ENGLISH DOMINANCE AND "AMERICA-CENTRICITY" IN ARGENTINEAN TUMBLR USERS' TAGS

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Theoretical Framework

- **(Communicative) affordances (Gershon 2017)**
  - The possibilities for (in)action offered or created by the platform.
- **Bivalent indexicality (Cotter and Valentinsson 2018)**
  - The (activated or unactivated) potentiality for a given linguistic form to concurrently and simultaneously index contrasting or contradictory positionalities, stances, or identities.
- **Semiotic leveling (Park 2010)**
  - "The simultaneous work of *erasure* (Irvine and Gal 2000) and *highlighting* (Bucholtz and Hall 2004).

Organizational tags

2018-02-06 18:49 :: 2 hours ago

What's really sad about no more OUAT

I'm gonna mourn the potential OUAT had more than the show it ended up becoming. I'll mourn that a show that was poised to break stereotypes, push the envelope and strike a great balance between messy real complexity and fairy-tale whimsy mostly didn't. It ended up being bland, predictable, sometimes downright regressive and mostly embarrassingly cheesy. And, above all else, incredibly badly-written. Dropped plots, characters that disappeared, magical rules that bent or broke whenever it was convenient, obvious solutions to problems that where never addressed and characters behaving wildly out of character when it was needed.

The worst part was the for brief moments, for one episode, or during one storyline, or for one amazing scene, OUAT showed us what could've been. Gave us great moments, valuable lessons, amazing character development.
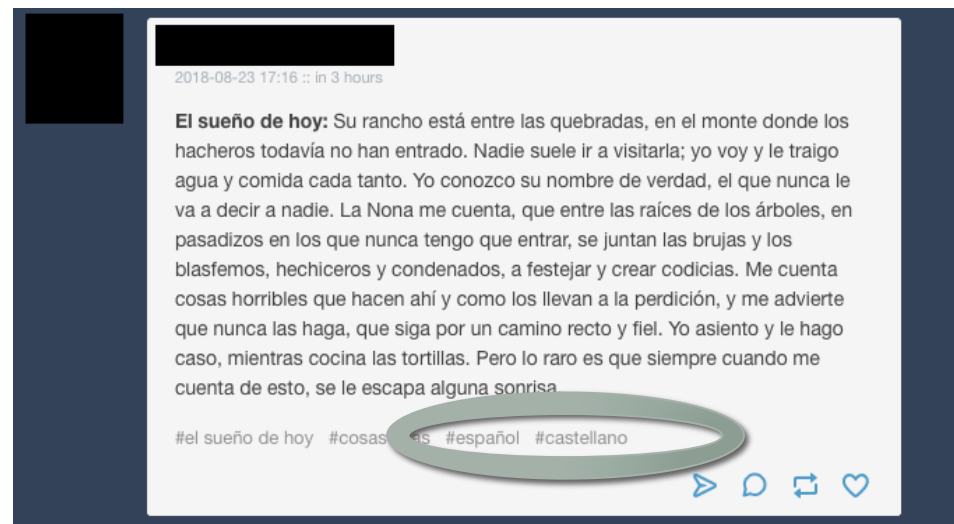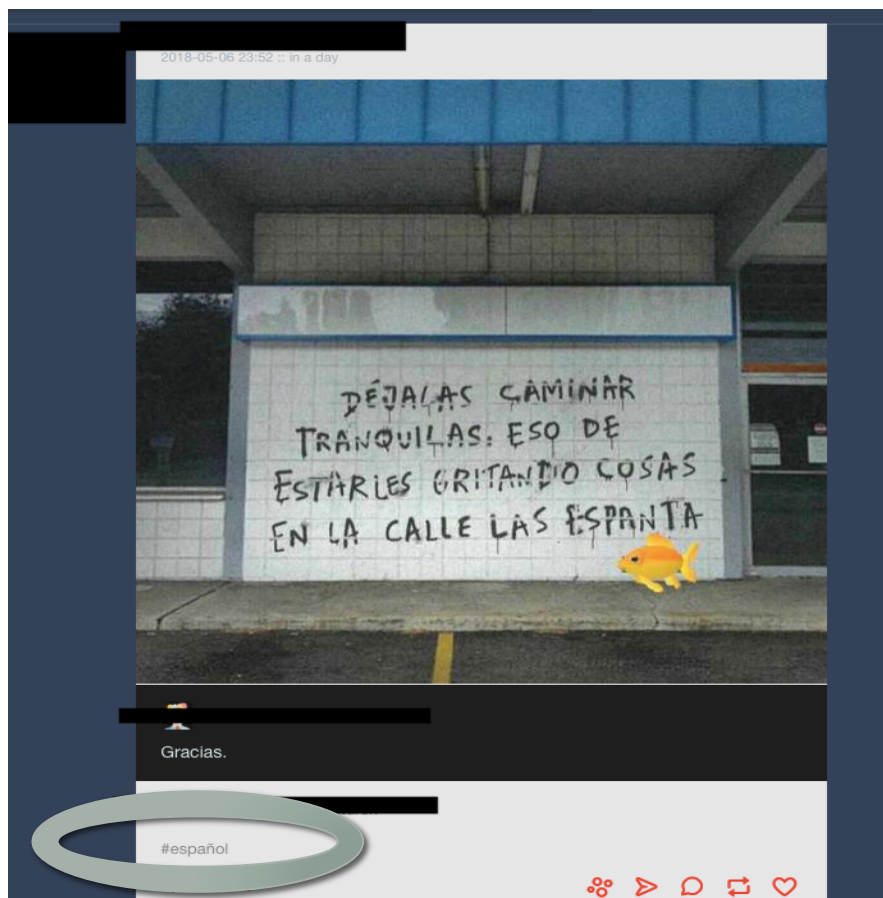
I'm gonna miss the OUAT that mostly never was, and the characters, even though all of them were ruined in one way or the other. And I wish everyone involved in this show, other than A&E, great success in the future.

