Book reviews

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Ingrid Piller, *Intercultural Communication: A Critical Introduction*, Edinburgh: Edinburgh University Press, 2011; 197 pp.: ISBN 9780748632848, £24.99 (pbk).

Reviewed by: Fei Cao, *School of Intercultural Education, Hangzhou Normal University, PR China*

Many who have taught foreign language classes have encountered problems communicating with students whose national, linguistic and cultural backgrounds are very different from theirs. Ingrid Piller's *Intercultural Communication* recognizes and addresses these real-life problems by using first-hand examples embedded in economic, social and cultural globalization, transnational migration and overseas study. In the preface, she explains that her intended audience is her past, present and future students. In the first chapter of the book, Piller gives an introduction to her motivation and aims for writing this book. In Chapter 2, she discusses two questions indispensable to intercultural communication: What is intercultural communication? and what is culture? Instead of starting with a definition, Piller first describes intercultural communication through three research studies, and on that basis suggests that 'intercultural communication' is to be meaningful in an increasingly interconnected world (p. 9). Second, she claims that since 'culture' involves too many contexts, it cannot be defined in only one way.

In Chapter 3, Piller continues the theme of Chapter 2 and places the field of intercultural communication in its historical and social context. She then traces a fast tour of the history of the English words 'culture' and 'multicultural', on which intercultural communication studies are based. Piller uses anthropological methods to study intercultural communication and concludes that it became widespread at a time when there was an increasing awareness of international relationships and the international world was no longer self-evidently inferior.

Chapters 4 and 5 relate the notion of culture to two other key concepts, language and nation. These chapters review the work of Edward Sapir and Benjamin Lee Whorf in particular. Inspired by the two versions (strong and weak) of the Sapir-Whorf Hypothesis, Piller takes on the notion of 'communicative relativity' (p. 43), claiming that 'Communicative inequality is a key aspect of communicative relativity' (p. 53). She also points out that discursive construction reinforces people's sense of national belonging.

The next three chapters examine intercultural communication in business, marketing and romance contexts. In Chapter 6, Piller describes different approaches to intercultural business communication and how they are shaped by the increasing change of globalization. She offers a critical account of Dutch psychologist Greet Hofstede's five orientations, which underline the idea of national cultural values. In addition, she points out that in the advice literature of intercultural business communication, banal nationalism continues to flourish. In Chapter 7, Piller uses several types of examples to illustrate advertising and commercial discourses. Her central means to achieve such intercultural commodification is through the use of languages other than the national one in the branding and advertising of a product for sale. The last concept developed in this chapter asserts that 'the use of English in the non-English-speaking world connotes a social stereotype of modernity, global elitism and the free market' (p. 101). Chapter 8, 'Intercultural Romance', examines contexts of increasing intermarriage and intercultural romance.

The next two chapters explore the question of relevance between discourses of culture and language proficiency. In Chapter 9, Piller discusses the ways in which discourses of cultural difference and language proficiency sometimes serve as a cloak for racism and discrimination (p. 128). She reveals that discrimination continues to exist because 'linguistic discrimination has come to substitute other forms of discrimination' (p. 136). Chapter 10, 'Intercultural Communication in a Multilingual World', concludes that multilingualism and linguistic diversity are a ubiquitous sociolinguistic reality and that speakers make choices from the languages and language varieties to which they have access. These choices are a form of social practice and are embedded in language ideologies and the political economy of language.

The final chapter sketches out future research directions in intercultural communication. In terms of approaches, Piller hopes to see a material-linguistic future for intercultural communication.

This book is an introductory textbook which should be useful for beginners' courses in discourse analysis or for advanced courses in other disciplines that require an introduction to methods and principles of sociolinguistics. Combining discourse analytic and sociolinguistic perspectives, this book serves as a further contribution to the study of culture and language use by taking stock of a wide range of established phenomena, issues, theories and methodologies.

One important feature of the book is the inclusion of case studies from around the world. The book consists of vivid and interesting cases of modernity that span the globe, suggesting that Piller's intercultural communication research derived from a worldwide cultural basis. In other words, every nation, due to its own unique culture, may contribute to issues and understanding of intercultural communication. A second feature of the book is that there are many learning objectives, key points, exercises and suggestions for further reading and research at the end of each chapter and a useful index at the end of the book. The author carefully guides the reader to engage in various stages of study. Such guidance is important and indeed necessary, because intercultural communication cannot evolve from one study, but is a set of practices that can be adapted for different aims.

It seems to me that the only area in which this book is lacking is in diversity of method. Although the writing is clear and the numerous examples are well chosen, it would make all the qualitative case studies more convincing if the author drew on quantitative methods as well.

To sum up, *Intercultural Communication* is a complete, clearly written and well-argued analysis of intercultural communication. Far from presenting mere theory, each chapter is supported with a good number of real examples which help the reader to understand the explanations. Moreover, all chapters are well balanced and well connected with one another.

