

Reading and Writing Latgalian as a Normality for Everybody: Suggestions for Shaping a Latgalian Linguistic Landscape

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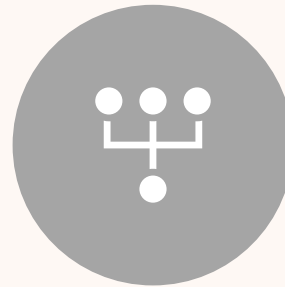
Rēzekne Academy of Technologies



Point of Departure and Overview



Linguistic Landscape (LL)
project in rural Vērēmi
parish



Identifying the presence
(or absence) of Latgalian



Suggestions for creating
a more Latgalian
environment



Implications for literacy
development
(> Sanita)

Linguistic Landscapes (LL) and Regional Languages

- Functions of languages in public space (e.g. Auer 2010, Ehrhardt 2021):
 - naming
 - showing belonging
 - indicating rules
 - directing
 - commemorating
 - transgressive reactions
 - symbolic use of language and other signs

The Impact of Linguistic Landscapes for Regional and Minority Languages

- Claiming space
- Indexing belonging
- Giving voice and making visible – empowerment

Social – the presence of different groups of speakers

Political – minority rights, official representation

Economic – enhancing the economic potential of a language and its speakers

Emotional – identities, belonging

- However: Linguistic Landscape is only part of bigger processes!

Examples of LL studies in Regional or Minority Language Contexts in Europe

- Low German –
 - Birte Arendt (pedagogical application)
 - Reershemius on North-Western Germany (Krummhörn)
- Võro (Kara, Kadri)
- Scots (?), Scottish Gaelic (Guy Puzey)
- Regional languages in Italy (Blackwood / Tufi)
- Catalan, Basque etc.
- Sámi (Pietikäinen et al.)
- Frisian (Fryske Akademy)
- Sorbian

Previous LL research and controversial LL issues in Latgale

- Early LL research on Rēzekne (Lazdiņa / Marten 2008)
- Continued by Solvita Pošeiko (PhD dissertation 2015)
- „Linguistic Hypercorrection“ (Marten 2010); „Latgalian is not a language“ (Marten 2012)

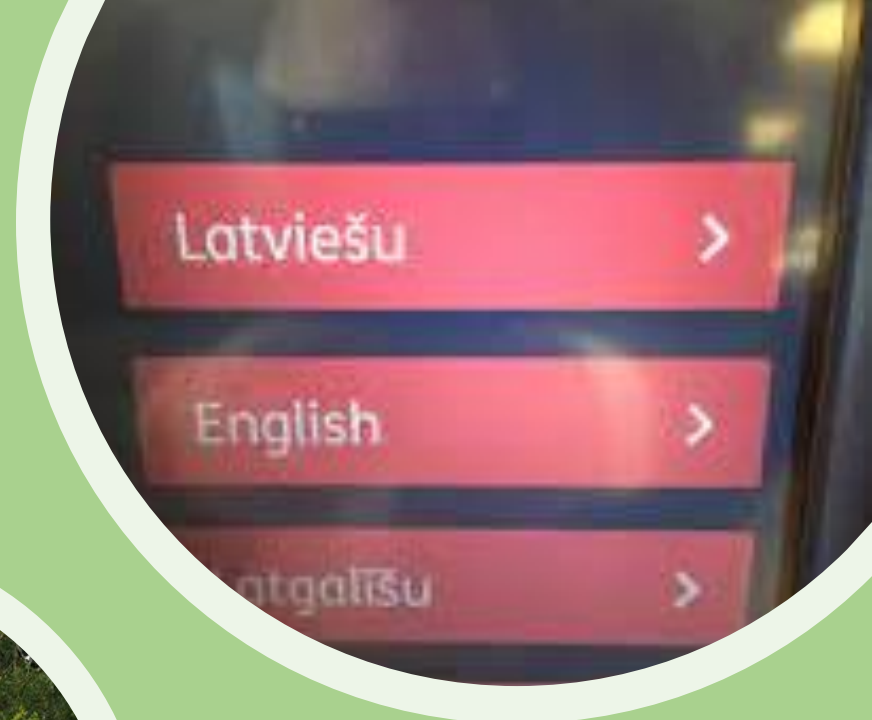
Language	Amount of signs	%
Latvian	1326	27.9
Estonian	1016	20.8
Lithuanian	1017	20.8
English	730	15.1
Russian	325	6.7
German	38	0.8
Latin	35	0.7
French	22	0.5
Latgalian	16	0.3
Italian	15	0.2
Spanish	12	0.2
Polish	4	0.1
others	42	1
Unclear (i.e. unreadable, code-mixing or other reasons why a clear assignment was not possible)	238	4.9
Total	4833	100%

