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The mixture of the old, rebirth as the New: A Rhetorical analysis
on Danial's "Spanglish moving into the mainstream"

As the world collides with the growth of transportation, culture has also collided, as the growth of both the history and size of immigration, because of those new generations that were marinated in both cultures, innovative ideas came out, such as food that cooked with both styles, stories told with different characters or a new language that sculpted the new world. Spanglish is one of the results of a mixed culture that was introduced in the article "Spanglish Moving into Mainstream" by Daniel Hernandez, in this article Danial argues that Spanglish is an important and colorful part of the Hispanic culture, as he first catches the audiences thought as he demonstrated a conversation on the usage of Spanglish, then brings out facts on how the Spanglish was included in the Hispanic daily life such as the use in products, how those well-known people react on Spanglish, and he also states the history of Spanglish with build up the credibility of his argument, and the supporting emotion of the audience, but the way how the author brought up the counter-argument at the end and concluded the article with a data is confusing.

The author began his article by introducing a conversation of a normal life scene of a Hispanic family in California, the author then describes the usage of Spanglish and the background information on the now a day Spanglish using society, as he uses the rhetorical device **litotes**: "The criticism has done little to reduce the prevalence of Spanglish, which today is a bigger part of bilingual life than ever." in this piece of evidence the author uses a both done little and reduce which bring out a litoties effect., and brought out the products that uses Spanglish to strengthen his credibility, as he continues to cite Amherst College professor Ilan Stavans who argues that since there is new words created in Spanglish, Spanglish should be considered as a kind of language rather than a state of mind, which was also cited to counter the saying from Anti Spanglish sentiment that Spanglish should be considered as "Spanish Phonetics", "Crossing Borders", next Danial introduces the history of Spanglish and how different that Spanglish is while comparing with other mixed cultures, after that the author brought out the fact the young generation of those Hispanics, such as Francisco Duenas, had considered Spanglish as a proof that they are capable of accessing to different cultures, lastly the author introduce the way how Spanglish was structured and the way how word were replaced to form Spanglish, but the motivation was blurred since the author did not introduce any explanation that supports his argument base on the description, rather he introduced a debate on should Spanglish be considered as a state of mind or a slang.

In his article, Danial cited a few statements that strengthen his credibility and the appeal to ethos, which is from an Amherst College Professor *Ilan Stavans* who published Spanglish dictionary with hundreds of entries, an Urban Hispanic Spanglish speaker - *Francisco Duenas*, Danial Cited The dictionary that the Professor *Ilan Stavans* to demonstrates how new words were created in Spanglish: "Amherst College professor *Ilan Stavans* published a Spanglish dictionary with hundreds of entries -- from "gaseteria" (which means "gas station") to "chaqueta" (for "jacket," instead of the Spanish word

"Saco"). Stavans said new Spanglish words are created all the time, altering traditional notions of language purity that remained strong a generation ago." (qtd in Daniel), then he also cited Professor Ilan Stavans's statement on how he views Spanglish for the support of his argument on the purpose of Spanglish: "Growing up, "I was told in school that you shouldn't mix the languages," said Stavans, whose college plans to hold the first Conference of Spanglish in April. "There used to be this approach that if you use a broken tongue, you have a broken tongue. It's not about broken tongues; it's about different tongues, and they are legitimate. I think you'll see a lot more of that." (Qtd. Daniel). Daniel then cited the statement from an urban Hispanic *Francisco* to support the author's argument about the importance that Spanglish for the new generation: "I think this Spanglish, it's a way of saying, 'Look, I can do both,' " Duenas said. "And I think here in Los Angeles, particularly *Mente*, it's not necessary to speak just Spanish or English. No Puedes describir la Vida Aqui (you can't describe life here) without speaking both." (Qtd. Daniel). The author also cited a statement from professor *Ilan Stavans*, who uses the **rhetorical device** Amplification: "if you use a broken tongue, you have a broken tongue. It's not about broken tongues; it's about different tongues, and they are legitimate. I think you are going to see a lot more of that." The author of this article cited a statement from Professor *Ilan Stavans* with the Amplification of the phrase broken tone, leads the reader to think about if Spanglish can be considered as a broken tone. The author cited a statement from a professor to improve his credibility as he proves that he did his homework, and further strengthen it as he mentioned an urban Hispanic Spanglish-speaking citizen, which enchanted his credibility on other bilinguals.

As the article continues, Daniel strengthens his appeals to logos as he said facts on how Spanglish was inserted into the urban Hispanic culture, how the geographic location of both cultures proves Spanglish's indifference, and he also acknowledged the history of Spanglish's birth to standing up for the logic of his article. He first listed those products, such as daily usage, commercials, news, and similar, that had used Spanglish: "Marketers use it to sell everything from bank accounts to soft drinks. Hallmark now sells Spanglish greeting cards. McDonald's is rolling out Spanglish TV spots that will air on both Spanish- and English-language networks" (Qtd. In Daniel). Daniel included a geographic location of both Spanglish and English culture: "But unlike immigrants from Europe and Asia, Hispanics are separated from their cultural homeland, not by vast oceans, but by the border with Mexico and the 90 miles between Cuba and the Florida Keys." (Qtd. in Daniel). The author then included the history of Spanglish: "Spanglish, the fluid vernacular that crosses between English and Spanish, has been a staple in Hispanic life in California since English-speaking settlers arrived in the 19th century." (Qtd. in Daniel), as Daniel reveals how wide that Spanglish is used in the urban culture of Hispanic, which enhanced the importance of Spanglish, he also uses a rhetorical device such as **Procataleptic**: "Migration movements are traditionally accompanied by the mixing of the native language with the newly acquired one. Within a generation or two, the old-country tongue -- whether Polish, Chinese, or Italian -- usually recedes. But unlike immigrants from Europe and Asia, Hispanics are separated from their cultural homeland, not by vast oceans, but by the border with Mexico and the 90 miles between Cuba and the Florida Keys." this piece of evidence demonstrates that the author of this article first stated evidence that his counterargument might use, then brings out the fact that Spanglish was born with more cultural influences from countries rather than the mix language that was born overseas. As he claimed that Spanglish has been in the world for a long time and was effectively influenced by both cultures since both cultures were close to each other, the author used this detailed logical information to build an appeal to logos and impression on the audience.

As Daniel started to round up his article, as he described the code-switching rule in Spanglish, he also brought out a debate between Jim Boulet Jr., executive director of English First, a lobbying group opposed to bilingual education, and San Diego cartoonist Lalo Alcaraz on the topic of should Spanglish be considered as a state of mind or slang, the author may point out this debate to interact with the audience that allows the reader to think about this debate and the topic, but the way how the author introduced and cited with detail on the statement and background of both side of the debate, had instead blurred the purpose of this article, even though it is effected on the part of connection the audiences' thought on his argument.

Through his article, Daniel first caught the mind of the audience by describing a Spanglish using scene, then continued to prove Spanglish's importance by inserting statements from urban Hispanic citizens and professors that supported Spanglish as a tongue, he then points out the usage of Spanglish, the advantage that Spanglish had over other mixed languages based on the geographies of both culture and the history to furthermore improve his credibility and impression on the audience; however the ending part of his article blurred the purpose of this article, Daniel may include much simple and clear conclusion to round up his article.

Work Cited

Daniel Hernandez. "Spanglish Moving into Mainstream" Los Angeles time, the Boston Blob, January 11, 2004