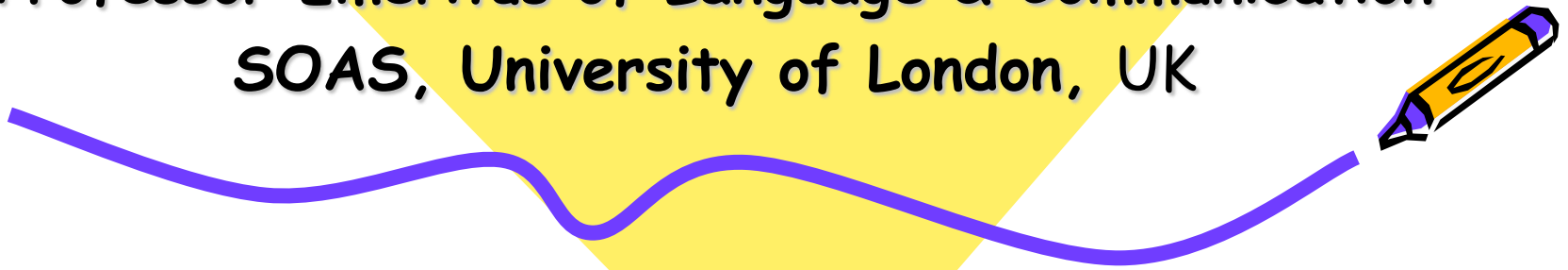




Origins of Vitality Theory

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Plan

- Introduction - what's missing..?
- Language & identity video...
- Ethnolinguistic Vitality..definitions..
- Subjective Vitality Questionnaire (SVQ)
- Concluding Notes..



Concluding Remarks from before...



- (i) Attitude hierarchies are difficult to change
- (ii) Adopt multi-methodological approaches
- (iii) Attitudes and Identity linked...
- (iv) Identity - Key for Language Maintenance & Revitalisation: focus on Self-Determination & Rejection of Imposed Categorizations.
- (v) Relationship between language, attitudes and group identity is not static..

Hmmmm...Whats missing in presentation and analyses so far... ? After the break..?

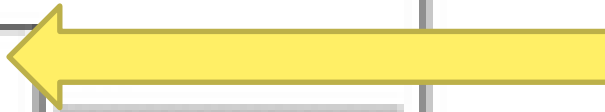


Concluding Remarks

- (i) Attitude hierarchies are difficult to change - *because of existing power and status of groups in society*
- (ii) *Attitudes and Identity linked... as a function of power and status differences between groups..*
- (iii) Identity - Key for Language Maintenance & Revitalisation: focus on Self-Determination & Rejection of Imposed Categorizations... *more powerful minorities are better able to do this..ie contextualise in terms of the economic, social, political & environmental empowerment of minorities*
- (iv) *Relationship between language, attitudes and group identity is not static; it varies as a function of power and status differences...*



Missing in previous frameworks/
models/ analyses on identity & language.

A form with a header that says "Lost!". Below the header is a large empty rectangular box. To the right of this box are two horizontal lines, with the text "Name of animal" written between them. Below these lines are several more horizontal lines. At the bottom of the form, there is a line of text that says "If you see anything, please contact".

Analyses of
socio-structural
variables like
power, status,
demography
since they have
clear effects
on intergroup
behaviour...



Filling the sociostructural lacuna...

- Power, status and other demographic variables.. ie.. sociostructural variables have clear effects on intergroup behaviour... *(my PhD research also demonstrated with experimental approach - 'the role of power and status in "minimal" minority-majority relations')*.
- Giles, Bourhis & Taylor (1977) proposed the notion of 'ethnolinguistic vitality' to fill the sociostructural lacuna in analyses of intergroup relations.



Definition of Ethnolinguistic Vitality



That which..

...“makes a group likely to behave as a distinctive and active collective entity in intergroup situations.”

(Giles, Bourhis & Taylor 1977: 308).



