

Einladung zum

Mongolei-Colloquium

am Dienstag, den 29. Mai 2018

18 (c.t.) – 20 Uhr

Dr. Sender Dovchin

Associate Professor

Centre for Language Research, University of Aizu, Japan

Language, Globalization and Youth Culture in Mongolia

This talk presents the linguistic diversity – “linguascapes” of young adults situated in Mongolia, focusing on the **diverse linguistic and cultural resources** these young people draw on in their daily online and offline interactions. The researcher draws attention to the **creative and innovative** nature of young people’s **linguistic practices in modern Mongolia**. While located on the Asian periphery, these young adults nevertheless roam widely in their use of popular culture, media voices and linguistic/cultural resources.

On the one hand, they appropriate the transnational cultural, linguistic and semiotic resources according to their locations and engage in a playful stylization and recontextualization of what the local means. On the other hand, they engage in reflexive language use, often involving exaggerated linguistic variation, mixing, and other semiotic resources in order to produce and **perform a range of social and cultural identities**.

The study shows how the circulation and take-up of transnational flows and multiple resources around Mongolia can involve diverse new processes of linguistic and cultural stylization. The implication of this study is to **re-consider the role of varied cultural genres and linguistic resources** in a globalised context, therefore considering the important interplay between language and globalisation.

Neuer Ort: Hauptgebäude der Universität Bonn Hörsaal VII

Alle Interessierten sind willkommen!