

Glocalization and sustainable linguistic diversity

Durk Gorter

University of the Basque Country-Ikerbasque

d.gorter@ikerbasque.org

From Call for papers

- "**focus** ... on language learning and language transmission of Regional and Minority Languages ... in Europe"
- "to define, analyse and explore new directions and paradigms ..."



Languages of the Wider World



CETL



SOAS-UCL Centre for Excellence
in Teaching and Learning

FRYSKE



AKADEMY



European Research Centre on
Multilingualism and Language Learning

View of the forest

- Concepts:
 - Glocalization, sustainability, linguistic diversity
- Paradigmatic cases Basque & Frisian:
 - Language policy - Education - Internet
- Conclusions



Globalization

PGST

Permanent Global Summer Time

“All year round strawberries
are a sign of our time”



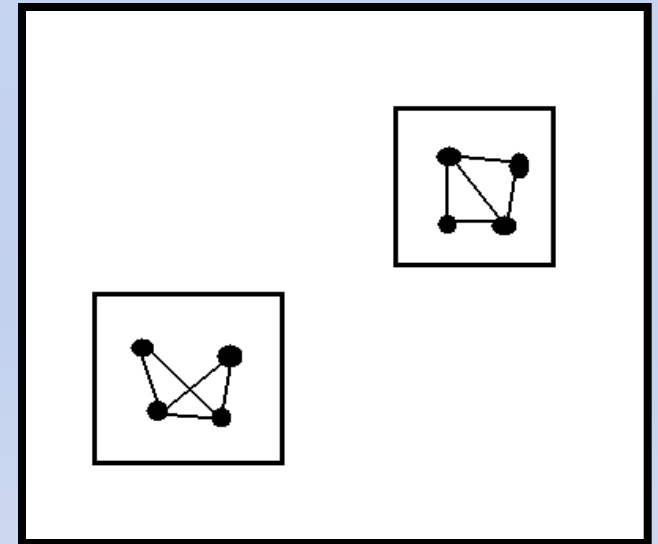
Globalization and languages

- Endangerment of languages
 - Spread of English (and other 'big' languages)
 - Spread of immigrant languages
 - Revitalization of minority languages
-

Local

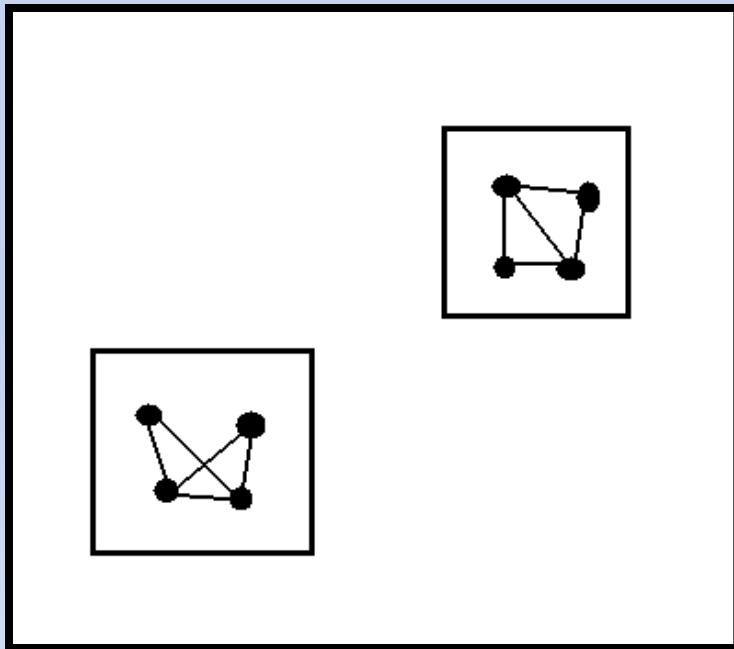
- Traditional communities
- Identity & language
- "Little boxes on a hillside"

