Contents

List of Images page vii
List of Tables ix
List of Contributors xi
Acknowledgements xv

1 Toward a Theory of Language Materiality: An Introduction 1
  SHALINI SHANKAR AND JILLIAN R. CAVANAUGH

2 Curated Conversation: “Materiality: It’s the Stuff!” 29
  WEBB KEANE AND MICHAEL SILVERSTEIN

Part I Texts, Objects, Mediality

3 Japan’s Trendy Word Grand Prix and Kanji of the Year: Commodified Language Forms in Multiple Contexts 43
  LAURA MILLER

4 Fontroversy! Or, How to Care about the Shape of Language 63
  KEITH M. MURPHY

5 Spelling Materiality: The Branded Business of Competitive Spelling 87
  SHALINI SHANKAR

Part II Transformation, Aesthetics, Embodiment

6 How the Sausage Gets Made: Food Safety and the Mediality of Talk, Documents, and Food Practices 105
  JILLIAN R. CAVANAUGH

7 “Your Mouth Is Your Lorry!”: How Honk Horns Voice the Acoustic Materiality of Reputation in Accra 125
  STEVEN FELD
Table of Contents

8 Transduction in Religious Discourse: Vocalization and Sound Reproduction in Mauritian Muslim Devotional Practices  
Patrick Eisenlohr

Part III Time, Place, Circulation

9 Making and Marketing in the Bilingual Periphery: Materialization as Metacultural Transformation  
Nickolas Coupland and Helen Kelly-Holmes

10 Word-things and Thing-words: The Transmodal Production of Privilege and Status  
Crispin Thurlow and Adam Jaworski

11 Language and Materiality in the Renaming of Indigenous North American Languages and Peoples  
Robert Moore

12 The Semiotic Ecology of Drinks and Talk in Georgia  
Paul Manning

Part IV More Stuff: Short Topical Commentaries on Language and Materiality and Afterword

Can Language Be a Commodity?  
Monica Heller

Language, Music, Materiality (and Immateriality): Entanglements beyond the “Symbolic”  
Paja Faudree

Why Bodies Matter  
Mary Bucholtz

Physicality and Texts: Rematerializing the Transparent  
Jennifer Dickinson

History, Artifacts, and the Language of Culture Change in Archaeology  
Mark W. Hauser

Afterword: Materiality and Language, or Material Language? Dualisms and Embodiments  
Judith T. Irvine

Index