Material/discussion for first week:

Language ideology in the context of language revitalization

The session begins with an introduction to the concept of language ideology – the popular thoughts and beliefs that people have about language and language usage –by drawing on critical research from sociolinguistics and anthropological linguistics (e.g. Silverstein 1979, Woolard and Schiefflen 1994, Irvine and Gal 2000 and Kroskrity 2004). Everyday examples such as the lyrics of a Legião Urbana song or casual statements made in US political campaigns are examined as evidence for the pervasiveness of language ideologies as well as for the sociocultural foundations upon which those ideologies are based. The session then moves on to a more focussed exploration of language ideologies in the context of language revitalization, indigenous language education and national language policies. Examples for discussion stretch from the Boasian/Bloomfieldian tradition of language documentation up to recent dialogues and joint efforts between indigenous language communities, linguists and language policy makers. Although most of the examples in the session will be from outside Brazil, there will be opportunities throughout the session for students to bring in examples from their own experience in order to enhance the overall discussion and heighten awareness of language ideologies.

Reading list for the session

Blackledge, A. (2008). Language ecology and language ideology. In A. Creese, P. Martin and N. H. Hornberger (eds), *Encyclopedia of Language and Education*, Volume 9 (pp. 27–40). New York: Springer.

and

Collins, J. T. (1998). Our ideologies and theirs. In B. B. Schieffelin, K. A. Woolard, and P. V. Kroskrity (eds.), *Language Ideologies* (pp. 256–270). New York: Oxford University Press.

Cited references

Irvine, J. T., and Gal, S. (2000). Language ideology and linguistic differentiation. In P. V. Kroskrity (ed.), *Regimes of Language* (pp. 35–83). Santa Fe, NM: School of American Research Press.

Kroskrity, P.V. (2004). Language ideologies. In A. Duranti (ed.), *A Companion to Linguistic Anthropology* (pp. 496–517). Oxford: Blackwell Publishing Limited.

Silverstein, M. (1979). Language structure and linguistic ideology. In P. Clyne, W. Hanks, and C. Hofbauer (eds.), *The Elements* (pp. 193–248). Chicago: Chicago Linguistic Society.

Woolard, K. A., and Schieffelin, B. B. (1994). Language ideology. *Annual Review of Anthropology* 23: 55–82.