Dawn Knight, *Multimodality and Active Listenership: A Corpus Approach*, London and New York: Continuum, 2011; xvii + 245 pp., US$44.95 (pbk).

Reviewed by: Janaina Minelli de Oliveira, *Department of Pedagogy, Universitat Rovira i Virgili, Spain*

In the communication landscape of the new media age we are witnessing a fast transition from 'the world told' to 'the world shown' (Kress, 2003). Words, either in oral or written modes, become progressively more visual; the screen is now their obvious site of appearance; oneness with sound and movement is now the norm, rather than the exception; sharing is fast, cheap and easy as never before. This scenery poses challenges to any field of research remotely interested in human communication, but it is of profound relevance for corpus linguistics, which aims at contributing to generate objective analysis of the actual patterns of language use. *Multimodality and Active Listenership: A Corpus Approach* is about how language researchers can face this challenge. It provides the state-of-the-art in multimodal corpus linguistic research and corpus development, presenting practical information on the development and use of multimodal linguistic corpora. Corpus linguistics has been firmly rooted in the analysis of text-based, written or spoken data. In this book, however, Knight champions the notion that multimodal corpora are an important resource for studying and analyzing the principles of human communication.

Monomodal corpora have a long history of use in linguistics. Multimodal corpora, on the other hand, are still scarce due to copyright restrictions, among other reasons. However, a range of multimodal corpora does exist and the book offers an index of such databases. Most of them are not freely available and focus on languages other than English. To give an idea of the variety of compositional characteristics of the corpora presented in the book, it is worth mentioning the AMI Meeting Corpus, which contains 100 hours of recordings from three different meeting rooms, and the IFADV Corpus, a free dialog video corpus composed of face-to-face interaction between close friends/colleagues in 20 15-minute conversations (five hours in total).

The book is divided into eight chapters. Chapter 1 presents an overview of what multimodal corpora are and how to use them. Multimodal corpora are defined as physical repositories of annotated content on communication channels, including speech, gaze, hand gesture and body language. The integration of textual, audio and video records of communicative events in contemporary multimodal corpora, the author argues, provides

a platform for the exploration of a range of lexical, prosodic and gestural features of conversation for investigations of the ways in which these features interact in real everyday speech.

Chapter 2 approaches practical issues related to the physical construction of multimodal corpora, discussing in pragmatic terms themes such as design and infrastructure, size and scope, naturalness and availability and reusability. In this chapter the author also discusses multimodal corpora transcription, coding and marking up, presenting as well computer software which enables researchers to transcribe and code digitally audio and video records of communication. The corpus most extensively alluded to in the book to provide evidence and support for claims being made is the Nottingham Multi-modal Corpus (Knight et al., 2008). It comprises 13 videos and audio recordings of academic situations, such as single speaker lectures and sessions between MA or PhD students and their supervisors. The corpus comprises 250,000 words, compiled between 2005 and 2008.

Chapters 3 and 4 are dedicated to demonstrating how multimodal corpora can be used to enhance our understanding of the interplay between language and gesture-in-use in the generation of meaning in interaction. Chapter 3 focuses on non-verbal behavior, specifically head nods. Chapter 4 analyses the roles, forms and functions of linguistic backchanneling behaviors. Both chapters depart from the history of research in non-verbal communication, but move forward, suggesting new frontiers for the possible contribution a multimodal perspective opens for corpus linguistics into language and gesture-in-talk research.

The objective of the next two chapters is to demonstrate how a multimodal corpora approach can fill a gap left by previous studies which investigated real-life conversational contexts. Such studies only provided detailed analysis of either spoken or non-verbal behavior, failing to provide an exhaustive account of the collaborative, simultaneous use of spoken backchannels and nods. Chapters 5 and 6 present a corpus-based methodology for the actual investigation of multimodal corpora, extensively offering examples of how new software and methodologies can be used to enhance the description and understanding of the complex relationship between language and gesture-in-talk.

Chapters 7 and 8 develop new approaches to the analysis of multimodal corpora, distinguishing them from simple video analysis. Here Knight presents a defense of the usefulness, principles and methods of analysis of large datasets. However, the development of movement tracker techniques for the analysis of extensive corpora still needs to be greatly improved. It is clear that the integration of automated gesture - and behavior-detection utilities into the research of human communication is a target on the horizon.

For those researchers who observe the intriguing complexity of the current communicative landscape with a mix of interest and curiosity, *Multimodality and Active Listenership: A Corpus Approach* will make a good guide for the introduction to the technical, practical and ethical issues and challenges around the construction of multimodal corpora. In conclusion, this book is recommended not only for corpus linguistic researchers, but also for anyone interested in making contributions to the understanding of communication patterns in real contextualized human interaction.

