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MARCH - MAY 2021

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MARZO - MAYO 2021

SPEAKERS / ORADORAS

MILIN BONOMI (MILAN) 25 MAR, 5PM

NORMA MENDOZA-DENTON (UCLA) 16 APR, 6PM

LUCIA BRANDI & CLAIRE TAYLOR (LIVERPOOL) 26 APR, 5PM

LAURA GARCÍA LANDA (UNAM) 14 MAY, 5PM

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Abstract: This talk deals with the concept of Spanish as a Heritage Language from a double perspective. Firstly, we will focus on the notion of SHL from a linguistic and sociolinguistic point of view, exploring to what extent an ideological conceptualisation based on the perception of "deficit" and "language gap" may undermine the purpose of inclusivity evoked by school practices and policymaking in an increasingly diverse Europe. We will then move on to analyse some practical aspects, derived from observations in the field, in order to open a discussion with the participants on the role of Spanish as a Heritage Language in contemporary Europe. This will also provide an opportunity to rethink a virtuous theoretical-practical combination of pedagogy and sociolinguistics that can contribute to the disruption of the old linguistic reproduction of racialization and social inequalities and open new directions toward truly "multilingual" societies.

Milin Bonomi is Tenure Track Assistant Professor of Spanish Linguistics and Translation at University of Milan (Italy). She holds a PhD in Linguistics (Sociolinguistics) from University of Pisa (Italy). Her research focuses on the interplay of language and migration from different perspectives, with particular attention to discursive and identity practices of transnational Hispanic population in Italy and the role of Spanish as a minority and heritage language in educational settings. She has authored different contributions on these topics in national and international contexts. Among her publications is the book *Mestizos globales. Transnacionalismo y prácticas discursivas en la población hispana en Italia* (2018). Her theoretical and methodological approach is transdisciplinary and encompasses sociolinguistics, discourse analysis, linguistic anthropology while also engaging the fields of cultural and social studies, education and language policy.

MILIN BONOMI (MILAN)

**SPANISH AS A HERITAGE LANGUAGE
IN THE EU: A NEW (OLD) CHALLENGE**

25 MAR 2021, 5PM (GMT)

**REGISTER AT <https://www.spanishinsociety.com/events>
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Abstract: A cutified representation of the Mexican patron saint La Virgen de Guadalupe, “Virgencita Plis” has been hailed as Mexico’s Hello Kitty. This presentation will explore how stratified Mexican Spanish sociolects in combination with English borrowings are used in the construction of MexCool™ marketing for this and related conservative toys by the largest Mexican toy conglomerate.

Norma Mendoza-Denton is Professor of Anthropology at the University of California, Los Angeles. Working at the intersection of language, gender, youth studies, race and politics, she has focused on topics that include gang members in California, gendered video games, anthrophonetics, Town Hall meetings in Arizona and the language of Donald Trump. She is author of *Homegirls: Language and Cultural Practice among Latina Youth Gangs* (Wiley Blackwell, 2008) and co-editor of *Language in the Trump Era: Scandals and Emergencies* (with Janet McIntosh, Cambridge, 2020). She is also a past president of the Society for Linguistic Anthropology.

NORMA MENDOZA-DENTON (UCLA)
**CUTIFICATION, SOFT POWER, AND
LANGUAGE IDEOLOGIES IN MEXICAN
GENDERED TOYS**

16 APR 2021, 6PM (BST)

REGISTER AT <https://www.spanishinsociety.com/events>
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Abstract: This seminar presentation presents the findings of two research and engagement projects that, in their different ways, have engaged speakers of Spanish in bilingual or multilingual contexts. Firstly, Lucia Brandi speaks about the people and processes behind *Tsikan chu Nipxi'*, a trilingual talking children's storybook featuring text and audio in Spanish, English, and Kgoyom Totonac, a language indigenous to central Mexico. Discussion reflects on the sociolinguistic context in which the text is situated, the translanguaging and transcultural practices of young speakers of Mexican Indigenous Languages (MIL), and the relationship of language policy to linguistic, cultural, and socio-economic well-being. Subsequently, Claire Taylor speaks about the Museum For Me activities that both speakers have been involved in, activities which mobilize the concept of the museum from a creative and participatory perspective. With a particular focus on the experiences of the Latin American diaspora communities in the UK, we propose understanding museums as spaces that can enable critical reflections on the past, on present difficulties and can envisage futures.

