

Grassroots Activism Shifting Tactics and Political Praxis

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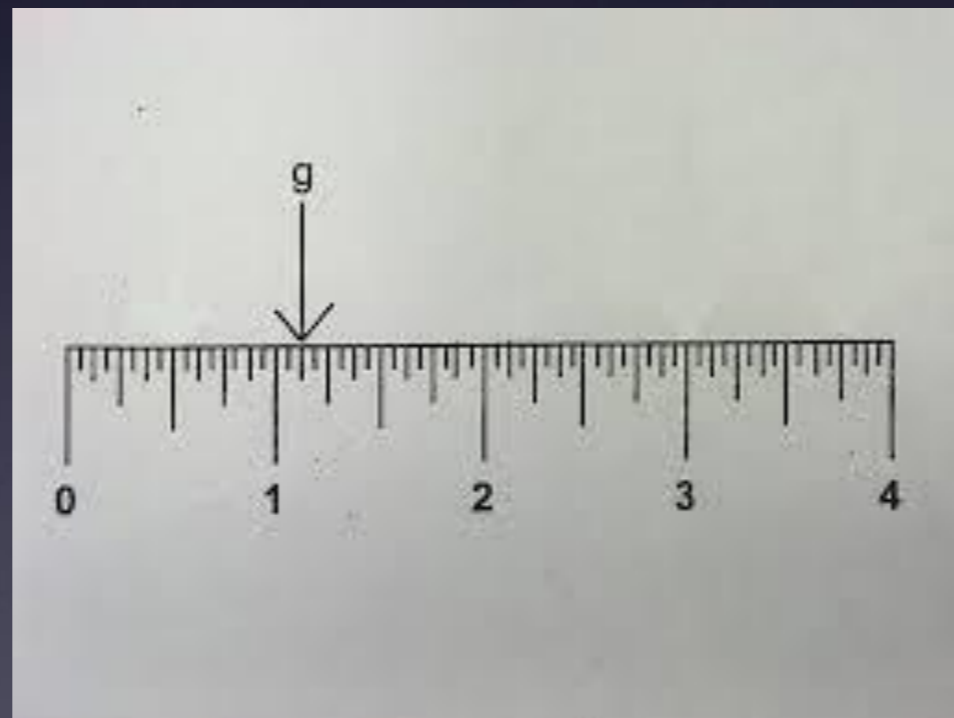
Language Revitalization and Social Transformation

May 22-23, University of Aberystwyth



Linguistic governmentality

The rise of language as an object to be governed,
measured and managed



Profit

language diversity as added value, enhancing competitiveness,
reaching niche markets – in a word profitability



Assessing the Economic Value of

El euskera supone el 4,2% del PIB de Euskadi

f



in



GOBIERNO VASCO

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Respecto a la CAV

6,28 %



Employment

4 sectores lingüísticos generales y 20 subsectores.

SECTORES	I. INDUSTRIA DEL LENGUAJE	II. INDUSTRIA DE LA CULTURA Y LOS MEDIOS DE COMUNICACIÓN	III. ACTIVIDADES DEL ÁMBITO DE LA EDUCACIÓN Y LAS UNIVERSIDADES	IV. ADMINISTRACIÓN PÚBLICA
SUBSECTORES	<ul style="list-style-type: none">I.1. Enseñanza del euskeraI.2. TraducciónI.3. Servicios y asesoría lingüísticaI.4. Elaboración y difusión de un corpus de euskeraI.5. Desarrollo y difusión de las tecnologías del lenguaje	<ul style="list-style-type: none">II.1. Industria del libroII.2. Industria de la músicaII.3. Creadores/as de cultura autónomos/asII.4. Industria de los medios audiovisualesII.5. Artes escénicasII.6. BersolarismoII.7. Medios de comunicaciónII.8. Asociaciones de euskeraII.9. Otras asociaciones y empresas de los ámbitos de la comunicación, la cultura y la sociedad	<ul style="list-style-type: none">III.1. Educación Infantil y PrimariaIII.2. Educación SecundariaIII.3. Educación universitariaIII.4. Otras actividades educativas	<ul style="list-style-type: none">IV.1. Recursos del ámbito del euskera de las administraciones públicasIV.2. Recursos de los ámbitos de la cultura de las administraciones públicas y sus organismos autónomos

The old paradigm of Nation-State-Language still rules in Europe. It links the official status in the European Union with the official languages of the state.

It is neither inclusive nor equitable to distinguish between first and second tier languages, languages that are efficient and languages of solidarity, languages of globalization and the State, on the one hand, and 'other' languages, as if all the rest were minority languages.

Patxi Baztarrika. Europa Press 15 Oct. 2015.

