UNIVERSIDADE FEDERAL DE SANTA CATARINA
PROGRAMA DE PÓS-GRADUAÇÃO EM LINGUÍSTICA

DISCIPLINA: Tópicos Especiais em Política Linguística	
CÓDIGO DA DISCIPLINA: LIN410049-DO/41000145-ME	
PROFESSORES: Daniel N. Silva e Karolina Bielenin-Lenczowska	
CARGA HORÁRIA TOTAL: 60h	
PERÍODO: 1º semestre/ 2020	
HORÁRIO: 14h – 18h – 3ª Feira	

EMENTA:

"Estudos avançados em políticas linguísticas: referenciais teóricos contemporâneos." Advanced studies in language policies: contemporary theoretical references.

OBJETIVO:

The contents of this course are: North-American, European, Brazilian, South African Linguistic Anthropology; Linguistic Landscapes; Language Ideologies; Race; Gender; Commodification of Language; Inequality.

This course aims at offering an intensive introduction to selected theories and methods in Linguistic Anthropology. The primary objective is to familiarize students with core approaches to language in social context and basic research methods in Linguistic Anthropology. It has two parts: (1) the sequence of readings, including close attention to the methods and evidence on which they draw, and (2) an online fieldwork in which students will observe language in an actual social setting, and produce field notes guided by questions that we will discuss at length.

By the end of the course, students will be familiar with a range of methods for the analysis of language in social context, including participant observation; interviews; elicitation; and experiments. In addition, students will have produced several forms of data based on first-hand research, such as fieldnotes, floorplans, audio or video recordings, and transcriptions.

METODOLOGIA:

Due to the Covid-19 pandemic, the class will exceptionally be taught online. The class will have the same time schedule as the traditional in-person course, yet this time load will be broken down to a combination of synchronous activities – i.e., meetings through Google Meet or Jitsi Meet –

and asynchronous activities – such as recorded video classes that will be posted on Moodle, discussion forums, chats, and podcasts. We are planning on having a synchronous class every other week (i.e., every 14 days) and asynchronous activities every week.

All lectures and discussion sections will be recorded and made available on Moodle. Therefore, students who are not able to attend a specific synchronous activity will have the opportunity to watch the activity at a later moment. Students will be expected to complete required readings, but depending on the actual conditions and schedule of students in the new scenario, the amount of readings will eventually be reorganized. We will also orient and advise students in their producing of fieldnotes and a final paper based on their own primary observations.

With regard to the control of frequency, students will be required each week to produce one of the following activities: short reaction paper to the week's reading; field note; project of investigation; response to a short questionnaire; draft of paper; final paper. Therefore, by posting weekly the completed assigned activity will count as "presence"; failure to post an activity will count as absence in a given week.

The course will be taught in English, but the class will engage in translanguaging, meaning that students with low proficiency in English are also welcome to attend it.

All bibliographical references listed above will be, wholly or in part, available on Moodle.

PROGRAMA E CRONOGRAMA

1. **Course presentation – Sept 1/2020 – (synchronous class. Link will be sent to students over Moodle – 4h)**

2. American Linguistic Anthropology – Introduction – Sept 8 (synchronous class – 4h)

Boas, Franz (1966) Introduction to Handbook of American Indian Languages. Lincoln: University of Nebraska Press.

Hanks, William F. Meaning and matters of context. Chapter 1 in *Language and Communicative Practice* [hereafter *LCP*]. 1996. Boulder, CO: Westview Press, Inc. 1-17.

Appiah, Kwame Anthony (2020) The Defender of Differences. *New York Review of Books*, May 28, 2020

Additional readings:

Sapir, Edward. Language (1933). In Mandelbaum, D., ed., Selected Writings of Edward Sapir in Language, Culture, and Personality. 1949. Berkeley: University of California Press. 7-32.

Briggs, Charles (2002) Linguistic Magic Bullets in the Making of a Modernist Anthropology. *American Anthropologist*104(2): 481-498.

Ball, Christopher (2012) Boasian Legacies in Linguistic Anthropology: A Centenary Review of 2011. *American Anthropologist* 114(2): 203-216.

