

## LANGUAGE IN LATE CAPITALISM

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### DESCRIPTION

In this seminar, we will examine language's involvement in the development of late capitalism by using Monica Heller and Alexandre Duchêne's (2007 and 2012) proposal to analyze the deployment of linguistic ideologies around the 'pride' and 'profit' tropes, Marnie Holborow's (2015) overview of language's relevance to neoliberalism, Thomas Ricento's (2015) study of the political economy of language policy, and Monica Heller and Bonnie McElhinny's (2017) approach to language from a political economy perspective. These studies will be placed in dialectic relation with each other and with alternative sociological and political views of language (e.g. Blommaert, Crystal or Phillipson) and they will be tested through the analysis of specific sociolinguistic spaces. These will include, but not be limited to, normalization policies on behalf of minority languages in Europe, language revitalization processes in the Americas, and the politics of language and ethnic and national identity in the United States. The core readings will be extracted mainly from: David Crystal, *English as a Global language* (2003); Monica Heller and Alexandre Duchêne, *Discourses of Endangerment* (2007) and *Language in Late capitalism* (2012); Norma Mendoza-Denton, *Homegirls: Language and Cultural Practices among Latina Youth Gangs* (2008); Jan Blommaert, *The Sociolinguistics of Globalization* (2010); Robert Phillipson, *Linguistic Imperialism Continued* (2010); Jacqueline Urla, *Reclaiming Basque: Language, Nation, and Cultural Activism* (2012); H. Sami Alim and Geneva Smitherman, *Articulate While Black: Barack Obama, Language, and Race in the U.S.* (2012); Angela Reyes, *Language, Identity, and Stereotype among Southeast Asian American Youth* (2012); Marnie Holborow, *Language and Neoliberalism* (2015); Serafin Coronel-Molina, *Language Ideology, Policy and Planning in Peru* (2015); Thomas Ricento (2015) *Language Policy and Political Economy: English in a Global Context*; Kathryn A. Woolard, *Singular and Plural: Ideologies of Linguistic Authority in 21st Century Catalonia* (2016); Monica Heller and Bonnie McElhinny, *Language, Capitalism, Colonialism* (2017). [The seminar will be conducted in various forms of English]

### SYLLABUS

#### ❖ **The glottopolitical perspective**

AUG 31 and SEPT 14 - ***Articulating language and politics***

- John Joseph. 2006. "Overview: How politics permeates language (and viceversa)". In: John Joseph, *Language and Politics*. Edinburgh: Edinburgh University Press.
- Alexandre Duchêne and Monica Heller. 2012. *Language in late capitalism: pride and profit*. London and New York: Routledge. Heller, Monica and Alexandre Duchêne's "Pride and profit: changing discourses of language, capital and nation-state" and Susan Gal's "Sociolinguistic regimes and the management of 'diversity'"

- José del Valle. 2016. "Language, politics and history: an introductory essay". In José del Valle (ed.), *A Political History of Spanish: The Making of a Language*. Cambridge: Cambridge University Press. 3-20.

#### SEPT 21 - *The linguistic turn in Linguistics: language ideologies*

- Paul V. Kroskrity (ed.). 2000. *Regimes of language: ideologies, politics, and identities*. Santa Fe, NM: School of American Research Press. Chapter 1.
- Susan Philips. 1998. "Language ideologies in institutions of power: a commentary". In: Bambi B. Schieffelin, Kathryn A. Woolard and Paul V. Kroskrity (eds.), *Language ideologies: practice and theory*. New York and Oxford: OUP. Pages 211-225.
- Kathryn A. Woolard. 2020. "Language ideology." In: <https://doi.org/10.1002/9781118786093.iela0217>
- Jonathan Rosa and Christa Burdick. 2017. "Language ideologies." In: Ofelia García et al (eds.), *The Oxford Handbook of Language and Society*. Oxford: Oxford University Press. 103-123.

#### SEPT 28 and OCT 5 - *The political economy of language*

- Susan Gal. 1989. "Language and political economy". *Annual Review of Anthropology* 18: 345-67.
- Alfonso Del Percio, Mi-Cha Flubacher and Alexandre Duchêne. 2016. "Language and political economy". In Ofelia García et al (eds.), *The Oxford Handbook of Language and Society*. Oxford: Oxford University Press. 55-75.
- Marnie Holborow. 2015. *Language and Neoliberalism*. London: Routledge. Chapters 1 and 2.

