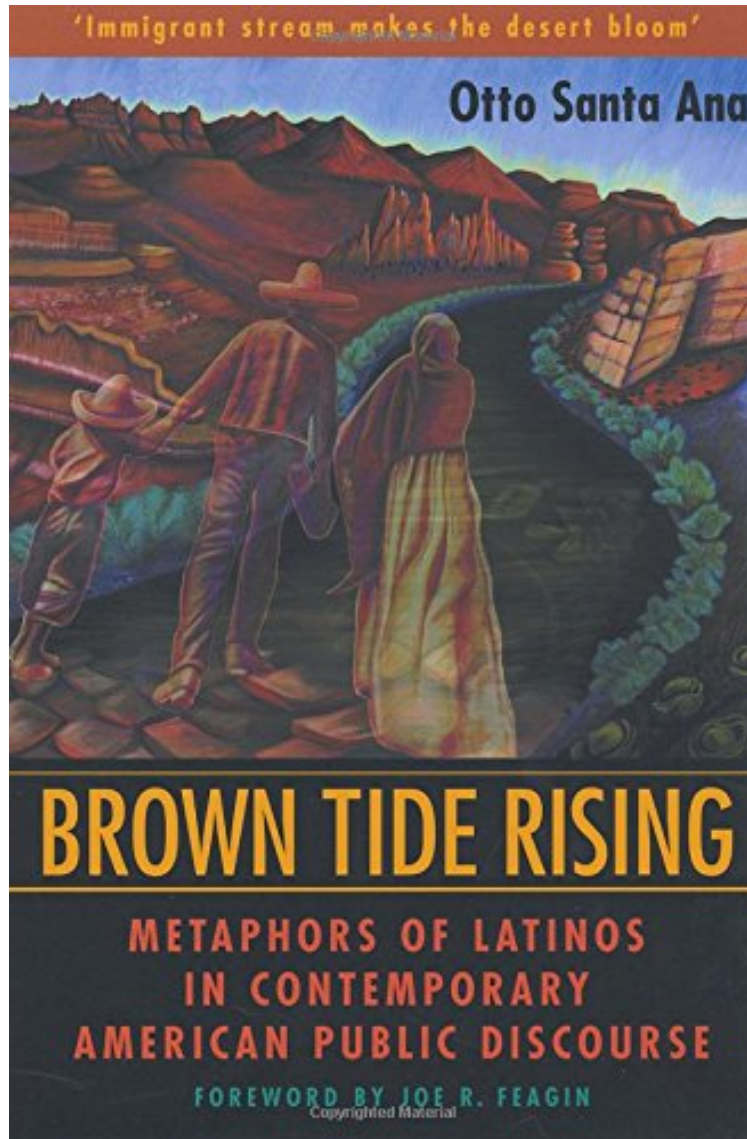


Brown Tide Rising: Metaphors of Latinos in Contemporary American Public Discourse

Otto Santa Ana

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Otto Santa Ana : Brown Tide Rising: Metaphors of Latinos in Contemporary American Public Discourse before purchasing it in order to gage whether or not it would be worth my time, and all praised Brown Tide Rising: Metaphors of Latinos in Contemporary American Public Discourse:

6 of 6 people found the following review helpful. Worthy dissection of public discourse while tediousBy Peter A. KindleBrown Tide Rising is not one of those social science books with a beat. No one will soon convert it to a hit song

or into a blockbuster movie. Reading it is tedious without being overly complicated, but didn't all our mothers make us eat our broccoli? Some books need to be read even when we don't want to read them. Santa Ana walks the reader through his analysis of metaphors utilized in the Los Angeles Times when reporting on three California propositions presented to the electorate in the 1990's. All had direct and potentially adverse repercussions for Latinos. This book carefully deconstructs the ways in which the parameters of the debates were constructed by looking at the language, and metaphors, used in newspaper accounts. The power in Santa Ana's work lies in his explanation of the idea of public discourse. Public discourse is the imaginal limitation of perspectives. This narrowing of perspectives is accomplished by almost subliminal use of metaphor so that the legitimate contours of an issue are restricted by assumption and adoption of a specific cognitive framework. Because this framework is undeclared and public, it serves to significantly restrict public debate and provides an assumptive, public heuristic that easily substantiates bias, injustice, and discrimination. Few in America continue to defend ethnic and racial pejoratives. Their demeaning use is without social acceptance or approval. Santa Ana clearly shows that the metaphors utilized in public discourse are substantially more pejorative than the most blatant verbal slur. I hope that many will read this work. Awareness of the power inherent in the formation of public discourse, a power that is quite subtle and pervasive, can only be controlled by an intelligent and insightful public.

1 of 2 people found the following review helpful. Best book of 2002 by APSA By A Customer
This book received a award of Best Book of 2002 on Ethnic and Racial Political Ideology and/or Political Theory, Organized Section on Race, Ethnicity, and Politics of the American Political Science Association. Book design: Heidi Haeuser.

Winner, Best Book on Ethnic and Racial Political Ideology and/or Political Theory, Organized Section on Race, Ethnicity, and Politics of the American Political Science Association, 2002 "...awash under a brown tide...the relentless flow of immigrants..like waves on a beach, these human flows are remaking the face of America...." Since 1993, metaphorical language such as this has permeated mainstream media reporting on the United States' growing Latino population. In this groundbreaking book, Otto Santa Ana argues that far from being mere figures of speech, such metaphors produce and sustain negative public perceptions of the Latino community and its place in American society, precluding the view that Latinos are vested with the same rights and privileges as other citizens. Applying the insights of cognitive metaphor theory to an extensive natural language data set drawn from hundreds of articles in the Los Angeles Times and other media, Santa Ana reveals how metaphorical language portrays Latinos as invaders, outsiders, burdens, parasites, diseases, animals, and weeds. He convincingly demonstrates that three anti-Latino referenda passed in California because of such imagery, particularly the infamous anti-immigrant measure, Proposition 187. Santa Ana illustrates how Proposition 209 organizers broadcast compelling new metaphors about racism to persuade an electorate that had previously supported affirmative action to ban it. He also shows how Proposition 227 supporters used antiquated metaphors for learning, school, and language to blame Latino children's speech rather than gross structural inequity for their schools' failure to educate them. Santa Ana concludes by calling for the creation of insurgent metaphors to contest oppressive U.S. public discourse about minority communities.

"This is a highly significant contribution to scholarship in several fields: e. g. sociology, sociolinguistics, cultural studies, political studies, ethnic studies. . . . The combination of lucid and rational theory, rich data set, and carefully reasoned analysis results in an unusually powerful book." (Ronald Schmidt Sr., author of *Language Policy and Identity Politics in the United States*) "This is a highly significant contribution to scholarship in several fields: e. g. sociology, sociolinguistics, cultural studies, political studies, ethnic studies. . . . The combination of lucid and rational theory, rich data set, and carefully reasoned analysis results in an unusually powerful book." (Ronald Schmidt Sr., author of *Language Policy and Identity Politics in the United States*)
About the Author Otto Santa Ana is a founder and professor of the Cesar Chavez Center for Chicana and Chicano Studies at UCLA.