About Linguistic Anthropology in the Museu Nacional/UFRJ:
Leite, Yonne (2016) Memórias de uma aprendiz ingênua. *Mana* 22(1): 235-259.

3. Linguistic Relativity - Sept. 15 – (asynchronous – 4h)

Whorf, BL. The relation of habitual thought and behavior to language (1941). In Blount, B. ed., *Language Culture and Society, a Book of Readings* [hereafter *LCS*]. 1995. Prospect Heights: Waveland. 64-84.

Whorf, Benjamin Lee (2017). Ciência e linguística (trad. Bernhard Sylla). In Bernhard Sylla (coord.). Filosofia da Linguagem. Uma Antologia (pp. 161-174). Famalicão: Húmus.

Lucy, John. 1985. Whorf's view of the linguistic mediation of thought. In Blount, B., ed., *LCS*. 415-439.

Movie: *The Arrival* (2016), dir. Denis Villeneuve

Additional Readings:
Silverstein, Michael (2000) Whorfianism and the Linguistic Imagination of Nationality. *In Regimes of Language: Ideologies, Polities, and Identities*. Paul V. Kroskrity, ed. Pp. 85-138. Santa Fe: School of American Research Press.

Hill, Jane & Bruce Mannheim (1992) Language and World View. *Annual Review of Anthropology*, 21:381-406

Gumperz, John & Stephen Levinson (1991). Rethinking Linguistic Relativity. *Current Anthropology*, Vol. 32, No. 5, pp. 613-623

Duranti, Alessandro (1992) Relativity. *Journal of Linguistic Anthropology*. Jun 1999, Vol. 9, No. 1-2: 220-222.

4. Language Ideologies (the paradigm) – Sept. 22 (synchronous – 4h)

Woolard, Kathryn A. Introduction: Language ideology as a field of inquiry. *Language ideologies: Practice and theory* 3.11 (1998).

Irvine, J. T., & Gal, S. (2009). Language ideology and linguistic differentiation. In P. V. Kroskrity (Ed.), *Regimes of Language: Ideologies, polities, and identities*. Santa Fe: School of American Research Press, pp. 35-84.

Additional Readings

Silverstein, Michael, 1979 Language Structure and Linguistic Ideology. *In* The Elements: *A Parasession on Linguistic Units and Levels*. Paul R. Clyne, William F. Hanks, and Carol F. Hofbauer, eds., pp. 193–247. Chicago: Chicago Linguistic Society.

Hymes, Dell (1962) The ethnography of speaking. In Blount, B., ed., *Language Culture and Society, a Book of Readings*. 1995. Prospect Heights: Waveland. 248-282.

Basso, Keith. 'To give up on words': Silence in Western Apache culture (1970). In Giglioli, P. ed., *Language and Social Context*. 1972. Middlesex: Penguin Books. 67-86.

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5. **Language ideologies (in action) – Sept. 29 (asynchronous – 4h)**

Inoue, Miyako (2004) What Does Language Remember?: Indexical Inversion and the Naturalized History of Japanese Women. *Journal of Linguistic Anthropology*, 14(1): 39–56.

Marsilli-Vargas, Xochtil (2014) Listening genres: The emergence of relevance structures through the reception of sound. *Journal of Pragmatics* 69: 42-51.

Gal, Susan & Judith Irvine (2019) *Signs of Difference: Language and Ideology in Social Life*. Cambridge: Cambridge University Press.

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6. Methods of research I – Oct. 6 (synchronous – 4h)

Emerson, R. M., Fretz, R. I., & Shaw, L. L. (2011). *Writing ethnographic fieldnotes*. University of Chicago Press.

Mendoza-Denton, Norma (2008) *Homegirls: language and cultural practice among Latina*

youth gangs. Malden: Blackwell. (Chapters 1 "La Migra" and 2, "Beginning Fieldwork")

Bucholtz, Mary (2000) "The politics of transcription." *Journal of Pragmatics* 32: 1439-1465.

Silva, Daniel (2014) O texto entre a entextualização e a etnografia: um programa jornalístico sobre belezas subalternas e suas múltiplas contextualizações. *Linguagem em (dis)curso*.

