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D16 - TURNER REID

This book offers a unique window to the study of im/politeness by looking at a translation perspective, which offers a different set of data and allows further understanding of the phenomenon. In the arena of real-life translation practice, the workings of im/politeness are renegotiated in a different cultural context and thus pragmatically oriented cross-cultural differences become more concrete and tangible. The book focuses on the language pair English and Greek, a strategic choice with Greek as a less widely spoken language and English as a global language. The two languages also differ in their politeness orientation in certain genres, which allows for a fruitful comparison. The volume focuses on press translation first, then translation of academic texts and translation for the stage, and finally audiovisual translation (mainly subtitles). These genres highlight a public, an interactional, and a multimodal dimension in the workings of im/politeness.

Disney and Pixar films are beloved by children and adults alike. However, what linguistic messages, both positive and negative, do these films send to children about gender roles? How do characters of different genders talk, and how are they talked about? And do patterns of representation change over time? Using an accessible mix of statistics and in-depth qualitative analysis, the authors bring their expertise to the study of this very popular media behemoth. Looking closely at five different language features – talkativeness, compliments, directives, insults, and apologies – the authors uncover the biases buried in scripted language, and explore how language is used to construct tropes of femininity, masculinity, and queerness. Working with a large body of films reveals wide-scale patterns that might fly under the radar when the films are viewed individually, as well as demonstrating how different linguistic tools and techniques can be used to better understand popular children’s media.

> This is the first edited collection to examine politeness in a wide range of diverse cultures. Most essays draw on empirical data from a wide variety of languages, including some key-languages in politeness research, such as English, and Japanese, as well as some lesser-studied languages, such as Georgian.

Women, Men and Politeness focuses on the specific issue of the ways in which women and men express politeness verbally. Using a range of evidence and a corpus of data collected largely from New Zealand, Janet Holmes examines the distribution and functions of a range of specific verbal politeness strategies in women’s and men’s speech and discusses the possible reasons for gender differences in this area. Data provided on interactional strategies, ‘hedges and boosters’, compliments and apologies, demonstrates ways in which women’s politeness patterns differ from men’s, with the implications of these different patterns explored, for women in particular, in the areas of education and professional careers.

Conversational Humour and (im)politeness is the first systematic study to offer a socio-pragmatic perspective on humorous practices such as teasing, mockery and taking the piss and their relation to (im)politeness. Analysing data from corpora, reality television and interviews in Australian and British cultural contexts, this book contributes to cross-cultural and intercultural research on humour and its role in social interaction. Although, in both contexts, jocular verbal practices are highly valued and a positive response – the ‘preferred reaction’ – can be expected, the conceptualisation of what is seen as humorous can vary, especially in terms of what ‘goes too far’. By examining how attempts at humour can occasion offence, presenting a distinction between ‘frontstage’ and ‘backstage’ perceptions of jocularity and looking at how language users evaluate jocular behaviours in interaction, this study shows how humour and (im)politeness are co-constructed and negotiated in discourse. This book will be of interest to scholars and students in pragmatics, conversational humour, (im)politeness, intercultural communication, discourse analysis, television studies and interaction in English-speaking contexts.

Ritual is popularly associated with ceremonies, though in real life it plays a significantly more important role, reinforcing what people perceive as the appropriate moral order of things, or challenging what they perceive as the inappropriate flow of events. This book introduces the reader to how people use ritual in interpersonal interaction and the interface that exists between ritual and politeness and impoliteness. As rituals have a large impact on the life of people and communities, the way in which they use politeness and impoliteness in a ritual action significantly influences the way in which the given ritual is perceived. Politeness, Impoliteness and Ritual examines this complex relationship by setting up a multi-layered analytic model, with a multidisciplinary approach which will appeal to interaction scholars, politeness researchers, social psychologists and anthropologists, and moral psychologists. It fills an important knowledge gap and provides the first (im)politeness-focused interactional model of ritual.

Gender and Politeness challenges the notion that women are necessarily always more polite than men as much of the language and gender literature claims. Sara Mills discusses the complex relations between gender and politeness and argues that although there are circumstances when women speakers, drawing on stereotypes of femininity to guide their behaviour, will appear to be acting in a more polite way than men, there are many circumstances where women will act just as impolitely as men.

This is a collection of work by researchers in the area of gender and language. It shows how a discourse approach to the study of gender and language can facilitate the study of the complex and subtle ways in which gender identities are represented, constructed and contested through language.

