



PROJECT MUSE®

---

## Index

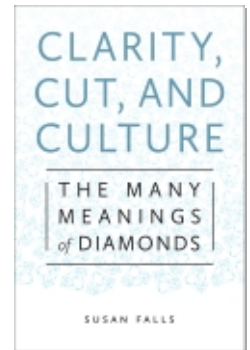
### Published by

Falls, Susan.

Clarity, Cut, and Culture: The Many Meanings of Diamonds.

NYU Press, 2014.

Project MUSE. <https://muse.jhu.edu/book/31005>.



➔ For additional information about this book

<https://muse.jhu.edu/book/31005>

# INDEX

- “A Diamond Is Forever,” 11, 14, 83, 87, 135, 163
- advertising, 3, 10, 22, 64, 71, 77, 81–82, 84, 95; “guy-humor,” 93; images by Salvador Dali, 86; images by Pablo Picasso, 86; J. Walter Thompson, 90; N. W. Ayer & Son, 11, 37, 85–87; Raise Your Right Hand campaign, 96–97
- Advertising Women of New York (AWNY), 96
- Africa, 30, 31, 35, 46–47
- agency, xiv, 4–5, 8, 17, 26, 79, 103
- Amsterdam, 33
- Anglo-American Corporation, 37
- Angola, 48
- Antwerp, 33, 49, 53, 55
- archon, 46; volcanic process, 34n7, 45–46
- art, 132, 141, 151n6, 181
- Art as Technique*, 131, 133
- Austin, J. L., 25, 159
- Australia, 38, 49; Argyle, 46, 49
- authenticity, 153, 166–167, 170–171; fakes, 180
- Baby Gangsta, 133
- baguette, 91
- Barnato, Barney, 35–36
- Barnato, Harry, 36
- Barthes, Roland, xiii
- black market, 11, 32; De Beers International Diamond Security Organization, 30
- blemish, 63
- bling, 25, 129, 133; bling finger, 96
- blood diamonds, 11, 32, 38, 85n3; Kimberley Process (KP), 11, 32
- Boas, Franz, xiii
- Bork, Robert, 137–138
- Borneo, 31
- bort, 10, 47
- Botswana, 48, 50
- Bourdieu, Pierre, 7, 164
- bourse, 12
- Boyd, Todd, 139
- branding, 22–23, 33, 38, 68–69, 116; Forever Mark, 23; in cuts, 69
- Brazil, 30–33, 90
- brilliant, 1, 59, 67
- Canada, 31, 38, 46, 49
- capitalism, 7, 19–20, 70; kinship capitalism, 38
- carat, 43, 55, 60–62, 74, 88
- carbon, 38–41, 45–46
- Catwoman*, 97
- celebrity, 86, 92, 95
- certification, 13, 60, 61, 180; and price, 13
- Chin, Elizabeth, 9
- China, 11, 48
- clarity, 43, 62, 64, 91; flaws, 62–64; features, 13
- class, 9, 22, 31, 33, 67, 78, 86, 89–90, 106, 117; as style, 151

