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**“Let me be Giannis”  
Styl(iz)ing NBA’s Greek freak in pop culture**

In sociolinguistics, it is assumed that speakers speak in their own voices, in propria persona, but when they stylize, speakers speak in altera persona, or at least they allow that inference to be drawn. In stylizing, we speak "as if this is me," or "as if I owned this voice," or "as if I endorsed what this voice says." A stylized utterance is, to this extent, off-record, although the assessment of whether this utterance "is really mine" rather than "me playing" or "me subverting" can often be left deliberately unclear.

Against this backdrop, the aim of this paper is to understand the ways NBA’s super star Giannis Antetokounmpo, a Greek citizen of Nigerian ethnic origin, gets styl(iz)ed in Greek and American popular culture. The data analyzed include four hip hop and one rock song that have been composed in honor of Antetokounmpo, whereby the latter is styl(iz)ed as a persistent, self-confident, hard-working, successful, ethical, and, hence, admirable basketball player, who is the pride of Greeks nowadays, even though during his childhood he and his family suffered poverty and discrimination.

It is argued that the (imagined) linguistic and socio-cultural fused Greek “self” of Antetokounmpo is constructed through a linguistic and semiotic bricolage found in the video clips of the songs, whereby linguistically nonstandard features, such as the use of Greek slang and AAVE features are coupled with standard semiotic features indexing national Greek identity, such as the Greek flag and the coat of arms.