ideologies need to be transformed (39). Ngai-Ling Sum adopts the approach of Cultural Political Economy to analyze transnational knowledge branding (Harvard-Porter's "competitive advantage" and MIT-Berger-Lester's "industrial performance" models) and the production of hegemony so as to reveal how managerial methods are brought into the field of education policy and the conduct of its implementation in the Pearl River Delta.

Hailong Tian offers a case study of the promotional genre in university self-assessment discourse and the recontextualization of these promotional statements in the teaching quality assessment (TQA) reports by the assessing group. He studies the struggle of institutional power between the two parties and finds out that the TQA reports are greatly affected by the self-assessment of the university (85). Zeshun You, Jianping Chen, & Zhong-Hong adopt Teun A. van Dijk's cognitive version of CDA in a diachronic analysis of the Chinese Government's Annual Work Reports to the National People's Congress from 1993 to 2007. They focus on the change in Chinese foreign policy and the discursive construction of China's role in the world. Using Michel Foucault's theory, CDA, and narrative theory, Qing Cao makes a case study of the CCTV documentary series of *The Rise of the Great Powers* to reveal China's projection of its self-image and its position in the world and the official Chinese reinterpretation of western powers.

In this volume, along with some use of the Chinese tradition, new interpretative approaches are put forward that might contribute to the development of CDA. It is a very enlightening reference for researchers and graduate students who are interested in discourse analysis, communication studies, politics, and international relations, especially for those who do research on the social and political life and new discourses in contemporary China.

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Harold F. Schiffman (ed.), *Language policy and language conflict in Afghanistan and its neighbours: The changing politics of language choice*. Leiden: Brill, 2012. Pp. xvi, 372. Hb. €128.

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This edited volume explores the historical processes of language-policy formulation in Afghanistan and the countries around it in Central Asia and examines how multilingualism is central to understanding these processes. An introduction

situates Afghan languages in their larger context of Central and South Asia, as well as attempting to determine which model of multilingualism best characterizes the multilingual relations in the region. The authors put forward the notion of "shifting diglossias," extending Charles A. Ferguson's (1959) work on diglossia in order to incorporate the increasing speed of sociolinguistic change over the past 100 years, and they take a position on language policy that includes both official statements about language as well as unofficial and popular practices.

Section 1 consists of three chapters that deal with Afghanistan and Iran. In Ch. 1, Senzil Nawid looks broadly at Afghanistan's language policy, with a specific focus on Dari, through an exploration of the country's linguistic diversity in relation to national unity. In Ch. 2 Walter Hakala looks specifically at the Pashto language through a survey of English language sources describing Pashto as it exists in Afghanistan. Brian Spooner takes up the issue of language names and language policies used throughout the collection in Ch. 3 by focusing on Persian, Farsi, Dari, and Tajiki by exploring the historical continuities of the nineteenth and twentieth centuries in shaping modern attitudes towards standard Persian.

Section 2 takes the Central Asian Republics of the Former Soviet Union as its focus and begins with William Fierman's study on language shift in Kazakhstan. Fierman examines attempts to reverse Kazakh language shift since the late 1980s and explores potential successes in re-establishing Kazakh-Russian diglossia. In Ch. 6, Birgit Schlyter examines the language situation in Uzbekistan, focusing on recent political developments in the country alongside an analysis of language standardization and reform of the Uzbek language. Uzbek is also the central concern of Ch. 7 by William Fierman, who takes a broader look at the status of the language in the other newly independent countries of Central Asia: Turkmenistan, Tajikistan, Kyrgyzstan, and Kazakhstan. Fierman begins by looking at factors that have affected the entire Central Asia region before turning his attention to the chances Uzbek has of survival in education and media environments in the four countries of his study.

Section 3 consists of three chapters that take a historical perspective when dealing with the Northwest Frontier Province (NWFP) and the Pashto, Punjabi, and Balochi languages. In Ch. 8, Robert Nichols looks at Pashto language policy as governments and communities negotiated both official and unofficial language policies and practices, through an analysis of the choices made by state and social actors in Afghanistan, colonial India, and postcolonial Pakistan. In Ch. 9, Jeffrey M. Diamond takes an historical perspective on contemporary language policy in the regions around Afghanistan by looking at the formation of early British colonial attitudes and policies concerning languages in the northwest Indian regions bordering Afghanistan during the middle of the nineteenth century. Ch. 10, by Brian Spooner, provides a detailed description of the variety of processes involved in Balochi language change by reviewing the history of the language as well as current policy in South-Central and Central Asia where the language is spoken.

Section 4 is made up of Cynthia Groff's chapter, "Resources for the study of language policies and languages of Afghanistan and its neighbours," and a

conclusion by Harold F. Schiffman. The former surveys print and electronic resources available in English for those interested in the language policies and languages of Afghanistan and its neighbouring countries. The resources include background and general information on the region and its languages, methods by which scholars can locate resources, as well as a bibliography that allows scholars to locate the sources by area of interest. In the conclusion, Schiffman revisits the goal set out in the preface, which was to provide an updated picture of language use and language policy in the region and assesses the attempt to define a model of multilingualism that could be used to characterize the region as a whole. In doing so, Schiffman draws attention to the fact that researchers cannot agree on how to characterize linguistic cultures in the region. He remains firmly within a tradition that sees language policy as socially constructed, albeit without borrowing from more ethnographic approaches that emphasize human agency in language policy.

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ELISABETH REBER, *Affectivity in interaction: Sound objects in English*. Amsterdam: John Benjamins, 2012. Pp. ix, 281. Hb. $135.

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This book takes an interactional linguistic perspective on single-syllable affect markers, or "sound objects" in English. The nine chapters that make up the bulk of the work are divided into a background section (Chs. 1–4) and an analysis section (Chs. 5–9), bookended by an introduction and a conclusion.

Ch. 1, which begins the background section, explains the study's methodology. Interactional linguistics draws from the fields of linguistics, sociology, and linguistic anthropology to merge linguistic description, talk-in-interaction conversation analysis, and the participant sense-making of contextualization theory. Ch. 2 considers the general definition of sound objects and their role in language. Sound objects lack referential function but play a role in organizing conversational interactions as well as signaling affective/cognitive states or processes. Ch. 3 discusses previous studies relating prosody to affectivity in conversation, and Ch. 4 describes various types of interaction sequences used in the analysis. These include "troubles talk," news delivery sequences, complaint sequences, assessments, and repair.

Chs. 5–9 form the centerpiece of Reber's work; they focus on analysis of particular sound objects, using examples from a data set of sixteen hours of natural