#OUAT spoilers   #spoilers   #ouat spoiler   #anti-a&e

5 notes

Metalinguistic organizational tags

Why do you tag Spanish-language or Argentine/Latine-content?

Steve:

hi!! jfh my blog isnt organized AT ALL, i just do it because this site it's full of usamerican/european stuff, so its really hard to find a "relatable" latine post (information, discussions, jokes, anything)

so i find it more easy to collect all the stuff so if people want to feel like home for a while they can go there

and of course it feels good to have a part of my blog with my experiences

with argentina, the same. the first thing that argentinians say when they talk to me its "oh my god i cant believe that i found an argentinian" because we NEVER found posts about our country

so it feels good to go to my notes and see an argentinian or latine stalking those tags

with spanish, its kind of different. i have it for 2 reasons: one, because spanish speakers can get tired of writing/reading in english all the time, it gets to a point when your brain is just....tired, and finding things in spanish here its SO refreshing

Erika:

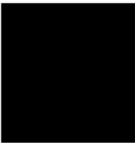Well, to be honest, i tag my posts like thay because i hope other latines check the tag too

Everytime someone follows me and they have a latine/latinx tag, i look it up to see what they reblogged

It says a lot about them, and also it helps us to reblog posts from each other/makes it more easier to find

specially if they are an argentine, we don't get a lot of notes in tumblr, since it's mostly an english speaking website

"Para No Molestar"

█████ /21/Argentina/Idk dude i just
think being nice is cool/I'm still
learning so please be patient. Icon
█████