Politeness plays a vital role in maintaining class differences. In this highly original account, Sara Mills analyses the interrelationship between class and linguistic interaction, uncovering the lin-
guistic ideologies behind politeness in British English. She sheds light on the way politeness and rudeness interrelate with the marking of class boundaries, and reveals how middle-class positions in society are marked by people's use of self-deprecation, indirectness and reserve. Systematically challenging received wisdom about cross-cultural and inter-cultural differences, she goes beyond the mere context of the interaction to investigate the social dimension of politeness. This approach enables readers to analyse other languages in the same way, and a range of case studies illustrate how ideologies of politeness are employed and judged.

(Im)politeness and Moral Order in Online Interactions presents a timely response to the 'moral turn' in (im)politeness studies. This volume, presented by a roster of prominent figures in the field, documents and showcases the complexity of (im)politeness as social practice by focusing on the morality of (im)politeness in internet-mediated interactions. It includes, among others, studies on how the moral order is made explicit and salient in the production and perception of online impoliteness as social practice and how situated impoliteness can perform positive social and communicative functions. This volume confirms once again that (im)politeness can serve as a lens through which a variety of topics, genres, and contexts are intertwined together pointing to the very presence and existence of human beings, and is bound to be of interest to not only students and scholars engaged in the area of (im)politeness and internet pragmatics, but also to all those with a more general interest in the study of human (inter)actions in various situations and contexts. Originally published as special issue of Internet Pragmatics 1:2 (2018).

This study investigates the interface of power and politeness in the realization of disagreements in naturalistic language data. Power and politeness are important phenomena in face-to-face interaction. Disagreement is an arena in which these two key concepts are likely to be observed together: both disagreement and the exercise of power entail a conflict, and, at the same time, conflict will often be softened by the display of politeness (defined as marked relational work). The concept of power is of special interest to the field of linguistics in that language is one of the primary means to exercise power. Often correlated with status and regarded as an influential aspect of situated speech, the workings of the exercise of power, however, have rarely been formally articulated. This study provides a theoretical framework within which to analyze the observed instances of disagreement and their co-occurrence with the exercise of power and display of politeness. In this framework, a checklist of propositions that allow us to operationalize the concept of power and identify its exercise in naturalistic linguistic data is combined with a view of language as socially constructed. A qualitative approach is used to analyze the concepts of power and politeness. The material for analysis comes from three different contexts: (1) a sociable argument in an informal, supportive and interactive family setting, (2) a business meeting among colleagues within a research institution, and (3) examples from public discourse collected during the US Election 2000.

This volume presents an in-depth analysis of mock politeness, bringing together research from different academic fields and investigating a range of first-order metapragmatic labels for mock politeness in British English and Italian. It is the first book-length theorisation and detailed description of mock politeness and, as such, contributes to the growing field of impoliteness. The approach taken is methodologically innovative because it takes a first-order metalinguage approach, basing the analysis on behaviours which participants themselves have identified as impolite. Furthermore, it exploits the affordances of corpus pragmatics, a rapidly developing field. Mock Politeness in English and Italian: A corpus-assisted metalinguistic analysis will be of interest to scholars and postgraduate students researching im/politeness and verbal aggression, in particular those interested in im/politeness implicatures and non-conventional meanings.

De-Gendering Gendered Occupations brings together contributions from researchers on language and gender studies and workplace discourse to unpack and challenge hegemonic gendered norms encoded in what are traditionally considered female occupations. The volume integrates a range of theoretical frameworks, including conversation analysis, pragmatics, and interactional sociolinguistics, to analyse data from such professions as primary education, healthcare, and speech and language therapy across various geographic contexts. Through this lens, the first part of the book examines men’s linguistic practices with the second part offering a comparative analysis of 'male' and 'female' discourse. The settings discussed here allow readers to gain insights into the ways in which cultural, professional, and gendered identity intersect for practitioners in these professions and in turn, future implications for discourse around gendered professions more generally. This book will be key reading for students and researchers in sociolinguistics, discourse analysis, gender studies, cultural studies, and professional discourse.