7. **Methods of research II – Oct. 13 (asynchronous – 4h)**

Briggs, Charles. *Learning How to Ask*. 1986. Cambridge: Cambridge University Press. Capítulos 1-3. 1-60.

Briggs, Charles L. (2007) "Anthropology, interviewing, and communicability in contemporary society." *Current Anthropology* 48.4: 551-580.

Additional Readings:

Ochs, E. (1979). Transcription as theory in E. Ochs and B. Schiefflin (eds.) Developmental Pragmatics.

Mason, Jeniffer (2002) *Qualitative Researching*. London: Sage. (Part II: 'Generating qualitative data")
GARCEZ, Pedro de Moraes and SCHULZ, Lia (2015) Olhares circunstanciados: etnografia da linguagem e pesquisa em Linguística Aplicada no Brasil. *DELTA*, vol.31, no.spe, p.1-34.

Heller, Monica, Sari Pietikainen, and Joan Pujolar (2017) *Critical Sociolinguistic Research Methods: Studying Language Issues that Matter*. London: Routledge.

8. **Linguistic landscape I** – **Oct. 20** (synchronous – 4h)

Landry Rodrigue, Bourhis Richard Y. 1997. *Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study,* "Journal of Language and Social Psychology" 16(1): 23-49.

Ben-Rafael Elizer, Shohamy Elana, Amara Muhammad Hasan and Trumper-Hecht Nira. 2006. Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel. *International Journal of Multilingualism* 3(1): 7-30.

9. Linguistic Landscape II – **Oct. 27** (asynchronous – 4h)

Blommaert, Jan, Maly, Ico. 2014. *Ethnographic linguistic landscape analysis and social change: A case study*, Tilburg Papers in Culture Studies 100: 1-27.

Trinch, Shonna, Snajdr Edward. 2017. *What the signs say: Gentrification and the disappearance of capitalism without distinction in Brooklyn*, "Journal of Sociolinguistics 21(1): 64-89.

Woldemariam, Hirut, Lanza, Elizabeth. 2015. Imagined community. The linguistic landscape in a diaspora. *Linguistic Landscape* 1 (1/2): 172-190.

10. Linguistic Landscape, Sexuality, and Colonialism – Nov. 3 (synchronous - 4h)

Milani, Tommaso. 2019. Trump, existential threats and the banality of evil – Or why sociolinguists should (re) read Hannah Arendt. *Working Papers in Urban Language & Literacies* 258.

Borba, Rodrigo & Tommaso Milani. 2019. Colonial intertexts: Discourses, bodies, and stranger fetishism in the Brazilian media. *Discourse, Context & Media* 30: 100290.

Milani, Tommaso & Erez Levon. 2016. Sexing diversity: Linguistic landscapes of homonationalism. *Language & Communication* 51: 69-86.

11. Indexicality, gender, and sexuality – Nov. 10 (asynchronous – 4h)
Inoue, Miyako, *Vicarious Language: Gender and Linguistic Modernity in Japan*. Berkeley: University of California Press. (Cap. 1, An Echo of National Modernity: *Overhearing "Schoolgirl Speech"*)

Borba, Rodrigo (2016) *O (Des)Aprendizado de si: transexualidade, interação e cuidado em saúde*. Rio de Janeiro: Fiocruz. (selected chapters)

Hall, Kira (2005) Intertextual sexuality. *Journal of Linguistic Anthropology* 15.1: 125-144

12. Race and indexicality – Nov. 17 (synchronous – 4h)

Lo, Adrienne (2019) Race, language, and representations. *Items - Insights from Social Sciences*. Available at: https://items.ssrc.org/sociolinguistic-frontiers/race-language-and-representations/

Lopes, A.C; Silva, D,N.; Facina, A.; Calazans, R.: Tavares, J. Desregulamentando dicotomias: transletramentos, sobrevivência e nascimentos. *Trabalhos em Linguística Aplicada,* n(56.3): 753-780, set./dez. 2017

Additional Reading:

Mendoza-Denton, Norma (2008) *Homegirls: language and cultural practice among Latina youth gangs*. Malden: Blackwell. (Cap. 4 "Hemispheric Localism: Language, Racialized Nationalism, and the Politicization of Youth")

Bucholtz, M. 2012. White Kids. "Not That I'm a Racist: Strategies of colorblindness in talk about race and friendship." In *Language, Race and Styles of Youth Identity*. Cambridge University Press, pp. 164-186.

