

between different clans of Mawng speakers, speakers of other Indigenous languages from Western and Eastern Arnhem land, and earlier moments of contact with Indonesian sailors that predated contact with White, European missionaries.

In short, this book makes significant contributions to recent re-orientations towards code-switching and multilingualism in the field. The details presented are notable in relation to other multilingual contexts in Australia, and other well-known cases of small-scale multilingualism like the Uaupes River in Northwest Brazil and the Casamance region in West Africa. This book offers insights into the ways that linguistic diversity is maintained in small communities, providing different perspectives in relation to theoretical discussions on language endangerment and revitalization.

(Received 27 April 2023)

Language in Society 52 (2023)
doi:10.1017/S0047404523000581

EMILIA DI MARTINO, *Indexing 'chav' on social media: Transmodal performances of working-class subcultures*. Cham: Palgrave Macmillan, 2022. Pp. 370. Hb. €100.

Reviewed by WESLEY C. ROBERTSON 

Department of Media, Communications, Creative Arts, Language, and Literature
Macquarie University
Macquarie Park NSW 2109, Australia
wes.robertson@mq.edu.au

It is rare that a book manages to serve as a masterclass in theory AND as an in-depth study, but Emilia Di Martino's *Indexing 'chav' on social media* does both. At its core, *Indexing 'chav'* studies the evolving indexical fields and referents of 'chav'. The book dissects the term's history from inception to modern day, unpacking its evolution across etymologies, metalinguistic dialogues, mass-media representations, and social media trends. The benefits go beyond just exploring its primary topic well. Through critical self-reflections, Di Martino also provides important notes for study design for researchers of contemporary media. With its thorough engagement with sociolinguistic literature, budding scholars struggling with difficult theoretical arguments in the field will benefit greatly from their clean use here to analyse concrete examples.

The book opens somewhat slowly, with both a preface and chapter 1 giving a background of the social positioning of 'chav', its definition, and the fields the study straddles. It lacks a clear statement of why the author finds 'chav' so fascinating and focuses more on how 'chav' illuminates noted phenomena rather than overcomes current concerns in the field (which it nevertheless does, of course, statement or not). Chapter 2 is then more confident, providing an excellent overview of the theories used and some important notes on best practice for scholarship using contemporary digital media.

Chapter 3 is where the book truly enters its stride with a thorough overview of ‘chav’ itself. The chapter first traces ‘chav’ etymologies before unpacking the word’s spread from the street to newspapers, dictionaries, and political discourse. Chapter 4 moves this discussion into the sociolinguistic, looking at ‘chav’ as a semiotic object. Deftly tracing the role of mass media in influencing the indexical values of ‘chav’, the chapter deserves special mention for handily attending to the co-occurring ‘non-linguistic’ signs relevant to the total ‘chav’ linguistic fact. Finally, chapters 5 and 6 provide a fascinating discussion of how global digital media flows can drastically alter indexical referents. Chapter 5 begins with a novel discussion of the value of Tik-Tok for linguistic anthropology before examining how ‘chav’ has transformed through multimodal forms of discourse facilitated through the platform. Chapter 6 then closes the book with a general contents summary that expands into a discussion of how ‘chav’ indexicals have appeared in other UK social scenes, closing with some theories about further ‘chav’ evolutions on other digital platforms. Chapter 7 offers a few concluding remarks.

Taken as a whole, *Indexing ‘chav’* is an incredible display of multidisciplinary scholarship and sociolinguistic knowledge. The only strong critique is in presentation, especially accessibility. In particular, chapters often peter out, missing a clean overview or strong statement of impact at the end. Combined with rather thick language in parts, this makes *Indexing ‘chav’* potentially less accessible to early career scholars. This critique is one limited to presentation, and this limitation does not impact the overall strength of the research project, which unquestionably achieves its goals with aplomb.

(Received 18 April 2023)

Language in Society 52 (2023)
doi:10.1017/S0047404523000544

TONG KING LEE, *Kongish: Translanguaging and the commodification of an urban dialect*. Cambridge: Cambridge University Press, 2022. Pp. 75. Pb. £15.

Reviewed by VINCENT WAI SUM TSE 

*School of Languages, Literatures, Cultures & Linguistics, Monash University
Clayton 3800, VIC, Australia
waisum.tse@monash.edu*

*Department of Applied Linguistics, The University of Warwick
Coventry, CV4 7AL, United Kingdom
Vincent-Wai-Sum.Tse@warwick.ac.uk*

Lee’s *Kongish* begins by delineating the theoretical and methodological underpinnings of studying Kongish, an urban dialect in Hong Kong defined by its multimodal, creative concatenation of different semiotic resources. Chapter 1 establishes the relationships as well as differences between Kongish and Hong Kong English (HKE).

Language in Society 52:4 (2023)

727