

Index

- abduction, 15, 22, 93, 101, 104–105, 121, 127, 138, 169
 arena of, 169, 172, 189, 223
 activism, 161, 209, 272
 Adams, Abigail (1744–1818), 154
 Adams, John (1743–1826), 141, 154, 155
 Adams, John Quincy (1767–1848), 136
 address, addressivity, 35, 38, 42, 59, 69, 73, 110, 134, 144, 150, 155, 158, 180, 200, 232, 275
 as scaling, 224
 pronouns of address, 67, 185–188
 Africa, Africans, 27, 47, 185, 208, 243–244, 247, 249–253, 258, 259, 261–264, 267, 268, 270, 271
 West Africa, 11, 34, 35, 245, 250, 278–279n6. *See also* Senegal, Wolof
 African Americans, 145, 155–157, 196–198
 African languages and linguistics, 247–254, 259, 261–264. *See also individual languages*
 agriculture, agricultural, 63, 71, 113, 116, 121, 124, 136, 145, 237
 Akhmatova, Anna, 180, 181
 Alabama, 113, 119, 131
 alignment, interactional, 17, 99, 101, 111, 122, 131
 Althusser, Louis, 12, 286n3
 ancestors, 78, 206, 256, 260
 anchor, 85, 120–122, 128–129, 133, 142, 144, 149, 169, 201–203, 205, 206, 215
 anonymity, 133. *See also* authenticity, standardization
 anthropology, 23–24, 113, 146–147, 171, 184, 190, 206, 263, 270
 Antilleans, 157–158, 183
 Appalachian Mountains, 112, 119
Asia Polyglotta, 249
 assemblage, re-assemblage, 139, 229.
See also splicing
 associations, 61–62, 195, 197, 211, 246
 attention, focus of, 15–17, 16, 37, 74, 88, 89, 91, 104, 107, 113, 117, 124, 152, 169–171, 171–172, 180, 182, 185, 202, 204, 214, 218, 234, 240, 247, 271. *See also* site, *kolosi*
 joint attention, 22, 165, 168–171, 176, 214, 217, 270
 Austria, 70, 243, 263, 264, 267, 268
 Austro-Hungarian Monarchy, 78, 268, 287n9
 authenticity, 59, 65, 133, 228–229
 authority, 5, 22, 47, 49, 132, 133, 137, 155, 158, 165, 180, 191, 193, 202, 206, 221. *See also* power, institutions, standardization
 axis of differentiation, 117–132, 257. *See also* schema
 change in, 138–147, 228–231
 definition, 18–21
 East/West axis (U.S.), 119–122
 farmer/artisan axis, 58–60, 64
 high/low axis, 134–137
 in enregisterment, 124–125
 multiple axes, 132–134
 noble/griot axis, 39–43
 North/South axis (U.S.), 143–145
 Yankee/British axis, 140–143
 Bakhtin, M. M., 17, 101, 108, 136
 Baltimore (U.S.), 107, 121–122, 128, 191–200, 214, 285n5
 Bambara (language and people), 35
 baptismal site, 201–203, 215
 Barth, Fredrik, 184, 271, 284n10
 Bateson, Gregory, 23, 24, 147, 159
 Berlin Conference, 1884, 247
 bilingualism, 58, 60, 79, 81–82, 188, 201, 243, 251–252, 255, 268
 Bismarck, Otto von, 266
 blackface minstrelsy, 156–157, 283n10
 Bleek, Wilhelm (1827–1875), 262

