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Nota di contenuto	Front matter -- Contents -- Chapter 1. Orthography as social action: Scripts, spelling, identity and power / Sebba, Mark -- Chapter 2. Orthography, publics, and legitimation crisis: The 1996 reform of German / Johnson, Sally -- Chapter 3. Orthography and Orthodoxy in post-Soviet Russia / Bennett, Brian P. -- Chapter 4. Reclamation, revalorization, and re-Tatarization via changing Tatar orthographies / Wertheim, Suzanne -- Chapter 5. Hindi is perfect, Urdu is messy: The discourse of delegitimation of Urdu in India / Ahmad, Rizwan -- Chapter 6. Spelling and identity in the Southern Netherlands (1750-1830) / Vosters, Rik / Rutten, Gijsbert / der Wal, Marijke van / Vandenbussche, Wim -- Chapter 7. Orthography as literacy: How Manx was "reduced to writing" / Sebba, Mark -- Chapter 8. Orthography in practice: A Pennsylvania German case study / Schlegel, Jennifer -- Chapter 9. Transcription in practice: Nonstandard orthography / Jaffe, Alexandra -- Chapter 10. Orthography and calligraphic ideology in an Iranian-American heritage school / Sharifi, Amir -- Chapter 11. Floating ideologies: Metamorphoses of graphic "Germanness" / Spitzmüller, Jürgen -- Chapter 12. Whos punctuating what? Sociolinguistic variation in instant messaging / Squires, Lauren --

Chapter 13. How to spell the vernacular: A multivariate study of Jamaican e-mails and blogs / Hinrichs, Lars -- Chapter 14. "Greeklish": Transliteration practice and discourse in the context of computer-mediated digraphia / Androutsopoulos, Jannis -- Subject index

Sommario/riassunto

The chapters in this edited volume explore the sociolinguistic implications of orthographic and scriptural practices in a diverse range of communicative contexts, ranging from schoolrooms to internet discussion boards. The focus is on the way that scriptural practices both index and constitute social hierarchies, identities and relationships and in some cases, become the focus for public language ideological debates. Capitalizing on the now robust body of literature on orthographic choice and debate in sociolinguistics and anthropological linguistics, the volume addresses a number of cross-cutting themes that connect orthographic practices to areas of contemporary interest in sociolinguistics and linguistic anthropology. These themes include: the different social implications of self vs. other representation and the permeability of the personal/social and the public/private; how scriptural practices ("inscription") serve as sites for social discipline; the historical and intertextual frameworks for the meaning potentials of orthographic choice (relating to issues of genre and style); and writing as a broader semiotic field: the visual and esthetic dimensions of texts and metalinguistic "play" in spelling and its ambiguous implications for writer stance.
