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Hispanic Identity & Language Attitudes  
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The conflict between having a traditional Hispanic identity versus a Mexican one is a common theme within the Latino population of New Mexico. It has its roots in the period preceding the invasion of the Southwest by the United States, and was further exacerbated by the struggle for Statehood and through the modern day (Bills & Vigil 2008; Gonzales 2005; Gonzales-Berry & Maciel 2000; Nieto-Phillips 2000; Nostrand 1992). An associated phenomenon is the unprecedented loss of Spanish language skills among the State’s Hispanic population in the last 150 years, despite the fact that continued immigration from Mexico and other parts of Latin America generally allows for greater visibility of Spanish within the public domain (Bills & Vigil 2008). The current work centers Hispanic identity posturing within a historical, socioeconomic, and political context, and explores several factors affecting the loss of Spanish within Cíbola County, NM, including restriction of the language within the public domain, generational language shift, and the preservation of TNMS (Traditional New Mexican Spanish: Bills & Vigil 2008) for future generations. The study utilizes both academic and popular literature, as well as interviews taken from the New Mexico-Colorado Spanish Survey (Bills & Vigil 2008), which prior to this year have only been used in one other published source (Bills & Vigil 2008; Also Martínez In Progress). Through this research, the investigator hopes to shed light on the intersectional issues affecting Cíbola’s Hispanic population, and opens the door to further ethnographic and sociolinguistic study of the region.

Works Cited
Martínez, B. (In Progress). Spanish /s/ Reduction in Cíbola County, New Mexico [Master’s Thesis: The University of New Mexico].