312 Index

- blockage, 81–84, 134, 153
 and race, 155–156
 in encompassment, 157–158
 in interaction, 136–137
- Bóly (Bohl) Hungary, 58–85, 208, 213,
 226–228, 266, 280n7
- Bonfiglio, Thomas, 211–212
- Bopp, Franz (1791–1867), 254
- Boston (U.S.), 113, 119, 135–136, 140–142,
 150, 156, 160
- boundary, boundedness, 113, 182–185,
 252–253, 263–268
 as constructed, 177
 boundary makers/breakers, 273–275
 of languages, 264
 of sites, 22
- Bourdieu, Pierre, 17, 179
- branching, 153, 185
- brand, branding, 10, 194–197, 215
- Braune, Wilhelm (1850–1926), 266
- Britain, British, 114, 115, 132–133, 137,
 140–142, 143–145, 161, 243, 247–248,
 250–251, 253
- Budapest (Hungary), 245, 260–261
- Budenz, József, (1836–1892), 255
- capitalist, capitalism, 10, 61, 148, 149, 156
- caricature, parody, 127, 149, 154, 268
- Cartesian view, 89
- Castrén, Matthias Alexander (1813–1852),
 250, 254–257
- categorization, 49, 130, 183, 276
- Catholics, 61, 62, 77, 78, 251, 252
- Cavalier, 148, 151–153
- ensorship, 8–11, 181
- centerpiece, 184, 270, 271
- centralization, 236–239, 267. *See also*
 standardization
- Certeau, Michel de, 171
- choice
 in scaling, 224, 233
 linguistic, 120, 185–186, 222
 philosophical, 100–101
 political, 9–10
- Christianity, 247, 257
- chronotope, 108, 153, 229, 230, 231
- Chumley, L. and N. Harkness, 95
- Citizens United*, 8–11
- Civil War, 86, 149, 152, 159, 193
- civilization, 115, 132, 133, 157, 247
- clearing (Heidegger concept), 167
- clothing, 5–6, 64, 71, 74–75, 140, 176.
See also embodiment
- co-constitution, 65, 81, 117–119, 129, 130,
 134, 144
- Cold War, 10, 60, 284n9
- collectivization, 60
- colonialism, 11, 56, 157, 230, 250–252, 269, 274
 civilizing mission, 48, 253
- commensurability, incommensurability, 166,
 217, 220, 239–243
 in scaling, 234
- communicability, 231, 232
- communication, 89
 and abduction, 93
 and knowledge, 15
 artisan expertise, 81
 griot service, 37–38
 ideologies, 113, 165, 177
 in typification, 111
 literary, 267
 strategy, 209
- communism, 10, 13, 60, 76, 79, 81
- comparative grammar, 243. *See also* philology
- comparison, 17–24, 27, 76–81, 185, 214. *See*
also axis of differentiation, contrast,
 sites as connected
- in linguistic description, 256, 257–263
 in scaling, 217–221, 223–231
 semiotic process of, 112–137
- Condillac, Étienne Bonnot de (1714–1780), 248
- Congress, U.S., 9, 153, 160, 235
- conjecture (as interpretant), 14–21, 87–107,
 112–125, 153. *See also* interpretant,
 uptake
- conscious awareness, 178, 179, 180
- Constitution U.S., 8–11, 145, 152, 235
- constructivism, 92
- contestation, 13, 23, 177–182, 235, 270, 274
- context, 103–104, 126, 166, 231, 240, 275
 of site, 172, 182, 191, 211
 urban context, 55–56, 229–230
- contingency, indeterminacy, 15, 99, 153–154,
 188. *See also* abduction
- contrast, principle of contrast, 42–44, 59–60,
 117–127, 130, 183, 190, 199, 226–230,
 234, 256, 271. *See also* axis of
 differentiation
- convention, 16–17, 94–102, 134, 211, 224.
See also typification, symbol
- genre, 29, 58–59, 70–71, 248–250
- co-occurrence, 18, 96, 106, 107
- corporations, 8–11, 195, 208–209. *See also*
Citizens United
- correctness, 115, 116, 133, 135, 136, 222
- Crowther, Samuel Ajayi (1809–1891), 243,
 249, 258, 259
- culture, 13, 145, 156
 “high” culture, 78, 114, 248
 memory culture, 204–205
- Cust, Robert Needham (1821–1909), 243,
 245–247, 250, 259–264, 268

- Dakar (Senegal), 50, 188, 228–230
 Darwin, Charles, 261
 deference, 37, 140, 141
 denial, 150, 232, 233, 241. *See also* erasure
 denotation, 102–105, 177. *See also* text
 Derrida, Jacques, 283n2
 Destutt de Tracy, Antoine (1754–1863), 12
 determination, 91
 dialectic, 122
 Hegel, 147
 dialectology, 29, 70, 113, 152, 265–268,
 280n8
 Montpellier dialectologists, 266–267
 diaspora, 229, 271
 dicentization, 127
 dictionary, 136, 206, 265, 274
 differentiation, 1–3. *See also* axis of differenti-
 ation, comparison, semiotic process of
 dimension
 and metrics, 234
 and perspective, 226
 and power, 241
 in measurement, 218
 in scaling, 166, 218
 making of, 218–219
 of comparison, 27, 99, 120
 disciplines, academic, 163, 174–176,
 211, 273
 dominance, 178, 181–182. *See also* class,
 explicit/implicit ideology
 Douglass, Frederick (c.1818–1895), 156–157
 downshifting, 106, 124
 Dumont, Louis, 146, 147
 Durkheim, Emile, 163