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Rodney H Jones, *Discourse Analysis*, London and New York: Routledge, 2012; xvii + 229 pp., £18.99 (pbk).

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As an important paradigm in the areas of English language, linguistics, applied linguistics and even social studies, discourse analysis has recently become one of the most prominent subjects for researchers from different disciplines. This book offers an accessible overview of the subject, covering all the major approaches and methodologies used in discourse analysis. It also introduces key analytical tools and techniques in doing discourse analysis and provides practical examples using real language data. By the end of this book, readers will have a good overview of the whole field and will be able to undertake their own discourse analyses.

Part A includes 10 strands, giving a general introduction to the field. Strand 1 gives a concise introduction of what discourse is, and the following strands are broadly arranged across three areas. Strands 2 to 4 cover the area of written discourse, touching upon fields such as texts and texture, texts and their social functions, and the relationship between discourse and ideology. Key concepts such as cohesion and coherence, genres and discourse communities, and voice in text are efficiently explained. Strands 5 to 7 are dedicated to spoken discourse and interactive written discourse, examining the texture of talk, the social structure of conversation and the concept of identity in interaction. This part also gives central importance to the ways social and cultural contexts affect the production and interpretation of conversations, encapsulating concepts such as speech events and communicative competence. Strands 8 to 10 introduce three relatively new trends in discourse analysis. Strand 8 examines mediated discourse analysis, which looks at what people are doing and tries to find out what role discourse plays in it. It can be said that mediated discourse analysis comes at things from the opposite direction to traditional discourse analysis: the vantage point of such an approach is that it allows us to address discourse that is relevant to people's lives. Strand 9 looks at multimodal discourse analysis, considering various modes of communication apart from spoken and written language, such as gestures or images. Terms such as modes, media and resemiotization are introduced. Strand 10 reviews the approach of corpus-assisted discourse analysis, which aims at achieving a less-biased discourse analysis by applying large collections of texts and corpus analyzing tools.

Parts B, C and D of the book, namely 'Development', 'Exploration' and 'Extension', are also made up of 10 strands each, which cross-reference to the contents of Part A. This enables readers to proceed through the book by strands, if they wish to. For example, units A1, B1, C1 and D1 constitute a complete strand, first introducing a specific perspective on understanding discourse (in A1), then developing the key ideas already

introduced (in B1), providing practical examples of real language data and allowing readers to try out their ideas concerning their own investigation of the topic (in C1), and finally offering readers a wider range of key reading in the area (in D1).

This strategic arrangement, I must say, is very creative and will efficiently guide readers from a good detailed grasp of a specific topic to a deeper level of competence concerning that topic. Part B deepens readers' knowledge from a broad sense of the key ideas built by reading Part A. At the same time, it introduces some key analytical tools and techniques that can be incorporated in the trend of discourse analysis introduced. Part C sets practical examples of discourse analysis from each specific perspective, which allows readers to think for themselves, testing out and exploring some key ideas. Part D displays some work of important writers in the field of discourse analysis and provides guidance for further reading.

It is worth noting here that the practical examples of discourse analysis provided in this book use real language data from a wide range of resources such as conversational interaction, ceremonial vows, dating adverts, films, even popular music lyrics, and from popular media such as Facebook, blogs and MSN. All these will give readers ideas for finding their own topics and conducting their own research.

In introducing what discourse is in this book, however, the author has advocated three perspectives for looking at this rather diverse and rapidly developing subject (see p. 36): seeing discourse as language above the level of the sentence from a formal approach, seeing it as language in use from a functional approach and seeing it as a kind of social practice from a social approach. This categorization is no doubt inclusive and echoes the categorization of some previous handbooks about discourse analysis, such as Schiffrin (2003: 1), but in this introductory chapter the author has left out important approaches to discourse analysis that have been developed recently, for example, critical discourse analysis (CDA). Though most CDA proponents see discourse(s) as social practice(s), it is worth noting here that CDA, as an interdisciplinary and internationally established approach, has attracted wide attention and makes a great contribution to the area of discourse analysis. In an introductory book about discourse analysis, it is disappointing to find such an important approach not mentioned when the concept of discourse is explained.

Otherwise, this book is a timely contribution and primary source for students and teachers working within the area of discourse analysis. In particular, the two-dimensional structure built around the four parts and 10 strands in this book allows readers to use it more flexibly.

Reference

Schiffrin D, Tannen D and Hamilton, H (2003) *The Handbook of Discourse Analysis*. Malden, MA: Blackwell.

Ritva Laury and Ryoko Suzuki (eds), *Subordination in Conversation: A Cross-linguistic Perspective*, Amsterdam and Philadelphia: John Benjamins, PA, 2011; viii + 244 pp., €95.00/US$143.00 (hbk).

