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studies5. Ideolatry versus phonolatry?: Chinese characters as disciplinary identifier; 6. Keeping Chinese for the Chinese: the paradox of nativised orientalism in Chinese linguistics; Part C: Getting over the Walls of Discourse; 7. Construing 'metrosexual' in Chinese: social and semiotic change in the era of globalisation; 8. Reconstruction versus deconstruction: textual criticism, social semiotics and 'New Sinology'; 9. From 'Ed McDonald' to 'Ned McHorse': negotiating multiple identities in a globalised world
Primary sources Suggestions for further reading; References; Index

Sommario/riassunto

In this book Edward McDonald takes a fresh look at issues of language in Chinese studies. He takes the viewpoint of the university student of Chinese with the ultimate goal of becoming 'sinophone': that is, developing a fluency and facility at operating in Chinese-language contexts comparable to their own mother tongue. While the entry point for most potential sinophones is the Chinese language classroom, the kinds of "language" and "culture" on offer there are rarely questioned, and the links between the forms of the language and the situations in which they may be used are rarely drawn

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