 Eagleton, Terry, 12, 284n8
 economy, U.S., 9, 116, 149, 199
 egalitarianism/aristocracy (as trope, values),
 34, 150–151, 154–155
 Egypt, 252, 258, 262
 elaboration/restraint (as trope, values), 28,
 38–39, 64, 186
 elocutionary revolution, 114, 115, 126, 151
 embodiment, 2, 132, 142
 in comparison, 118
 in typification, 94–96, 97. *See also*
 Seconds
 encompassment, 73, 75–81, 128–130, 228,
 274–275. *See also* fractal recursivity
 hierarchical vs. unmarked, 145–147, 152
 splicing, 143–145
 English (language)
 American English, 3–4, 19, 183, 195,
 198, 201, 211–212
 Confederate English, 158
 dialects, 134–136
 Latinate and Saxon, 152
 standardizations, 135–136, 158, 212–213
 American vs. British English, 114–115
 British English, 6, 114–115, 152
 as type, 222
 Enlightenment, 116, 145, 237, 248, 269
 enregisterment, 17, 46, 59, 124–125, 142
 entertainment, 64, 65, 153
 erasure, 48–49, 79–80, 120, 180, 202, 206,
 253
 and explanation, 275–276
 definition of, 20–21, 106–107
 in fractal recursivity, 127–129
 in rhematization, 19, 126–127
 Espeland, W. and M. Stevens, 239–240
 essence, 30, 158, 213
 in explanation, 126, 203, 275–276
 in linguistics, 262
 ethnicity, 157, 241
 ethnography, 17, 23, 113, 120, 169, 171
 as theme of book, 27–29
 ethnonationalism, 81, 83, 213
 Europe, 27, 152, 154–155, 157–158, 213, 245.
 See also specific countries
 Eastern Europe, 11, 60, 78, 245, 259
 German-Hungarians, 58–85. *See also* Bóly
 European Great Powers, 269
 European languages and linguistics, 245–268.
 See also specific languages
 European Union, 84
 Evans-Pritchard, E. E., 23, 158–159
 evidence, 22, 60, 91–92
 about sites, 167–172
 explicit/implicit, 176–182
 in rhematization, 126–127
 of unwritten languages, 248–257
 exclusion, 83, 213, 245, 268
 and boundary, 184
 explanation, 21, 49, 176–177, 275–276,
 See also sites as connected, narrative,
 essence
 and rhematization, 64–71, 125–127, 203
 explicit and implicit ideology, 177–182, 284n6
 expressive culture, 17, 59
 eye-dialect, 115, 156

 face-to-face interaction, 210–211
 Faidherbe, Louis Léon (1818–1889), 258
 family tree (of languages), 261, 267
 Fanon, Frantz, 157–158, 183
 Federalist, 141, 142
 feminist theory, 140, 146, 159
 Ferguson, J. and A. Gupta, 171
 Fichte, Johann Gottlieb (1762–1814), 248
 field of view, 168–172, 182. *See also*
 attention