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One of the basic goals of functional linguistics is the search for functional explanations for linguistic phenomena. Of the various approaches or research paradigms that researchers have, over time, taken to explain functional properties of human languages, three approaches stand out: emergent grammar, grammaticalization and interactional linguistics. Emergent grammar is an approach to the study of syntax which posits that syntactic structures emerge as language is used. It assumes that human beings have no innate grammar (see Hopper, 1987). Grammaticalization is a process by which words that represent objects and actions (i.e. nouns and verbs) transform to become grammatical objects (e.g. affixes and prepositions). Thus, grammaticalization yields new function words by separating functions from their original constructions (see Narrog and Heine, 2011). Interactional linguistics is an attempt to describe the ways in which language figures in everyday interactions. It views linguistic forms as affected by interactions among participants in speech and thus contrasts with dominant approaches to linguistics which focus either on the form of language per se, or on individual language users' linguistic competence (see Couper-Kuhlen and Selting, 2001, for a useful overview).

Ritva Laury and Ryoko Suzuki's *Subordination in Conversation: A Cross-linguistic Perspective* gathers eight well-written papers that most clearly belong to the three strands of research mentioned above. The volume is a treasure trove for a vast number of scholars, researchers and students as it demonstrates how these strands of research may be employed to investigate grammatical patterns 'in terms of how they arise both synchronically and diachronically out of recurrent practices in conversation, or, more broadly, in terms of their interactional functions' (p. 1). To those interested in one, or more, of the disciplines mentioned above, I highly recommend this book.

As Laury and Suzuki mention in their brief Introduction, the book is based on a collection of papers presented to the 'Subordination in Conversation: Cross-linguistic Analyses of Form–Function Matches' panel, organized at the International Pragmatics Conference in Sweden in 2007. The eight chapters that follow the Introduction address, in one way or another, the relationship between action and grammatical subordination. The languages under scrutiny include German, Estonian, Finnish, French, Japanese and English.

Arguably one of the most insightful contributions to the volume has been made by Simona Pekarek Doehler, who investigates projector constructions in French talk-in-interaction. In the longest chapter of the volume, Pekarek Doehler analyzes untypical occurrences of three different constructions: 1) complex sentences involving subordination with *je veux dire* (I want to say); 2) *il y a NP* (there is NP) presentational constructions; and 3) *ce que/ce qui x* (English *wh*-clause) initiated constructions. 'Despite of [*sic*] the different morphosyntactic and pragmatic characteristics of the ''canonical'' constructions', the author claims, 'their initial parts (*je veux dire*, *il y a X* and *ce que/ce qui x*) regularly occur in talk-in-interaction not as part of bi-clausal patterns, but as discourse-structuring elements' (p. 143). That is why they are projector constructions. Also, Pekarek Doehler interprets the three constructions as formats that are tied to a specific social action: projecting upcoming talk by the same interlocutor. In this connection, she suggests that they might be the products of routinized interactional projection practices. From the point of view of syntax, she shows that participants use their grammar not as a set of pre-fabricated rules, but rather as a resource for action. As a consequence, they combine 'pre-fabs' with more ad-hoc configurations.

Ryoko Suzuki has written the shortest chapter of the volume. Despite its short length, the paper relates two functional approaches to the study of grammar: and 1) the approach which looks at the relationship between interaction and grammar; and 2) the one which is focused on grammaticalization. The chapter examines constructions involving *tte*, a Japanese quotative particle form, by taking historical conversational data. The data include conversational portions of novels reflecting colloquial language from the early 1800s and the late 1880s. To ensure validity, Suzuki did not take more than 10 tokens from novels written by the same author. Her study reveals that tokens of utterance-final *tte* without any main verb following them can be found in three interactional contexts: 1) introducing reported speech as the second pair part of a question–answer sequence; 2) introducing immediate repetition of the prior speaker's utterance; and 3) introducing reported speech with an explicit reference to the original speaker. Another significant observation made by Suzuki is that utterance-final *tte* in the early data 'may feed into the emergence of utterance-final *tte* as an independent syntactic construction' (p. 162). Finally, she argues that 'the syntactic development of *tte* is not simply from a bound clause to an independent clause' (p. 162). Therefore, she contends, interactional practices, as well as the syntax involved, need to be examined.

All in all, in view of the standard assumptions regarding subordination in the languages of the world, the findings, comments and examples found throughout the book are a particularly enriching feature. The papers presented in the volume throw into question some long-established assumptions. The inclusion of a range of languages and their comparison is another important contribution to the field. Besides being a very informative and thought-provoking contribution, *Subordination in Conversation: A Cross-linguistic Perspective* suggests points of departure for further research and suitable topics for discussion in advanced seminars. It is a well-edited and well-balanced volume with high-quality contributions, a useful name and a subject index. As such, it is well placed to achieve its aim of furthering linguistic research.