#### ❖ **The pride and profit framework**

##### OCT 12 - *Crisis of the 'language = nation' equation*

- Monica Heller. 2011. *Paths to post-nationalism: a critical ethnography of language and identity*. Oxford and New York: OUP. Chapters 1 and 2.
- José del Valle. 2007. "Embracing diversity for the sake of unity: linguistic hegemony and the pursuit of total Spanish." In: Alexandre Duchêne and Monica Heller (eds.), *Discourses of endangerment: ideology and interest in the defence of languages*. London: Continuum.
- Monica Heller and Alexandre Duchêne. 2007. "Discourses of endangerment: sociolinguistics, globalization and social order". In: Alexandre Duchêne and Monica Heller (eds.), *Discourses of endangerment: ideology and interest in the defence of languages*. London: Continuum. Pages 1-13.
- Shaylih Muehlmann. 2007. "Defending diversity: staking out a common global interest?" In: Alexandre Duchêne and Monica Heller (eds.), *Discourses of endangerment: ideology and interest in the defence of languages*. London: Continuum. Pages 14-34.

##### OCT 19 - *Language and market forces: between capitalism and late capitalism*

- Alexandre Duchêne and Monica Heller. 2012. *Language in late capitalism: pride and profit*. London and New York: Routledge:
  - Susan Gal. "Sociolinguistic regimes and the management of 'diversity'".
  - Joan Pujolar and Kathryn Jones. "Literary tourism: new appropriations of landscape and territory in Catalonia".
  - Adrian Blackledge and Angela Creese. "Pride, profit and distinction: negotiations across time and space in community language education".
  - Josiane Boutet. "Language workers: emblematic figures of late capitalism".
  - Bonnie McElhinny. "Silicon Valley sociolinguistics? Analyzing language, gender and *communities of practice* in the new knowledge economy".

### ❖ **Local and global mobilizations of language**

OCT 26 - ***What is a global language? Not so Crystal clear.***

- David Crystal. 2003. *English as a global language*. Cambridge: CUP.
- Alastair Pennycook. 2017. *The cultural politics of English as an international language*. London and New York: Routledge.
- José del Valle and Laura Villa. 2006. "Spanish in Brazil: language policy, business and cultural propaganda". *Language Policy* 5: 369-392.
- Jan Blommaert and Ben Rampton. 2011. "Language and superdiversity". *Diversities* 13 (2).

NOV 2 and 9 – ***Governmentality, language revitalization, and cultural activism***

- Luisa Martín Rojo. 2015. "Five Foucauldian postulates for rethinking language and power". *Working Papers in Urban language and Literacies*, Paper 176. Gent, Albany, Tilburg, King's College.
- Jacqueline Urla. 2012. *Reclaiming Basque: language, nation, and cultural activism*. Reno and Las Vegas: University of Nevada Press.
- Serafín M. Coronel-Molina. 2015. *Language ideology, policy and planning in Peru*. Bristol: Multilingual Matters.
- Kathryn A. Woolard. 2016. *Singular and Plural: Ideologies of Linguistic Authority in 21st Century Catalonia*. Oxford: Oxford University Press.

### ❖ **The political economy of language and race**

NOV 16 and 23 – ***The ethnic and racial politics of language in the US***

- Norma Mendoza-Denton. 2008. *Homegirls: language and cultural practice among Latina youth gangs*. Malden, MA: Blackwell.
- Samy H. Alim and Geneva Smitherman. 2012. *Articulate while black: Barack Obama, language, and race in the U.S.* Oxford: Oxford University Press.
- Angela Reyes. 2012. *Language, Identity, and Stereotype among Southeast Asian American Youth*. New York: Routledge.
- Jonathan Rosa. 2018. *Looking like a Language, Sounding like a Race: Raciolinguistic Ideologies and the Learning of Latinidad*. Oxford: Oxford University Press.

- Janet McIntosh and Norma Mendoza-Denton (eds.). 2020. *Language in the Trump Era: Scandals and Emergencies*. Cambridge: Cambridge University Press.

NOV 30 and DEC 7 – Final project presentations

## EVALUATION

Students will be evaluated on the basis of a final project. They will have two options:

A conventional academic paper of approximately 7000 words (15 pages, single-spaced, in Times New Roman 12) focusing on a topic previously approved by me. The must be closely related to the issues discussed in the seminar and incorporate at least part of the conceptual landscape laid out throughout the semester for the analysis of glottopolitical problems in late capitalism. The paper must consist of the definition of an object of study, presentation of the archival and/or field work that should be conducted in order to properly identify the object, and discussion of the possible theoretical relevance of the research.

A written proposal of approximately 7000 words (15 pages, single-spaced, in Times New Roman 12) for a public-facing project previously approved by me. The proposal must be closely related to the issues discussed in the seminar and incorporate at least part of the conceptual landscape laid out throughout the semester for the analysis of glottopolitical problems in late capitalism. The proposal must consist of a clear definition of the topic, a outline of the publics it would be addressing, and a detailed description of the activities and outcomes associated with the project.