

## Material/discussion for second week:

### Framing and reframing endangered languages online:

#### The promise and pitfalls of the participatory web for language revitalization

The session addresses the participatory web as a platform for language revitalization. The session begins with an examination of the types of affordances that the new media offer endangered language communities for documentation, voicing the language and networking (e.g. Coronel-Molina 2013, Leung 2010, Pischloger 2014). The session then introduces a theoretical framework – discourse analysis and virtual linguistic landscapes – with which multimodal discourse on the internet can be critically examined (Androutsopoulos 2014). Drawing from this analytical toolbox, it is revealed that language revitalization on the participatory web is not without problems, especially with regard to language ideology. Specifically, although it represents a key space for the advancement of language rights for any threatened linguistic minority, such is the nature of the participatory web that those rights may not only be articulated and circulated but also applied, resisted and reworked. There will be an opportunity during the session for students to analyse one or more YouTube videos that showcase an endangered language and/or language learning. (For this session, Internet connectivity is necessary for both instructor and students.)

#### Reading list for the session

Androutsopoulos, J. (2014). Computer-mediated communication and linguistic landscapes. In J. Holmes and K. Hazen (eds), *Research Methods in Sociolinguistics: A Practical Guide* (pp. 74–90). Malden, MA: Wiley Blackwell.

and

Brink-Danan, M. (2011). The meaning of Ladino: the semiotics of an online speech community. *Language and Communication* 31: 107–118.

#### Cited references

Coronel-Molina, S.M. (2013). New functional domains of Quechua and Aymara: Mass media and social media. In J.W. Tollefson (Ed.), *Language policies in education: Critical issues* (pp. 278–300). New York: Routledge.

Leung, G. (2010). Learning about Your Culture and Language Online: Shifting Language Ideologies of Hoisan-wa on the Internet ("I especially liked how you used the thl- sound.") *Working Papers in Educational Linguistics* 25.1: 37–55.

Pischloger, C. (2014). Udmurt in Web 2.0: urban Udmurts resisting language shift. *Finnisch-Ugrische Mitteilungen* 3: 143–162.