

Contents

NEW—*Preface to the Paperback Edition:*

Language, Race, and the Academy: Building Intellectual Community beyond the Confines of Our Institutional Constraints ix

Introducing Raciolinguistics: Racing Language and Linguaging Race in Hyperracial Times 1

H. SAMY ALIM, University of California, Los Angeles

Part I **LANGUAGEING RACE**

1. Who's Afraid of the Transracial Subject?: Raciolinguistics and the Political Project of Transracialization 33

H. SAMY ALIM, University of California, Los Angeles

2. From Upstanding Citizen to North American Rapper and Back Again: The Racial Malleability of Poor Male Brazilian Youth 51

JENNIFER ROTH-GORDON, University of Arizona

3. From Mock Spanish to Inverted Spanglish: Language Ideologies and the Racialization of Mexican and Puerto Rican Youth in the United States 65

JONATHAN ROSA, Stanford University

4. The Meaning of *Ching-Chong*: Language, Racism, and Response in New Media 81

ELAINE W. CHUN, University of South Carolina

5. "Suddenly Faced with a Chinese Village": The Linguistic Racialization of Asian Americans 97

ADRIENNE LO, University of Waterloo

6. Ethnicity and Extreme Locality in South Africa's Multilingual Hip Hop Ciphaz 113

QUENTIN E. WILLIAMS, University of the Western Cape

7. Norteño and Sureño Gangs, Hip Hop, and Ethnicity on YouTube: Localism in California through Spanish Accent Variation 135

NORMA MENDOZA-DENTON, University of California, Los Angeles

Part II RACING LANGUAGE

8. Toward Heterogeneity: A Sociolinguistic Perspective on the Classification of Black People in the Twenty-First Century 153

RENÉE BLAKE, New York University

9. Jews of Color: Performing Black Jewishness through the Creative Use of Two Ethnolinguistic Repertoires 171

SARAH BUNIN BENOR, Hebrew Union College

10. Pharyngeal Beauty and Depharyngealized Geek: Performing Ethnicity on Israeli Reality TV 185

ROEY GAFTER, Tel Aviv University

11. Stance as a Window into the Language-Race Connection: Evidence from African American and White Speakers in Washington, DC 203

ROBERT J. PODESVA, Stanford University

12. Changing Ethnicities: The Evolving Speech Styles of Punjabi Londoners 221

DEVYANI SHARMA, Queen Mary, University of London

Part III LANGUAGE, RACE, AND EDUCATION IN CHANGING COMMUNITIES

13. "It Was a Black City": African American Language in California's Changing Urban Schools and Communities 241

DJANGO PARIS, University of Washington

14. Zapotec, Mixtec, and Purepecha Youth: Multilingualism and the Marginalization of Indigenous Immigrants in the United States 255

WILLIAM PEREZ, Claremont Graduate University; RAFAEL VASQUEZ, Universidad Autónoma Benito Juárez de Oaxaca; AND RAYMOND BURIEL, Pomona College

15. On Being Called Out of One's Name: Indexical Bleaching as a Technique of Deracialization 273

MARY BUCHOLTZ, University of California, Santa Barbara

16. Multiculturalism and Its Discontents: Essentializing Ethnic Moroccan and Roma Identities in Classroom Discourse in Spain 291

INMACULADA M. GARCÍA-SÁNCHEZ, University of California, Los Angeles

17. The Voicing of Asian American Figures: Korean Linguistic Styles at an Asian American Cram School 309

ANGELA REYES, Hunter College and The Graduate Center, CUNY

18. "Socials," "Poch@s," "Normals" y *los demás*: School Networks and Linguistic Capital of High School Students on the Tijuana-San Diego Border 327

ANA CELIA ZENTELLA, University of California, San Diego

- NEW—EPILOGUE:** Sorry to Bother You: Deepening the Political Project of Introducing Raciolinguistics 347

H. SAMY ALIM, University of California, Los Angeles

Index 367