

**Pride, profit and prejudice:
Metadiscourse and language ideologies in Hong Kong travelogues**

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Late modernity has created conditions for language to operate on two ‘levels’: *pride* and *profit* (Duchêne and Heller, 2011). On one hand, languages continue to function as traditional symbols of ethno-national identity. On the other hand, languages are employed as commodified indexes of local places, people, practices and products. This often leads to a tension between the desire to capitalize on and mass produce languages, cultures and identities for their purportedly unique or exotic character, while fulfilling the need to retain (or claim) their authenticity, ownership and legitimacy (Heller, Jaworski, Thurlow, 2014). In this talk, I introduce another key concept – *prejudice* – as a necessary corrective to the shift from pride to profit, especially in the context of tourism discourse. Focusing on a wide range of travelogues on Hong Kong, I examine the construction and ideologization of the city’s linguascape resulting in the ‘othering’ of local people. My data sample includes metadiscursive comments and recontextualizations, uses of mock Cantonese and Hong Kong English, and invented examples of verbal and non-verbal communication. In conclusion to my analysis, I will argue that tourism is an important discursive terrain exploiting the political economy of languages to sustain hegemonic and standardizing language ideologies on a global scale.