**Going upscale? From French in Senegal to Senegalese in France, 1975-2010**

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This workshop considers some ideologized views of the use of French by Wolof-speakers. Materials to be presented will include: a transcript taken from a Dakar radio play, 1975; a set of language-focused terms for stereotypes of urban Senegalese, 1990's; a video of ex-president Abdou Diouf, Paris, 2010. Comparing these (and some other) materials will allow us to consider some aspects of scale -- spatial, temporal, social -- in relation to language use and ideologies of language difference.