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Critical discourse studies (CDS) focuses on the discursive reproduction of power and power abuse, but to date cognitive theories of language have not been given due attention

in CDS. Analysis is often limited to the description stage, without considering cognition at the interpretation stage. The papers in this volume offer new frameworks of critical discourse research from a broad cognitive perspective. They deal with the various intersections between discourse, social cognition, cognitive pragmatics and cognitive semantics.

In my opinion, this volume has several features that deserve the attention of readers. First, it clarifies the relation of CDS to context and cognition, and the relation between pragmatics and discourse analysis. Context is seen as the set of representations that discourse participants have of the world. It contributes to meaning construction and is managed and maintained through discourse. Pragmatics and discourse analysis cannot be separated, because the general characterizations of pragmatics are quite similar to those of discourse analysis. Both analyze language as social action and language use in a social context.

Second, this volume presents insightful ideas about critical epistemic discourse analysis in Van Dijk's chapter, which focuses on how knowledge is abused to control discourse, or how the knowledge of the recipients may be manipulated in the interests of powerful groups. A critical analysis would deal with the structures and strategies that are affected by the management of knowledge, such as topics, local coherence, description, implications and presuppositions, definition, evidentiality, argumentation, metaphor, modalities, rhetorical devices, grammar, lexicon and nonverbal structures.

Third, this volume enables us to understand that the study of ideology in discourse could include the level of cognitive representations. From the perspective of CDS, construal operations in cognitive linguistics are the conceptual processes through which discursive strategies are realized, resulting in ideological cognitive representations. They are closely related to the three general cognitive abilities of attention, comparison and perspective (Hart's chapter). Besides, relevance theory can be applied to the analysis of manipulative communication (Maillat and Oswald's chapter). This type of analysis specifies the conditions under which cognitive processing may be misled to fulfill the speaker's manipulative intention. It also addresses the constraints a speaker can impose through different means to mislead the hearer. Conceptual metaphor theory can be combined with a socio-cognitive approach to examine the cognitive dimension of feminist ideology in terms of the ideological categories and cognitive structures relevant to the representation of inequality (Núñez-Perucha's chapter). Conceptual metaphor theory can also be employed to analyze metaphorical construction of European identity in terms of the old versus new European dichotomy (Sing's chapter).

Fourth, the research in this volume includes socio-cognitive and pragmatic-cognitive phenomena such as proximization, subjectivity, intersubjectivity and stance. This indicates that the pragmatic-cognitive strategy of proximization can be used to accomplish legitimization effects (Cap's chapter). It brings to us the fact that the expected rhetorical effect of proximization is legitimization of policies the speaker wants to enact to neutralize the threat from outside-the-deictic-center entities. A socio-cognitive approach is combined with a discourse-historical approach in analyzing collective identity (Koller's chapter). The critical analysis of collective identity is to describe, explain and interpret the linguistic features of texts at the micro-level, meso-level and macro-level. However, socio-historical factors at the macro-level affect the selection of linguistic features at the

micro-level. By the use of stance resources, speakers manage their rhetorical goals of persuasion through the strategic functions of legitimization and coercion (Arrese's chapter).

All the chapters in this volume present an interesting interdisciplinary dialogue and serve as good examples for doing CDS in relation to cognition and social context. They illustrate the fact that many concepts in cognitive theory can be appropriately used to account for the communication and discursive construction of social and political knowledge that is based on the cognitive systems of discourse participants. In my opinion, this volume is of great theoretical and practical value. Theoretically, a new framework is formed with the synergy of cognitive linguistics and CDS. It enables us to understand that context can be regarded as subjective knowledge and that discourse is constrained by context models which include the knowledge of the speaker about a specific topic. As language is linked both to cognitive mechanisms and to socio-cultural context, there is no doubt that theories of cognition can provide useful theoretical insights into the communication of ideology in discourse and thus can be incorporated into CDS. Practically, cognitive processes such as categorization, profiling, metaphor, metonymy and deixis, which encode ideological conceptualizations of socio-political phenomena, can be very useful in concrete analytical work. In other words, they can provide important input for the analysis of ideological meaning construction. Concrete analysis of subjectivity, intersubjectivity and the various stancetaking acts in text production can throw light on the way speakers mystify their own responsibility for assertions in political discourse. Unequal social position can be interpreted on the basis of conceptual metaphors.

A wide range of topics is addressed and many genres are involved. There are topics in gender inequality, war, immigration and group identity, and there are genres such as documents, political speeches, parliamentary debates, presidential addresses and newspaper articles. In fact, CDS can even extend to textbooks, classroom dialogues and scientific discourse, because they also encode ideologies and power. Many of the research studies present a qualitative analysis of data supplemented by a quantitative, corpus-based analysis to strengthen the validity of arguments. The key point in this volume is that the combination of CDS and cognitive linguistics represents a useful tool for the analysis of ideologies and power. Without doubt, this volume can be used as a good reference for students and researchers who are interested in the theory and practice of CDS and cognitive linguistics.

