CONTENTS

List of Illustrations	vii
Foreword Krishna Kumar	х
Preface	xii
Acknowledgments	xiv
List of Abbreviations	xvii
Transliteration Conventions	xviii
Transcription Conventions	xx
Introduction	1
Chapter 1. On Mother and Other Tongues: Language Ideology, Inequality, and Contradiction	36
Chapter 2. Disparate Markets: The Uneven Resonance of Language-Medium Schooling in the Nation	68
Chapter 3. Advertising in the Periphery: Modes of Communication and the Production of School Value	108
Chapter 4. An Alter Voice: Questioning the Inevitability of the Language-Medium Divide	137
Chapter 5. In and Out of the Classroom: A Focus on English	155
Conclusion	183
References	192
index	209