314 Index

- Finnish (language) scholars, 247, 250, 254–260
- Finno-Ugric (language family), 243, 245, 248, 249, 257–263
- Firsts (semiotic concept), 94–95
- Florusbosch, J. Henrike, 170
- Foucault, Michel, 164, 171, 272, 278n10
- fractal recursivity, 20, 43–46, 71–75, 127–132
 as scaling, 225–231
 dynamics of, 138–163
 in linguistic description, 252–257
- français fondamental*, 251
- France, 4, 44, 115, 145, 154, 158, 183, 213, 222, 247, 251, 264, 267, 286n2
- francophonie*, *la*, 222, 286n2
- freedom (as value), 8–11, 145, 159, 286n7.
See also liberty
- free speech, 8–11
- Freetown, Sierra Leone, 250
- French (language and people), 222, 228, 229–231, 236–239, 251, 265, 279n10, 286n2
 dialects, 222, 267
- French and Indian War, 140
- French Republic, 157–158, 236–239
- frontier, 116, 136, 141, 254, 255, 268
- Fula/Pulaar (language), 251–253
- gaze, 21–22, 165, 196, 229
 and attention, 170
 for researcher, 169, 172
- Geertz, Clifford, 12
- genre, 29, 104, 178, 270
 linguistic presentation, 249
 samizdat, 181
 slogan, 199
 travel in early U.S., 113
 unwritten languages, 250
 Wolof, 40–42, 232
- geographies, 75, 113–117, 143, 149, 212
 in dialectology, 267
 in scaling, 218, 236
- geopolitics, 125, 126, 142
- German (language)
Bäuerisch/Schwäbisch (paraszt nyelv)
 farmer language, 58–85
- Germanic languages, 264
- Handwerkerisch (iparos nyelv)* artisan language, 58–85
- literary German, 62–63, 71, 183, 186–187, 188, 213
- regional dialects, 264–266
- German-Hungarians, *magyarországi németek, Ungarndeutsche, Donauschwaben*, 28, 58–85.
See also Bóly
- Germany, 59, 70–74, 81–85, 140, 213, 245, 263–267
- Gilliéron, Jules (1854–1926), 267
- Gluckman, Max, 23, 270
- Goffman, Erving, 17, 101
- Goodman, Nelson, 18, 92, 97–99, 106
- Gramsci, Antonio, 17
- Grégoire, Henri (1750–1831), 237–238
- Grimes, William (1784–1865), 151–156, 157
- Grimm, Jacob (1785–1863), 265
- ground (sign relation), 96–101, 105–106
 in rhematization, 123–125
- Gumperz, John J., 23
- gun-control controversy, 159–162
- Guyer, Jane, 225
- Gyarmathi, Sámuel (1751–1830), 254
- Habermas, Jürgen, 179
- Habsburg Empire, 78, 213, 247
- Hacking, Ian, 272
- Haitian Creole, 222
- Hebdige, Dick, 17
- hegemony, hegemonic, 85, 95, 134, 162, 177, 178, 179, 260, 284n7
- Heidegger, Martin, 167, 284n1
- Herder, Johann Gottfried (1744–1803), 248
- Hill, Jane, 4, 180
- historical linguistics, 267
- history, 1, 113, 140, 209. *See also* temporality
 comparison in, 27
 ideology in, 14, 181–182
 in scaling, 181–182
 of linguistics, 245–268
- Hoyt, David, 267
- Hunfalvy, Pál (1810–1891), 78, 243–247, 259–263, 268
- Hungarian (language and people), 58–85, 188, 226–228, 243, 254–257, 259–261
 Turkic-Ugric debate, 260–261
- Hungarian Academy of Sciences, 78, 247
- Hungary, 28, 76, 78–81, 84–85, 213, 247, 254
 language statistics, 264
- Hutterer, Claus Jürgen, 280n8
- Ibo/Igbo (language and people), 253
- icon, iconicity, 18–19, 96–100, 102–103, 106
 diagrammatic icon, 18, 117–118, 215, 230
 indexical icon, 123
- ideological work, 2, 167–172, 176. *See also* site, sites of ideological work
 and differentiation, 185