Reviewed by: Yves Laberge, *Chercheur associé pour l'Équipe FQRSC du Centre institutionnel de recherche en éducation, environnement, écocitoyenneté, Université du Québec à Montréal (UQAM), Québec, Canada*

This scholarly book in French is not a parental guide per se; it rather compares how parental guides can be different within the French and the German cultures, especially in

what they say to parents (and how they express and address their advice). Here, parental guides are understood as big, informative books dedicated to (future) parents and usually written by experts working with children. These often best-selling books include various themes such as infant care, physical and psychological development, hygiene, health, feeding and parent–child relations in general (p. 12). By comparing these two cultural traditions (or 'ways of doing things') in baby care books from France and Germany, Von Münchow underlines the specific social roles related to motherhood and therefore the gendered cultures of these two countries sharing a common border. In terms of discourses, themes related to the construction of the child's personality, and the understanding of hierarchy and authority are discussed (see Chapter 4, p. 87).

The corpus comprises six parental guides, three in French and three in German, published between 1956 and 2003 (p. 11). None of these guides are translations; therefore, they can express their own culture's main interests and preoccupations towards child education. Of course, in order to ease the understanding and to follow the analysis, the numerous excerpts from the guides in German are quoted and then translated into French (pp. 16–20). Discussing her methodology, the author emphasizes cross-cultural contrastive discourse analysis (p. 13). She explains how linguistic elements in discourses can be linked to discursive representations, then to mental representations, and finally to social representations (pp. 14–15).

In this book, the discourse analysis approach allows the reader to understand something very clear and measurable, that is, how motherhood and child–mother relations can be represented in a few specialized books for mothers. While it would be difficult to argue that 'it seems French mothers are like this, while German mothers are rather like that', we have here a core research study that uses guides (instead of opinions or surveys) in order to get a clear picture of each group at a given moment. In this context, fathers are often placed in the third position and need to be empowered in their less-essential role (p. 23). Other topics such as guilt related to pregnancy and parental leave are also discussed and compared (see Chapter 5). In fact, in her comparison of these baby care books from France and Germany, Von Münchow argues that many parental attitudes are portrayed as being quite different from one author's instructions to another expert's perspective, let alone from one country to the other. For example, some of the selected books present motherhood as a duty with no place for fun, while others are almost romanticizing maternity and trying to wonder about each new step of child development (p. 116). Some opposing clichés and stereotypes about childhood according to a specific culture are highlighted in almost every chapter (p. 120).

In Chapter 7, Von Münchow states that there are four possible attitudes of caregiving which highlight some of the main differences between these two cultures (p. 125). The first of these attitudes is linked with instincts (in the sense of intuition) and nature; the second is rather rooted in duty from an ethical perspective; the third relies on a contract (in the democratic sense); and the last attitude is based on pleasure, which seems to characterize an individualistic society (p. 125). The selected German guides seem to focus more on the parents' responsibility towards their child, while French guides tend to highlight the pleasures and satisfactions of parenting (p. 124). The author adds that the lack of a consensus about parenting in post-war Germany might be a consequence (or

counter-reaction) following the excessive idealization of motherhood which occurred as an ideology during the Nazi era (p. 124).

In my view, *Lorsque L'Enfant Paraît* is an original contribution at least for two reasons. First, the author aptly uses cross-cultural comparisons in order to understand the cultural references and representations from each of the two countries. Her excellent understanding of the two languages enables the reader to explore two very different cultures and approaches; not many scholars could do the same demonstration. Second, most of the references and methodological approaches used here are either French or German, which will seem new for most English-speaking readers and academics who are used to relying only on sources available in English. This welcome renewal of sources is not so frequent nowadays. Yet there are some shortcomings in these pages. My first quibble would be about the too short section on methodology, which is only two pages long, although it refers to the author's previous works for further references (pp. 14–15). Some methodological and theoretical remarks would have been helpful and interesting, for example regarding the selected methods and why the author chose those. Elsewhere, some misspelled words still remain. Finally, the concise two-page index only includes names, while it would have been useful to have added some terms and concepts. Nevertheless, academics in gender studies, cultural studies, sociolinguistics, and comparative studies in sociology will learn from this fine book – if they have a good command of French. No book from this author is available yet in English. Another possible use of this book is for doctoral students who would like to see how comparative research can be conducted with cross-cultural methodology.

Danijela Majstorović and Inger Lassen (eds), *Living with Patriarchy: Discursive Constructions of Gendered Subjects Across Cultures*, Amsterdam: John Benjamins, 2011; iv + 307 pp., €95.00/US$143.00 (hbk).