Factors underlying Ethnolinguistic Vitality

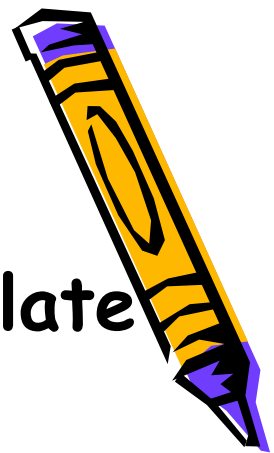


<https://screenshots.firefox.com/9QD64FRxBGcFCZce/www.researchgate.net>
†

Link to Bourhis et al (1981) original
SVQ..



Factors underlying Ethnolinguistic Vitality

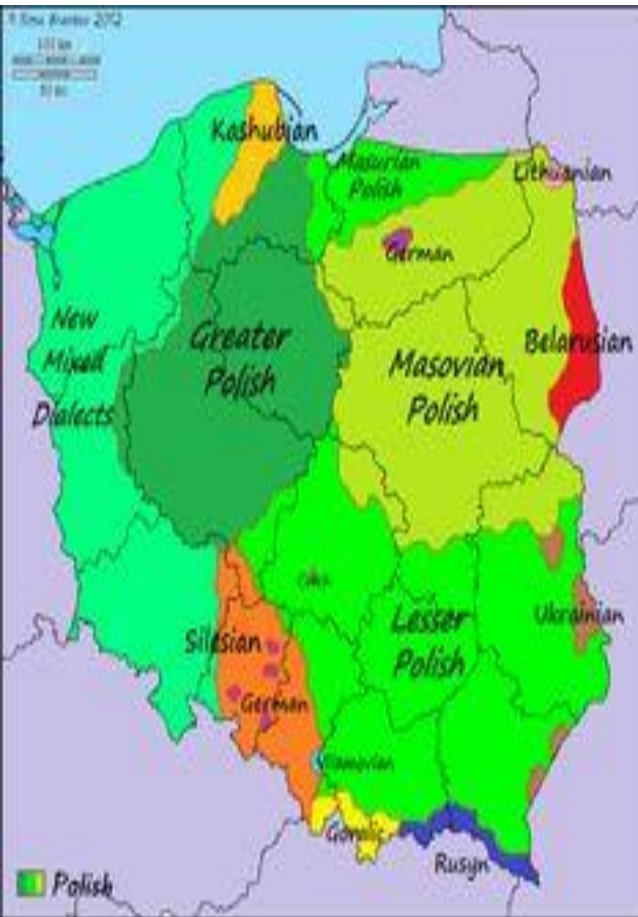


(i) Demographic factors relate to:

...“sheer numbers ... and their distribution ...in urban, regional or national territory...”

- numbers: absolute, birthrate, mixed marriages, immigration, emigration

- distribution: concentration and proportion



Factors underlying Ethnolinguistic Vitality



International Languages with
Official National Status¹



(ii) Status factors relate to:

...group's "...economic wealth, social status, socio-historical prestige, status of group language"

- Economic status, social status, sociohistorical status, language status inside and outside group.



Factors underlying Ethnolinguistic Vitality



(iii) Institutional Support
and Control factors
relate to:

... “...the extent to which
language group enjoys
formal and informal
representation in the
various institutions...”

- in mass media,
education, government
services, industry,
religion, culture,
politics...



Vitality and measurement..

- How can we measure ethnolinguistic vitality...?
- ... *discussion in small groups..?*



Factors underlying Ethnolinguistic Vitality



<https://screenshots.firefox.com/9QD64FRxBGcFCZce/www.researchgate.net>
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Link to Bourhis et al (1981) original
SVQ..



Vitality and measurement..

(i) 'Objective' and
'Subjective'

(ii) Measurement:

- Official
statistics and data
for 'objective'?

- Subjective Vitality
Questionnaire
(Bourhis et al
1981)...?



Examples of SVQ questions...