Little Boxes



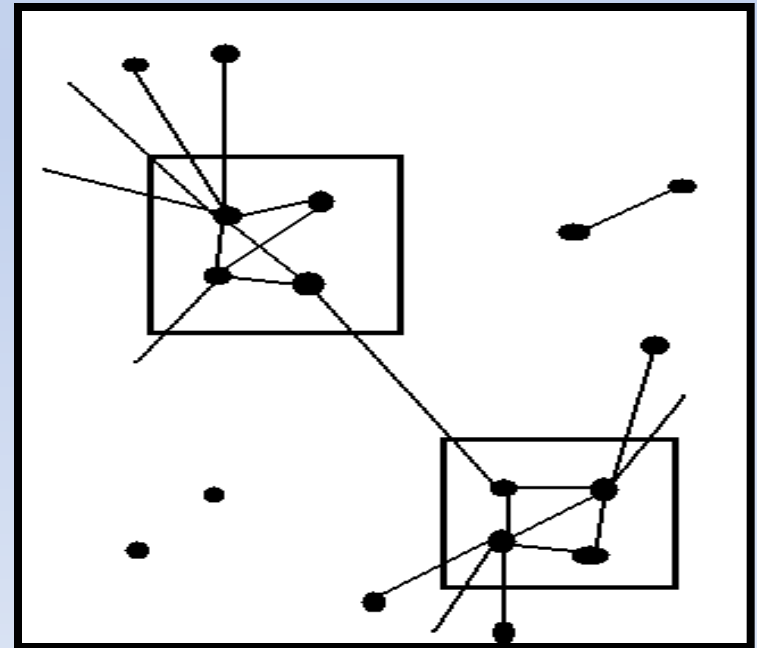
The local and the global

Little Boxes



(Wellman 2002)

Glocalization



Joshua Fishman (2002) Endangered Minority Languages: Prospects for Sociolinguistic Research



"What, other than 'localization concurrently with globalization', describes almost all our efforts and sentiments on behalf of endangered lesser-used languages?"

Glocalization

- *"Glocalization refers to the ability to combine the dimensions of the global, regional and local"*
- Slogan: *"Think global, act local"*
- convert to: *"Speak global and speak local"*



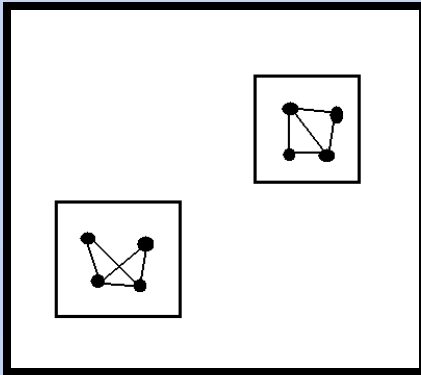
Stephen May (2008) Language rights:
linking the local and the global



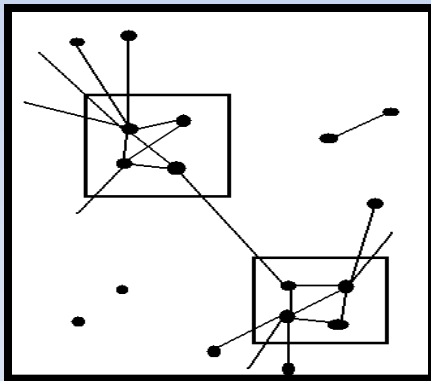
"To be a linguistic citizen of the world requires us to not limit our language choice but rather to extend it, so that we can operate fully and effectively in all contexts - the local, national and global."