- Clean Diamond Act, 38  
 cleaving, 53–54  
 coding, 16  
 color, 43, 49, 64–65, 74, 87; fancy color, 64–65, 91; boron, 44, nitrogen, 44; cognac and champagne, 91  
 commodity, 3, 8–9, 17, 19, 78, 179;  
 commodity fetish, 79–81, 96;  
 commodity chain, 20; commodity-hood, 21; definition of, 179; social hieroglyph, 79; versus gift, 21  
 Compagnie Française des Mines de Diamante du Cap, 35. *See also* The French Company  
 conductivity, 44  
 Congo, 31  
 constantives, 160  
 consumer, 78; sovereignty of, 20  
 consumption, 3, 7, 19–20, 33, 70, 78, 164; definition of, 179; conspicuous consumption, 88, 103, 138, 165; consumer education, 75, 80, 87; imaginative dimension of, 16, 73, 112, 173–175; inconspicuous consumption, 101; pecuniary emulation, 165  
 contagious magic, 29  
 contractual, 12  
 Crapanzano, Vincent, 5, 16, 154  
 creativity, 3, 4, 7, 17, 26, 39  
 cubic zirconia, 13, 42  
 cultural relativism, xiii  
 culture as text, 8, 17, 184–186  
 cut, 54, 68–70, 123–124; Asprey, 69; fancy cuts, 13; Hearts on Fire, 69; People's Cut, 69; Ten Commandments, 69; Tolkowsky, 66  
 cutting, 41, 52–54, 66–67; Indian cutting industry, 49; art of, 66  
 Dant, Tim, 3, 19, 21  
 De Beers Consolidated Mines, 11, 30, 33–35, 72, 75; De Beers International  
 Diamond Security Organization, 30;  
 De Beers Mine, 34–35; monopoly, 11, 35–37, 38, 73, 76  
 De Boeck, Filip, 31  
 de Certeau, Michel, 178  
 de Saussure, Ferdinand, 5, 7, 17, 25, 83, 184  
 deeming, 84  
 defamiliarization, 25, 129  
 diamond: in film, 86, 139; history of, 11, 18, 29–37, 53–54; in literature, 18, 29–30, 147; material qualities, 18; mining, 50; monopoly, 35; production, 10, 20, 31–32, 47, 80; production, geography of, 48; rough, 11, 37, 48, 52–53, 72–73; rough processing, 53; rough trade, 55–56; simulated diamond, 13, 42, 71, 73, 89, 118, 124, 165, 170; synthetic diamond, 9, 42, 71–72  
 Diamond Dealers Club (DDC), 12, 58  
 Diamond Information Center (DIC), 77, 88  
 Diamond Pool Committee, 37  
 Diamond Row, 11–13, 70  
 diamond stability field, 46  
 Diamond Trading Company (DTC), 37, 51–52, 73  
 “diamonds are a girl’s best friend,” 14  
*Diamonds Are Forever* (book), 30  
 emeralds, 9  
 emulation, 156, 181  
 “Engaged Socialites,” 87  
 Erlich, Victor, 141  
 ethnicity, 78, 98–99, 144  
 Eureka, 33  
 Europe, 33, 90, 163  
 event theory, 17  
 fakes, 180  
 famous stones: Eureka, 33; Florentine, 55; Graff Pink, 65; Hope, 87; Koh-i-Noor, 30; Star of India, 124

- fancy color, 64–65, 91  
 fancy cuts, 13  
 features, 13  
 felicity, 160, 162  
 fifth C, 13, 60. *See also* 4 Cs  
 fire, 42, 66  
 flawless, 63  
 flaws, 62–64  
 Fleming, Ian, 10, 30  
 fluorescence, 44, 65  
 formation, 44–46  
 Forty-seventh Street, 11, 13–14. *See also*  
     Diamond Row  
 foundational status, 178  
 4 Cs, 2, 13, 57; fifth C, 60; grading, 60  
 Frankfurt School, 20  
 The French Company, 35–36  
 Friedan, Betty, 79
- Gadamer, Hans, xii  
 gangsta rap, 138  
*garimpieros* (miners), 32  
 Geertz, Clifford, 8  
 Gemesis, 71  
 Gemological Institute of America (GIA),  
     13–14, 57  
 gender, 3, 9, 51, 79, 88, 95–99, 136, 142  
 Gerety, Francis, 11, 87  
 gift, 20–21, 91  
 global commodity chain, 20, 72, 74;  
     diamond producing countries, 48  
 Goa, 31  
 Goffman, Erving, 161  
 grading, 13–14, 20, 56–57, 60–63;  
     Gemological Institute of America  
     (GIA), 13–14, 57; fancy color, 64–65, 91;  
     fancy cuts, 13; features, 13; fire, 42, 66;  
     flawless, 63; flaws, 62–64; fluorescence,  
     44, 65; inclusions, 62; luminescence,  
     44  
 Graeber, David, 21, 27  
 graphite, 38, 44  
 Great Depression, 11  
 grillz, 139–140  
 Griqualand West, 34  
 Guinea, 48
- habit, 130–132  
 habituation, 132, 141  
 Hall, Stuart, 20  
 hardcore rap, 138  
 hardness, 44; Mohs Scale of Hardness, 41  
 Hazen, Robert, 9; synthetic diamond, 42,  
     71–72  
 Hebdige, Dick, 134, 147  
 Hendrickson, Carol, 6  
 heteronormativity, 99–100, 112, 136  
 hip hop, 134–135, 137–139; Baby Gangsta,  
     133; hip hop artists, 99, 129, 137–138;  
     Lion, Snoop, 138; “Rapper’s Delight,”  
     136; “The Message,” 137  
 Hollywood Service, 86  
 Homo performans, 161  
 Hope diamond, 87  
 Hopkins, Terence, 20  
*How To Do Things With Words*, 159  
 Hymes, Dell, 17
- icon, 3, 6, 24, 84, 109, 121–122  
 identity, 7, 78, 81; ethnicity, 78, 98–99,  
     144; group, 78; race, 51, 78, 135, 144,  
     155–156  
 idiosyncrasy, 16, 26, 107, 179; in language,  
     25–26, 128; Johnstone, Barbara, 5, 25,  
     128  
 illicit diamond buying (IDB), 30, 32  
 imperialism, 34–35  
 impurity, 44  
 inalienability, 28, 118  
 inclusion, 62  
 inconspicuous consumption, 101  
 index, 24, 84, 88, 97, 109, 111, 113–115  
 India, 31, 38, 49, 55–56, 81  
 interpretant, 83–84

