This workshop will introduce students to sociolinguistic ethnography as a lens to document and analyse language practice, ideology and policy. In the first part, we will locate ethnography in anthropology, then discuss its interpretative and post-structuralist stances and finally present critical ethnographic sociolinguistics. In the second part, we will explore how to design an ethnographic study with concrete examples from past studies. We will mainly discuss participant observation, semi-structured interviews and textual analysis as key methods, but we will also touch upon issues of access, multi-sitedness and historicity that are central to ethnography.