

## **The effect of expressed ideology on Spanish-language variation in Juchitán, México**

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Duration: 01.06.2019 - 01.12.2023

This project, financed by the Jacques Comincioli Fund, analyzes an aspect of the construction of language and gender ideologies, namely the expression of different ideologies in the discourse produced by many ordinary individuals. Taking mentioned ideologies as a social factor, the effect of these ideologies will be examined in a variationist sociolinguistic study. This study, to be performed in Juchitán, Mexico, includes both data from a brief ethnography and data from multiple interviews regarding indigenous languages, gender roles and other related topics. The transcribed interviews will provide the necessary data for a variationist analysis. The effect of social factors on five variables, namely post-syllabic /s/, post-syllabic /r/ assibilation, referential grammatical gender, intervocalic /d/, and the expression of subject pronouns, will be examined.

Juchitán is an ideal context for such a study for two main reasons. Firstly, Juchitán is an indigenous community where a language shift from Isthmus Zapotec to Spanish is currently taking place. Secondly, unique gender configurations, different from those found in the rest of Mexico, have been found in Juchitán. In Juchitán, there is a pronounced gender-based division of labor, where women perform more economic functions than in small cities that are otherwise quite similar. Furthermore, Juchitán is remarkable for the existence of a so-called third gender, the muxes, that manifests itself seemingly nowhere else in Mexico. The muxes are assigned male at birth, but, from childhood onward, they begin to take on ideologically feminine behaviors. As they grow older, they take on a mix of ideologically feminine roles, ideologically masculine roles, and roles associated specifically with muxes. Although Juchitán was relatively isolated in the past, this has changed in the past few decades, with migration flows, globalization, and integration with the rest of Mexico introducing new gender and language ideologies into the community. These new ideologies interact with the Juchiteca ideologies that justify the city's unique gender configurations and continued use of the indigenous language, Zapotec. As such, we expect to find a diversity of different ideologies mentioned in the discourse of ordinary Juchitecos, ideologies that can be also linked with linguistic variation.