## Contents

Notes on Contributors	•	ix
Preface for Instructors	:	ix
Editors' Acknowledgments	:	xi
Acknowledgments to Sources	:	xiii
Introduction		1
Iane E. Goodman and Leila Monaghan		
	:	
Part I Ethnographer's Toolkit		7
Introduction		9
1 Body Ritual among the Nacirema		10
Horace Miner	:	
2 C k Pl 1	ľ	12
2 Culture Blends		13
Michael Agar	<u> </u>	
3 Five Principles		. 2.5
Richard Bauman		
4 Thick Description: Toward an Interpre	etive Theory of Culture	27
Clifford Geertz	:	
5 Winking as Social Business	:	29
Jane E. Goodman		2)
6 Speaking of Ethnography	· ·	31
Leila Monaghan		•
7 The Emergent Quality of Performance	,	35
Richard Bauman	:	

vi	Contents

8	Poetics, Play, Process, and Power: The Performative Turn in Anthropology Dwight Conquergood	38
9	Narrative Lessons Elinor Ochs	41
10	Greetings in the Desert  Ibrahim Ag Youssouf Allen D. Grimshaw, and Charles S. Bird	50
11	Let Your Words Be Few: Symbolism of Speaking and Silence among Seventeenth-Century Quakers Richard Bautnan	63
12	"To Give Up on Words": Silence in Western Apache Culture Keith Basso	77
13	"What We Need Is Communication": "Communication" as a Cultural Category in Some American Speech  Tamar Katriel and Gerry Philipsen	88
14	Wilting Cousin Joe: Choice and Control Over Orthographic Representation in a Blues Singer's Autobiography Harriet Joseph Ottenheimer	103
15	Talking Culture: Ethnography and Conversation Analysis Michael Moerman	119
Par	t İJ Ethnography of Talk: From Language Form to Social Solidarity	125
Intr	roduction	127
id	The Triangle of Linguistic Structure  Kobin Tolmach idkoff	128
! 7	The Grammar of Politics and the Politics of Grammar: From Bangladesh to the United States  James Wilce	134
18	Conversations: The Link between Words and the World <i>Leila Monaghan</i>	145
:19	Conversational Signals and Devices  Deborah Tannen	150
20	A Cultural Approach to Male-Female Miscommunication  Daniel N. Maltz and Ruth A. Borker	161
II	Preface and "Put Down that Paper and Talk to Me!": Rapport-talk and Report-talk Deborah Tannen	179

Mayor Daley's Council Speech: A Cultural Analysis

Gerry Philipsen

351

35	Linguistic Ideology and Praxis in US Law School Classrooms  Elizabeth Mertz	368
36	Participant Structures and Communicative Competence: Warm Springs Children in Community and Classroom Susan U. Philips	378
37	Footing Erving Goffinan	396
38	"An Association for the 21st Century": Performance and Social Change among Berbers in Paris  Jane E. Goodman	400
39	Signing Leila Monaghan	413
40	Variation in Sign Languages  Barbara LeMaster and Leila Monaghan	416
41	The Founding of Two Deaf Churches: The Interplay of Deaf and Christian Identities  Leila Monaghan	421
42	Attacking the Bureaucratic Language of Car Sales: A Case Study of a Car Sales Event Roger W. Shuy	437
	endix I: Read This First: How to Read and Present on Complex Texts endix II: Ethnography Assignments	<i>449</i> 456
11ppc	Ethnography of Greetings	456
	Ethnography Proposal	457
	Ethnography Project: Tape, Fieldnotes, and Transcript	457
	Ethnography Project: SPEAKING Paper	458
	Final Ethnography Paper	460
Inde		462