Transidioma
from analog to augmented reality

Pope announcements, The Vatican
TRANSIDIOMATIC PRACTICES

Transidiomatic practices are the results of the co-presence of multilingual interactions and media idioms—in contexts heavily structured by power asymmetries and multiple semiotic modes of understanding. In these environments, different languages and communicative codes are activated through a range of communicative channels, both local and distant.
Transidioma

The communicative practices of people embedded in multilingual environments and engaged in interactions that mix face-to-face and electronically-mediated communication (Jacquemet 2005, forthcoming).
Transidiomatic environments

de/reterritorialized speakers

multiple communicative channels

power-saturated settings

Asylum interview at Care, Rome.
Transidioma: case 1

*Commissione Territoriale, Roma May, 26, 2009*

AS young man, Kurdish
I young woman, Kurdish
O young woman, Italian

O allora perché `i militari turchi ce l’aveva con lei?
I xxx
AS xxx
I aiutava i kurdi e l’armata kurda
O come l’aiutavate?
I xxx
AS xxx
xxx
I aiutava i Guerrigli...
O I Guerrigli...

[Fourteen minutes omitted]

O so, why the Turkish army was after you?
I xxx
AS xxx
I he helped the Kurds and its army
O how did you help it?
I xxx
AS I helped the people waging a guerrilla war in the mountains
I he helped the Guerrigli they are Kurdish soldiers
O The Guerrigli?
these ones I never heard of...
And who are they

(continues)
O e che rapporti ci sono tra il PKK e questi Guerrigli che ho sentito qui per la prima volta e che il collega non trova su internet?

Law guardi che c’è un errore di traduzione, lui ha detto che aiutava la guerriglia, cioè il PKK

O ah, voi aiutavate dei guerriglieri del PKK?

[a I] Chiedi un pò?

I xxx

AS xxx

I si, aiutava il PKK

O oh, meno male.

(...) O e come si chiamava una volta il PKK?

I xxx

AS KADEK

O vabbene

O and what kind of relationship is there between the PKK and these Guerrigli that I heard here for the first time? and that my colleague cannot find on internet? 

Law I believe there’s a translation mistake he said he helped the guerrilla that is, the PKK

O so, you helped the PKK guerrilla?

[to I] Can you ask him?

I xxx

AS xxx

I yes, he helped the PKK

O well, finally!

(...) O how was the PKK previously called?

I xxx

AS KADEK

O very good.
Transidioma: case 2
JQ (Stanford) wrote at 12:39pm: 
Anong kinakapa ni Paolo? 
(What is Paolo groping?)

JP (SF, CA) wrote at 12:50pm: 
kung kumain ng roast si pachi? 
(maybe if Pachi eats roast?) 
she's vegetarian.

JQ (Stanford) wrote at 12:57pm: 
Ohhhhhh...
Francisca wrote at 6:32pm:
it sucks when people comment on your pics and you can't understand!!!

JQ (Stanford) wrote at 6:38pm:
Oh sorry, Pachi. I was just curious why Paolo's hand was there. ;-)  
And Jill responded that Paolo was probably checking to see if you had the porchetta, explaining to me you are vegetarian. 
Cheers!
JQ

Francisca wrote at 6:41pm:
hahaha...that's funny, he was actually saying that I'm fat, and was trying to prove it...

JP (San Francisco, CA) wrote at 6:47pm:
ugh! typical! hahaha

JP (San Francisco, CA) wrote at 6:48pm:
hey Pachi, when do you get back from chicago?

Francesca wrote at 7:11pm:
On Sunday night...let's plan for some breakfast/lunch next week?
Transidioma 3

Don Uorri.
Transidioma: case 4

Senuit 21personnes on feui
La police ouvrir le feu sur1
01:21 10/04/2011

Tonight 21 people escaped
The police opened fire against one of them
01:21 10/04/2011

Hay ma belle, ler personnes
qui’ils ont fewi ils ont rontres
aujourd’hui.me la police rufise
ses rentres o sontre. Ah ((je te
monque.et oui))
10:14 10/04/2011

Hey my beautiful, the people
who escaped came back
today. But the police is refusing
to let them in or out. Ah ((I’m
teasing you. oh yes))
10:14 10/04/2011

[from Harraguantanamo, by giulia bondi and ilyess ben chouikha, 2011]
massive communicative mutations
emergence of augmented reality
digitally transformed knowledge infrastructure

Transidiomas can be found in the communicative mutations derived from the combination of multilingual, F2F, AND digital communication (Jacquemet 2005, Jorgensen and Juffermans 2012)

Leaving school, Pomona, CA
Communication:

focused

face to face

monolingual

multifocal

multilingual

with a digital interface
Telepresence of interpreters in doctor-patient interaction
Los Angeles, CA
Digital Voice Response Translator
Afghanistan

simultaneous
asymmetrical
multilingual
sign transfer
over multiple media
“Language diversity has been historically under the influence of two contrasting myths: in the name of Babel, humankind has been punished with the confusion of the languages. In the name of Pentecost, the plurality of languages is on the contrary understood as a gift to humankind. Political power, in both its aristocratic and democratic modes, has always strived to force us to abandon the Pentecostal swarm of plural tongues for a single language, before Babel” (Roland Barthes in his inaugural lecture at the Collège de France, January 7, 1977).
• Transidiomatic mutations emerge out of the disorderly recombinations and language mixings produced by cultural/comm globalization.

• From indexicality to denotation: we should place a renewed emphasis on the role played by referentiality—and in particular denotational nominalization.

• We should rethink the concept of language itself, no longer embedded in national and/or international codes, but in the multiple transidiomatic practices of transnational flows.