Reviewed by: Neslie Carol Tan, *Department of English and Applied Linguistics, De La Salle University, Manila, Philippines*

This new addition to the field of gender, language and discourse research, *Living with Patriarchy*, carves its own space early on by answering a simple yet critical question: Why another book on gender? It emphasizes two reasons: first, patriarchy remains in various domains and sub/cultures in society; second, most books on gender have so far been biased towards the Anglo/American experience. This book meaningfully attempts to address these problems as it draws on eclectic analytical approaches and research methodologies (yet all rooted in critical discourse analysis and the post-structural paradigm of social constructionism) to answer one overarching question: How do discourses around the world construct gender in social life, especially in patriarchal systems? It offers 11 chapters divided into three parts, with each part focusing on varied vantage points: the private, the public and the hybrid professional spheres that women inhabit.

Part 1 features four cases emphasizing the ubiquity of gender inequality. Tolton (Chapter 1) examines how violence against women is normalized in newspaper internet

forum discourse in Colombia, revealing how commentaries legitimize patriarchal discourse: attributing authority to the masculine, suffering to the feminine, and love with abuse. Abudi, Yiek and Kitetu (Chapter 2) use the discourse historical approach to analyze how the honorific expressions and idioms used by Dholuo speakers in the Luo community in Kenya actually reduce women's self-worth by regarding them as objects and subordinates. In Chapter 3, Milles presents a critical analysis and evaluation of the feminist language reform in Sweden during the 1990s that produced the controversial word '*snippa*' as the popular choice to refer to female genitalia – a concept that has long been without proper labels. Majstorović and Mandić (Chapter 4) close the scrutiny of patriarchy in the private sphere by launching an ethnographic investigation of the discursive construction of identities and subjectivities among women in Bosnia and Herzegovina. Results show that patriarchal submission, victimhood and sacrifice remain the dominant expressions of womanhood.

Part 2 opens the discourse on gender inequality to the public sphere, focusing on advertisements, magazines and news articles. Hatzidaki (Chapter 5) uncovers the unexpected similarity (with slight differences) in the prominence of deontic modality as an expression of power in both Greek men's and women's lifestyle magazines. Sato (Chapter 6) draws on Butler's concept of performativity to show the iterations and foreclosures in the intertwining themes of femininity and desire in a dated yet significant Japanese advertisement. Diabah (Chapter 7) highlights the gendered nature of political discourse in BBC profiles on the presidential candidates in Liberia. The emphasis on the gender variable rather than other political variables poses Mrs Johnson-Sirleaf's political ambition as a challenge to the patriarchy in Africa. Thi Thu Ha (Chapter 8) problematizes the 'quality of equality' in Vietnam by examining its International Women's Day articles and exposing the tensions that Vietnamese women continue to experience between the progressive changes in the public domain and the prevailing Confucian expectations in their private homes.

Part 3 reveals discursive constructions of gender in the hybrid sphere of the professions. Advani (Chapter 9) argues that despite the growing number of women physicians, there is still no feminization of the medical profession as women's success relies heavily on their ability to adjust to the institutional structures long-established by men. Lassen (Chapter 10) analyzes the discursive constructions of social identities in a Danish bank, where gender seems to be a key variable in the problem of underrepresentation of women – caused possibly by the employees' own reproduction and perpetuation of gender stereotypes within the patriarchal management system. To conclude the book on a liberating tone, Pawelczyk and Graf (Chapter 11) boldly recommend feminist discourse as an agent of emancipation and social/professional advancement, especially in the fields of psychotherapy and coaching.

This book sparks interesting insights for scholars to rethink gender issues and face the difficult fact that, amidst all the studies, movements/waves and other initiatives, sexism and gender inequality still persist. The well-structured attempt to cover the varied venues (private/public, mix of professions, online/face-to-face/print, North/South) that women occupy is truly commendable, since it presents quite a comprehensive portrait of the current tensions in the (non)discursive representations of women in the global/local contexts and cultures. Perhaps, one gap that would have been interesting if featured in such a book

on living (still) in patriarchy would have been the investigation of the possible critical point/s when women are inculcated into their gendered identities, discourses and overall encounters: subjects of the younger age bracket and the powerful ideology-perpetuating context of education warrant attention.

This book is not packaged explicitly for pedagogical purposes – there are no clear 'teaching' sections. Rather, it presents a compilation of actual research articles, in which some discussions delve into linguistic technicalities. Hence, some preliminary reading on the intersections of gender and language studies may be helpful for novice readers, for example, Sunderland (2006). Nevertheless, much can be learned from the sound theoretical bases, varied analytical approaches and innovative methodologies in critically investigating contemporary gender issues in this book. Although no explicit recommendations are forwarded in most of the studies, more experienced gender and language researchers can intuit possible spaces to extend the problems and questions raised in the studies featured.