Local, global and connected

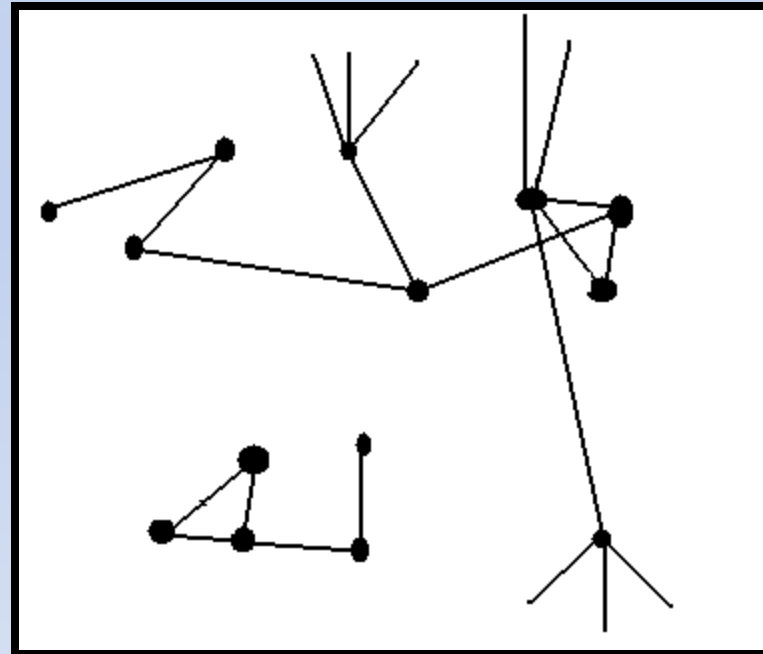
Little Boxes



Glocalization



Networked individualism



Networked individualism



Always on



Sustainability

- Brundtland report (1987):
"meets the needs of the present without compromising the ability of future generations to meet their own needs"
-

Sustainable diversity

- Multi-disciplinary: economics, anthropology, psychology, political science, sociology, architecture, linguistics
- Cultural diversity <-> sustainable development



Linguistic diversity

- *"The promotion of less widely used European languages represents an important contribution to multilingualism"*
- *"Linguistic diversity constitutes an added value"*

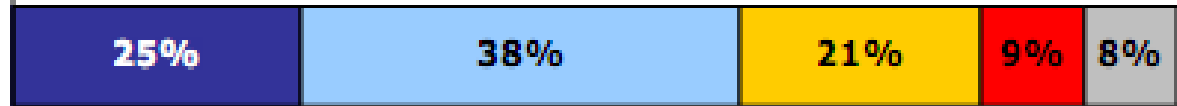
(European Council, Nov 2008)



Linguistic diversity

"Regional and minority languages should receive greater support"

Regional and minority languages should receive greater support



■ Totally agree ■ Tend to agree ■ Tend to disagree ■ Totally disagree ■ DK

- EU25: 63%
- UK: 64% , Spain: 65%
- **NL: 39% !**



EUROBAROMETER

Sustainable linguistic diversity

- RLS = family-neighbourhood-community
 - *"Everything that a local language can do, need not be done by a more global language"*
(Bastardas 2004)
 - Sociolinguistic impact of decision making
-

‘Unique minority language groups’

- Paradigmatic cases: Basque & Frisian



Strength of RMLs

(Euromosaic I (1996), adapted)

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Catalan (Cat, E) <u>Luxembourgish</u> Welsh (UK) Basque (AC, E) Catalan (Bal, E) Galician (E)	Catalan (Val, E) Basque (Nav, E) <u>Irish (Irl)</u> Occitan (E) Gaelic (UK) Ladin (I) Asturian (E)	Frisian (NL) Corsican (F) Friulian (I) Sorbian (G) Basque (F) Catalan (F) Catalan (Ara, E)	Irish (UK) Mirandese (P) Breton (F) Catalan (I) Occitan (I)	North Frisian (G) Occitan (F) Sardinian (I) Sater Frisian (G) Cornish (UK)