Politeness is key to all of our relationships and plays a fundamental part in the way we communicate with each other and the way we define ourselves. It is not limited only to conventional aspects of linguistic etiquette, but encompasses all types of interpersonal behaviour through which we explore and maintain our relationships. This groundbreaking exploration navigates the reader through this fascinating area and introduces them to a variety of new insights. The book is divided into three parts and is based on an innovative framework which relies on the concepts of social practice, time and space. In this multidisciplinary approach, the authors capture a range of user and observer understandings and provide a variety of examples from different languages and cultures. With its reader-friendly style, carefully constructed exercises and useful glossary, Understanding Politeness will be welcomed by both researchers and postgraduate students working on politeness, pragmatics and sociolinguistics more broadly.

This volume includes 14 papers investigating politeness phenomena in Greece and Turkey, the cultural cross-roads of Europe, Asia and the Middle East. It reflects current research and provides observations of and findings in patterns of linguistic politeness in a geographical area other than the much studied English speaking ones. The book appeals to professionals and students interested in a broader perspective of language use in its social context. Articles in the collection are empirically rather than theoretically oriented and examine realisations of politeness in relation to social parameters. The chapters have been arranged in pairs (Greek/Turkish), treating the following related issues: firstly a more general ethnographic picture of the two societies, the variables of power/status in classroom and other interaction, solidarity in advice-giving and the use of approbatory expressions, service encounters and the differential use of language by males and females, the use of interruptions in television talk, and finally compliments.

When is language considered 'impolite'? Is impolite language only used for anti-social purposes? Can impolite language be creative? What is the difference between 'impoliteness' and 'rudeness'? Grounded in naturally-occurring language data and drawing on findings from linguistic pragmatics and social psychology, Jonathan Culpeper provides a fascinating account of how impolite behaviour works. He examines not only its forms and functions but also people's understandings of it in both public and private
contexts. He reveals, for example, the emotional consequences of impoliteness, how it shapes and is shaped by contexts, and how it is sometimes institutionalised. This book offers penetrating insights into a hitherto neglected and poorly understood phenomenon. It will be welcomed by students and researchers in linguistics and social psychology in particular.

This first in-depth study of women’s politeness examines the complex relationship individuals had with the discursive ideals of polite femininity. Contextualising women’s autobiographical writings (journals and letters) with a wide range of eighteenth-century printed didactic material, it analyses the tensions between politeness discourse which aimed to regulate acceptable feminine identities and women’s possibilities to resist this disciplinary regime. Ylivuori focuses on the central role the female body played as both the means through which individuals actively fashioned themselves as polite and feminine, and the supposedly truthful expression of their inner status of polite femininity.

Pragmatic and sociolinguistic analyses of im/politeness have usually been dependent on context and cultural frames of reference. This new study approaches the concept from an original perspective, namely situatedness. Although politeness research often concentrates on examining how speakers or discourse itself is situated with regards to different places and contexts, the focus on just one situation, and various text types within it, can also be of value. Situated Politeness is concerned with disentangling the factors which govern our behaviour within a given social context as well as across them. A range of expanding disciplines, including corpus linguistics, critical discourse analysis, and conversation analysis, are brought to bear on the topic, and this work will be of interest to a diverse global audience.

This book analyses the complex relationship between directness, indirectness, politeness and impoliteness. Definitions of directness and indirectness are discussed and problematised from a discursive theoretical perspective.

Mouton Series in Pragmatics (MSP) is a timely response to the growing demand for innovative and authoritative monographs and edited volumes from all angles of pragmatics. Recent theoretical work on the semantics/pragmatics interface, applications of evolutionary biology to the study of language, and empirical work within cognitive and developmental psychology and intercultural communication has directed attention to issues that warrant reexamination, as well as revision of some of the central tenets and claims of the field of pragmatics. The series welcomes proposals that reflect this endeavour and exploration within the discipline and neighboring fields such as language philosophy, communication, information science, sociolinguistics, second language acquisition and cognitive science. MSP will provide a forum for authors who represent different subfields of pragmatics including the linguistic, cognitive, social, and intercultural paradigms, and have important and intriguing ideas and research findings to share with scholars who are interested in linguistics in general and pragmatics in particular.

