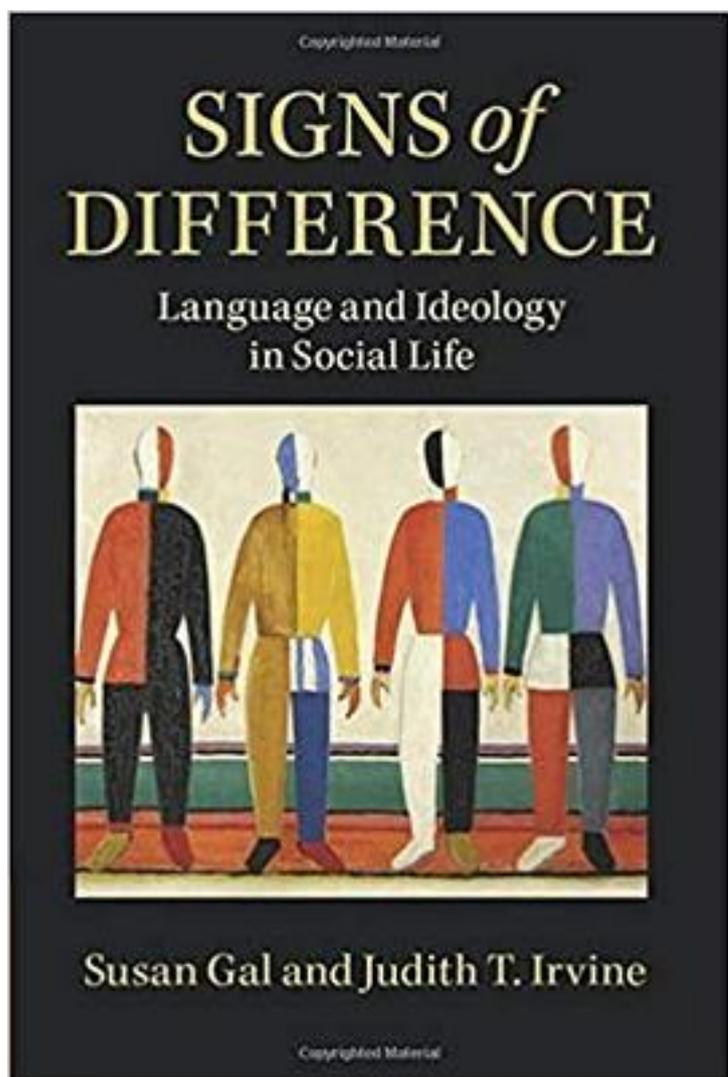


Signs of Difference



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How are peoples' ideas about languages, ways of speaking and expressive styles shaped by their social positions and values? How is difference, in language and in social life, made - and unmade? How and why are some differences persuasive as the basis for action, while other differences are ignored or erased? Written by two recognised authorities on language and culture, this book argues that ideological work of all kinds is fundamentally communicative, and that social positions, projects and historical moments influence, and are influenced by, people's ideas about communicative practices. Neither true nor false, ideologies are positioned and partial visions of the world, relying on comparison and perspective; they exploit differences in expressive features - linguistic and otherwise - to construct convincing stereotypes of people, spaces and activities. Using detailed ethnographic, historical and contemporary examples, this outstanding book shows readers how to analyse ideological work semiotically.

作者介绍:

Susan Gal is Distinguished Service Professor of Anthropology and Linguistics at the University of Chicago. She is author of *Language Shift* (1979) and *The Politics of Language* (in Hungarian, 2018), as well as co-author with Gail Kligman of *Politics of Gender after Socialism* (2000) and co-editor with Kathryn Woolard of *Languages and Publics: The Making of Authority* (2001).

Judith T. Irvine is Edward Sapir Collegiate Professor of Linguistic Anthropology at the University of Michigan, Ann Arbor. Author of many articles and chapters in linguistic anthropology, she is co-editor with Jane H. Hill of *Responsibility and Evidence in Oral Discourse* (1993); co-editor with Regna Darnell et al. of the *Collected Works of Edward Sapir* (1999) and Associate Editor of the journal *Language in Society*.

目录: Ethnography. Wolof in Senegal
German-Hungarians in Hungary
Semiotics. Ingredients: signs, conjectures, perspectives
Comparison: the semiotics of differentiation
Dynamics of change in differentiation
Sites. Situating ideological work
Among and between sites
Scales and scale-making: connecting sites
Pasts. Library to field: ideologies in 19th century linguistic research
Coda avenues of inquiry.
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标签

符号理论

社会学

意识形态研究

人类学

互动

评论

有洞见，用皮尔士的符号理论来理解「语言-意识形态」——在作者的体系里一个中性概念，是某一类的观点（partial views）。两位认为这些partials通过contrast和perspective通过一套符号系统（依赖rhematization, fractal recursivity, erasure等机制）组合为一个世界观，由种种value differences组成。然后在此之上还讨论了时间和地点的偶然性——芝加哥学派的标志。光机制的部分相当有意思。缺点也挺明显：1) 实证材料五花八门，拼凑感强（c2民族志来自70年代末到90年代；c3-5各种迷你分析；c6-7更当代的例子；c9历史分析）。2) 术语爆炸（4-5章眼花缭乱）。每一章拆开都棒，合起来就差了些。要多读皮尔士才能更好地理解。

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书评

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