- image (as technical term), 39, 43, 70, 80, 118, 121, 124, 149, 201, 210, 246, 257
See also axis of differentiation, schema
- inclusion, 130
 in scaling, 220–223, 240, 259. *See also* taxonomy
 social, 162. *See also* exclusion
- independence/dependence (as trope and value), 115–121, 140–143, 159–160
- index, indexicality, 18, 96–106
 as scale-making, 223–225
 iconic index, 187
 in rhematization, 122–127
 orders of indexicality, 122, 131–132, 285n13
 purview of, 168–169
- India, 246, 247, 259, 264
- Indo-European (language family), 247, 254, 258–266
- inequality, social, 31–32, 172, 198
- institutionalization, institutions, 22, 153–158, 161–163, 206–213, 273, 285–6n10.
See also regimentation, sites as connected
- intensifiers (grammatical), 41, 219
- intention, 16, 174–176
- interdiscursivity, 129, 190, 231
- interpretant (conjecture), 88, 127, 170, 182–183, 189, 214, 284n4. *See also* uptake
- interpretation, 11–14, 91, 101, 165. *See also* uptake, conjecture
 researcher's, 189
- irony, 63, 120, 197, 259
- Islam, 13, 251, 252
- Jakobson, Roman, 102, 103, 145, 146, 153
- Jefferson, Thomas (1743–1826), 115, 116, 142, 143–149, 153
- jotilé*, 'transmission' (Wolof concept), 38, 279n9
- Kanuri (language), 249
- Khanty (Ostyak) language and people, 255–257
- Klaproth, Julius (1783–1835), 249
- knowledge, frameworks of, 15–16, 85, 89–92, 98, 100, 101, 105–106, 179, 275
 background, scaling, 231–232
 linguistic, 244
- Koelle, Sigismund (1820–1902), 249, 250, 253
- kolosi*, 'paying attention' (Mande concept), 170
- Kovács, Katalin, 61–62, 64
kula, 8, 271
- Lamoise, Paul (1824–1899), 252
 language variation. *See also* mother tongue, bilingualism, poetics, oratory
 accent, 3–4, 5–6, 80, 115, 183–184, 212, 215
 dialect, 4–5, 29, 46, 70, 113, 115, 117, 133–136, 152, 157, 183, 212, 244, 251
 boundaries, 265–268
 in scaling, 221–223, 263–264
 in standardization, 133–137
 language "mixture", 262–263, 267
 monolingualism, 84
 unwritten languages, 244, 245, 248–259, 268–269
- language, aspects of. *See also* address, orthography, standardization
 lexicon, 7, 29, 42, 59, 65, 68, 113
 morphology, 30, 40, 42, 59, 65, 218, 252, 262, 266
 phonology, phonetics, 40, 42, 65, 72–73, 145, 150, 183, 266
 pragmatics, 104
 prosody, pitch, contour, 38, 40, 42, 46, 48, 50, 51–52, 70, 212, 230
 semantics, 186
- Latin (language), 152, 239, 240
- Latour, Bruno, 217, 278n9
- law, legal issues, 8–11, 155, 160–161, 197
- Leibniz, Gottfried Wilhelm (1646–1716), 254
- Lepsius, Karl Richard (1810–1884), 262, 263
- liberty, 140, 144–146, 152, 237–238
- literacy, 49, 134, 194, 197, 251
- London U.K., 106, 158, 245, 246, 259–260
- Lowell, A. Lawrence (1856–1943), 211–212
- Lowell, James Russell (1819–1891), 150, 152
- Ly, Boubakar, 35
- magic speech, 7
- Magyar, *see* Hungarian
- Mali, 35, 170
- Malinowski, Bronislaw, 7–8, 271
- Manchester school, "case method", 270, 285n11
- Mande (language and people), 56, 170
- Mandelstam, Osip, 181
- Mansi (Vogul) language and people, 255–257
- mapping, 143, 250, 264
- markedness, marking, unmarked, 145–147, 158
- Marsh, George Perkins (1801–1882), 152
- Massachusetts, 141, 147–148, 154, 221, 271
- master trope, master metaphor, 30, 120–123, 133, 142
- materiality, 15, 89

316 Index

- measures, 219, 228, 260
 in scaling, 232–243
 Meinhof, Carl (1857–1944), 262
 meta-moves, 182, 190, 199, 214
 metapragmatics, 17, 46–49, 103–104, 142,
 177–178, 203–205
 metasemiosis, 2, 85, 101, 107
 chains of, 92–93. *See also* meta-moves,
 semiotic concepts
 methodology, 22, 165, 167–172
 19th century linguistics, 265–268, 269. *See also*
 sites, analytical strategies
 metrics, 230, 233, 238
 metric system, 236–237
 micro-macro binary, 218
 migration, 57, 70–71, 117, 252, 265
 militia, 140, 155
 Minor, Lucian (1802–1858), 151, 153–154, 159
 missionaries, 247–254, 263. *See also individual*
linguist-missionaries
 model, modeling, 200–203. *See also* sites as
 connected
 as anchor, 205
 modernity, 221, 230, 269
 Morse, Jedidiah (1761–1826), 141–143
 mother tongue, 78, 79, 213, 264
 Müller, F. Max (1823–1900), 258–260, 268
 Müller, Friedrich (1834–1898), 262
 Munkácsi, Bernát (1860–1937), 255
- Napoleon, 239, 286n6
 narrative
 as explanation, 17, 203–204
 change in, 139, 149
 in rhematization, 125–127, 256–257, 275
 of attribution, 172–176
 perspective in, 107–110
 national character, 3, 4, 19, 126, 148, 238, 253
 National Rifle Association, 159–161
 National Socialism, Nazis, 79, 213
 Native Americans, 145, 156, 225
 Nenets (Samoyed) language and people, 255,
 256, 260
 Neogrammarians, 264–265, 266
 network, of sites, 185, 214. *See also*
 centerpiece
 New York (U.S.), 127–129, 140, 143,
 150–151, 193–194
 Nigeria, 253, 258
 norm (linguistic), 133, 137, 158
 as inclusion, 220–222
 Nuer, 158–159
- Obdorsk, Siberia Russia, 255–256
 object (semiotic), 88–93, 107, 169
 as site, 170–171
 in analysis, 189
 of attention, 88–93
 scale, 223–225
 objectivity, 241
 oratory, 7
 as model, 200
 praise, 29, 34, 46, 52, 54
 public, 42
 orders of indexicality. *see* index
 organization, social, 138–139, 153, 207, 252,
 272–273
 Orientalist Congresses, 245–246, 257–260, 267
 orientalist, 245–247
 orthography, 110, 115, 134–136
- party, political (U.S.), 141–142, 151. *See also*
 Federalist
 Paul, Hermann (1846–1921), 266
 Paulding, James Kirke (1778–1860), 129, 132,
 151, 159
 Pécs (Hungary), 226–228
 Peirce, Charles Sanders, 11, 14–16, 92–96,
 101, 106, 124, 127, 169, 182, 223,
 281n4
 on Peircean terminology, 282n7, 284n4
 Pennsylvania, 107, 135, 140, 145
 performance, 29–30, 37, 38–39, 42, 47, 65,
 114, 196, 200, 204–205, 215, 231–232
 persona, personae, 59, 81–84, 99, 102,
 104–105, 115, 121–134, 137, 143, 144,
 146, 151, 153–156
 personality, 149, 219, 253
 perspective, 17, 87–107
 across boundaries, 182–189
 and social role, 81–85, 153–158
 in blockage, 81–85
 interacting perspectives, 147–153
 multiple, 172–176
 perspectival and aperspectival models in
 scaling, 219–235
 researchers', 167–172
 persuasion, persuasive speech, 48, 93, 114,
 275
 Philips, Susan U., 178–180, 200, 285n7
 philology, 246–247, 248, 250, 258–259,
 261–263
 philosophy, 13, 16, 18, 35, 120, 275
 political philosophies/ideologies, 13
 Romanticism, 152, 269
 pirates, 4–6
 pivot, fractal pivoting, 81–84, 128, 153–157,
 159–161
 poetics, 104, 107
 polarity, 30, 43, 146
 politeness, 38, 52, 55, 69, 132, 150, 154,
 187–188

