



Apresentação

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SELECTED PAPERS ON LANGUAGE AND SOCIETY: MOBILITY, MULTILINGUALISM AND GLOBALIZATION

The three themes of this issue on Language and Society – Mobility, Multilingualism and Globalization (transidioma and translanguaging, mobility and globalization and multi-scalar mobility and cartography) have often been revisited in the last decades within the large domain of language studies from different perspectives and in different disciplines. But despite such widespread interest, the sustainability of theoretical and methodological dialogue in applied domains of inquiry have been almost non systematic, even meager, particularly in the Brazilian context. Although post-colonial Brazil has a notorious multicultural and multilingual profile and has been officially included into globalized economic and

migratory flows since World War I, the main agenda of linguistic inquiries focused on bilingualism and multilingualism in the country usually does not take account of insights and complexities regarding the link between linguistic issues, chronotropic mobility and global/local dynamics.

In contrast, in the Anglo-European context, the more recent episodes of massive migration that have taken place particularly since the end of the Cold War have brought the need for a deeper understanding of the complexity of linguistic phenomena in highly diverse social milieux that characterizes contemporary globalized sociosemiotic practices and cultures. Such challenge is being faced by recent sociolinguistic and applied linguistic studies on deterritorialized and transidiomatic linguistic and cultural practices. Work developed by researchers such as Jan Blommaert (Tilburgh University), Ben Rampton (King's College London), Alastair Pennycook (University of Technology Sydney), and their co-researchers, to name a few, has, in this sense, influenced and inspired quite a number of Brazilian applied linguists over the last decade.

The challenge of doing research from this perspective derives not only from the complexity of the questions addressed but also from the degree of articulation required of the theoretical background, as well as from the data and resources available for developing novel strategies of linguistic

inquiry. And the complexity of the research questions is determined by the discussion of criss-crossed social, cultural, spatial, economic, political and ideological dimensions of linguistic and semiotic resources and their conflicting uptake in different locations, as deployed at multilingual/multicultural settings, particularly in the case of Brazil, a peripheral zone of contemporary globalization.

More recently, researchers from the Department of Applied Linguistics at UNICAMP (State University of Campinas), UNIRIO (Federal University of The State of Rio de Janeiro), UFRJ (Federal University of Rio de Janeiro), UFG (Federal University of Goiás), UFRGS (Federal University of Rio Grande do Sul), and from a myriad of other institutions across the country have tried to deepen their theoretical and methodological reflections on these issues working together in a 60-hour graduate course. Held from March to June 2015, this course covered the broader theme of language and society. As a follow up to the discussions carried out within this course, we invited three well-known linguistic anthropologists to lecture at a seminar entitled *School of Advanced Studies on Mobility, Multilingualism and Globalization*.¹ Our invited researchers were Professors Charles Briggs (from the

¹ Website: <http://www2.iel.unicamp.br/altosestudiosla/>
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University of California, Berkeley), Alexandra Jaffé (from the California State University, Long Beach) and Marco Jacquemet (from the University of San Francisco, San Francisco). This seminar was held at UNICAMP (Campinas-SP) and at UNIRIO (Rio de Janeiro-RJ) between the 11th and 21st of August, 2015.

Thus, the discussion topics that are explored in the present issue center on developing and spreading a critical approach to contributions that incorporate the gains of those previous studies and is intended for further development. Although they do not completely cover all the theoretical and methodological questions raised across our discussions, we hope that the topics included in the present issue may provide a source of inspiration for applied research in a transdisciplinary, collaborative and creative direction.

The present special issue comprises 14 papers (10 in English and 4 in Portuguese) and 1 interview, authored mainly, but not exclusively, by participants of the events mentioned above. The papers are grouped, as mentioned, considering the following themes: transidioma and translanguaging, mobility and globalization and multi-scalar mobility and cartography.

Four articles discuss the first theme. The first article, “Transidioma”, somewhat sets the stage for the following articles, as it reviews the evolution of the author’s first concept of transidiomatic practices to the all-encompassing concept of

“transidioma”, and argues that this concept is a powerful new tool to study transcultural communicative flows and their power relations in late modern globalization. The next article is “Transidiomatic practices in a deaf-hearing scenario and language ideologies”. Reiterating the authors’ belief that deaf-hearing interaction is multilingual, they argue that this multilingualism constitutes a legitimate communicative repertoire to be activated and expanded in transidiomatic practices in educational settings and in social contexts at large. In the article, “Contemporary (trans)communicative practices: a discussion on two key concepts”, the authors describe the rationale underlying the differences and convergences between the concepts of transidiomatic practices and translanguaging (García, 2009). They argue that although these two concepts could be seen as complementary, the concept of translanguaging can be more accurately related to an attempt to deal with creativity, production of alternative meanings and social justice in educational contexts. In the article “Being an indigenous Brazilian in the city: mobility, linguistic repertoires, and technologies”, the focus is on the increasing mobility of indigenous citizens to Brazilian large urban settings and their adherence to hybrid and pan-ethnic communicative practices mediated by technological devices. The author postulates that translanguaging is a significant

component of authenticity in these contemporary practices of urban indigenous Brazilian people.