Labov, William, "Academic Ignorance and Black Intelligence," *The Atlantic*, June (1972). Available at: https://www.theatlantic.com/past/docs/issues/95sep/ets/labo.htm

Rosa, Jonathan (2019) *Looking like a language, sounding like a race: Raciolinguistic ideologies and the learning of latinidad.* Oxford: Oxford University Press.

13. Minority and endangered languages – Nov. 24 (asynchronous – 4h)

Dołowy-Rybińska, Nicole (2013) The Europe of Minorities. Cultural Landscapes and Ethnic Boundaries, Art Inquiry 15:125-137.

Davis, Jenny L. (2015) Language affiliation and ethnolinguistic identity in Chickasaw language revitalization, Language and Communication, 1-12.

Additional Reading:

Borges, R. (2019) Rapid Automatized Picture Naming as a Proficiency Assessment for Endangered Language Contexts: Results from Wilamowice, Journal of Communication and Cultural Trends, URL: http://www.diva-portal.org/smash/get/diva2:1330032/FULLTEXT01.pdf

14. Language and Commodification – Dec. 1 (asynchronous – 4h)

Heller, M., & McElhinny, B. (2017). *Language, capitalism, colonialism: Toward a critical history*. University of Toronto Press. (selected chapters)

Heller, M. & Duchene, A. (2012) *Language in Late Capitalism: Pride and Profit.* London: Routledge (selected chapters)

Jacquemet, Marco. Language in the Age of Globalization. *The Routledge Handbook of Linguistic Anthropology*, p. 329-347, 2016.

Avaliação:

For the practicum part of the course, students will be asked to choose an online setting where they will conduct basic fieldwork or study the linguistic landscapes of a chosen sight. Any student already involved in research can focus on the site in which they work; others will select a site (with help from us). The purpose is to engage every student in the production and analysis of language data using techniques and frameworks from linguistic anthropology. There will be some short written assignments, basically fieldnotes and reaction papers about readings, which will be discussed in class. Each assignment will be guided by focused questions that we will discuss in class.

Students will also write a final paper on the fieldwork, reaction papers and related theories discussed in class.

Referências:

Respeitar-se-á o limite de disponibilização de 20% dos livros referenciados no todo neste Plano de Ensino.

Appiah, Kwame Anthony (2020) The Defender of Differences. *New York Review of Books*, May 28, 2020

Ball, Christopher (2012) Boasian Legacies in Linguistic Anthropology: A Centenary Review of 2011. *American Anthropologist* 114(2): 203-216.

Basso, Keith. 'To give up on words': Silence in Western Apache culture (1970). In Giglioli, P. ed., *Language and Social Context*. 1972. Middlesex: Penguin Books. 67-86.

Ben-Rafael Elizer, Shohamy Elana, Amara Muhammad Hasan and Trumper-Hecht Nira. 2006. Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel. *International Journal of Multilingualism* 3(1): 7-30.

Blommaert, Jan, Maly, Ico. 2014. *Ethnographic linguistic landscape analysis and social change: A case study*, Tilburg Papers in Culture Studies 100: 1-27.

Boas, Franz (1966) Introduction to Handbook of American Indian Languages. Lincoln: University of Nebraska Press.

Borba, Rodrigo (2016) *O (Des)Aprendizado de si: transexualidade, interação e cuidado em saúde.* Rio de Janeiro: Fiocruz. (selected chapters)

Borba, Rodrigo & Tommaso Milani. 2019. Colonial intertexts: Discourses, bodies, and stranger fetishism in the Brazilian media. *Discourse, Context & Media* 30: 100290.

Borges, R. (2019) Rapid Automatized Picture Naming as a Proficiency Assessment for Endangered Language Contexts: Results from Wilamowice, Journal of Communication and Cultural Trends, URL: http://www.diva-portal.org/smash/get/diva2:1330032/FULLTEXT01.pdf

Briggs, Charles (2002) Linguistic Magic Bullets in the Making of a Modernist Anthropology.

