

University of Massachusetts Amherst

Department of Anthropology

Anthropology 697LA (59212)

Theory and Method in Linguistic Anthropology

Spring 2014

Instructors: Dr. Jonathan Rosa and Dr. Emiliana Cruz

Dr. Rosa office hours: 204 Machmer, Wednesdays from 10am-12pm

Dr. Cruz office: 210 Machmer, Fridays from 1pm-3pm

Class Day/Time: Wednesdays from 12:20-3:20

Class Room: Herter 101

This course introduces graduate students in the Department of Anthropology to central concepts and approaches in the subfield of linguistic anthropology. In particular, we will focus on issues of scale in the analysis of communication to link interactional and institutional orders. This involves a critical reexamination of the mediated nature of “identity” as it pertains to linguistic forms, material objects, persons, and social collectivities. In our efforts to apprehend the cultural meaningfulness and systematic nature of language as a form of social action, we will develop a model for making sense of what has been called the “total linguistic fact”: structure, context, ideology, and domain. The seminar includes a set of methodological workshops in which students will learn practical skills for conducting ethnographic fieldwork focused on the study of language and culture. Topics for these methodological workshops include strategies for recording, editing, transcribing, analyzing, and archiving both audio and visual data. The overarching goal of the course is for students across the subfields of anthropology to gain a theoretical and methodological toolkit for understanding and examining the fundamental role of semiotic processes in structuring sociocultural life, as well as the range of analytical insights to be gained from investigating language ideologies and linguistic practices.

All of the required readings for this course will be accessible via Moodle. You can consult the following readers for broad overviews of linguistic anthropology and anthropological linguistics:

Ahearn, *Living Language: An Introduction to Linguistic Anthropology*; Duranti, *Linguistic Anthropology*; Duranti, *Linguistic Anthropology: A Reader*; Duranti, *Companion to Linguistic Anthropology*; Foley, *Anthropological Linguistics*

Guidelines and Requirements

This is an intensive seminar course. The majority of your work each week will consist of reading in preparation for our seminar meetings. Each student will be assigned a week in which to facilitate discussion of the readings. For the week in which you sign up to facilitate discussion, you are expected to develop a set of discussion questions and a creative way in which to guide the discussion. You will prepare a handout with your reflections on the reading and your discussion questions. This handout should be approximately 1-2 single-spaced pages. Feel free to bring in any audiovisual media to supplement your handout. There is no possible way that you could get to all of this issues covered in the reading, so focus on whatever ideas interest you most.

You will also complete several projects focused on research methodologies in linguistic anthropology. Your final paper for the course will emerge from these projects and your own research interests.

Course Schedule

Week 1 (January 22): Introductions; Historical and Contemporary Approaches in Linguistic Anthropology

Duranti, Language as Culture in U.S. Anthropology

Briggs, Linguistic Magic Bullets in the Making of a Modernist Anthropology

Gal, Linguistic Anthropology

Week 2 (January 29): Indexicality, Semiotics, and the Nature of the Linguistic Sign

Saussure, Introduction: Chapters III, IV, V (Pp. 7-22)

Peirce, Selections from Collected Papers Volume 2, Elements of Logic

Silverstein, Indexical Order and the Dialectics of Sociolinguistic Life

Keane, Semiotics and the Social Analysis of Material Things

Inoue, Speech Without a Speaking Body: “Japanese Women’s Language” in Translation

Urciuoli, Excellence, Leadership, Skills, Diversity

Further Reading

Jakobson, Linguistics and Poetics; Jakobson, Shifters; Peirce, Logic as Semiotic; Parmentier, Peirce Divested for Non-Intimates; Mertz and Parmentier; Ochs, Indexing Gender; Kiesling, Rethinking Indirection and the Indexical Cycle; Silverstein, “Direct” and “Indirect” Communicative Acts in Semiotic Perspective; Mertz and Parmentier, Semiotic Mediation; Silverstein, Language and the Culture of Gender; The rest of Saussure!

Week 3 (February 5): CLASS CANCELLED DUE TO INCLEMENT WEATHER

Week 4 (February 12): Transcription Part 1 (ELAN, Audacity, etc.)/Denotational Texts and Interactional Texts; Mapping Roles and Modes of Performativity

Ochs, Transcription as Theory
Bucholtz, The Politics of Transcription
Goffman, Footing
Bakhtin, Discourse in the Novel
Agha, Voice, Footing, Enregisterment
Silverstein, Cultural Concepts

Further Reading

Silverstein, Shifters; Wortham, Mapping Participant Deictics; Goffman, Frames of Talk; Austin, How to Do Things with Words; Searle, Speech Acts; Bauman and Briggs, Poetics and Performance; Rosaldo, The Things We Do with Words; Silverstein, Improvisational Performance of Culture; Benveniste, Problems in General Linguistics; Malinowski, Language of Magic and Gardening; Hill, The Grammar of Consciousness and the Consciousness of Grammar

Week 5 (February 19): Transcription Part 2: Voicing in Action

*Students must create their own recording, transcript, and analysis; the sound file, transcription, and analysis must be submitted via Moodle by 5pm on February 18

Hill, The Many Voices of Don Gabriel
Irvine, Shadow Conversations
Reyes, That's Racist

Week 6 (February 26): Ritualization of Discursive Chains; Intertextuality and Interdiscursivity; Decontextualization and Recontextualization