⌂ Home   ✉ Ask
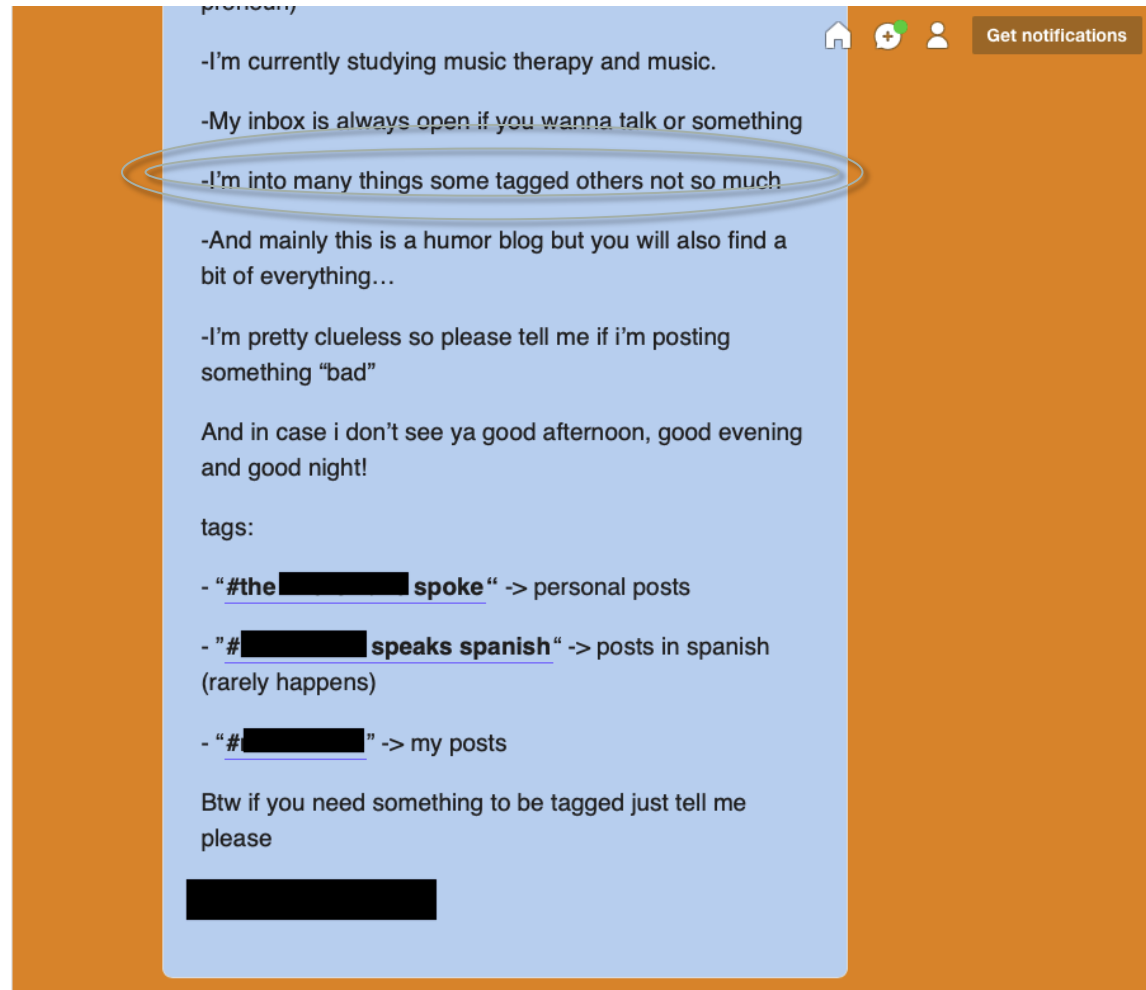
⬇ Submit   🕐 Archive

☆ Theme

— About   — Face   — Friends

— Friend's art — — — —

search...

pronoun)

-I'm currently studying music therapy and music.

-My inbox is always open if you wanna talk or something

-I'm into many things some tagged others not so much

-And mainly this is a humor blog but you will also find a
bit of everything…

-I'm pretty clueless so please tell me if i'm posting
something "bad"

And in case i don't see ya good afternoon, good evening
and good night!

tags:

- "#the ████████ spoke " -> personal posts

- "#████████ speaks spanish " -> posts in spanish
(rarely happens)