- J. Walter Thompson, 90  
 Jacob the Jeweler, 148  
 Jacobs, Erasmus, 33  
 Jameson, Frederic, 133  
 Japan, 90–91, 101  
 Jefferson, Tony, 20  
 Johnstone, Barbara, 5, 25, 128
- Keane, Webb, xv, 5, 25, 185; semiotic ideology, xv, 4, 6  
 Kimberley Central Company, 35–36  
 Kimberley Mine, 34–35, 36, 48  
 Kimberley Process (KP), 11, 32  
 kimberlite pipe, 34, 46, 50; archon, 46; volcanic process, 34n7, 45–46  
 King Charles VII, 29  
 kinship, xii, 3, 88, 92, 106, 107–108, 113  
 kinship capitalism, 38  
 Kockelman, Paul, 7  
 Kopytoff, Igor, 21
- labor, 50–51, 53–55, 81, 96, 106, 111  
 lamproite, 46  
 language, 17; metaphor, 18, 124–125, 130–131; meta-pragmatic structure of, 6; onomatopoeia, 109; poetic language, 131–132, 141, 148; propositionality, 17  
 laser work: laser branding, 23, 70; laser inscription, 68; laser saw, 68; laser treatment, 68, 72  
 Lesotho, 48  
 Leviev, Lev, 49  
 Life Gem, 40  
 light, 42, 66, 122–123  
 Lindquist, Galina, 6  
 Lingis, Alfonso, 190  
 linguistic ideology, 185  
 Lion, Snoop, 138  
 LMHV, 38  
 logo, 23  
 London, 37
- lonsdaleite, 39  
 love, 40, 88, 91, 95, 100, 102, 146  
 luminescence, 44  
 luxury, 21n5, 21–22, 73, 95, 182; as frivolity, 21–22, 102
- magic, 19, 29, 78, 163–164; of advertising, 22  
 marketing, 7, 10, 11, 19, 52, 56, 68, 86–87, 91, 92, 103; bridal “app,” 77  
 material culture, 3, 8–9, 26, 19, 128, 159, 161; anthropological studies of, 6  
 materiality, 9, 181  
 Mauss, Marcel, 21, 28  
 meaning, 38, 78, 82, 84, 108, 146, 177  
 Mertz, Elizabeth, 5  
 metaphor, 18, 122, 124–125, 130–131  
 methods, 15–16  
 Miller, Daniel, 2, 9, 165  
 mining, 45, 47, 48, 50, 120; block mining, 50; kimberlite pipe, 34, 46, 50; open-pit, 50; marine mining, 46, 50–51; miners, 50–51  
 Mohs Scale of Hardness, 41  
 Moissanite, 13n3, 42, 166  
 money, 11, 117, 119, 162  
 monopoly, 11, 73  
 motivation, 24, 110
- N. W. Ayer & Son, 11, 37, 85–87  
 Namibia, 48  
 nepotism, 37; kinship capitalism, 38; Oppenheimer family, 37  
 New York City, 4, 11–12, 55  
 nitrogen, 44
- onomatopoeia, 24, 109  
 opal, 41  
 open pit mining, 50  
 Oppenheimer, Sir Ernest, 37  
 Oppenheimer, Harry, 37, 85  
 Oppenheimer, Jonathan, 37

