

Contents

<i>List of figures</i>	page vii
<i>List of tables</i>	viii
<i>Preface</i>	ix
1 Small languages in new circumstances?	1
1.1 Small languages	3
1.2 Old circumstances and enduring contexts	9
1.3 New circumstances	23
1.4 Dynamic peripheries	27
2 Reflexivity and small languages: the 'meta' imperative in late modernity	32
2.1 De-traditionalisation and the 'reflexive imperative'	33
2.2 Metaculture and metalanguage	35
2.3 Heightened reflexivity and sociolinguistic discontinuity	40
2.4 Metacultural motifs in Welsh linguistic landscaping	43
2.5 Materiality and changing discourses of Sáminess	51
2.6 Corsican metacultural representation as a project of the self	59
2.7 'Sexy Irish': mediated representations of Irish speakers	63
2.8 Sociolinguistic consequences of reflexivity	68
3 Conventional and transactional authenticities in small-culture tourism	70
3.1 Searching for authenticity	72
3.2 Conventional and transactional authenticities	74
3.3 Authentication and time: fixed and fluid	79
3.4 Place as an authenticating resource	84
3.5 Authentic products: the local as source and site of transformation or trope	89
3.6 Authenticity, person and performance	94
3.7 Authenticity as assemblage: the interplay of the conventional and the transactional	102
4 Expanding possibilities for commodification: luxury, mobility, visibility	108
4.1 Commodification and small languages	109
4.2 Multimodal discourse of Sámi commodification	119

4.3	Cwtch and Halen Môn	127
4.4	Commodifying place names and spaces in Corsica	135
4.5	Small languages and body commodification: the case of Irish language tattoos	144
4.6	From enclaving to luxury	150
5	Transgression, small languages and changing boundaries	152
5.1	Transgression, multilingualism and small languages	154
5.2	Pushing boundaries with parody	156
5.3	Transgressing the Sámi centre: the case of <i>Márát Sápikkáat/Njuoska Bittut</i>	157
5.4	Transgressing media norms for Welsh: <i>Madamrygi</i>	166
5.5	Transgressing the norms of Irish in the commercial domain	176
5.6	Transgressing the taboo against mocking Corsican nationalism: the case of <i>Canistrelli Clandestini</i>	181
5.7	Transgression and maturing processes	191
6	A view from the periphery: sociolinguistics, small languages and change	194
6.1	Small languages: reconsidering centres and peripheries	194
6.2	Small languages, peripheral contexts, big concepts	198
6.3	A peripheral vision?	205
	<i>References</i>	208
	<i>Index</i>	226