Indicators & Audit: Total Quality Language Revival



Interreg
POCTEFA



**PROGRAMA INTERREG V-A ESPAÑA-FRANCIA-ANDORRA
2014-2020**

Euskararen adierazle sistema

Sistema de indicadores del euskera

Système d'Indicateurs de la Langue Basque

Total Quality Language Revival

- Entrepreneurial mgmt values & techniques
- Europe 2020: Smart Growth
- continuous audit/ improvement
- Legitimacy, efficacy, expertise based

Inexorable Enumeration

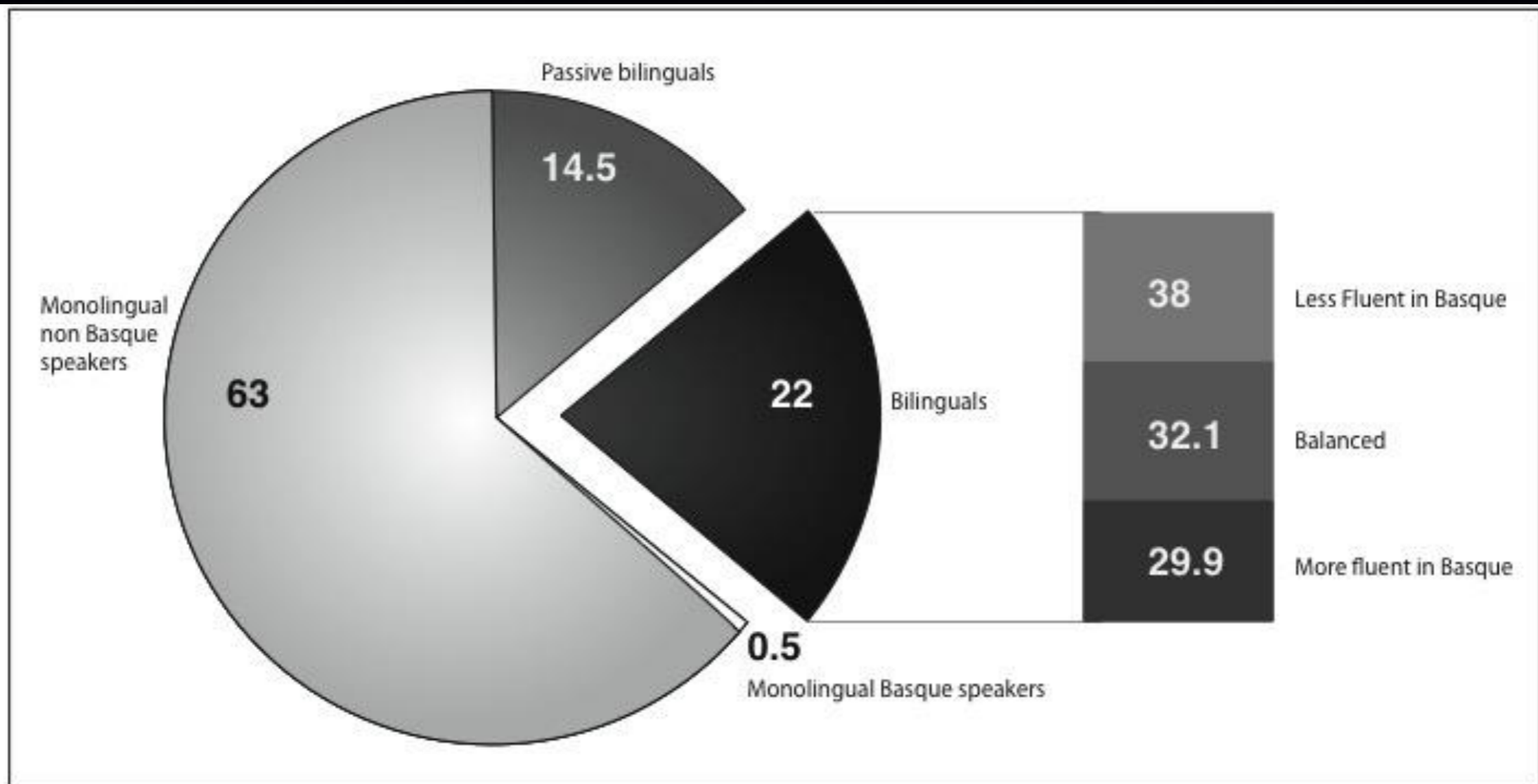
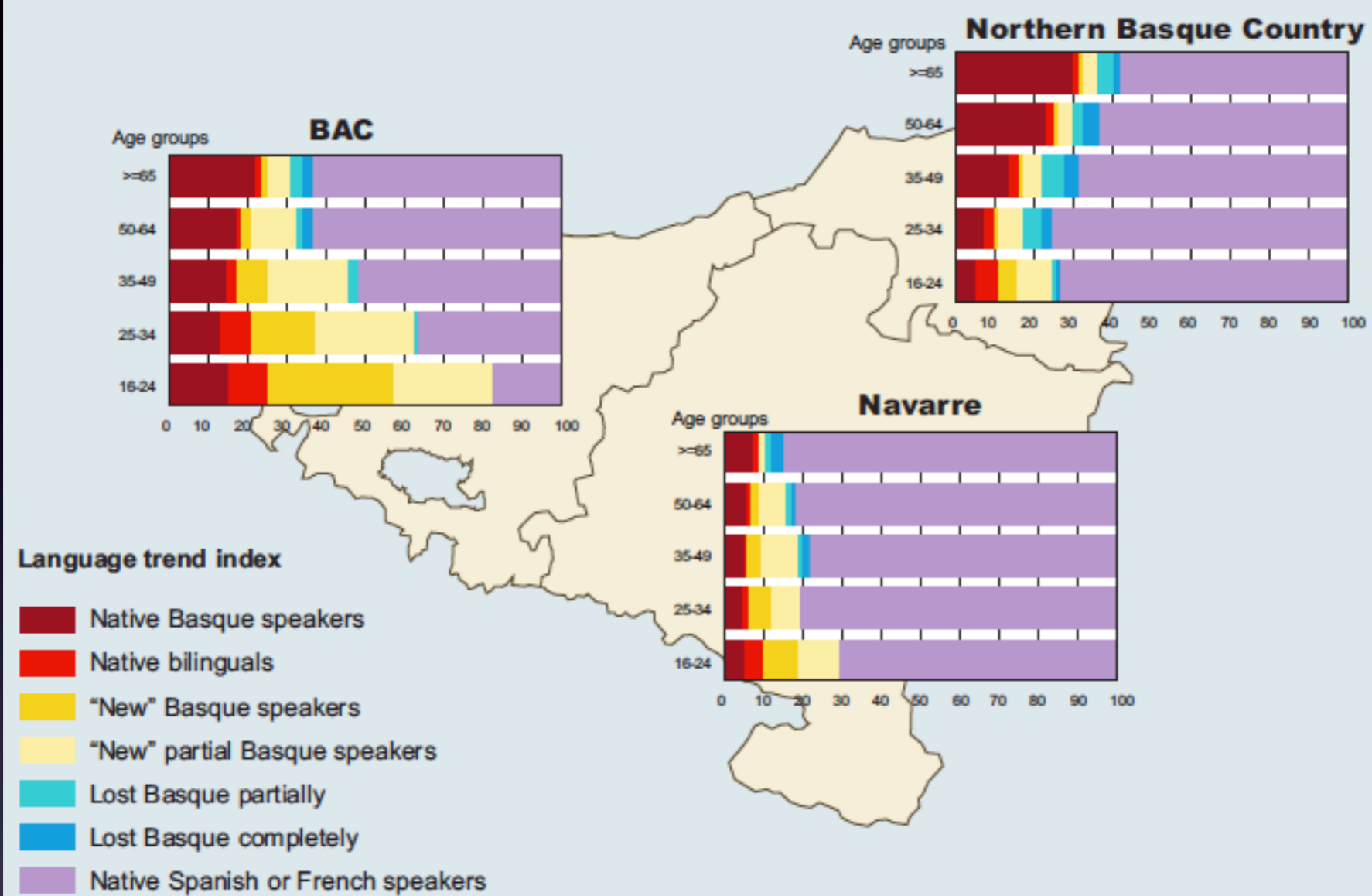