Language policy: Basque

Robust policy

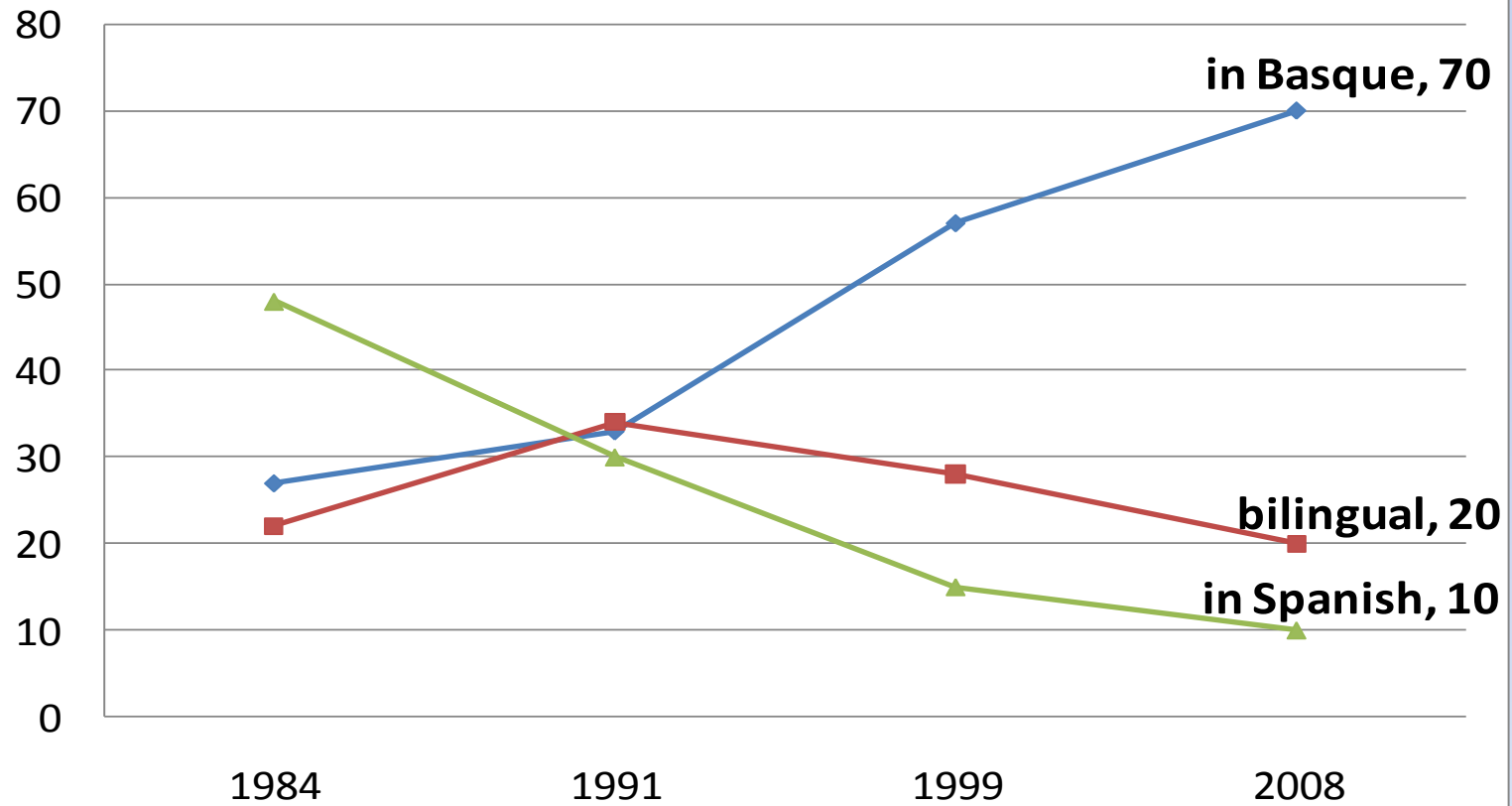
- Since 1979
- 'Normalization'
- Wide range domains
- Determination
- Highly political
- > 100 million euro
(Basque Autonomous Community)



Education: Basque

- Nearly all schoolchildren receive most of the main subjects in pre-schooling, primary and secondary education through the minority language; teacher training and many university courses as well
 - Castilian and English are both taught from young age onwards
-

Development models



Language policy: Frisian

Goodwill policy

- Gradual
- Formalization
- Limited social domains
- Consensus
- Depoliticized
- < 10 million euro

