The vast corpus of Greek inscriptions is an invaluable source for the study of ancient society. As words carved on a material thing (which itself in turn has a physical and geographical context), inscriptions interestingly stand at the heart of Classical Archaeology as a combination of text and object. Currently this “materiality of text” has taken center stage in classical scholarship. This paper explores this recent trend through a discussion of how the meaning of words and objects can be manipulated through their placement and how the original message of an inscription may change through time. Case studies will be taken from sanctuary as well as cemetery context and touches upon divine and human interaction.