Undertaking & Connecting Community-Based Research to the HL Classroom

A Phoenix Valley Case Study in Progress

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Presentation Overview

• This pilot study of heritage language communities in Arizona focuses on key sites for functional literacy and social network analysis and considers the implications of this research for making connections to the classroom.
ABOUT ARIZONA

- Arizona population 6 million
  - Second fastest growing state in US
- Area: 294,314.48 sq km
  - Sixth largest state in US
- Student population expected to increase 18% in the next 6 years.
Phoenix covers more than 514 square miles and has a population of 1.4 million, ranking it the fifth largest city in the country.

There are 4 million people in the Phoenix metropolitan area.

Phoenix population has grown faster than any other major city in the U.S.

Rapid urbanization.
ASU Main Campus in 1928
ASU Tempe Campus in 2008
Major Languages in Arizona
Based on the 2000 U.S. Census

<table>
<thead>
<tr>
<th>Language</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>3,523,485</td>
<td>74.16%</td>
</tr>
<tr>
<td>All languages other than English combined</td>
<td>1,227,391</td>
<td>25.83%</td>
</tr>
<tr>
<td>Spanish</td>
<td>927,395</td>
<td>19.52%</td>
</tr>
<tr>
<td>Navajo</td>
<td>89,950</td>
<td>1.89%</td>
</tr>
<tr>
<td>German</td>
<td>25,105</td>
<td>0.52%</td>
</tr>
<tr>
<td>French</td>
<td>15,570</td>
<td>0.32%</td>
</tr>
<tr>
<td>Chinese</td>
<td>13,775</td>
<td>0.28%</td>
</tr>
<tr>
<td>Apache</td>
<td>11,075</td>
<td>0.23%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>10,055</td>
<td>0.21%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>10,000</td>
<td>0.21%</td>
</tr>
<tr>
<td>Pima</td>
<td>9,355</td>
<td>0.19%</td>
</tr>
<tr>
<td>Italian</td>
<td>8,995</td>
<td>0.18%</td>
</tr>
<tr>
<td>Korean</td>
<td>7,690</td>
<td>0.16%</td>
</tr>
<tr>
<td>Arabic</td>
<td>7,525</td>
<td>0.16%</td>
</tr>
<tr>
<td>Japanese</td>
<td>6,130</td>
<td>0.12%</td>
</tr>
<tr>
<td>Polish</td>
<td>5,455</td>
<td>0.11%</td>
</tr>
<tr>
<td>Serbo-Croatian</td>
<td>4,900</td>
<td>0.10%</td>
</tr>
<tr>
<td>Hopi</td>
<td>4,805</td>
<td>0.10%</td>
</tr>
<tr>
<td>Russian</td>
<td>4,070</td>
<td>0.09%</td>
</tr>
<tr>
<td>Romanian</td>
<td>3,775</td>
<td>0.08%</td>
</tr>
<tr>
<td>Persian</td>
<td>3,470</td>
<td>0.07%</td>
</tr>
<tr>
<td>Greek</td>
<td>3,075</td>
<td>0.06%</td>
</tr>
<tr>
<td>Dutch</td>
<td>2,830</td>
<td>0.05%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>2,625</td>
<td>0.05%</td>
</tr>
<tr>
<td>Hindi</td>
<td>2,569</td>
<td>0.05%</td>
</tr>
<tr>
<td>Gujarathi</td>
<td>1,950</td>
<td>0.04%</td>
</tr>
<tr>
<td>Hungarian</td>
<td>1,745</td>
<td>0.03%</td>
</tr>
<tr>
<td>Serbian</td>
<td>1,700</td>
<td>0.03%</td>
</tr>
<tr>
<td>Mandarin</td>
<td>1,690</td>
<td>0.03%</td>
</tr>
<tr>
<td>Hebrew</td>
<td>1,680</td>
<td>0.03%</td>
</tr>
<tr>
<td>Syriac</td>
<td>1,620</td>
<td>0.03%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>4,750,876</strong></td>
<td></td>
</tr>
</tbody>
</table>
Distribution of the Most Spoken Languages Other Than English in Arizona

Most spoken languages in Arizona

English is spoken by 74.16% of people over 5 years old in Arizona. Languages other than English are spoken by 25.83%. Speakers of languages other than English are divided up as follows.

- Spanish: 77.9%
- Navajo: 7.6%
- Other: 5.8%
- Italian: 0.8%
- Pima: 0.8%
- Vietnamese: 0.8%
- Tagalog: 0.8%
- Apache: 0.9%
- Chinese: 1.2%
- French: 1.3%
- German: 2.1%
Major Focus of Inquiry:

- *Suburban immigrant community* sites that serve as hubs for local and global linguistic networks.
Background: Arizona’s Official Language Policy Context

- Arizona recently passed a law making English the Official Language.
- It simultaneously made it illegal to teach undocumented people English in publicly funded adult ESL.
- In 2000, Arizona voters passed “English for the Children” (Prop. 203), which restricted bilingual education.
- Since 1992, the state has fought a lawsuit (Flores v. Arizona) that would require it to spend more money on the education of language minority students.
- It recently passed a law that will repeal business licenses of those who knowingly hire undocumented workers.
- The percent of the state workforce that is undocumented is estimated at 10-12% of the total workforce.
- Those who supported these efforts are now proposing, contrary to the 14 Amendment of the U.S. Constitution, that children born in the U.S. should not be allowed citizenship if their parents are undocumented.