Increasing economic value (Lazdiņa 2013)

Direct use value: Functional	Communication Using Latgalian because inhabitants know it (including in names of shops, services, advertisements, posters, etc.)
Indirect use value: Symbolic	Marketing, e.g. in tourism: Using Latgalian in order to attract tourists (creating the image of a diverse, culturally rich, tolerant region)

Previous research, media attention and controversial issues regarding Latgalian in the LL

- GORS
- Ausmeņa kebabs
- Baltinava
- Kārsava street signs
- ATMs

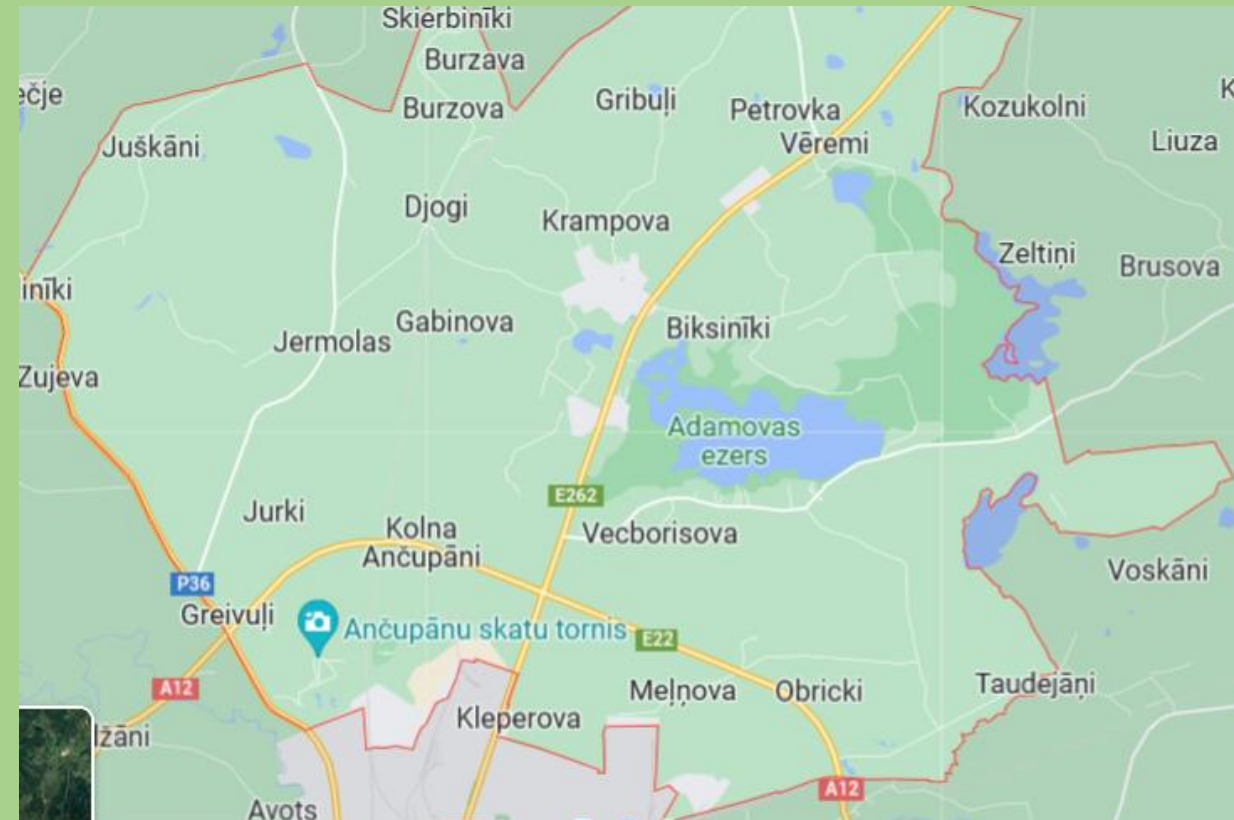




LL in Vērēmi: A Rural Project

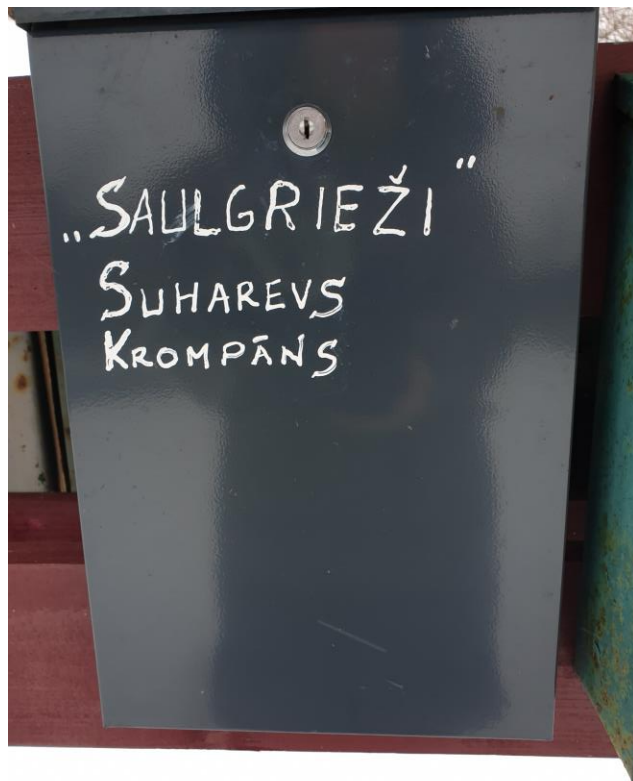
- Rural areas rather under-researched in LL studies
- No systematic research of LL in rural Latvia so far
- Vērēmi parish – close to Rēzekne, 70.4 km², 1365 inhabitants (2021)
- Research in Winter 2022 (to be repeated in summer 2022)
- Systematic „screening“ of the parish centre and all parish roads (except for the outskirts of Rēzekne between the city borders and the A12 road)
- About 400 signs; preliminary quantitative analysis and qualitative observations / interpretations

Vērēmi Parish





LL in Vērēmi: Typical Signs




LL in Vērēmi: Examples

[illegible]

Rūpēsimies par saviem dzīvniekiem,
samieļsim vidi, kurā dzīvojam un cieņsim cilvēkus!

2



PASTS

Cienījamie klienti!

No 2021.gada 16.oktobra
Rēzeknes 4. pasta nodalā
būs mainīts darbalais

P. 7:00 – 18:00
O. 7:00 – 18:00
T. 7:00 – 18:00
C. 7:00 – 18:00
P. 7:00 – 18:00

S. –
Sv. –

Latvijas Pasta Klientu centrs:
27008001, 67008002, info@pasts.lv

P.	7:00 – 18:00
O.	7:00 – 18:00
T.	7:00 – 18:00
C.	7:00 – 18:00
P.	7:00 – 18:00
S.	—
Sv.	—



IETAUPI !