The volume addresses the enormous imbalance that exists between academic interest in politeness phenomena when compared to impoliteness phenomena. Researchers working with Brown and Levinson’s ([1978] 1987) seminal work on politeness rarely focused explicitly on impoliteness. As a result, only one aspect of facework/relational work has been studied in detail. Next to this research desideratum, politeness research is on the move again, with alternative conceptions of politeness to those of Brown and Levinson being further developed. In this volume researchers present, discuss and explore the concept of linguistic impoliteness, the crucial differences and interconnectedness between lay understandings of impoliteness and the academic concept within a theory of facework/relational work, as well as the exercise of power that is involved when impoliteness occurs. The authors offer solid discussions of the theoretical issues involved and draw on data from political interaction, interaction with legally constituted authorities, workplace interaction in the factory and the office, code-switching and Internet practices. The collection offers inspiration for research on impoliteness in many different research fields, such as critical discourse analysis, conversation analysis, pragmatics and stylistics, as well as linguistic approaches to studies in conflict and conflict resolution.

This collection combines research from the field of (im)politeness studies with research on language pedagogy and language learning. It aims to engender a useful dialogue between (im)politeness theorists, language teachers, and SLA researchers, and to broaden the enquiry to naturalistic contexts other than L2 acquisition classrooms, by formulating ‘teaching’ and ‘learning’ as processes of socialization, cultural transmission, and adaptation.

One of the main contributions of this important book is that it offers a thorough survey of the theoretical and empirical developments that have occurred in the area of (im)politeness in the different regions of the Spanish-speaking world, gathering together overviews by distinguished scholars. Additionally, the book advances the field with new empirical research on linguistic (im)politeness, and silence and (im)politeness, in a range of (non)institutional contexts, as well as new perspectives for the study of (im)politeness. A closing chapter by the editors provides an assessment of salient trends in the areas and directions for future research. Research on Politeness in the Spanish-Speaking World is essential reading for students in Spanish pragmatics and Spanish linguistics, sociolinguistics, and discourse analysis. The volume is also very useful to English-speaking scholars in the general field of pragmatics who are not proficient in Spanish but require access to these empirical studies.

"The aim of this book is to interrogate the process whereby spatial relations are constituted as gendered, raced and classed within the colonial and imperial context." – introd.

This handbook focuses on the interpersonal aspects of language in use, exploring key concepts such as face, im/politeness, identity, or gender, as well as mitigation, respect/deference, and humour in a variety of settings. The volume includes theoretical overviews as well as empirical studies from experts in a range of disciplines within linguistics and communication studies and provides a multifaceted perspective on both theoretical and applied approaches to the role of language in relational work.

This volume brings together two highly researched but also highly controversial concepts, those of politeness and implicature. A theory of implicature as social action and im/politeness as social practice is developed that opens up new ways of examining the relationship between them. It constitutes a fresh look at the issues involved that redresses the current imbalance between social and pragmatic accounts of im/politeness.

New Perspectives on (Im)Politeness and Interpersonal Communication gathers eleven studies by prominent scholars, which explore issues related to (im)politeness in human communication. The study of linguistic (im)politeness is undoubtedly one of the central concerns in the field of pragmatics, as attested to by the numerous conferences and journals currently dedicated to the topic, the various theoretical models and approaches developed or developing so far, and the seemingly endless list of insightful and inspiring empirical studies tackling the topic from a wide variety of angles. This volume contributes to the subfield of social pragmatics by putting together works that review the state of the art of (im)politeness studies, analysing (im)politeness in media contexts like the Internet or dubbed films and other contexts,
looking into the effects and consequences of some speech acts for social interaction, drawing implications for language teaching, and approaching some of the linguistic mechanisms which help to communicate (im)politeness. Resulting from the efforts made by specialists in the field, the chapters in this volume offer additional evidence that examining the complexity of interpersonal communication from different standpoints can benefit a more complete understanding of social interaction in general. Their scope and practical applications demonstrate the transversality and versatility of interpersonal communication. The editors hope that these works will retain scholars’ interest and attention for some time to come and spark off further research.

