

## “Cultivating Critical Language Awareness in the Heritage Language Classroom: A Module on Language Ideologies”

---

In-class discussion of an ad that promotes the standard language ideology

### 300 años de la RAE (300 years of the Royal Spanish Academy)

The 2013 ad, created by la Academia de la Publicidad (Advertising Academy), commemorates the 300th anniversary of the Real Academia Española (Royal Spanish Academy). It depicts the RAE’s motto: *limpia, fija, da esplendor* ([it] cleans, sets, and gives splendor).

1. As we watch [the ad](#), complete the table. Write down what the woman says and the gestures she makes before and after a dictionary appears.

BEFORE THE DICTIONARY MATERIALIZES		AFTER THE DICTIONARY HAS APPEARED	
WORDS	GESTURES	WORDS	GESTURES

2. Why would the woman need a dictionary to rephrase what she has said? Focus on what she says before the dictionary appears.

3. How would you characterize the way she speaks?

4. Describe what is happening in this shot. First make a list of all the elements that appear. What is the woman's expression? What is the effect that the dictionary has?



5. Comment on the transformation of the woman's words in the example that the ad provides – from *florecente* to *reluciente*. What is the basis of this change? That is, why would the dictionary change *florecente* to *reluciente*? Think of what the woman tried to say by the context.

6. How would you describe the way she speaks after the intervention of the dictionary?
  
7. How does the ad promote the RAE's motto? That is, what visual elements does it utilize to represent it?