

BOOK NOTES

stratification in language policy (its internal structure), but also context and probability in language policy (its external structure). In exploring these fundamental elements, the authors first succinctly explain what each element in SFL is about and then adeptly apply it to the analysis of language policy. While investigating each element for each of the tripartite components of language policy, they point out where traditional approaches to language policy have fallen short and where their approach can fit in. For example, unlike Spolsky, they hold that individual language users' ideologies also matter and that individual language users are also powerful language managers; if language policy is to be successfully implemented, language managers at higher levels cannot afford to contradict the power of individual language managers.

Chapters 6 and 7 apply the discussion so far to case studies of Chinese language policy, dealing with policies on cyber words and pure lettered words and on the translation of Chinese names. Chapter 8, the conclusion, sums up the main findings and proposes avenues for future study.

This pioneering work makes a good read for researchers interested in language policy, SFL as applied linguistics and sociolinguistics.

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CHAIM NOY, *Thank you for dying for our country: Commemorative texts and performances in Jerusalem*. Oxford: Oxford University Press, 2015. Pp. xix, 274. Pb. \$39.95.

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Museum visitor books are a performative site for meaning making between the museum and its visitors. Chaim Noy applies an ethnographic lens to the entries within visitor books to explore the central role visitors' inscriptions play in ethnographic heritage and commemoration.

The book is in three parts. Part 1 provides the background to the study. It establishes the museum's importance as an artefact of Israel's ethnographic commemoration through the memorialization and moralization of a Jordanian-Israeli battle over Jerusalem. The author focuses on the profusion of handwritten texts, their reproductions, and representations as a 'cursive-scape' within which the visitor book is located. Within this textual landscape, the visitor book reconstructs and reinforces the language ideology around Israel's victory in the battle and, more broadly, a Jewish national identity around a military agenda. Through the ritual of filling in

the visitor book, participants reconstruct their identities and the genre of commemoration and nation building.

Part 2 establishes the conventions of commemorative literacy and provides a contextualized analysis of visitors' entries. It begins with an exploration of the multilayered gendered, cultural, and social performances behind the entries in visitor books. Prior to producing their entry, participants take previous entries into consideration. Participants then contemplate the placement of their entry and the content and multimodal form that the entry may take. The behind-the-scenes discussion is followed by an in-depth analysis of the communicative and stylistic elements that characterize the entries. The emphasis here is on addressivity, deictic usage, and framing. The indexicality of addressivity and the orientation through personal, spatial, and temporal deictics create a temporal and causal connection between the past events and the commemorative present. The inscription and address structure serve as contextualizing cues of situated meaning and performance, thus furthering the commemorative narrative through selective emphasis on historical events. The framing of the entries influence how they are read and further entries are produced. Within the commemorative frame, entries can be read as reaffirming the collective memory and ethnonational identification. Entries may also be read as a performance contesting the official commemorative narrative through a reframing of agency and evaluation of events.

In Part 3, the author takes a reflexive stance to the research process and provides empirical and methodological conclusions. In summary, this study demonstrates that the visitor book serves as a public stage of ethnonational remembrance on which a textual performance occurs at an intersection of the commemoration community, collective articulation, and aesthetic articulations. The visitor book embodies cultural production: through the reproduction of culturally evaluated historical narratives, it shapes collective memories and reconstructs collective identities in the present. Entries in visitor books are thus treated as ethnographic artefacts of cultural identity construction. Through the analysis of visitors' entries, this study explores how ideologies of commemoration and nationalism are both constructed and contested.

The volume is an interesting example of interdisciplinary research involving tourism studies, commemorative memory and identity construction, and the ethnography of texts and writing. The book will be a valuable resource for scholars in sociolinguistics and linguistic anthropology.

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