## Contents

LIST OF CONTRIBUTORS		ix
Foreword		Xi
John J. Gumperz		Al
Solie Kalapoint Remarks		
I The Construction of	Social Reality	
Introduction		1
Ben G. Blount		o'lest 21
SEMANTICS AND CAUSALITY IN THE STUDY	V OF DEVIANCE	11
Henry A. Selby	I OF DEVIANCE	11
Attribution Theory		12
Psychological Traits as Explanatory Mechanisms		14
Deviance, Attribution, and Semantics		16
Attribution and Witchcraft		16
Eliminating the Individual as the Locus of Explanat	tion	17
The Consequences of Absent Attribution		19
Zapotec Personality Theory Generality of the Result		20
References		21
Activities America and Same		22
How to Enter a Yakan House		25
Charles O. Frake		23
COGNITION AND EVENTS		41
Michael Agar		41
Events and Event Structure		
The Study of Events in Cognitive Anthropology		43
Psychological Reality of Event Concepts		47
Some Concluding Comments		49 53
References		55

vi	Contents
	Contents
EVERYONE HAS TO LIE	57
Harvey Sacks	
THE CONVERSATIONAL ANALYSIS OF SOCIAL	
Meaning: A Study of Classroom Interaction	81
John J. Gumperz	01
Eleanor Herasimchuk	
Ziednor II er dormenun	
AGREEING TO AGREE ON GENEALOGY:	
A Luo Sociology of Knowledge	117
Ben G. Blount	GROWERO?
Introduction	117
The Structural Importance of Lineages	117
Genealogical Reconstruction: Problems and Background	120
The Speech Event: Setting and Activity	124
Summary Conclusion	130 133
References	134
THE CHILD AS PRACTICAL REASONER	137
Jenny Cook-Gumperz	
Language as a Social Principle	143
Conclusion References	158
References	159
II Metacommunicative Acts and Events	
Introduction	163
Mary Sanches	
It's All Uphill: The Creative Metaphors of	WOR
ILONGOT MAGICAL SPELLS	177
Michelle Zimbalist Rosaldo	
The Preparation of Dogs for Hunting	181
Similes The Negative Command	188 194
	177

196

198

200

202

Plants and Plant Names

Thinking about Meaning

References

Creativity and Constraints

0					
C	0	n	to	n	to

vii

THE LANGUAGE OF RITUAL EVENTS AMONG THE GA OF SOUTHERN GHANA	205
Dale K. Fitzgerald	
Introduction Ritual Events and Ritual Communication Performance References	205 206 210 232
"Tongue Play": Constitutive and Interpretive Properties of Sexual Joking Encounters among	
THE KOYA OF SOUTH INDIA	235
Jan Brukman	
Introduction	235
Some Background Remarks	236
Joking and Joking Relationships Waana Boojanam and NaalumaaTa	237
The Data of the Joking Encounter	239 240
Joking as Interaction: Processes and Settings	241
Some Conclusions about the Analysis of the Joking Ritual	266
References	267
FALLING WORDS: AN ANALYSIS OF A JAPANESE Rakugo	260
PERFORMANCE	269
Mary Sanches	
I. The Cultural Context	269
II. Background to the Text III. The Text	274
IV. Analysis	274 288
Rules of Social Usage: The Sociolinguistic Component	297
Bibliography	306
CHILDREN'S INSULTS: AMERICA AND SAMOA	307
Claudia Mitchell-Kernan	
Keith T. Kernan	
LINGUISTIC CREATIVITY IN SONG	317
Brian Stross	
Introduction	317
Setting	318
Singing	319
Text A – Standard	321
Analysis of Text A	327

riii	Content

Taxt P. Waman's Improvised Song	220
Text B – Woman's Improvised Song Analysis of Text B	330
	336
Text C – Man's Improvised Song	339
Analysis of Text C	344
Discussion	345
Conclusion House Manual Land Burns Conclusion	347
References	348
AN ETHNOSCIENCE VIEW OF SCHIZOPHRENIC SPEECH	349
Oswald Werner	
Gladys Levis-Matichek	
With Martha Evens and Bonnie Litowitz	
Introduction	349
Model and Problem	350
Some Hypotheses Concerning Schizophrenic Speech	354
Heuristic Typology of Samples of Schizophrenic Speech from the Literature	356
Conclusion	375
Epilog same and add ad	378
References Annual Control of the Annual Cont	378
SUBJECT INDEX	381