Seminar paper from the year 2014 in the subject American Studies - Linguistics, grade: 2.0, University of Bonn (Anglistik), course: Variational Pragmatics, language: English, abstract: So far little work has been done to investigate impoliteness, but a lot has been done on politeness. Can politeness even work without a complete overview of impoliteness in the same amount? Not only has there been rarely any research on how impoliteness works and when it occurs, but also the research of how people cope with impoliteness has been vastly neglected. Especially when it comes to insults people tend to pretend that they never insult anybody or even swear. Only would they insult somebody if they were insulted. Too many theories consider (im)politeness a single-turn-thing, but it gets even more interesting when it occurs in interaction. In insult situations there will always be the insulter who realizes the first insult and the insulter who receives the insult. The insulter sometimes will become an insulter as well. Why do insulter feel the urge to retaliate the insult being paid on them? Gouldner puts forward the idea of a reciprocity social norm, meaning that behavior, prosocial or antisocial should be equally matched. Does this retaliation differ across gender? Are males or females more likely to counter with aggressive strategies? Who uses which strategy most and especially which taboo males or females more likely to counter with aggressive strategies? The informants were high school students aged between 15-19, both male and female, from a small town called Rosebud-Lott in the South-East of Texas. To understand responses to insults, the next chapter will introduce the general idea of impoliteness and shows how impoliteness, face and interaction are standing together. Furthermore previous studies to impoliteness and first attempts to come up with impoliteness-strategies are explained. The third chapter will give detailed information on the methodology. Why using a DCT was useful, who were the informants, how the data was collected and what the drawback of a DCT is. In the end the coding scheme will be listed and explained to understand the next chapters where the data is being analyzed. In chapter four the most interesting results will be presented and further down the line in chapter five we will discuss contradicting and striking results focusing on female and male differences which will be compared to previous studies. Chapter six will summarize the question posed, the findings, limitations of study and then give an outlook for further research.

Gender and discourse interface in many more epistemological sites than can be represented in one collection. Gender Identity and Discourse Analysis therefore focuses on a principled diversity of key sites within four broad areas: the media, sexuality, education and parenthood. The different chapters together illustrate how taking a discourse perspective facilitates understanding of the complex and subtle ways in which gender is represented, constructed and contested through language. The book engages critically with long-running and on-going debates, but also reflects and develops current understandings of gender, identity and discourse, particularly the shift from 'gender differences' to the discoursal shaping of gender. Gender Identity and Discourse Analysis thus offers not only insights and methodologies of new empirical studies but also careful theorisations, in particular of discourse, text, identity and gender. The collection is a valuable resource for researchers, postgraduates and advanced undergraduates working in the area of gender and discourse.

Corpus linguistic methods provide new avenues for (im)politeness scholarship to reflexively evaluate its understanding of communication and language use on the theoretical contributions of corpus linguistics to the linguistic sciences. In this sense, this volume is a unique contribution to (im)politeness scholarship. It showcases studies in the field which employ specialized and general corpora, with methodologies that range from the speech act to the discourse-analytic and conversation-analytic traditions. The book brings into closer contact scholarship that has hitherto remained in relatively different streams of the scientific investigation of (im)politeness. A unifying theme of the chapters here is that (im)politeness phenomena are situated within the institutional and genre-specific expectations of participants in an interaction. Each of the chapters identifies the situatedness of (im)politeness from varying perspectives. The chapters in the volume are sequenced from specialized to general corpora, and simultaneously move from conversation - and discourse - analytic perspectives to contributions that address issues surrounding the identification and extraction of (im)politeness in general corpora. In collating the chapters of the volume, care was taken to focus attention on languages that have been studied extensively in (im)politeness scholarship (varieties of English – British English and Englishes in Hong Kong – and Greek), and languages that are only recently gaining more visibility in the field (Slovenian and Turkish).

This book studies the principles for constructing polite speeches, based on the detailed study of three unrelated languages and cultures. This readable book presents a new general theoretical understanding of politeness. It offers an account of a wide range of politeness phenomena in English, illustrated by hundreds of examples of actual language use taken largely from authentic British and American sources. Building on his earlier pioneering work on politeness, Geoffrey Leech takes a pragmatic approach that is based on the controversial notion that politeness is communicative altruism. Leech's 1983 book, Principles of Pragmatics, introduced the now widely-accepted distinction between pragmalinguistic and sociopragmatic aspects of politeness; this book returns to the pragmalinguistic side, somewhat neglected in recent work. Drawing on neo-Greek thinking, Leech rejects the prevalent view that it is impossible to apply the terms 'polite' or 'impolite' to linguistic phenomena. Leech covers all major speech acts that are either positively or negatively associated with politeness, such as requests, apologies, compliments, offers, criticisms, good wishes, condolences, congratulations, agreement, and disagreement. Additional chapters deal with impoliteness and the related phenomena of irony ("mock politeness") and banter ("mock impoliteness"), and with the role of politeness in the learning of English as a second language. A final chapter takes a fascinating look at more than a thousand years of history of politeness in the English language.