Muižkalna Saimniecība

Piedāvā svaigu cūkgaļu:

Puscūka - 2.99 eur/kg
Ceturtdaļa (priekša) - 2.99 eur/kg
Ceturtdaļa (aizmugure) - 3.19 eur/kg
Puscūka sadalīta pa frakcijām - 3.19 eur/kg

Piegāde BEZ MAKSAS
līdz pat Tava mājokļa (ofisa) durvīm
PVD Nr.086837

- Gēla, kas "nēlēkā" uz pannas
- Gēla, kas nav kā "gumija"
- Rūķīši, kas baroti ar graudiem un kartupeļiem
- Latvijā zemnieku saimniecībā audzēti

Zvani - par visu vienosimies! Andrejs

22 666 777

12345678910111213141516171819202122232425262728293031323334353637383940414243444546474849505152535455565758596061626364656667686970717273747576777879808182838485868788899091929394959697989910010110210310410510610710810911011111211311411511611711811912012112212312412512612712812913013113213313413513613713813914014114214314414514614714814915015115215315415515615715815916016116216316416516616716816917017117217317417517617717817918018118218318418518618718818919019119219319419519619719819920020120220320420520620720820921021121221321421521621721821922022122222322422522622722822923023123223323423523623723823924024124224324424524624724824925025125225325425525625725825926026126226326426526626726826927027127227327427527627727827928028128228328428528628728828929029129229329429529629729829930030130230330430530630730830931031131231331431531631731831932032132232332432532632732832933033133233333433533633733833934034134234334434534634734834935035135235335435535635735835936036136236336436536636736836937037137237337437537637737837938038138238338438538638738838939039139239339439539639739839940040140240340440540640740840941041141241341441541641741841942042142242342442542642742842943043143243343443543643743843944044144244344444544644744844945045145245345445545645745845946046146246346446546646746846947047147247347447547647747847948048148248348448548648748848949049149249349449549649749849950050150250350450550650750850951051151251351451551651751851952052152252352452552652752852953053153253353453553653753853954054154254354454554654754854955055155255355455555655755855956056156256356456556656756856957057157257357457557657757857958058158258358458558658758858959059159259359459559659759859960060160260360460560660760860961061161261361461561661761861962062162262362462562662762862963063163263363463563663763863964064164264364464564664764864965065165265365465565665765865966066166266366466566666766866967067167267367467567667767867968068168268368468568668768868969069169269369469569669769869970070170270370470570670770870971071171271371471571671771871972072172272372472572672772872973073173273373473573673773873974074174274374474574674774874975075175275375475575675775875976076176276376476576676776876977077177277377477577677777877978078178278378478578678778878979079179279379479579679779879980080180280380480580680780880981081181281381481581681781881982082182282382482582682782882983083183283383483583683783883984084184284384484584684784884985085185285385485585685785885986086186286386486586686786886987087187287387487587687787887988088188288388488588688788888989089189289389489589689789889990090190290390490590690790890991091191291391491591691791891992092192292392492592692792892993093193293393493593693793893994094194294394494594694794894995095195295395495595695795895996096196296396496596696796896997097197297397497597697797897998098198298398498598698798898999099199299399499599699799899910001001100210031004100510061007100810091010101110121013101410151016101710181019102010211022102310241025102610271028102910301031103210331034103510361037103810391040104110421043104410451046104710481049105010511052105310541055105610571058105910601061106210631064106510661067106810691070107110721073107410751076107710781079108010811082108310841085108610871088108910901091109210931094109510961097109810991100110111021103110411051106110711081109111011111112111311141115111611171118111911201121112211231124112511261127112811291130113111321133113411351136113711381139114011411142114311441145114611471148114911501151115211531154115511561157115811591160116111621163116411651166116711681169117011711172117311741175117611771178117911801181118211831184118511861187118811891190119111921193119411951196119711981199120012011202120312041205120612071208120912101211121212131214121512161217121812191220122112221223122412251226122712281229123012311232123312341235123612371238123912401241124212431244124512461247124812491250125112521253125412551256125712581259126012611262126312641265126612671268126912701271127212731274127512761277127812791280128112821283128412851286128712881289129012911292129312941295129612971298129913001



Ātri un ērti - nāc, vakcinējies!