*American Anthropologist*104(2): 481-498.

Briggs, Charles L. (2007) "Anthropology, interviewing, and communicability in contemporary society." *Current Anthropology* 48.4: 551-580.

Briggs, Charles. *Learning How to Ask*. 1986. Cambridge: Cambridge University Press. Capítulos 1-3. 1-60.

Bucholtz, M. 2012. White Kids. "Not That I'm a Racist: Strategies of colorblindness in talk about race and friendship." In *Language, Race and Styles of Youth Identity*. Cambridge University Press, pp. 164-186.

Bucholtz, Mary (2000) "The politics of transcription." *Journal of Pragmatics* 32: 1439-1465.

Davis, Jenny L. (2015) Language affiliation and ethnolinguistic identity in Chickasaw language revitalization, Language and Communication, 1-12.

Dołowy-Rybińska, Nicole (2013) The Europe of Minorities. Cultural Landscapes and Ethnic Boundaries, Art Inquiry 15:125-137.

Duranti, Alessandro (1992) Relativity. *Journal of Linguistic Anthropology*. Jun 1999, Vol. 9, No. 1-2: 220-222.

Emerson, R. M., Fretz, R. I., & Shaw, L. L. (2011). *Writing ethnographic fieldnotes*. University of Chicago Press.

Gal, Susan & Judith Irvine (2019) *Signs of Difference: Language and Ideology in Social Life*. Cambridge: Cambridge University Press.

GARCEZ, Pedro de Moraes and SCHULZ, Lia (2015) Olhares circunstanciados: etnografia da linguagem e pesquisa em Linguística Aplicada no Brasil. *DELTA*, vol.31, no.spe, p.1-34.

Gumperz, John & Stephen Levinson (1991). Rethinking Linguistic Relativity. *Current Anthropology*, Vol. 32, No. 5, pp. 613-623

Hall, Kira (2005) Intertextual sexuality. *Journal of Linguistic Anthropology* 15.1: 125-144

Hanks, William F. Meaning and matters of context. Chapter 1 in *Language and Communicative Practice* [hereafter *LCP*]. 1996. Boulder, CO: Westview Press, Inc. 1-17.

Heller, M. & Duchene, A. (2012) *Language in Late Capitalism: Pride and Profit.* London: Routledge (selected chapters)

Heller, M., & McElhinny, B. (2017). *Language, capitalism, colonialism: Toward a critical history*. University of Toronto Press. (selected chapters)

Heller, Monica, Sari Pietikainen, and Joan Pujolar (2017) *Critical Sociolinguistic Research Methods: Studying Language Issues that Matter*. London: Routledge.

Hill, Jane & Bruce Mannheim (1992) Language and World View. *Annual Review of Anthropology*, 21:381-406

Hymes, Dell (1962) The ethnography of speaking. In Blount, B., ed., *Language Culture and Society, a Book of Readings*. 1995. Prospect Heights: Waveland. 248-282.

Inoue, Miyako (2004) What Does Language Remember?: Indexical Inversion and the Naturalized History of Japanese Women. *Journal of Linguistic Anthropology*, 14(1): 39–56.

Inoue, Miyako, *Vicarious Language: Gender and Linguistic Modernity in Japan*. Berkeley: University of California Press. (Cap. 1, An Echo of National Modernity: *Overhearing "Schoolgirl Speech"*)

Irvine, J. T., & Gal, S. (2009). Language ideology and linguistic differentiation. In P. V. Kroskrity (Ed.), *Regimes of Language: Ideologies, polities, and identities*. Santa Fe: School of American Research Press, pp. 35-84.

Jacquemet, Marco. Language in the Age of Globalization. *The Routledge Handbook of Linguistic Anthropology*, p. 329-347, 2016.

Labov, William, "Academic Ignorance and Black Intelligence," *The Atlantic*, June (1972). Available at: https://www.theatlantic.com/past/docs/issues/95sep/ets/labo.htm

Landry Rodrigue, Bourhis Richard Y. 1997. *Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study, "*Journal of Language and Social Psychology" 16(1): 23-49.