Lucia Brandi is Post-Doctoral Research Associate on research translation and follow-on projects for the AHRC-funded project 'Memory, Victims, and Representation of the Colombian Conflict'. Lucia produced the trilingual children's audiobook *Tsikan Chu Nipxi'* (2014, Mantra Lingua) featuring Kgoyom Totonac as follow-on to her research on cultural minoritisation in Mexico - *Tutunakú: Language, Power, and Youth in Central Mexico* (forthcoming, Legenda). **Claire Taylor** is Gilmour Chair of Spanish and Professor of Hispanic Studies at the University of Liverpool. She is a specialist in Latin American culture, with a particular interest in the literary and cultural genres being developed online by Latin(o) Americans. She has published numerous articles and book chapters on these topics, is co-author of the recent volume *Latin American Identity in Online Cultural Production* (Routledge, 2012), and author of the monograph *Place and Politics in Latin America Digital Culture* (Routledge, 2014). She is currently working on an AHRC-funded project focusing on memory, victims and representation of the Colombian conflict.

LUCIA BRANDI & CLAIRE TAYLOR (LIVERPOOL)

COMMUNITY ENGAGEMENT THROUGH MULTILINGUAL PRACTICES: CURATING MEMORIES AND A TRILINGUAL TALKING BOOK

26 APR 2021, 5PM (BST)

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Resumen: En la última década, el movimiento migratorio hacia los Estados Unidos ha presentado un giro que ha cambiado la forma tradicional de ver la migración, ya sea circular o de permanencia en el país vecino. La literatura consultada señala por lo menos un flujo migratorio de retorno hacia México de manera permanente desde 2008. Este cambio migratorio ha tenido su impacto en múltiples escenarios: poblacionales, sociales, económicos, culturales, educativos y lingüísticos. El objetivo de esta contribución es problematizar la noción de lengua de herencia, a la luz de su recuperación en un contexto de integración, donde el español es la lengua de uso corriente, ante la circunstancia decisiva de verse favorecido o no para una posición laboral o escolar. El capital lingüístico de su lengua de herencia posiciona al hablante positiva o negativamente en un mercado lingüístico que favorece ciertos registros, estilos y modos del español por encima de su español como lengua de herencia y del inglés. Identificamos algunos ideogemas que muestran las dificultades y las posibilidades de la integración de migrantes de retorno o binacionales a este nuevo entorno lingüístico y sociocultural.

Laura García Landa es profesora titular B en la Universidad Autónoma Nacional de México. Ha publicado *Los retos de la planificación del lenguaje en el siglo XXI* y *Muerte y Vitalidad de las lenguas indígenas en México y las presiones sobre sus hablantes* en coautoría con Roland Terborg y *Evolución y diversidad en la enseñanza-aprendizaje de lenguas*, con la colaboración de María Guadalupe González Trejo y *Las metodologías de investigación en Lingüística Aplicada* en colaboración con Alma Rodríguez. Recientemente publicó *Theories and Linguistic Rights, Minority and Migrant Languages* en coautoría con Roland Terborg, John Flórez y Virna Velázquez. En 2009 fue galardonada con el Premio Sor Juana Inés de la Cruz que otorga la UNAM a las universitarias con una trayectoria académica en las áreas sustantivas de la Universidad: la docencia, la investigación y la difusión.

LAURA GARCÍA LANDA (UNAM)

**LENGUA DE HERENCIA EN UN
CONTEXTO DE INTEGRACIÓN**

14 MAY 2021, 5PM (BST)

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