

## **Ghetto Until Proven Trendy**

On the topic of language, communication and culture, code switching is something that stands out. As a form of assimilation, code switching is when someone essentially changes their speaking voice depending on who they are around, or who they are communicating with. Like most things, code switching is a popular topic of discussion among the Black community on social media with the uprise of white internet influencers putting on a 'blaccent'.

A 'blaccent' is when someone who does not naturally speak with African American Vernacular English starts to speak like a Black individual. African American Vernacular English, AAVE for short, has become popular on social media with phrases like "It's the \_\_\_\_ for me." or even as subtle as "sis".

These phrases are made popular by Black people on the internet, but they are stolen by white people on the internet which causes them to become mainstream, when they were primarily used and made popular by Black or African American English speakers.

Blaccents and AAVE are commonly used by non-Native speakers to sound funny and relatable. The controversy comes from Black people who were once ridiculed for sounding "ghetto" and "uneducated" when they spoke with AAVE, but Now white/nonnative speakers are using that some dialect to seem cool.

Language and culture go hand in hand, which is why the widespread use of AAVE and blaccents are now considered cultural appropriation. AAVE and blaccents do not come naturally to those who were not raised in predominately Black spaces or those who are a part of the Black community.

So much of AAVE and Black culture that was once looked down upon, has now made its way into popular culture/internet culture.

For more, in-depth information on AAVE, blaccents and the internet, check out this article: <https://pwestpathfinder.com/2021/01/26/its-not-black-and-white-aave-code-switching-and-digital-blackface/>