

1. Record Nr.	UNINA9910452230703321
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Titolo	Rancheros in Chicagoacan [[electronic resource]] : language and identity in a transnational community // Marcia Farr
Pubbl/distr/stampa	Austin, : University of Texas Press, 2006
ISBN	0-292-79562-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (343 p.)
Disciplina	306.44089/68
Soggetti	Anthropological linguistics - Mexico Anthropological linguistics - United States Mexican Americans - Languages Spanish language - Social aspects - Mexico Group identity Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [285]-301) and index.
Nota di contenuto	Introduction -- Of ranchos and rancheros : the historical context -- The spatial context : San Juanico, Illinois, and Chicago, Michoacan -- The social context of la familia : work, education, religion, and language -- Rethinking mestizaje : racial discourse among rancheros -- Franqueza and the individualist ideology of progress -- Social order among rancheros : equality and reciprocity, hierarchy and respeto -- Relajo as (framed) disorder : the carnivalesque in talk -- Conclusion.