

HITZARGIAK – Languages illuminating each other

Upa-upa, ubinakõnõ

GENERAL INFORMATION

DATE: March 2016

1	Name	“Upa-upa, ubinakõnõ” is the 3 rd CD with Võro-language songs for local new-borns and other minors, and their parents.
2	Language	Voro (Estonia)
3	Working area (education, communication, teaching, leisure, administration...)	inter-generational language transfer, education and teaching
4	Email and phone number for contact	wi@wi.ee
5	Social networks (Webpage, Facebook, Twitter...)	https://www.facebook.com/upaupaubinakono/ https://www.facebook.com/voroinstituut/

DESCRIPTION OF GOOD PRACTICE

1	Description of the practices	The CD targets local children and families with an objective to introduce both traditional music and the local language.
2	Brief description of the practices	<p>The CDs with Võro-language children’s songs are distributed to the parents of all new-borns in the departments of midwifery at local hospitals. The CDs include simple songs of local origin with a contemporary twist; songs can be sang by parents and listened together with minors. These songs encourage parents to start using the local language with their children right after their birth. Additionally, older children can learn songs from those CDs. Those CDs are also popular as teaching materials in the language nests of local kindergartens and in the Võro-language classes at schools. This is a measure to support the intergenerational transfer of language. The project is a part of the information and inclusion campaign „Kõnele lapsega võru keelt“ (‘Speak Võro to your child’) in order to reverse the language shift to Estonian only.</p> <p>The first volume titled “Laulami latsilõ, laulami latsiga” was produced in 2005 (circulation 2000 + additional 2000), the second volume “Mina lätsi Siidile” in 2009 (2000 + extra 2000), and the third “Upa-upa ubinakõnõ” in 2015 (2000). All volumes were published by the Võro Institute and include a selection of both folk songs and songs authored</p>



		and performed by different musicians. Each CD includes a booklet with lyrics and classic verses. The production of these CDs (selection and arrangement of songs, recording) has involved the younger generations of local professional folk musicians and children who speak the Võro language. Besides distributing it in hospitals, sales have also been arranged. The CD has also been bought by those families whose children have been born elsewhere or who want to keep contacts with the local culture. Lack of language products for potential Võro-speaking families who want to maintain their command of local language.
3	Precedents (reasons, needs...)	
4	Objectives	The production and the free distribution of the CDs helps to maintain local linguistic and cultural the uniqueness of the local, to empower the linguistic and cultural environment, to expand the domains of Võro, and to empower the local community.
5	Main and close working areas	Minority language education, language revitalisation
6	Collaborating entities and their working areas	Partners include musicians, and two south-eastern hospitals – South-Estonian Hospital (Lõuna-Eesti Haigla AS) and Põlva Hospital (Põlva Haigla AS). The project was financially supported by the Ministry of Culture (Vana Võrumaa kultuuriprogramm 2010-2013 with its follow-up in 2014-2017; earlier the state programme “Lõunaeesti keel ja kultuur”, 2000-2009) and the Cultural Endowment of Estonia.
7	Implementation period	Since 2005

FILE FOR MORE INFORMATION ABOUT BEST PRACTICES

8	Expansion (number of influenced people, internal and external expansion...)	By now approximately 9,000 CDs have been distributed and sold: ca 5,500 families (some of them have got 2 or 3 CD editions) have received it as a present, a couple of thousand people have bought one of the CDs, and ca 400 CDs have been given away as gifts to regional schools, kindergartens, and libraries.
9	Investment (economic, time, people...)	The costs have been different for all three CDs. The production of the latest CD was 10,000 euros plus 5,000 euros for publicity. Excluded is voluntary work on the project.
10	Results	Those parents who do not speak Võro have begun to notice the local language and do not consider it as hindering a child’s development. The positive reception towards introducing language nests to kindergartens



by parents may have been influenced by the Võro-language CD and accompanying guidelines to bilingualism.

11 Documentation, reference material

<http://www.marikalkun.com/projects/upa-upa-ubinakono/>

<http://umapuut.ee/index.php/cd-ja-dvd/upa-upa-ubinakono.html>

<http://www.rahvaraamat.ee/p/upa-upa-ubinak%C3%B5n%C3%B5-2015-cd/703081/en?ean=4748001001980>

<http://www.rahvaraamat.ee/p/upa-upa-ubinak%C3%B5n%C3%B5-2015-cd/703081/en?ean=4748001001980>

https://play.spotify.com/album/5nRov1BhH8Gpja38z0zbny?play=true&utm_source=open.spotify.com&utm_medium=open

<http://www.deezer.com/album/11800070>

<https://itunes.apple.com/ee/album/upa-upa-ubinakono/id1062528556>

12 Presentation video

One of the links on a children's TV programme where the latest CD was presented to a wider Estonian audience:

<http://lastejaam.err.ee/saade/lastejaam/#lastejaam-ja-upa-upa-ubinakono>

Other videos:

<https://www.youtube.com/watch?v=zhhFjkd4nUA>

<https://www.youtube.com/watch?v=NEHu1UGtYBM>

<https://www.youtube.com/watch?v=9xaX6jqbUa8>

13 Other relevant information

