This presentation will explore performances of poetry in which sound is central. These include oral performances of written texts in which acoustic elements are primary; the signs have not changed but our reaction to them, the ways we understand them has. Sound poetry may also have little to do with a text and include varieties of improvised sonorous experimentation; these performances may interface with music, incorporate pure sound, noise, explore other ways to use the voice or the sonic properties of language. Sound poetry’s challenges create other kinds of listeners, new ways of arresting our attention, urging us, perhaps, to release cognitive control. Bringing sound to the forefront confronts some of our cultural assumptions about how poetry operates and opens up possibilities for understanding the genre in new ways, provoking creative responses to the poem as a literary event.