- politics, 1–2, 8–11, 14–16, 20, 108, 115–116, 125, 140, 149, 156, 158–161, 209–211, 222, 232, 245, 263–268, 272–275
- polyglot nationalism, 268
- Polyglotta Africana*, 249
- Portugal, 247
- positioning, 13, 29, 47, 73, 81, 168, 181, 219.
See also perspective
 and differentiation, 185
 in diaspora, 229
- Povinelli, Elizabeth, 241
- power, 1, 13–15, 16–17, 22, 115, 163, 272–275. *See also* authority, colonialism, standardization
 and comparability, 241
 and explicitness, 177–179
 capillary, 23
 global, 4, 11
 institutional, 11, 134, 136, 155, 180, 206, 238–239, 246
 semiotic, 95, 127, 161, 164, 166, 260
- precedent, 9, 147, 202, 270
- presupposition, 111, 113, 167, 169, 182, 202
- profit, 10, 144, 149, 156
- progress, 4, 116, 237, 238
 scale of, 235, 237–238, 247
- projection, 22, 43, 47, 75, 170, 173, 182–183, 185
- Protestants, 212
- prototype, 39, 200–201, 204
- Provençal (language), 267
- purification, 158–161
- purview of indexicality, 168
- Quakers, 188
- qualia vs. qualities, 93–101, 117–127, 281n5, 282n4
 in rhematization, 125–127
- quantification, 221, 234–239
- refinement, cultivation, 114, 115–117, 131–132, 139–140, 141, 154, 186
- regime of value, 13, 14, 133, 136, 230
- regimentation, 204, 206–213, 235–239
- regionalism, 138. *See also* axis of differentiation
- register, 39–43, 64–75, 124–125, 207, 251.
See also enregisterment, language variation
 register of expertise, 246, 263, 267
- regulation, 31, 81, 93
- Reguly, Antal (1819–1858), 255–257
- reparameterization, 78, 129, 142
- replica, 200, 201, 281n4, 282n7. *See also* typification
- representamen, 106, 168, 169, 284n4
- Revolution
 American, 86, 115, 116, 132, 143, 154, 161
 French (1789), 214, 236–237, 238
 Hungarian (1848), 78, 261
 rhematization, rheme, 19, 39–43, 64–71, 122–127, 135, 202–204, 275–276
 reciprocal, 149
- rights discourses (U.S.), 157, 159–163, 241
- Rivarol, Antoine de (1753–1801), 48
- Roger, Jacques-François (1787–1849), 250
- role, role relations
 as stereotypes, 98–99
 farmer vs. artisan role, 83–84
 griot role, 38–40
 researcher role, 169, 247
- Romance (dialects), 243
- Royall, Anne Newport (1769–1854), 88, 107–110, 112–137, 155, 198, 203, 275
- Russian (language and people), 158, 180, 249, 253–254, 255–256. *See also* Obdorsk; Siberia
- Russian Orthodox Church, 254
- Sajnovics, János (1733–1785), 254
- salience, 127, 153, 183, 185, 229
- Sami (Lapp) people and language, 254, 260
- Sanskrit, 247, 254, 258, 259
- Sapir, Edward (1884–1939), 23, 240
- Saussure, Ferdinand de (1857–1913), 222
- scale and scaling, 23, 75–81, 166, 217–243.
See also sites as connected, fractal recursivity
 in linguistic description, 257–263
- schema, 19–21, 30, 49, 65, 118–121, 123–124.
See also axis of differentiation, image
- Schirmunski, Victor, 280n8
- schismogenesis, 147
- Schleicher, August (1821–1868), 261
- Schuchardt, Hugo (1842–1927), 263, 268
- Schwäbische Türkei*, 279n2
- Second World War, 10, 58, 60, 75, 76, 279n2
- Seconds (semiotic concept), 94–98, 101
- semiotic concepts, 14–16. *See also* abduction, anchor, axis of differentiation, blockage, branching, conjecture, dicentization, downshifting, erasure, Firsts, fractal recursivity, ground, icon, index, interpretant, metapragmatics, orders of indexicality, pivot, qualia, replica, rhematization, Seconds, sign, symbol, Thirds
- semiotic process as ideological work, 169–170, 202–203, 218. *See also* semiotic concepts, comparison, scale and scaling