Silverstein, Axes of Evals
Bauman and Briggs, Genre, Intertextuality, and Social Power
Wirtz, Cuban Performances of Blackness as the Timeless Past Still Among Us
Dick, Imagined Lives and Modernist Chronotopes in Mexican Nonmigrant Discourse
Carr, Anticipating and Inhabiting Institutional Identities
Urciuoli, Talking/Not Talking about Race

Further Reading

Silverstein and Urban, Natural Histories of Discourse; Wortham, Narratives in Action

Week 7 (March 5): Language Socialization; Language Ideologies; Standardization; Language and Political Economy

Ochs and Schieffelin, The Theory of Language Socialization
Zentella, Promises, Pitfalls, etc.
Heath, What No Bedtime Story Means
Irvine and Gal, Language Ideology and Linguistic Differentiation
Kroskrity, Language Ideologies
Silverstein, Monoglot Standard
Gal, Contradictions of Standard Language in Europe
Rosa, Standardization, Racialization, Languagelessness

Further Reading:

Fader, Mitzvah Girls; Shankar, Desiland; Zentella, Building on Strength; Baquedano-Lopez, Doctrina Narratives; Ochos, Schieffelin, and Duranti, Handbook of Language Socialization; Heath, Ways with Words; Baquedano-Lopez and Garrett, Language Socialization; Bloomfield, Literate and Illiterate Speech; Philips, Warm Springs; Bourdieu, Language and Symbolic Power; Inoue, Vicarious Language; Gal, Language and Political Economy; Urciuoli, Exposing Prejudice; Urciuoli, Whose Spanish; Baugh, Linguistic Profiling; Cavanaugh, Accent Matters; Santa Ana, Brown Tide Rising; Hill, The Everyday Language of White Racism; González, I Am My Language; Woolard, Language Ideologies as a Field of Study; Schieffelin, et al Language Ideologies; Woolard and Schieffelin, Language Ideologies; Gal, Language Ideologies Compared: Metaphors of Public/Private; Boas, On Alternating Sounds; Park, Naturalization of Competence and the Neoliberal Subject

Week 8 (March 12): Video Data Collection, Analysis, Archiving, and Sharing

Goodwin, Professional Vision
Goodwin, Practices of Seeing
Mendoza-Denton, The Semiotic Hitchhiker's Guide to Creaky Voice

Week 9 (March 19): No Class (Spring recess)

Week 10 (March 26): Multilingualism, Codeswitching, Language Shift, Revitalization

Woolard, Codeswitching
Gal, The Political Economy of Code Choice
Rampton, Crossing
Woolard, Language Convergence and Language Death
Hill, Expert Rhetorics
Kulick, Anger, Gender, Language Shift
Collins, Our Ideologies and Theirs
Eisenlohr, Language Revitalization and New Technologies

Further Reading:

Zentella, Growing Up Bilingual; Blom and Gumperz, Codeswitching; Benjamin Bailey, Language, Race, and Negotiation of Identity; Woolard, Simultaneity and Bivalency; Rampton, Crossing; Rampton, Language in Late Modernity; Otheguy, Spanglish; Lipski, Spanglish; Jaspers, Linguistic Sabotage; Makihara, Syncretism; Harrison, When Languages Die; Errington, Linguistics in a Colonial World; Gal, Language Shift

Week 11 (April 2): Fieldwork Practicalities; Equipment, Interviewing, IRB, etc.

*Students are required to conduct and record a short language-oriented interview; audio file and interview transcript must be submitted by 5pm on April 1 and students must come to class prepared to discuss their interviews

Briggs, Learning How to Ask
Macaulay, Training Linguistics Students for the Realities of Fieldwork

Week 12 (April 9): Language Community, Speech Community, and Ethnolinguistic Identities

*GIS Presentation

Irvine, Speech Community and Language Community
Silverstein, The Whens and Wheres – as Well as Hows – of Ethnolinguistic Recognition
Gal, Sociolinguistic Regimes and the Management of Diversity
Hill, Language, Race, and White Public Space
Rosa, Learning Ethnolinguistic Borders

Further Reading:

Silverstein, Contemporary Transformations of Local Language Communities; Urla, Cultural Politics in an Age of Statistics; Herder, Philosophy of Man; Morgan, Language, Discourse and Power; Labov, Sociolinguistic Patterns; Eckert, Linguistic Variation as Social Practice

Week 13 (April 16): Verbal Art, Expressive Practice, and Multimodality

*Students are required to identify and analyze an example of performance; audio/video file and analysis of the performance must be submitted by 5pm on April 15

Feld, Fox, Samuels, Vocal Anthropology

Alim, Hip Hop Nation Language

Mendoza-Denton, Muy Macha

Basso, Portraits of the Whiteman

Further Reading

Sherzer, Speech Play and Verbal Art; Alim, Rock the Mic Right

Week 14 (April 23): No Class - Monday Class Schedule**Week 15 (April 30): Presentations on Identity, Performativity, and Differentiation;
Metapragmatic Models of Personhood**

*Analyze the sociolinguistic construction of an identity related to your research interests; provide multiple examples of emblems of this identity, highlight contexts in which it is made salient, and present an analysis of the broader issues involved in the sociolinguistic construction of this identity

Bucholtz and Hall, Identity and Interaction

Hastings and Manning, Acts of Alterity

Wortham, Social Identification and Local Metapragmatic Models