**Language**

In fact, the existence of ‘language’ and ‘languages’ – objects that are countable and have a name, such as English, Zulu, or Japanese – is a powerful language-ideological effect, the result of long historical processes of construction and elaboration of a metaphysics of mind vs world (p.511)

The ‘standard’ is usually perceived as ‘neutral’ or ‘unmarked,’ i.e., something the qualities of which are perceived as natural, self-evident, ‘normal.’ Thus, ‘standard’ English would often be qualified as ‘accentless’ English – English which cannot be characterized as to class or regional belonging – whereas in fact, obviously, such a variety would be strongly accented and solidly indexical of social, educational, or even reginal and generational backgrounds” (p. 512)

“There is no such a thing as a ‘neutral’ real language; such a neutral notion is one metapragmatic categorization among many, though often the ne that indexes power, authority, prestige, and status.” (p. 512)

What counts as ‘good’ language on one occasion may be ‘bad’ language on another. These insights, as we shall see, have effects on other well-established concepts. (p. 512)

**Speech Community**

“linguistic inequality starts as soon as someone’s repertoire is disqualified as ‘nonlanguage’ or denied the status of ‘full languageness,’ for instance because of the absence or partial presence of literacy skills or command of the ‘standard’ or prestige variety of the (artifactually conceptualized) language.” (p. 516)

**Language ideologues, Norms, and Social Dynamics**

“language always comes with an ideological load which provides comprehensibility through the dynamic of presupposability and inference of indexical meaning, but which also provides a sociopolitical layer of valuation on the utterances produced.” (p. 520)

“Language use, in other words, is intrinsically normative, not in the sense that every act of communication will be subject to assessment on ground of (often implicit) shared complexes of indexicalities – the complexes of indexicalities that provide the basis for speech communities.” (p.520)