Demographic :

"Estimate the proportion of population in Warsaw of the following groups:-

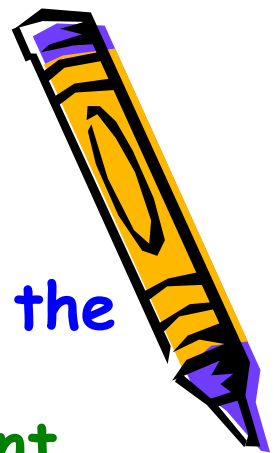
People of Polish descent
0% ___ : ___ : ___ : ___ : ___ 100%

People of Gujarati descent
0% ___ : ___ : ___ : ___ : ___ 100%

To what extent do the following marry only within their own groups:-

People of Polish descent
Not at
all ___ : ___ : ___ : ___ : ___ exclusively

People of Gujarati descent
Not at
all ___ : ___ : ___ : ___ : ___ exclusively



Examples of SVQ questions...



Status:

How highly regarded are the following languages in Warsaw:-

Polish

not at all ___:___:___:___:___ extremely highly

Punjabi

not at all ___:___:___:___:___ extremely highly



How proud of their cultural history and achievements are the following groups in Warsaw?:-

People of Polish descent

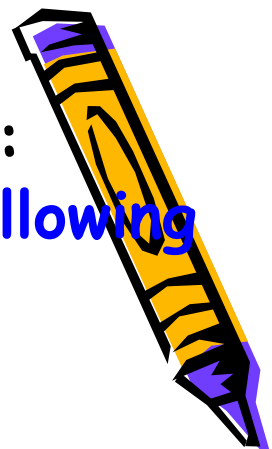
Not at all ___:___:___:___:___ extremely

People of Punjabi descent

Not at all ___:___:___:___:___ extremely



Examples of SVQ questions...



Institutional Support and Control:

How well-represented are the following languages in Warsaw mass media?: -

Polish

not at all ___:___:___:___:___ **extremely well**

Mandarin

not at all ___:___:___:___:___ **extremely well**

How well-represented are the following groups in the cultural life of Warsaw?: -

People of Polish descent

Not at all ___:___:___:___:___ **extremely well**

People of Chinese descent

Not at all ___:___:___:___:___ **extremely well**

What are
Linguistic
Landscapes?

"The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government building combines to form the linguistic landscape of a given territory, region or urban agglomeration."

Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality. *Journal of Language and Social Psychology*, 16(1), 23-49.



Findings of early studies using SVQ..

(was Bourhis&Sachdev 1981 italian-canadian study

the first empirical SVQ study, Martin?)

(i) Objective did not always match subjective - there were systematic biases (eg generational and other group differences)

(ii) SV was related systematically to language attitudes and self-reported use.. *Amongst italian canadians, cantonese chinese in uk and canada..etc.*