Figure 14. Language trend index by age group, region by region. Basque Country, 2006 (%)



Source: Fourth Sociolinguistic Survey. Vice-Ministry for Language Policy. Basque Government, 2006.

Research Implications

- thing-ification of language
- focusing on “language” choice
- demolinguistics over ethnography
- impoverished understanding of translinguistic usages, registers, sociolinguistic dexterity and creativity in non-standard forms

Recovering a 'language' vs creating speakers

Registers and vernacular

'I feel like a Basque speaker [*euskaldun*], at least that, if not more. Then, the way I see it, to be a new speaker [*euskaldunberri*] may have been a medal at a certain moment in time, because I worked for it and it's something I myself achieved. But it's just part of a process, isn't it? Native speaker [*euskaldun zahar*], I'm not that either, because you know you are not that ... But at times I would include myself ... or I'd like to ... without telling anyone ... because I speak more like a native speaker [*euskaldun zahar*].'

Carpenter 45 yrs. old

topaberri

topagunea.eus

2015eko maiatza • 66 zbk.



euskaltzaleen
topagunea

Berrikasi eta berrikusi

Euskaltzaleok batzen gaituena
garrantzitsuagoa delako



A critique is not a matter of saying that things are not right as they are. It is a matter of pointing out on what kinds of assumptions, what kinds of familiar, unchallenged, unconsidered modes of thought on which the practices that we accept rest.

Foucault. "Practicing Critique."