Transidioma

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Cultural globalization

- Mobile people
- Digital communication technologies
- Space-time compression
- Emergence of circulation along with production in the creation of value (knowledge-based economy)
- Emergence of a global consciousness
Mobile people 1

Two effects:
1) As people move they acquire languages, becoming multilingual speakers;
2) Increased demand for people with multilingual skills.
A post-industrial wave of migration characterized by people able to forge and sustain multi-stranded social relations across geographic, cultural, and political borders.
Transnational migrants sustain a multiplicity of involvements in both home and host countries, a multiplicity made possible by their networks of interpersonal relationships and electronic links.
Transmigrants develop a **triadic geography of belonging** composed of:

- their relation to place of residence
- their creation of myths of homeland
- and their imagination of the diasporic community
Theoretical insights 1

1) Reconceptualization of what constitutes a “place:” we need to study the multiple transnational nodes in the discontinuous space of late modernity;

2) Reconceptualization of what constitutes a “community:” from a bounded entity with clear geographical limits, to the “imagined community” (Anderson 1991), and finally to social formations without clearly identifiable linguistic boundaries.
Through digital communication technologies, people confront new rules and resources for the construction of social identity, communicative competence, and cultural belonging.
Telegraph networks (Carey 1989)

- Economic effects
- Ideological effects
- Communicative/linguistic effects
Modern Linguistics (Ferdinand de Saussure)

The rise of technologically-mediated communication, made possible for Saussure to think of language as a system of signs, a semiotic system.
Colonialism, Technology, and Language

→ the role of the telegraph in spreading English (Graddol 1996)
Early modern mobility: language and colonialism

Colonial languages spread through:
- economic and military conquest;
- colonists’ migration;
- cultural influence (esp. in education);
- “civilizing” impact of Christianity;
- technologies (esp. the telegraph);

→ emergence of new languages, refashioning of existent ones, and transformation of communicative patterns and language relations.
Romanticism and the nation-state

Nation building based on Romantic ideas re: one people/one language/one territory

The role of print media

The construction of the vagrant, the nomad, or the migrant as “other” (Foucault)
The birth of intercultural communication studies

Post WW2 period

1) US Marshall Plan, USAID, Foreign Service Institute (Birthwistell, Hall, Trager)
2) Post-colonial core-periphery migration: studies of boundary-maintenance via language (Gumperz, Fishman, etc.)

→ crosstalk, code-switching, multilingualism
Contemporary critical issues:

1) the discourse on language endangerment and creation;
2) the modern understanding of what constitutes a language,
3) the play between local and global scales,
4) the impact of media technologies on communicative practices,
5) the political economy of linguistic globalization
6) superdiversity.
1) Language endangerment and creation

Dystopians vs. futurists:
Globalization and mobility as destructive forces (“When one or more languages are chosen for mega-communication, the small communication zones wither away, resulting in loss of culture.” Pattanayak 1996: 145)

Problematic issues:
Language as a window into culture;
Endangerment as a biological metaphor;
Language “death,” synchronic approach;
Denial of speakers’ agency;
New linguistic formations
2) The nature of language

Contemporary studies are focusing on **linguistic hybridity** instead of uniformity, **movement** instead of stasis, and **borders** instead of interiors.

- Lack of shared knowledge
- Ideological patrolling of linguistic borders
- Superdiversity

In globalized environments, what counts is not what “language” one speaks but the capacity to make oneself understood by others.
SOCIOlinguistic theories of globalization and language contact

Transidiomatic Practices (Jacquemet 2005)
Transnational heteroglossia (Bailey, 2007)
Polylingualism (Jørgensen 2008)
Translanguaging (García, 2009)
Plurilingualism (Canagarajah, 2009)
Truncated multilingualism (Blommaert 2009)
Codemeshing (Young, 2004; Canagarajah, 2005)
Flexible bilingualism (Creese and Blackledge, 2010)
Heterolingualism (Pratt 2010)
Metrolingualism (Pennycook 2010)
Translingual Practices (Canagarajah 2010)
[Translingual Practice, Liu 1995]
Transidioma (Jacquemet, forthcoming, Blackwell/Wiley)
3) Local/global scales

**Scales of indexicalities** (Blommaert, 2009):

1) From the local to the national to the transnational: participants in the event may evaluate communicative competence in very distinct, and at times opposing, ways according to their scale of reference.

2) Scales are organized in highly stratified ways by power relations and linguistic ideologies.
4) the impact of media technologies

(wait for unit 3)
5) The political economy of linguistic globalization.

From industrial to post-industrial economy:
Emergence of a late-capitalist regime where the value of production is substantially enhanced through the **linguistic features** of commodification (communicative exchanges and circulation, semiotic production, advertisement, social media content, etc.)

Language(s) as commodities
Language in deterritorialized affective labor
Superdiversity and mobile people: from diversity ...
to superdiversity (Vertovec 2007, Blommaert and Rampton 2011, GURT 2015)

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<tr>
<th>Critiques of superdiversity</th>
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<td>Nevertheless it’s a strong attempt to account for de/reterritorialized speakers’ multiple trajectories and objectives, their complex relation to the triadic geography of belonging, and their massively fluid and fragmented communicative practices and use of digital technologies → transidioma</td>
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<th>It has a neoliberal euphoric slant (SUPER!) (cf. Reyes 2014)</th>
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<td>It’s been used to attack bilingual ed</td>
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| It suffers from an a-historical perspective |
Next time:

TRANSIDIOMA!

QUESTIONS?  COMMENTS?