This article provides a nested discussion of issues in language and representation emerging from the investigation of Spanish and English use in YouTube Norteño and Sureño gangster rap fan videos and their associated responses (user comments). Two related issues emerge: 1) the robust use of a phonetic variety of Mock Spanish, used intraethnically by native Spanish speakers, and linked to language ideologies by user comments about English and Spanish use among Mexican-descent gangs; 2) a semiotic ideology of hemispheric localism tying language ideology to global spaces and to linguo-visual modes of meaning on YouTube. This research aims to fill a gap in the phonetic description of intraethnic mocking varieties, and sociolinguists’ engagement of new media such as YouTube. (YouTube, semiotics, language ideology, hemispheric localism, chronotopes, Mock Spanish, English, gangs, gangster rap, hiphop, fandom, new media).

Bio

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