Vakcinācija pret Covid-19

Vakcinējoties mēs pasargāsim sevi
un citus no smagas saslimšanas.



Vakcinācija notiks ar vakcīnām
"Pfizer" un "Moderna".

Vakcinācija notiks

VĒRĒMU PAGASTĀ


Kultūras namā,
J. Zvidra ielā 4, Sondoros

21. janvārī
12.00-14.00



Iepriekšējās pierakstīšanās
pa tālruni 64628833

 Līdz jāņem pase vai
personas apliecība



Vērpēnes novadsdrums



RĒZEKNE
NOVADS

ČDMLD

1644-45

PA 10001 04020033

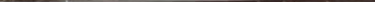
personas apneicas

100

David Veitch and
*
David Veitch and

9

1



no 2600€

guđu garantiju 256

no 800€

no 900€

2. Izbravljane

Myrmica attoides pilae

6. Plego

100




Tourism

LL in Vērēmi: Some Findings

- Generally – a surprising lack of signage (typically rural?)
- Surprisingly few commercial signs and private messages
- Mostly directional and naming (products and companies), some transgressive signs
- Functions of languages
 - Latvian: dominant, almost everywhere – more than 300 signs
 - English: some tourism, on products, some graffiti – about 30 signs
 - Russian: some private signs, names – about 30 signs
 - very low presence of other languages
- Historical layers – Soviet signs vs. early independence vs. recent
- Not just language!
 - Other semiotics – e.g. fences, materials, abandoned houses and production sites



Latgalian in
the LL



???

Latgalian in the LL

- Approx. 30 signs – but ALL are place name signs or similar: Latgalian names of villages, bus stops
- Mostly: house names!
- English and Russian are quantitatively similarly frequent – but qualitatively they convey by far more content
- An individual Latgalian flag



Latgalian in the LL




Interpretation

- Generally, rural spaces are scarcely populated
 - Latvian dominance – state language policy
 - Lack of other local languages – “legal hypercorrection”?
 - The power of traditional practices
 - Spaces are shaped and defined in different ways than in urban contexts
 - Attitudes to transgressive signs in rural contexts – but, after all, they exist!
 - No need to communicate? Few private signs
 - Lack of initiative and knowledge of communicative power?
 - All depends on individual initiatives?
 - Lack of literacy in Latgalian?
-to be continued during summer!

Suggestions for a More Latgalian Landscape

- Private: If Latgalian is important to you, use it!
- Activists – where are you?
- Municipality – caring for locals?
- Local businesses – using the local, national (and international?) marketing value of Latgalian
- Educational institutions – in line with new educational approaches (Sanita's paper)
- Tourism – commodification, “authenticity”
- National or international brands – maybe some local adjustments, commodification?
- Generally: create your own spaces! Increase the number of signs?
- Follow examples of the city? Gors, Ausmeņa and others

A large orange circle on the left side of the slide, partially cut off by the edge.

Possible implications of a more Latgalian LL

Social

- indicating the existence of speakers of Latgalian

Political

- negotiating more presence, acceptance, rights

Economic

- using the potential of Latgalian in tourism and for local branding

Emotional

- enhancing feelings of belonging (also in the context of strengthening regional identities)



Implications for Literacy Development

- Use Latgalian for practicing text reception and production
- Application in educational spaces
- Outside educational institutions: raise speakers' self-confidence
- support the development of literacy
- Encourage active users towards a „normalisation“ of Latgalian use
- Create a Latgalian landscape – as an example for making a space more special, and for enhancing local identities and loyalties



- Thanks for your interest
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