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Experiences and challenges of linguistic revitalization in the digital mediums

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Strenghts and opportunities 1

1. Usefulness of the pressence of the minority languages in the digital mediums to raise consciousness / sensitize / legitimize / revalue visibility, for the creation of a 'breathing space' and give prove of the speakers as content creators.
2. Destigmatize by entering modern areas of use, counterbalancing negative ideologies linked to the backlog, rural, what is traditional, and outdated...).
3. Permissiveness in the written language (important for languages with emerging standards) that in more formal contexts create linguistic insecurities.



Strenghts and opportunities 2

1. Examples of bottom-up linguistic micro-policies. Activist like 'policy makers', technology apropiation. Incorporation of emotive elements in the planification of the language, not institutional.
2. Deterritorialization of the use of languages. Very important in the migration, displacement, and diaspora context.
3. Multimodal ecosystem for the creativity in the languages. Active rol of the 'prosumers' (web 2.0).



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Strengths and opportunities 3

1. Creation of communities of practice, of networks of activists where learning can be done jointly (Rising Voices).
2. Digital spaces as a speaker of artistic creations. For example: rap music.

Portavoz x Luanko x Dj Cidtronyck - "[Witrapaiñ](#)" (Estamos de Pie) 7,3 million visualizations



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Challenges and threats I

1. Is there an effect in 'offline' uses? What dynamics are generated between the online and offline uses? Is there a parallel development of the corpus, the status, and overall, the acquisition offline?
2. Challenge of the temporary nature of the environment and of the permanency of the efforts and actions in an environment that is changing constantly. Possibility for content creators, most of the time volunteers, to get sucked in the rhythm of the environment.
3. The dictatorship of the algorithm, a filter bubble, and the customization)? Paradox: diversity illusion, but in reality it is a linguistic insulation.



Challenges and threats 2

1. Participation in the media through the ‘crowdsourcing’ and ‘gift economics’. Free work of the users for big corporations, e.g., Google Translate, Duolingo, translation apps for Facebook, etc. Growth of the digital gap and digital diglossia.
2. Activists’ individual efforts, despite the ‘social’ nature of the social network?
3. Difficulty in obtaining data about the use of the digital platforms (‘analytics’ in hands of the corporations). What goes on beyond the ‘likes and follows’? (E. Ávila, Rising Voices) .



Challenges and threats 3

1. Generational impact: who uses digital media?
Intergenerational impact? Does the digital world affect, indirectly, the transmission of a language in any way?
2. Digital security. Cyberbullying and violence.
3. Ethical issues: Data sovereignty, AI/LLM (Large Language Models). Example: Te Hiku Media (Aotearoa/NZ), 'Data is the last frontier of colonisation'. Keoni Mahelona, cofounder of Te Hiku Media. Dangers of cultural appropriation. Data Is the New Oil!



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Thank you for your attention.