

Culture & Communication

Alessandro Duranti

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Lecture # 8: Presence & Recognition

Today

1. The concept of “recognition” vs. the practice of “recognition.”
2. Back to greetings (who gets greeted and when).
3. The dramaturgic metaphor (Goffman) for social interaction.
4. Who is “present” and how do we know?
5. Code switching as recognition.
6. Code switching vs. borrowings.
7. Positive and negative connotation (indexical meanings) of code switching and borrowings.

Review: What do greetings do?

For Malinowski, they establish, maintain contact (“phatic communion”) but are not for expressing ideas, reflections.

For Sacks, among other things, they identify “proper conversationalists”.

For Duranti, they establish a shared perceptual field, define a unit of interaction, and identify the interlocutor as worthy of recognition (features #2, 5, 6).

Rethinking the 6 Features (Duranti 1997)

1. near-boundary occurrence;
- 2. establishment of a shared perceptual field;**
3. adjacency pair format;
4. relative predictability of form and content;
- 5. implicit establishment of a spatio-temporal unit of interaction; and**
- 6. identification of the interlocutor as a party worth of recognition.**

What greetings do (3 features from
Duranti's chapter)

1. Establish a shared perceptual field;
2. Define a spatio-temporal unit of interaction.
3. Identify the interlocutor as a party **worth of recognition**.

Unit of Interaction: A Social Situation

“I would define a social situation as an environment of **mutual monitoring possibilities**, anywhere within which an individual will find himself accessible to the naked senses of all others who are “present,” and similarly find them accessible to him. ... a social situation arises whenever two or more individuals find themselves in one another’s immediate presence, and it lasts until the next-to-last person leaves.”

(E. Goffman 1964 ‘The Neglected Situation,’ p. 135, emphasis added)

How is presence established?

What does it mean to be “present”?

Does it mean to be visible and more generally accessible to one or more of the senses?

Can one be physically present but not acknowledged as present?









Kurogo/Kuroko ‘stagehands’ in Kabuki Theater



Bunrako performance,
traditional puppet theater



[Kurogo](#) behind actors, in the
February 1932 Tokyo Gekijō
production of *Ichinotani Futaba
Gunki: Kumagaya Jinya no Dan*.



In Kabuki theatre, the stagehand (*kurogo*), dressed in black is visible but it is not a character in the story. Audience and other actors act **as if** the stagehand is not present.

Is social life like a theatrical performance?

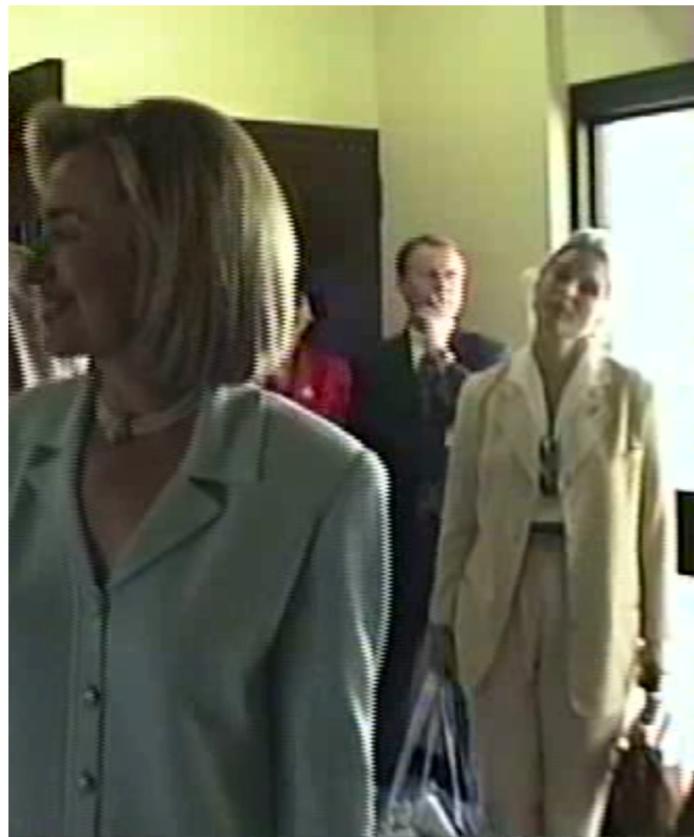
The Dramaturgical Metaphor (Erving Goffman)

“All in all, then, I am suggesting that often what talkers undertake to do is not to provide information to a recipient but to present dramas to an audience. Indeed, it seems that we spend most of our time not engaged in giving information but in giving shows. And observe, this theatricality is not based on mere displays of feelings or faked exhibitions of spontaneity or anything else by way of the huffing and puffing we might derogate by calling theatrical. The parallel between stage and conversation is much, much deeper than that.”
(Goffman 1974. *Frame Analysis*, p. 508)

See also Goffman’s other books (*The Presentation of Self in Everyday Life*, 1959) and the spread of the term “social actor” in sociology.

Let's watch this example one more time





Someone stands behind holding two bags

Social situations where stratification is foregrounded

In certain social situations, differential status can be communicated by how one is greeted or whether one is greeted at all. Some participants are recognized and others are not. They remain in the background.



Greeting-Moeono-Fono.mov



Manu`a arrives not greeted.mov





Greeting-Alaia-Sa-Fono.mov

Other situations



Woman “Hi:::”



What's going on here?

Social situations where egalitarian relations are foregrounded

In some situations participants might go out of their way to greet participants who are not fully competent at performing certain types of greetings (e.g., children).

Bailey's study in Los Angeles

Daily service encounters between African American customers and Korean retailers/store owners.

