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KLUSTERRA**

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ikergunea

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***Euskaraldia: an attempt to  
change the social norms for  
the use of languages***

**Etxepare Basque Institute. Elbira Zipitria  
Chair in Basque Studies. Inaugural colloquium**

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# Social movement in favor of Basque



“The meanings and status of Basque, like the methods of advocacy, are not fixed, but changing and disputed. Language revival is characterized by impulses to stabilize and manage the language as well as by spaces of creative ferment and new possibilities that emerge as the stability of the previous linguistic order is unsettled.”

Urla, Jacqueline (2012) *Reclaiming Basque. Language, nation, and cultural activism*. Reno: University of Nevada Press, p. 18.

# What is Euskaraldia?

## Two roles



## Two roles



# Two key aspects

- The initiative is both,



social

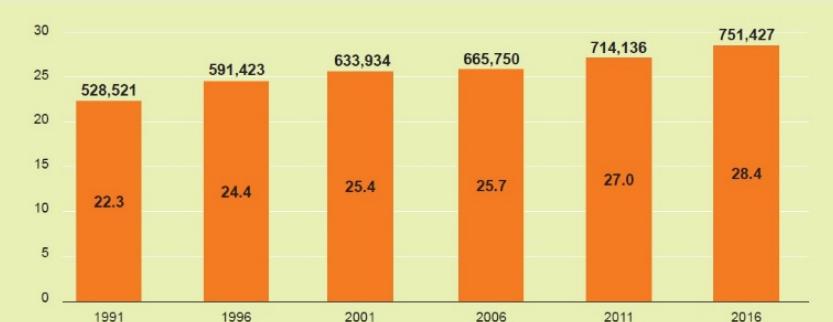


institutional

- Very concrete proposal regarding language use

# Sociolinguistic context and evolution

Figure 5. Evolution of Basque speakers. Territory of the Basque language, 1991-2016



EVOLUTION OF THE STREET USE OF BASQUE, BASQUE COUNTRY, 1989-2021 (%)

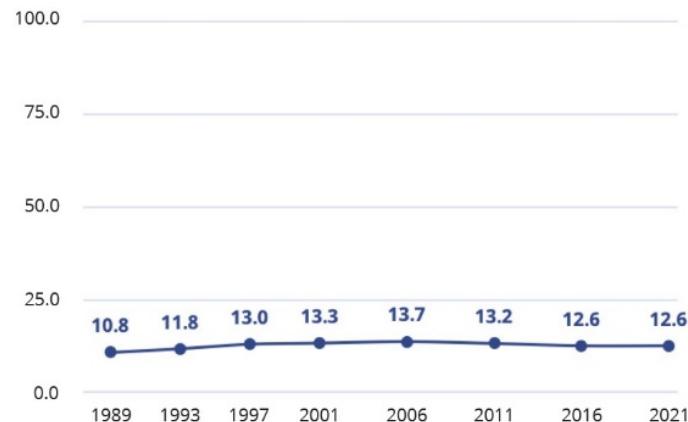
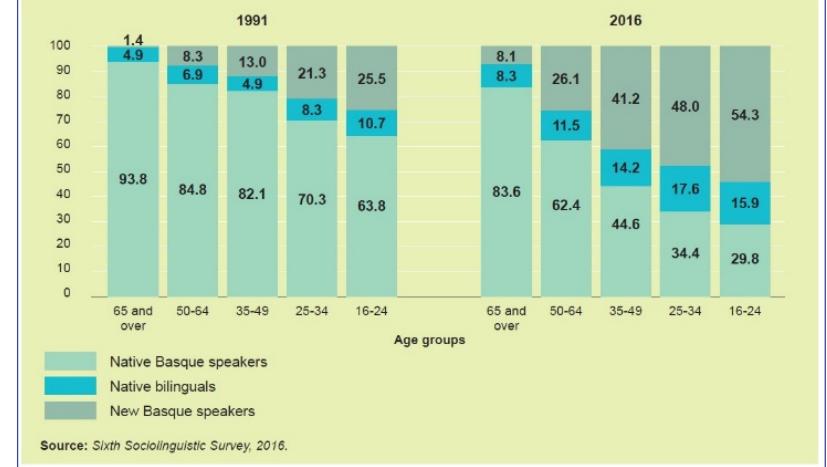


Figure 21. Evolution of Basque speakers by mother tongue and age. Territory of the Basque language, 1991-2016 (%)