- Our focus, however, is on the linguistic life and landscape of multilingual Arizona beyond its official policies.
Arizona’s Linguistic Landscape:
The Distribution of English by Postal Code (MLA Maps)
The Distribution of All other Languages in Arizona

(MLA Maps)
The Distribution of Spanish in Arizona
(Spanish is the second largest language in the State and the U.S.)

(MLA Maps)
In the past language maintenance was fostered in urban ethnic “ghettos” such as San Francisco’s Chinatown (below). Language minority communities in Arizona, however, tend to be suburban or rural.
Contemporary Suburban Language Networks Centers

Language minority communities in Arizona tend to be dispersed in the suburban areas, such as major Chinese sites below. (Google Maps)
We are currently focusing on several suburban economic centers in the Phoenix metropolitan area that are hubs for linguistic social networks. Below is one of the ‘planned’ ethnic sites, the Chinese Cultural Center, located near the international airport and major hotels (Google Maps).
The Phoenix Chinese Cultural Center

The center commercially promotes its restaurants, market, and ethnic arts shops as a site for experience and cultural events. Chinese characters are used along with traditional architecture to create the feeling of an ethnic cultural space (images and icons from http://www.phxchinatown.com/AsianSeafoodBuffet.htm)
In contrast there are more ‘organic’ economic centers in the Phoenix metropolitan area that are hubs for linguistic social networks, such as one of the more vibrant in Chandler Arizona. It is centered in a more suburban area (Google Maps).
Focus on linguistic network of suburban centers such as the Lee Lee Market in Chandler (Google Maps)

Lee Lee has developed as the ‘organic’ hub of economic and linguistic activity in the east valley.

The two buildings on the left are a CVS Pharmacy and a Mac Donald’s.
Distribution of HL languages

Chinese in Arizona & Maricopa County (MLA Maps)
Distribution of minority languages

**Chinese in the Phoenix East Valley** (Google & MLA Maps)
Distribution of minority languages
Korean in the East Phoenix Valley
Two Sites of Interest (Google & MLA Maps)
Vietnamese in Maricopa County (Google & MLA Maps)
Chinese Churches in the Valley, shown with terrain map
Chinese Churches in the Valley, shown with population density map layer
Chinese and Korean Churches in the Valley, shown with population density and roads layers
Chinese and Korean Churches, and Chinese Medicine Establishments in the Valley, shown with population density and roads layers.
Chinese Medicine Establishments in the Valley, shown with population density and roads layers
Chinese and Korean Churches, and Chinese Medicine Establishments in the Valley, shown with terrain and roads layers
Features of the Lee Lee Linguistic Network

- HLs are used in the multi-literate packaging of ethnic foods
- One key enterprise such as Lee Lee, as the major strip mall tenant, serves as a magnet for other ethnically focused enterprises all of which become part of a functional network of HLs
- Business and advertising networks linked to Lee Lee use HLs and/or bilingualism in marketing
- Lee Lee serves as the hub for an information networks for local ethnic community and source country news
- Lee Lee serves as a hubs for linguistic and cultural networking
The Lee Lee market is owned by a Cambodian Chinese immigrant. Located in the suburb of Chandler, it specializes in Asian, South Asian, Latin American, African, Caribbean, and other ethnic foods, spices, and herbal medicines.
Ethnic Foods – Multilingual Packaging and Marketing
Ethnic Foods – Multilingual Packaging and Marketing
Lee Lee has been a magnet for other ethnically tailored enterprises
Major signage visible from the highway tends to be in English or bilingual. However, window signage is more likely to be bilingual or in languages other than English and used for commercial advertising or informal advertising.
Within Lee Lee and the surrounding shops HL / bilingual signs are part of the formal business advertising networks
(Below Vietnamese and English inside Lee Lee Market)
Formal business advertising is facilitated through free materials available at Lee Lee (Note that these resources are often bilingual)
Local editions of ethnic newspapers available at Lee Lee advertise in LOTEs and/or bilingually below are the *Korean AZ Times* and the *Arab Voice*.
Lee Lee also serves as a hub for informal advertising. Note that these resources are often in the HLs.
Informal Business & Advertising Networks
Note that these resources are often in the LOTEs.
Lee Lee serves as the hub for an information networks for local ethnic community and source country news through the distribution of free newspapers from global (Here are local, Taiwanese, PRC-Hong Kong) editions that link with the U.S. and global Chinese communities.
Filipinos are hopeful for the New Year

Porsche sets up Asia training center in RP

Arroyo outlines goals of her administration in 2008
Sites such as Lee Lee as hubs in social networks for linguistic, cultural and religious networking.
Artifacts used in Buddhist funerals available at Lee Lee
Next Steps in Our Community Analysis

• We will be working with Indigenous community research collaborators to examine regional linguistic landscapes from tribal/Indigenous perspectives.
• This work may include visual and participatory ethnography, including in-depth interviews.
• We also hope to involve youth in photo-documentation and interpretation of Indigenous linguistic landscapes and appropriation of Indigenous signage for non-Indigenous purposes.
• We will also be undertaking more in-depth analysis of the functional uses of print within these commercial spaces, plotting the density of local populations, and using census and GIS mapping to plot the population, businesses, churches, and other key sites.
• Next, we will attempt to do a social network analysis using Pajek or similar networking software.
Classroom Connected Activities

- How might some of this information be useful in designing assignments for students to connect with heritage languages in the local community?
  - Suggest activities related to exploring HL use in local markets and shops.
  - Suggest activities related to analyzing newspapers in local and global contexts.
  - Suggest activities related to analyzing the use of HL for advertising and marketing.