This book presents the first large-scale investigation of the structure and functions of linguistic impoliteness and impoliteness metalinguage in contemporary British children's fiction. The study ties together findings from pragmatics, language acquisition research, literary studies, and translation studies with novel data-driven insights. The study shows that children's fiction prefers direct, unmitigated impoliteness tokens to highlight key aspects of
plot and characterisation. Impoliteness metalanguage is used to clarify impoliteness events to the child. The study provides a framework for the investigation of impoliteness in translation, which gives evidence of pragmatic differences, as well as differing views of children's cognitive abilities in two linguistic cultures. We use politeness every day when interacting with other people. Yet politeness is an impressively complex linguistic process, and studying it can tell us a lot about the social and cultural values of social groups or even a whole society, helping us to understand how humans 'encode' states of mind in their words. The traditional, stereotypical view is that people in East Asian cultures are indirect, deferential and extremely polite - sometimes more polite than seems necessary. This revealing book takes a fresh look at the phenomenon, showing that the situation is far more complex than these stereotypes would suggest. Taking examples from Japanese, Korean, Chinese, Vietnamese and Singaporean Chinese, it shows how politeness differs across countries, but also across social groups and subgroups. This book is essential reading for those interested in intercultural communication, linguistics and East Asian languages.

Interdisciplinary Perspectives on Impoliteness brings together the work of linguists, psychologists, neuroscientists, and second language experts in order to provide readers with a snapshot of the possibilities for studying impoliteness in the 21st century. The volume is organized along methodological lines in three parts each preceded by a brief introduction outlining the evolution and advantages and disadvantages of the relevant methodologies, while a specially commissioned epilogue places the volume in the field as a whole. Part I is dedicated to self-reporting studies, Part II covers observational studies, and Part III introduces experimental studies. A central goal of the present collection is to make a case for the relevance of all these types of data and of both quantitative and qualitative methodologies to the ongoing theoretical debates in the field of impoliteness.

This study concerns the nature of impoliteness in face-to-face spoken interaction. For more than three decades many pragmatic and sociolinguistic studies of interaction have considered politeness to be one central explanatory concept governing and underpinning face-to-face interaction. Politeness’ “evil twin” impoliteness has been largely neglected until only very recently. This book, the first of its kind on the subject, considers the role that impoliteness has to play by drawing extracts from a range of discourse types (car parking disputes, army and police training, police-public interactions and kitchen discourse). The study considers the triggering of impoliteness; explores the dynamic progression of impolite exchanges, and examines the way in which such exchanges come to some form of resolution. ‘Face’ and the linguistic sophistication and manipulation of discoursally expected norms to cause, or deflect impoliteness is also explored, as is the dynamic and sometimes hotly contested nature of an individual’s socio-discoursal role.

This handbook comprehensively examines social interaction by providing a critical overview of the field of linguistic politeness and impoliteness. Authored by over forty leading scholars, it offers a diverse and multidisciplinary approach to a vast array of themes that are vital to the study of interpersonal communication. The chapters explore the use of (im)politeness in specific contexts as well as wider developments, and variations across cultures and contexts in understandings of key concepts (such as power, emotion, identity and ideology). Within each chapter, the authors select a topic and offer a critical commentary on the key linguistic concepts associated with it, supporting their assertions with case studies that enable the reader to consider the practicalities of (im)politeness studies. This volume will be of interest to students and scholars of linguistics, particularly those concerned with pragmatics, sociolinguistics and interpersonal communication. Its multidisciplinary nature means that it is also relevant to researchers across the social sciences and humanities, particularly those working in sociology, psychology and history.

This book makes an innovative contribution to the relatively young field of Queer Linguistics. Subscribing to a poststructuralist framework, it presents a critical, deconstructionist perspective on the discursive construction of heteronormativity and gender binarism from a linguistic point of view. On the one hand, the book provides an outline of Queer approaches to issues of language, gender and sexual identity that is of interest to students and scholars new to the field. On the other hand, the empirical analyses of language data represent material that also appeals to experts in the field. The book deals with repercussions of the discursive materialisation of heteronormativity and gender binarism in various kinds of linguistic data. These include stereotypical genderlects, structural linguistic gender categories (especially from a constrative linguistic point of view), the discursive sedimentation of female and feminine generics, linguistic constructions of the gendered body in advertising and the usage of personal reference forms to create characters in Queer Cinema. Throughout the book, readers become aware of the wounding potential that gendered linguistic forms may possess in certain contexts.