Leite, Yonne (2016) Memórias de uma aprendiz ingênua. *Mana* 22(1): 235-259.

Lo, Adrienne (2019) Race, language, and representations. *Items - Insights from Social Sciences*. Available at: https://items.ssrc.org/sociolinguistic-frontiers/race-language-and-representations/

Lopes, A.C; Silva, D,N.; Facina, A.; Calazans, R.: Tavares, J. Desregulamentando dicotomias: transletramentos, sobrevivência e nascimentos. *Trabalhos em Linguística Aplicada,* n(56.3): 753-780, set./dez. 2017

Lucy, John. 1985. Whorf's view of the linguistic mediation of thought. In Blount, B., ed., *LCS*. 415-439.

Marsilli-Vargas, Xochtil (2014) Listening genres: The emergence of relevance structures through the reception of sound. *Journal of Pragmatics* 69: 42-51.

Mason, Jeniffer (2002) *Qualitative Researching*. London: Sage. (Part II: 'Generating qualitative data")

Mendoza-Denton, Norma (2008) *Homegirls: language and cultural practice among Latina youth gangs*. Malden: Blackwell. (Cap. 4 "Hemispheric Localism: Language, Racialized Nationalism, and the Politicization of Youth")

Mendoza-Denton, Norma (2008) *Homegirls: language and cultural practice among Latina youth gangs*. Malden: Blackwell. (Chapters 1 "La Migra" and 2, "Beginning Fieldwork")

Milani, Tommaso & Erez Levon. 2016. Sexing diversity: Linguistic landscapes of homonationalism. *Language & Communication* 51: 69-86.

Milani, Tommaso. 2019. Trump, existential threats and the banality of evil – Or why sociolinguists should (re) read Hannah Arendt. *Working Papers in Urban Language & Literacies* 258.

Movie: *The Arrival* (2016), dir. Denis Villeneuve

Ochs, E. (1979). Transcription as theory in E. Ochs and B. Schiefflin (eds.) Developmental Pragmatics.

Rosa, Jonathan (2019) *Looking like a language, sounding like a race: Raciolinguistic ideologies and the learning of latinidad.* Oxford: Oxford University Press.

Sapir, Edward. Language (1933). In Mandelbaum, D., ed., Selected Writings of Edward Sapir in Language, Culture, and Personality. 1949. Berkeley: University of California Press. 7-32.

Silva, Daniel (2014) O texto entre a entextualização e a etnografia: um programa jornalístico sobre belezas subalternas e suas múltiplas contextualizações. *Linguagem em (dis)curso*.

Silverstein, Michael (2000) Whorfianism and the Linguistic Imagination of Nationality. *In Regimes of Language: Ideologies, Polities, and Identities*. Paul V. Kroskrity, ed. Pp. 85-138. Santa Fe: School of American Research Press.

Silverstein, Michael, 1979 Language Structure and Linguistic Ideology. *In* The Elements: *A Parasession on Linguistic Units and Levels*. Paul R. Clyne, William F. Hanks, and Carol F. Hofbauer, eds., pp. 193–247. Chicago: Chicago Linguistic Society.

Trinch, Shonna, Snajdr Edward. 2017. *What the signs say: Gentrification and the disappearance of capitalism without distinction in Brooklyn*, "Journal of Sociolinguistics 21(1): 64-89.

Whorf, Benjamin Lee (2017). Ciência e linguística (trad. Bernhard Sylla). In Bernhard Sylla (coord.). Filosofia da Linguagem. Uma Antologia (pp. 161-174). Famalicão: Húmus.

Whorf, BL. The relation of habitual thought and behavior to language (1941). In Blount, B. ed., *Language Culture and Society, a Book of Readings* [hereafter *LCS*]. 1995. Prospect Heights: Waveland. 64-84.

Woldemariam, Hirut, Lanza, Elizabeth. 2015. Imagined community. The linguistic landscape in a diaspora. *Linguistic Landscape* 1 (1/2): 172-190.

Woolard, Kathryn A. Introduction: Language ideology as a field of inquiry. *Language ideologies: Practice and theory* 3.11 (1998).