# Results



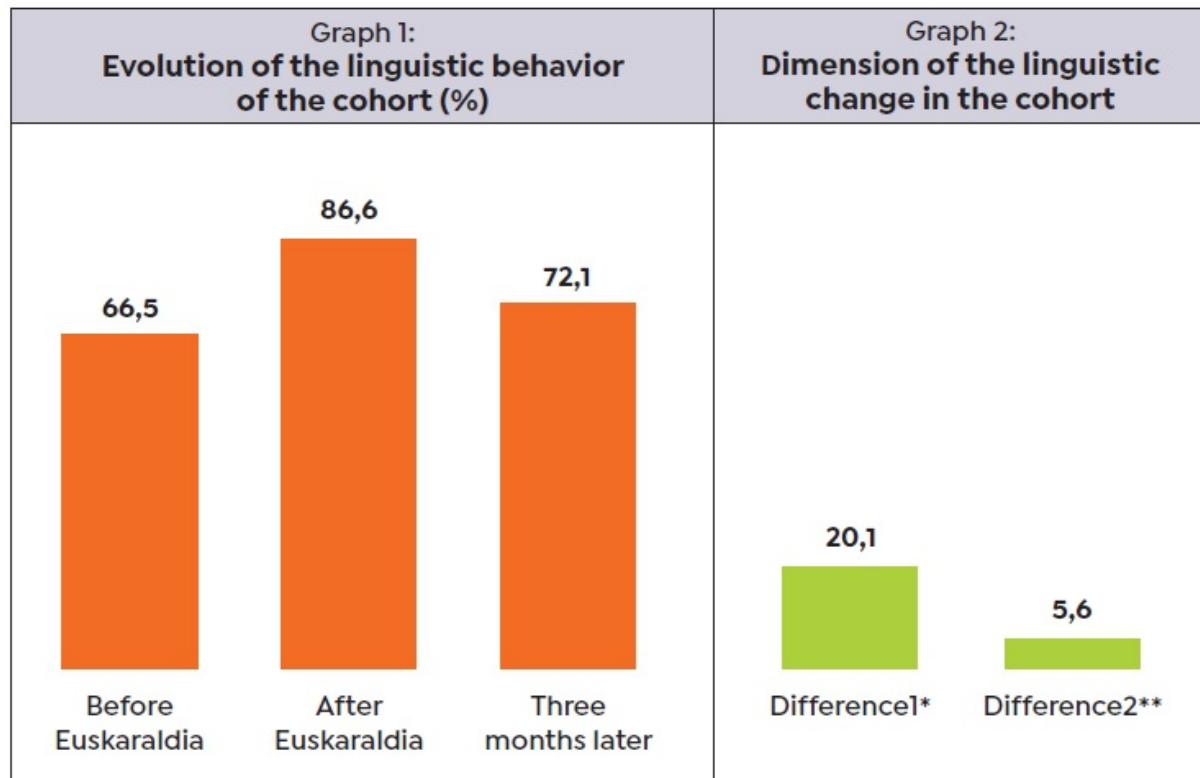
# Results

## Participation

### Participants in Euskaraldia 2020 and 2018 in relation to the potential universe

Year of the Euskaraldia	Potential universe (Basque speakers + Passive Basque speakers)	People who signed up	Registration, compared to the potential participants (%)
<b>2020</b>	1,175,931	177,575	15.1
<b>2018</b>	1,175,931	225,154	19.1

# Results



\*Difference1: Reflects the influence of Euskaraldia after eleven days.

\*\*Difference2: Reflects the influence of Euskaraldia three months later.

# Results

- Badge and context: encourage to use Basque
- Suitable socio-emotional conditions
- Limits / weaknesses
  - Difficult with limited ability to speak Basque
  - Bilingual conversations

# Theoretical basis

# Theoretical basis

- Collective perspective
- Transgressive behavior and its protection
- Use as a mean, not as an end
- If there is comprehension, it is possible to use it. Innovations:
  - Request to be talked to in Basque
  - Bilingual conversations
  - (Basque) Adapt the speech

# Limits / Innovation / Changes in social norms

## Limits / Innovation / Changes in social norms...

- Maintain and renovate the level of implication. Institutions and people.
- Increase the number of Belarriprest. Basque speakers without many chances to use it << >> Ahobizis...
- Euskaraldia, to set in motion deeper and wider changes? Or just ten days?

# Limits / Innovation / Changes in social norms...

"The two examples studied here seem to suggest that the driving forces of change lies somewhere outside the peer-group, possibly in milieus associated with pressure groups and minorities that can **create autonomous spaces where the formation of alternative cultural forms and ideologies is possible**. This would mean that the difference between the alternative cultural practices of pressure or minority groups on the one hand, and those of youth gangs on the other, would lie on the fact that the former retain a **certain constitutive power despite their subordinate position**, while the latter are much more dependent on dominant discourses."



## Limits / Innovation / Changes in social norms...

- Create autonomous moments or spaces
- Behave in a unusual way + interlocutors accept it
- Power the linguistic community can have, regardless their subordinated position

# Limits / Innovation / Changes in social norms...

- Social innovation
  - Double nature, social and institutional
  - Three innovations
    - Ask to be talked in
    - Bilingual conversation
    - Adapt the speech
  - Hard work, time, social strength...

Thank you

Eskerrik asko

Merci beaucoup

Niá:wen

# References & more information

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