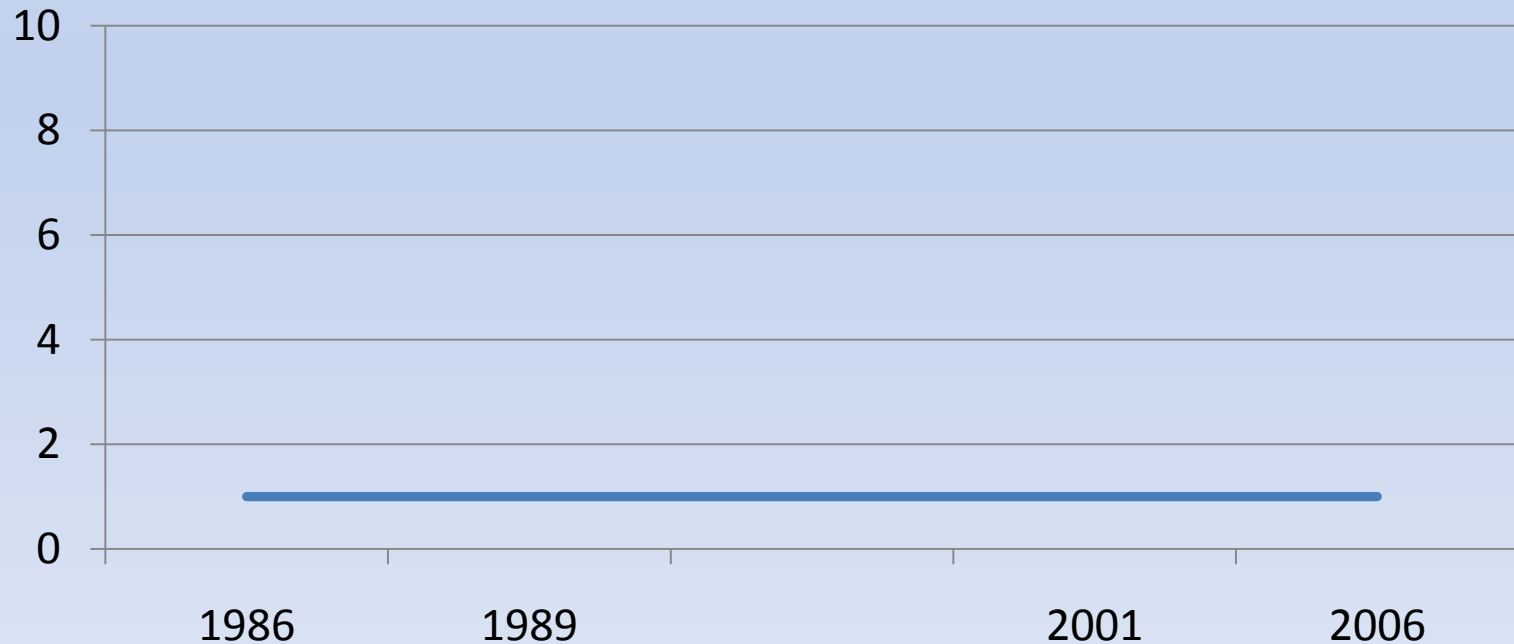


Education: Frisian

- Minority medium bilingual instruction at the pre-school and primary level is available in some parts; minority language is taught in most schools as a compulsory subject
 - Dutch clearly dominates, most schools teach English from age 11
-

Development: standstill

- Inspectorate reports (1986, 1989, 2001, 2006)
- Charter of Europe: Comex (1999, 2004, 2008)



Effects of language policy

on language revitalization:

- Basque = measurable effect:
 - »slow growth
 - Frisian = no visible effect:
 - »gradual decline
-

Education: common challenges

- Legal status and funding
 - Development of teaching material
 - Quality of teachers
 - New challenges in modern society
-