- "#████████ " -> my posts

Btw if you need something to be tagged just tell me
please

⌂ 🎮 👤   Get notifications

"Para No Molestar"
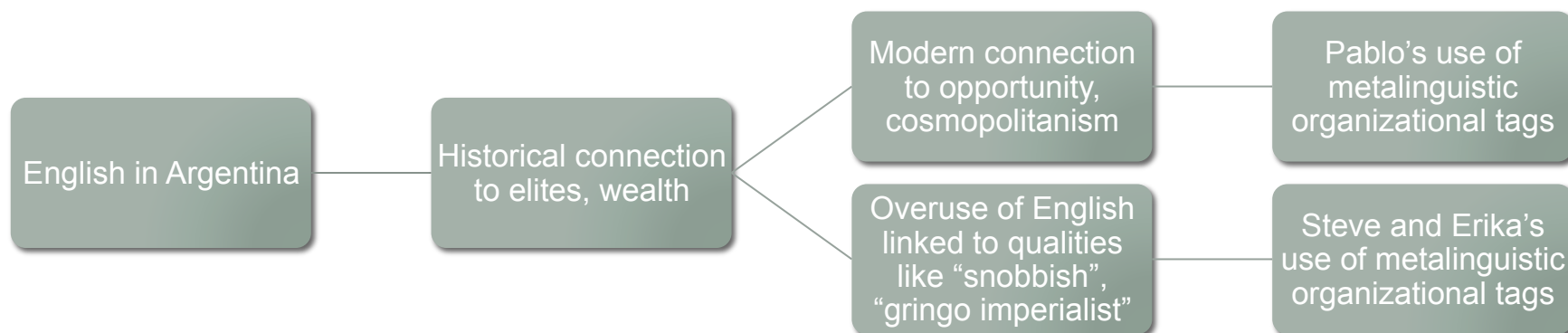
1. MC: bien y por qué (.) por qué::= #00:00:01-8#
2. PA: =Pablo speaks spanish? .hh y para no molestar [me parece #00:00:06-5#
3. MC: [para no molestar? [qué? #00:00:07-2#
4. PA: [£ sí (.) es—£ #00:00:08-4#
5. MC: £pero molesta si querés£ ((laughter)) no yo digo (.) no #00:00:10-4#
6. PA: si no no no >[la verdad es que estoy de acuerdo (.) estoy de acuerdo< #00:00:13-0#
7. MC: [es tu blog #00:00:12-2#
8. PA: no es una postura ((mía)) es contradictorio con lo que todo lo que digo (.) pero es como (.) tsk que sé yo (.) #00:00:18-8#
9. MC: hmm #00:00:19-5#
10. PA: e-eso me mato (.) sinceramente £porque es como dale£ #00:00:23-7#
11. MC: esto- esto me encantó   #00:00:24-9#
12. PA: sí (.) tsk #00:00:26-9#
13. MC: [hmm #00:00:28-4#
14. PA: [pero:: tsk es como que (.) esto no—no le interesa a todos mis followers entonces (.) que sé yo (.) o sea sé que es mi blog y yo puedo postear lo que yo quiero (.) pero tampoco quiero molestarles entonces yo hice mi propio posts (.) mi proprio: tag (.) para no mo--no molestar tanto por ahí (.) a pesar de que (.) £na no tiene sentido ((laughter))£ #00:00:49-2#

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1. MC: okay and why (.) why::= #00:00:01-8#
2. PA: =Pablo speaks Spanish? .hh well to not bother people [i think #00:00:06-5#
3. MC: [to not bother people? [what? #00:00:07-2#
4. PA: [£ yeah (.) it's—£ #00:00:08-4#
5. MC: £but bother them if you want£ ((laughter)) no i mean (.) no #00:00:10-4#
6. PA: yeah no no no >[in all honesty i agree (.) i agree< #00:00:13-0#
7. MC: [it's your blog #00:00:12-2#
8. PA: no it's a thing i do it contradicts with what i with everything i say (.) but it's like (.) tsk i dunno(.) #00:00:18-8#
9. MC: hmm #00:00:19-5#
10. PA: that-that one killed me (.) honestly £because it's like come on£ #00:00:23-7#
11. MC: this- this one i loved #00:00:24-9#
12. PA: yeah (.) tsk #00:00:26-9#
13. MC: [hmm #00:00:28-4#
14. PA: [but:: tsk it's like (.) this doesn't—it's not interesting to all of my followers (.) i dunno (.) like i know that it's my blog and i can post what i want (.) but i also don't want to bother them so i made my own posts (.) my own: tag (.) to not bo—not bother people so much (.) even though (.) £nah it doesn't make sense ((laughter))£ #00:00:49-2#

Online Discourse → Offline Context

English in Argentina — Historical connection to elites, wealth

Modern connection to opportunity, cosmopolitanism — Pablo's use of metalinguistic organizational tags

Overuse of English linked to qualities like "snobbish", "gringo imperialist" — Steve and Erika's use of metalinguistic organizational tags

Thank you!

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