318 Index

- semiotic process of differentiation, 18–21, 39, 59, 87–107, 112–137, 138–139
- Semitic (language family), 247
- Senegal, 29–57, 188, 208, 228, 249, 250, 252, 274. *See also* Wolof (language and people)
- Sereer (*Sérère*, languages and peoples), 251–253
- sign, 11–12, 14–17, 87–107, 165, 281n1, 281n4, 282n7
 as site (purview of indexicality), 168–172
 in scaling, 223–225. *See also* semiotic concepts, metasemiosis
- Silverstein, Michael, 103–105, 178–179, 180, 200–202, 282n6
- similarity, 18, 27, 96–101, 102–104, 233, 282n7. *See also* icon, iconicity, rhematization
 in philosophy, 275
- Simmel, Georg, 147, 159
- singularities, 240, 286n10
- site of ideological work
 definition, 21–23, 111, 167–170, 189
- site, sites, 167–189
 as activities, relations, 171–172. *See also* gaze, centerpiece
 as analytical strategy, 165–166
 as object of analysis, 172–176
 as scene of cultural activity, 202
 as semiotic construct, 182
 fieldwork, 24
 in scaling, 214–216
- sites as connected, 154, 190–214. *See also* interdiscursivity, boundaries, typification
 authority, explanation, 202–206. *See also* baptismal site
 institutionalizations, 206–213, 215
 modeling and anchoring, 189, 215
 precedents, 190
- situated relationality, 23
- Slovakia, 76–78
- social categories, general, 27, 30–34, 61–62, 158, 208
- social categories, regional
 African (Sahel)
géer (Wolof term) ‘noble’, 30–37, 46–56, 279n7
griot, 29–57, 29–57, 208, 215, 228–229, 229–231, 275, 278n4, 279n9, 279n10
jaam (Wolof term), 34, 46–49, 57, 181, 278n6, 279n11
 Muslim cleric, 34, 56
nyenyo (Wolof term), 34, 49–54
- European
Bauer/paraszt (German/Hungarian), 58, 282n11. *See also* social classifications
Handwerker/iparos (German/Hungarian), 58–81, 186–187, 282n11. *See also* social classifications
 linguist, 245–269. *See also* individual scholars
 Magyar (Hungarian), 80. *See also* other national categories
 missionary, 247–263
 noble, 143
Schwab/sváb (German/Hungarian)
 Swabian, 59, 75–81
- U.S. 19th century
 New Englander, 140–145, 149–151
 numerous regions, 116–117
 politicians, 143, 155. *See also* by name
 Puritan, 152–153, 271
 slave, 139, 151–152. *See also* social classifications
 slaveholder, 129, 151
 soldier, 140–141, 143
 Southerner, 138–155, 203. *See also* Cavalier
 Tuckahoe and Cohee, 128–129, 135
 Yankee, 116–117, 135, 138–153, 156, 161, 163, 274. *See also* African Americans, Native Americans
- U.S. 20th century
 activist, lobbyist, 9, 159–161, 209–211
 Anglo-American, 180. *See also* African Americans, Native Americans
 hyphenated American, 157
 politician, 159, 195–198
 university people, 173–176, 211
- social classifications
 caste, 31–49, 52–56, 184, 200, 204, 208, 229–231, 278n6
 class, 4, 112, 119, 134–136, 141, 156–157, 177, 188, 222
 gender, 36–37, 139–140, 142, 145, 146, 159–160, 205–206, 274
 occupation, artisan, 28, 34–36, 130, 186–188, 208, 226–228, 239
 occupation, farmer, 28, 34–35, 58, 129, 130, 141, 186–187, 208, 213, 226–227, 231, 255, 264
 race, 4, 149, 152–153, 155–156, 158, 196–197, 207, 212, 224, 251–252, 260–263, 287n10