Minority languages & internet

- E-learning
 - Web presence
 - Web interactivity
-

E-learning

- Traditional course institutes
- Commercial companies
- On-line communities

HABE



dek

Frysk tichtby

afûk

Web presence

Basque



37.291

april 2009

Frisian



11.039

Web usage

- Blogs & social networking

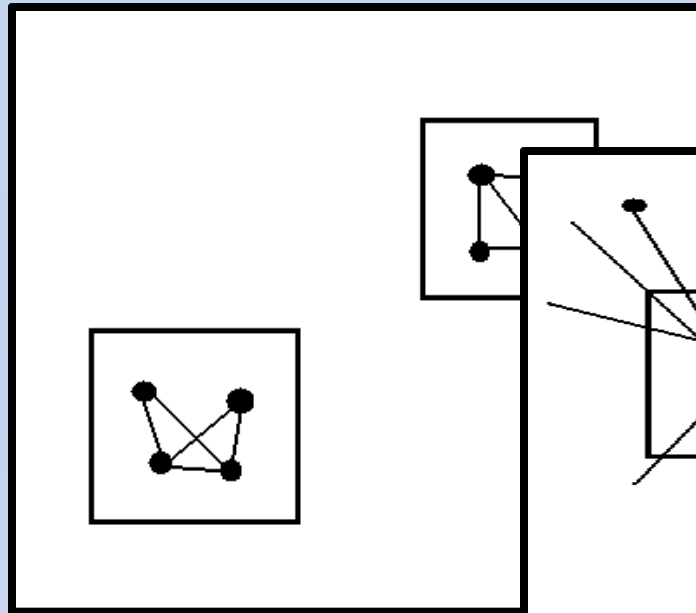


twitter

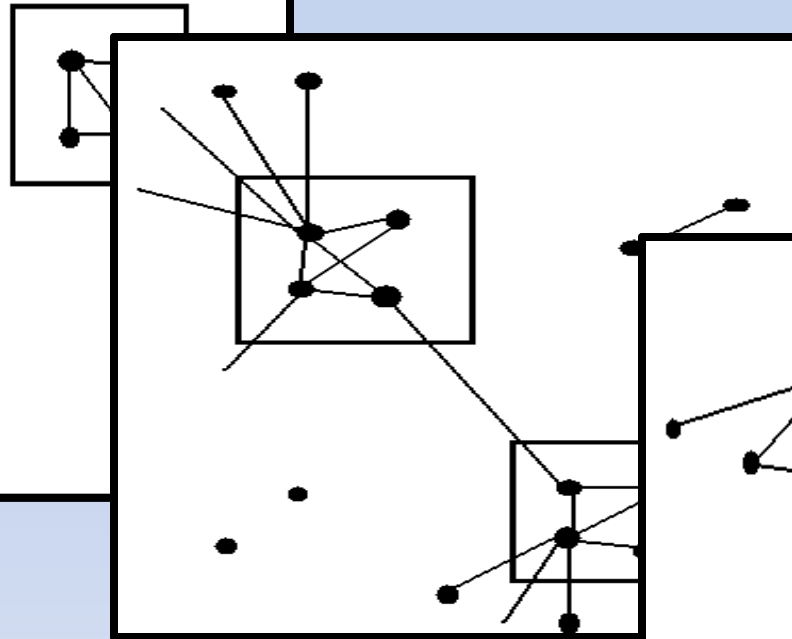
Conclusion

Basque- BAC	“Unsafe”
Basque (Nav)	“Definitely endangered”
Basque (Fr)	“Severely endangered”
Frisian	“Unsafe”
North Frisian	“Severely endangered”
Sater Frisian	“Severely endangered”

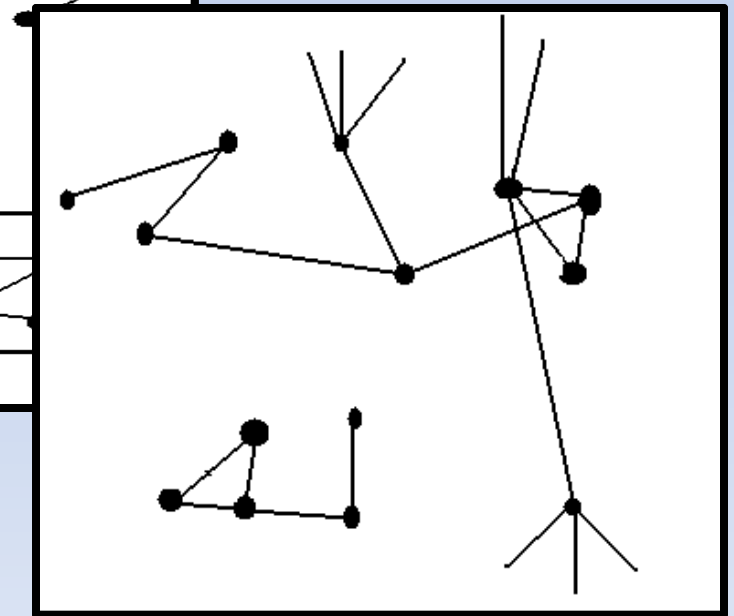
Local, glocal and connected



Little Boxes



Glocalization



Networked individualism

Sustainable multilingualism?

- Social and individual
 - From proficiency to use
 - Change practices
-