Overall, it is by boldly exposing and unapologetically admitting the continued presence of patriarchy in the contemporary context that this book realizes its subversive potential. Moreover, with richer, wider and more current data, it (as a whole) strives to trace a trajectory of hope: starting by tracking persistent remnants of patriarchy and ending with evolving emancipatory spaces that advance research on and realities of gender discourse/s – within and perhaps *beyond* patriarchy.

Reference

Sunderland J (2006) *Language and Gender: An Advanced Resource Book*. London and New York: Routledge.

Heiko Motschenbacher, *Language, Gender and Sexual Identity: Poststructuralist Perspectives*, Amsterdam and Philadelphia: John Benjamins, PA, 2010; ix + 209 pp., US$149 (hbk).

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Heiko Motschenbacher takes a new perspective on research into language and gender: a poststructuralist view of gender linguistics, namely *queer linguistics*. This volume aims to illustrate theoretical and methodological approaches and developments in the field of queer linguistics, which is different from traditional research into language and gender in that by representing gender un/equality or linguistic gender bias, Motschenbacher claims that his new perspective can also 'benefit structure-oriented linguistic sub-disciplines (e.g. morphology, lexicology, semantics or contrastive linguistics)' (p. 3).

Chapter 1 provides an overview of the book and a brief introduction to each chapter. Then the book is thematically arranged in two parts. In the first part, Chapters 2 to 5 construct a theoretical framework, and in the second part, Chapters 6 to 9 present case studies with a queer linguistic approach.

Chapter 2 provides a comprehensive theoretical overview of queer linguistics, including Foucault, Butler and Derrida's theoretical foundations, and response to and discussion of criticism and doubts about poststructuralist approaches in language and gender research. Chapter 3 examines queer approaches and suggestions in different linguistic sub-disciplines such as sociolinguistics; corpus, historical and contrastive linguistics; semantics; pragmatics; and foreign language teaching. Queer linguistics tries to apply existing linguistic methods to meet queer research purposes, specifically the linguistic manifestation of heteronormativity. Chapter 4 explores the history of the term 'genderlect' with a comparison between traditional and postmodernist perspectives. The re-definition of this term does not regard it as binary according to speakers' sex. Inter-gender or intra-gender linguistic features often overlap between men's and women's discourse, and genderlect is viewed as resources for gendered stylization practices due to its context-dependent and community-based character. Moreover, media contexts can even represent 'gender linguistically without any speaking subject behind discourse' (p. 59). Chapter 5 challenges traditional binary gender construction with poststructuralist perspectives. It deals with lexical, social, grammatical and referential gender as the major mechanisms for gender deconstruction.

In the second part of the book, Chapter 6 mainly deals with the materialization of gender structure from a particular linguistic perspective, namely female and feminine generics. It starts with an explanation of two main factors for gender-bias: lexical genderization and grammatical gender. Eight types of female/feminine generics are discussed to reveal gender bias appearing in use of nouns and pronouns. Chapter 7 presents how the body-part vocabulary contributes to linguistic gender construction through three kinds of gendering mechanisms related to English: lexical, social and referential gender. It is a quantitative and qualitative study based on a corpus of 2000 advertising texts from two magazines, *Cosmopolitan* and *Men's Health*, and draws the conclusion that 'the linguistic representation of the body is clearly structured in accordance with dominant gender discourses that are strategically deployed to normatively construct female and male bodies' (p. 138). Chapter 8 investigates linguistic identity construction in the queer cinema. By analyzing personal nouns in the two films *But I am a Cheerleader* and *Boys Don't Cry*, the research shows that, because lexical and social gender will affect or mismatch each other, incoherence may occur in actual identity performances. The final chapter addresses 'the wounding potential of gendered linguistic forms throughout the book' (p. 169). It explores gendering practices through politeness theory and discusses linguistic wounding from a poststructuralist perspective.

Language, Gender and Sexual Identity is a pioneer volume for the understanding of a quite young discipline, queer linguistics, especially its great contribution to the deconstruction of gender binarism and heteronormativity from linguistic perspectives. Though difficult theories pervade most chapters, this book is readable due to its clever organization. The first part provides a clear overview and outline of queer linguistics, while the second part supplies a wide range of examples to illustrate how the theories work in research into language, gender and sexual identity.

Motschenbacher's methodological and analytical poststructuralist perspectives have also created new approaches to multidimensional and multimodal gender discourse

analysis, for example, the analysis of linguistic identity construction in two films in Chapter 8. This refreshingly different methodology offers weapons and strength for people to get rid of the shackles of traditional ideas on language and gender. It is possible to create conditions for reforming heteronormative domination, reconstructing genderism and in the end promoting social inclusion and diversity.

All in all, this high quality book can be recommended to students and researchers in the areas of language and gender research.