- rank, 30–56, 127, 140–143, 144, 154, 200, 230–231
- slave, 34–37, 48–49, 52, 56–57, 117, 144–145, 149–152, 181, 235, 250–251
- sociolinguistics, 23, 185, 225
- solidarity, 139, 158
 fractal, 163
- sound
 avoidance, 205
 law, sound change, 264–266
 quality, 3–4
- Southern Literary Messenger*, 150, 153
- space, 167–172. *See also* site
- Spanish (language), 4
 Mock, 4, 180
- splicing, 143–145, 229
- standardization, 132–137, 157, 212–213, 238–239
- state, state apparatus, 56, 62, 159, 207, 213–214, 226, 235, 263. *See also* standardization
 mapping, 264
 nation state, 115, 222, 238
 scaling, 235–239
 state socialism, 60
- stereotypes, 3–8. *See also* axis of differentiation, projection, rhematization
- Stevens, Stanley Smith, 233–234
- strategy, analytical, 21, 139, 216, 270–276.
See also sites
- Styria, Austria, 268
- Sunjata Keita, 56
- Supreme Court (U.S.), 8–11
- symbol (Peircean), 101–105
- taxonomy, 130. *See also* inclusion
- temperament, 30–34, 152
- temporality, 89, 139, 163–164, 187, 208–209, 230, 239–40. *See also* chronotope
- Tennessee, 128, 135
- territory (in nationalism), 248, 250
 and dialect, 266–268. *See also* ethnonationalism
- Texas, 201, 221
- text, 137, 191–199, 231–232
 and explicitness, 177
 denotational and interactional text, 103–105, 131–132
- Thirds (semiotic concept), 94–95, 101
- thought experiments, 85, 87–101, 268
- Tongan (language and people), 200–201, 205, 215
- translation, 3, 8, 273–274. *See also* boundary
 Bible translation, 251, 253, 274
- Trobriand Islands, Trobrianders, 7–8, 21, 23, 271
- Tukulor (people), 35
- Turanian (language family), 259
- Turkish (language and people), 240, 256, 260–261
- typification, 93–99, 101, 281n4
 among sites, 199, 204, 215
 and erasure, 107
 metapragmatic typification, 104
- Udmurt (Votyak) language and people, 255–257
- unfinalizability, 101
- universalizing ideologies, 23, 146, 214, 235–239, 243
- uptake, 21–22, 86, 87–88, 95, 172, 175, 214
See also conjecture, interpretant, gaze
 in scaling, 223–225, 231–232
 multiple, 172–177
 successive, 139–143
- Uralic (language family). *See* Finno-Ugric
- Urciuoli, Bonnie, 157
- value. *See* regime of value, ideological work
- Vienna (Austria), 71, 262
- view from nowhere, 232–233, 243. *See also* anonymity, standardization
- Virginia, 117, 128–129, 134, 143, 145, 153
- Vocabularium Sibiricum*, 249
- voicing, citation, ventriloquation, 71–75, 136–137, 151, 154, 177, 211–212,
 voice quality, 4–6, 50–52, 142, 211
- Volk*, 257, 260, 266
- Webster, Noah (1758–1843), 114, 133, 134, 136–137, 150
- Wenker, Georg (1852–1911), 265–267
- Williams, Raymond, 17
- Wolof (language and people), 29–57, 215, 228–230, 251–252, 278n2
- Woolard, Kathryn A., 133, 277n1, 282n8
- word lists, 249–250, 253, 254
- World Bank, 161–162
- Yankee, 117. *See also* social categories, regional, U.S. 19th century
- Yoruba (language), 249
- Zulu, Zululand, 23, 205–206