

Language Attitudes and Language Practices in the New Ukrainian Diaspora in Canada

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Focusing on language related activity within the new Ukrainian diaspora in Canada, the talk addresses how language matters are discussed and debated especially since the full-scale Russian war against Ukraine.

Texts from social media (*YouTube, TikTok, Facebook* and *Telegram*), namely posts that had appeared since the start of the full-scale war in February 2022 are studied and analyzed qualitatively. These texts demonstrate people's feelings and thoughts about particular language(s), displaying also specific language practices in the studied community. Through these feelings, thoughts and practices speakers enact, contest, or transmit their language attitudes (Liebscher and Dailey-O'Cain 2017: 10). Overall, the analysis identifies tendencies and transformations in language attitudes observable in the studied community. The results of the analysis are discussed within Bucholtz and Hall's (2006) sociocultural framework for studying identity. Understanding identity as "the social positioning of self and other" (ibid.: 586), the study utilizes the concept of positioning to highlight how language-related activities within an immigrant community, and importantly within the wider sociopolitical context, contribute to constructions, transformations, and negotiations of identity.