The second theme mentioned above (mobility and globalization) is discussed in five papers. The first one, “Multiplicity, Complexity, Circulation and Mediatization”, gives an overall view of some of the main issues that emerged during the Seminar held at UNICAMP and UNIRIO in August 2015. The author points out, for instance, that the Seminar participants often claimed that researchers should take into account the fact that “languages”, “speakers” and “place” are concepts that should not be essentialized – they are emergent, constructed – and that their research agenda should include studies that considered the way language and communicative practices are mediatized and mediated, as well as (re)entextualized. These issues are, in one way or another, dealt with and problematized in the subsequent articles. In “The Mobility between Languages and the Fluxes of Globalization: Reviewing paradigms, transcending paradoxes”, the authors address the intertwining of languages and meanings and the complexity of multilingual speakers in times of globalization, emphasizing the contradictory role of English in bi/multilingual classroom discourses. Focusing on a fictional German-Brazilian comic character, the third article of this section – “Airing ethnic and linguistic identities through public media comic performances: Challenging and reinscribing

normative ideologies” – discusses double voicings in heteroglossic public media performances of both celebratory and degrading ethnic and linguistic identities. The author of “The Commodification of English in Brazilian Public Universities: Language ideologies entextualized in the scope of the Program *English Without Borders*” looks critically at the way entextualized institutional discourses referring to a Brazilian official program end up endorsing monolingual native-based language ideology and colonial view of globalization. Finally, the article entitled “Linguistic Landscape in a Swabian-Brazilian context: Mobility and representation of a “German” community” examines the way the linguistic landscape of a small town in southern Brazil helps to reconstruct the ethnic and linguistic identities of plurilingual German descendants by legitimising non-prestigious varieties of the languages that constitute their linguistic repertoire.

The third theme discussed in this special issue also comprises five articles. The first one, “Mobility and discourse circulation in the contemporary world: the turn of the referential screw”, examines the modernist representational tradition in language studies in general, and in ethnographic tradition in particular, against the intense mobility and complexity of globalization processes. The author argues that new theoretical-analytical tools are required in order to deal

with multiplicity, mobility and temporariness as determinant components of contemporary forms of life. The next article, “Saussure’s treasure, humiliation and other (neo)liberal tropes” postulates that Saussure’s view of social relationships is another modernist legacy in language studies that must be reviewed against contemporary economic and political realities. The author claims that the implications of Saussurean “liberal fiction” in the domain of action between individuals can be catastrophic, as illustrated by a contemporary example of racialized discrimination of a young indigenous by university authorities in Peru. In the next paper, “Bodies in transit and textual trajectories”, the intertwining of text mobility and reporting of bodies mobility is explored through the analysis of indexical issues of race and gender discrimination in the textual trajectory of an online post about “Female Cuban physicians” participating in the Brazilian government program “Mais Médicos” (More Doctors) in 2013. The authors claim that the circulation of racialized bodies and texts about these Cuban doctors in social media instantiate both fixed and unpredictable meanings regarding black Brazilian women. The next paper, “Othering processes among Brazilian interactants on the Internet”, focuses on identity construction processes when socioeconomic mobility expanded the access and the adherence to practices involving digital technological resources by different social Brazilian

groups. The author stresses the tensions generated by the confrontation of different linguistic and social-political cartographies of the heterogeneous and fluid synchronic settings of spacetime-language that characterizes contemporary Brazilian realities. In the last article of this issue, “Legitimacy, authority and mobility inter and intra-scalar in an university class mediated by web technologies”, the focus is on the interactional flow and mobility of voices and stances of the participants of a course developed using web technology mediation by a consortium of graduate programs in different Brazilian states in the first half of 2015. The authors argue that different participation scales and interactive patterns shown in the event reveal the importance of local and translocal scalar topographies that constitute the interactions mediated by digital technologies particularly in institutional settings.

To close this especial issue of *Revista da Anpoll*, we bring an interview with Charles Briggs. In this interview, entitled “Language and the communicability of received wisdoms”, Briggs traces a genealogy of the concepts of entextualization and communicability.

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