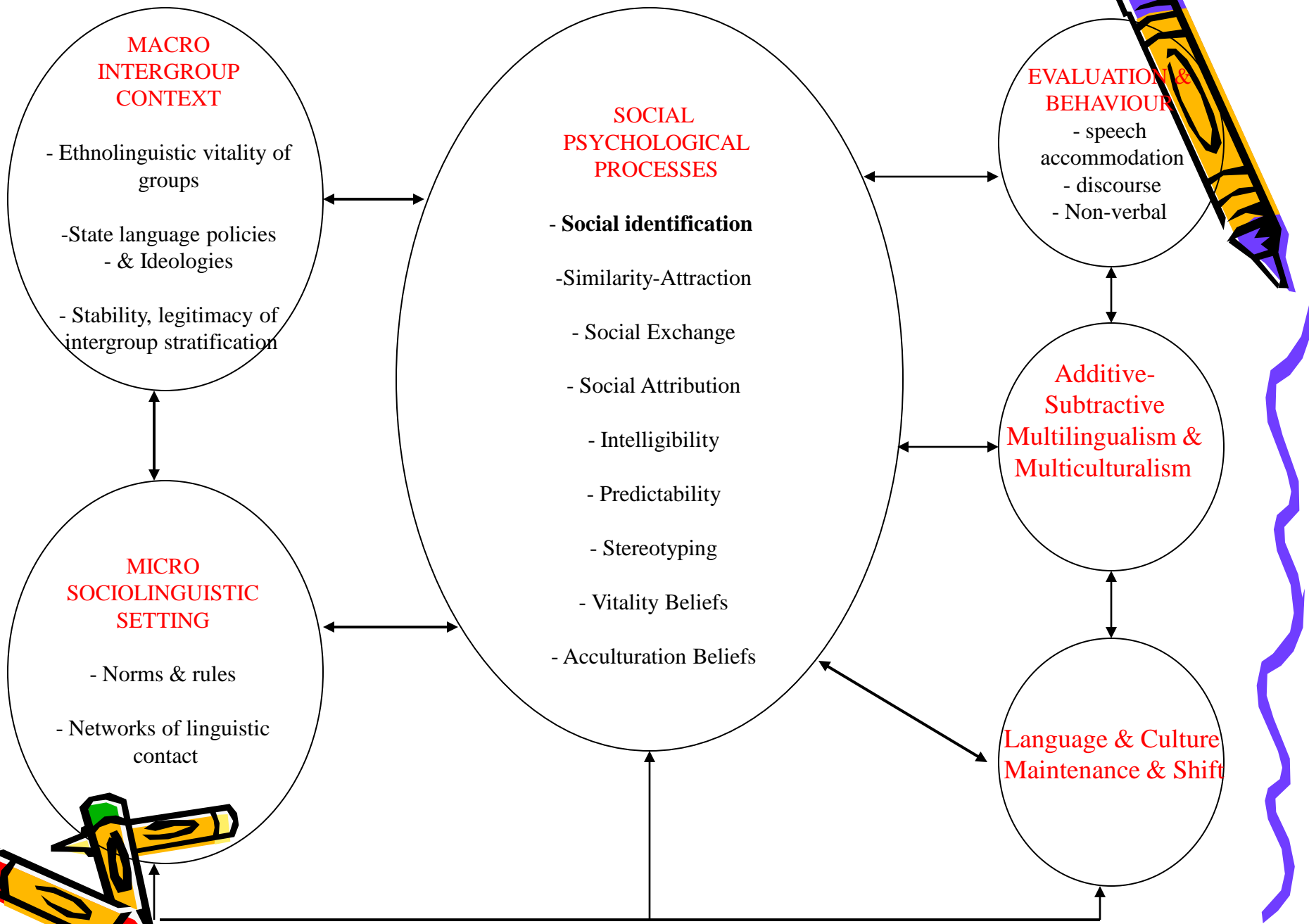
Then EXCITING research with the
BEVQ - Allard and Landry...early
1990s..)



BEVQ: Beliefs about Ethnolinguistic
Vitality are better predictors...not just
"simple-one-shot" SVQ... beliefs in
terms of general (as SVQ), +
normative ("should be..") + personal
beliefs + Goal beliefs..

Is BEVQ better at predicting language
maintenance and other ethnolinguistic
behaviours than SVQ..? ... on to
Professor Martin Ehala...





**MACRO
INTERGROUP
CONTEXT**

- Ethnolinguistic vitality of groups
- State language policies & Ideologies
- Stability, legitimacy of intergroup stratification

**MICRO
SOCIOLINGUISTIC
SETTING**

- Norms & rules
- Networks of linguistic contact

**SOCIAL
PSYCHOLOGICAL
PROCESSES**

- **Social identification**
- Similarity-Attraction
- Social Exchange
- Social Attribution
- Intelligibility
- Predictability
- Stereotyping
- Vitality Beliefs
- Acculturation Beliefs

**EVALUATION &
BEHAVIOUR**

- speech accommodation
- discourse
- Non-verbal

**Additive-
Subtractive
Multilingualism &
Multiculturalism**

**Language & Culture
Maintenance & Shift**