Acts of Recognition

2 ways of acknowledging the worth of the Other:

- a) By explicitly acknowledging your presence with positive affect, expressing appreciation, approval, situation-specific status or role, subordination or solidarity with the Other.
- b) By displaying restraint, by avoiding imposing on the Other, e.g., by being quiet and making oneself interactionally invisible.

Bailey proposed 2 types of politeness

1. Involvement Politeness -> Socially Expanded Service Encounters
2. Restrained Politeness -> Socially Minimal Encounters

Hypothesis

When a member of group that practices Involvement Politeness encounters member of group that practices Restrained Politeness, problems can arise.

The non-conforming behavior can be interpreted as “impolite” and feeds into a negative stereotype of the “Other”.

This is an example of what John Gumperz called “crosstalk”.

Code switching

Announcer at FIP (France Inter Paris)



Sur l' A4 vers la province, à la hauteur de Maison-Alfort qui provoque 3 kms de ralentissement. L'A3, du monde, oui, vers Paris 5 kms au pas avant Romainville. Sur l'A13 en direction de la province beaucoup de monde de la porte d'Auteuil jusqu'à (Luxienne), cela vous donne quand même 12 kms de bouchon. Et enfin sur le périphérique, à l'extérieur, les difficultés vont de la porte de Saint-Clou à la porte d'Italie. A l'intérieur, de la porte de Saint Clou a la porte de Clichy. Bon courage à tous et très bonne soirée à l'écoute de (Joseph ??) dans quelques minutes.

((puts down sheets of paper, takes off headphones while music fills room, smiles, look at camera))

A ; Finito!
D; That's it ?
A ; That's it.

On the A4 toward the province, near Maison Alfort which has 2 miles of traffic jam. The A3, many people, yes near Paris 3 miles of slow traffic before Romainville. On the A13 toward the province many people from the Auteuil gate until (luxienne), which gives you about 5 miles of heavy traffic jam. Last, in the interior, from the Saint Clou gate until the gate of Clichy. Good luck to all and good evening listening to (joseph Fib) in a few minutes.

((puts down sheets of paper, takes off headphones while music fills room, smiles, look at camera))

A ; Finito!
D; That's it ?
A ; That's it.

What is happening?

What is “finito” doing?

What do you need to know in order to answer that question?

The word she uses after taking off her headphones is Italian for “finished.” The person she is talking to is Italian and they had just been introduced. She did say something in Italian while they were being introduced.

The code switching is accompanied with a smile (positive affect).

Different kinds of code switching

Intersentential (between sentences) From Spanish to English:

Sí, pero le hablo en español. When I don't know something I'll talk to her in English.

Intrasentential (within the same sentence)

El man que came ayer wants John comprar a car nuevo .

'The man who came yesterday wants John to buy a new car'.

(Poplack 1980)

English-Samoan codeswitching

I don't think `o le sefulu afe e lava

the ten thousand is enough

'I don't think (that) ten thousand (dollars fine) is enough'

E kakau oga suspend kama gā for a whole season

ought to boy that

'(they) should suspend that boy for a whole season.'

(Duranti & Reynolds 2000)

A few examples of Borrowings (Loanwords) into English

tao, kung fu, chow mein, feng shui, ch'i or qi, ketchup (**Chinese**)

robot (**Czech**)

avant-gard, boutique, camouflage, garage, limousine (**French**)

karaoke, karate, origami, kamikaze, tycoon (**Japanese**)

intelligentsia, cosmonaut, bolshevik, glasnost (**Russian**)

aficionado, armadillo, Colorado, California, tango, burrito, canyon, mesa, (**Spanish**)

mensch, schmaltz, chutzpah, bagel, kosher, lox, klutz (**Yiddish**)

Apartheid (**Afrikaans**)

angst, blitz, Nazi, leitmotiv, zeitgeist (**German**)

adagio, aria, cadenza, chiaroscuro, graffiti, cupola, barista, bruschetta (**Italian**)

Borrowings from English into Spanish

lonchar ‘to lunch’

quitiar ‘to quit’

brequear ‘to brake’

fullear ‘to fill’

wachar ‘to watch’

parquear ‘to park’

checar ‘to check’

ponchar ‘to punch’

sainar ‘to sign’

moverse ‘to move’

chainer ‘to shine’

breik ‘break’

estroberis ‘strawberries’

pul ‘pool’

bas ‘bus’

muvi ‘movie’

ben ‘van’

troca ‘truck’

porche ‘porch’

bloque ‘block’

carpeta ‘carpet’

Mock Spanish

Spanish is incorporated into English

Spanish morphology, e.g. *el chip+o*

Jocular or pejorative “key” (e.g. *macho, adíos, hasta la vista*)

Why does Hill think this is “racist discourse”

Mock Spanish

Why does Hill think this is “racist discourse”?

Why Does Hill say that Mock Spanish is Racist?

- Despite disclaimers (e.g. “I’m being cosmopolitan”)
- Mock Spanish indexes negative racializing by representing Latinos in negative terms, that is, as stupid, politically corrupt, sexually loose, lazy, dirty.
- Appropriation as Devalue of the Other
- Indirect indexicality (Ochs) means that some of its indexical meaning is not acknowledged

5 Examples of indexical meanings of Mock Spanish

- **El Presidente** (=> corrupt)
- **Politicos** (=> corrupt)
- **Mañana** (=> lazy)
- **Macho** (=> abusive, show-off)
- **Nada** (=> less than zero)

Review

Code switching can be and it often is a positive form of recognition of the other, showing an interest in communicating and learning about the other. In Los Angeles, frequently happens in certain work situation.

But “Mock Spanish” is not a positive form of recognition because it entails a negative stereotype of Spanish speaking people and in some cases introduces grammatical violations in made-up words, e.g., *el chipo*, that show lack of concern with correct representation of Spanish as a language with the same rights of English.