- Oppenheimer, Nicky, 37  
*ostranenie*, 25, 129, 141  
 overburden, 47
- pecuniary emulation, 165
- Peirce, Charles Saunders, xiii, 3, 24, 83–84,  
 109; Second Trichotomy, 3–4, 24;  
 token-type distinction, 10, 82, 107–108
- performance, 25, 159–161
- Pieromatic (cutting machine), 55
- poetic language, 131–132, 141, 148
- polishing, 55, 69
- Portugal, 32
- post-acquisition phase of consumption,  
 19
- post-structuralism, 8, 117
- price, 13, 57–58, 60, 70, 72–74, 86, 136
- The Prison House of Language* (Jameson),  
 133
- production, 7, 20, 33, 47; geography of  
 diamond production, 48
- propositionality, 17, 186
- race, 51, 78, 135, 144, 155–156
- rap music, 51, 134; “Rapper’s Delight,” 136;  
 “The Message,” 137
- red diamond, 65, 87
- refraction, 42
- Rhodes, John Cecil, 35–37
- risk, 74, 118
- rock, 29, 94, 102
- romance, 19
- rough, 10–11, 37, 48, 52–53, 72–73;  
 processing rough, 53; rough trade,  
 55–56
- ruby, 104, 106
- Russia, 38, 46, 49, 91
- Russian Formalism, 130–131
- salting, 34
- sapphire, 9, 41, 106
- sawing, 54–55, 68
- scaif, 54
- scarcity, 10, 47, 53, 73
- Schneider, Jane, 182
- Second Trichotomy (icon-index-symbol),  
 3–4, 24
- semiology, 8, 25
- semiosis, 4, 6, 83, 104, 146
- semiotic, 24, 83
- semiotic anthropology, 5–6; semiotic  
 linguistics, 6, 25
- semiotic ideology, xv, 4, 6, 10, 109, 111,  
 162
- sex, 93–95
- shape, 66–67; branded cuts, 69
- Shklovsky, Viktor, 25, 129
- shopping, 7
- Sierra Leone, 32, 48, 96
- sightholders, 37, 52, 74; Supplier of Choice  
 (SoC), 52
- sights, 37–38, 51–52; Diamond Trading  
 Company, 37
- sign, 4, 24, 78, 83; sign types, 6, 84, 109–  
 110; triadic aspect of, 108
- Sillitoe, Sir Percy, 30; De Beers  
 International Diamond Security  
 Organization, 30
- Silverstein, Michael, 5–6, 185
- simulated diamond, 13, 42, 71, 73, 89, 118,  
 124, 165; paste, 170
- Singer, Milton, 5, 161
- size, 89, 91, 153, 166–167, 169; “Bigger Is  
 Better” campaign, 91
- Skatell, 121
- social hieroglyph, 79
- Sorel, Agnes, 29
- The Source*, 135
- South Africa, 33, 36, 50–51, 149; Orapa  
 pipe, 46
- souvenir, 119
- strangers, 23, 142–143, 169
- structuralism, 8, 79, 117, 184
- style, 151, 154–155

- Subculture: The Meaning of Style*  
(Hebdige), 134
- subjectivity, 23–24, 81, 83, 108
- “Supplier of Choice,” 52
- symbol, 3, 24, 83
- syndicate, 38
- synthetic diamond, 9, 42, 71–72; Hazen,  
Robert, 9; versus natural diamond, 72
- target market, 15
- technology, 53, 55; Brilliant 3.0, 69; lasers, 68;  
Pieromatic, 55; Strela 6 (software), 68
- A Theory of the Leisure Class* (Veblen), 165
- thermal conductivity, 44
- thing, 17
- time, 81
- token-type distinction, 10, 82, 107–108
- Tolkowsky cut, 66, 69; Asprey cut, by  
Gabi Tolkowsky, 69
- trading up, 168
- Turner, Victor, 161
- “Twinkle, Twinkle, Little Star” association  
with qualities, 18
- use value, 81
- valence electrons, 39–40
- value, 1, 20–21, 52, 56, 69, 72–74, 115;  
added value, 69–70; anthropological  
theories of, 27–29
- van Neikerk, Schalk, 33
- Veblen, Thorstein, 88, 157, 165
- volcanic process, 34n7, 45–46; archon, 46;  
tectons, 46
- Wallerstein, Immanuel, 20
- Walsh, Andrew, 9
- weight, 2
- Weiner, Annette, 118
- Westwood, Sallie, 81
- whiteness, 155–156
- Williams, Raymond, 22, 78