THE DIGITAL LANDSCAPE

MAY **11**
12
2022
ONLINE

AND MINORITY LANGUAGE COMMUNITIES

ROLES, IMPACTS AND ISSUES

Conference organized by

QUESCREN

ICRML
Institut canadien
de recherche
sur les minorités
linguistiques

CIRLM
Canadian Institute
for Research
on Linguistic
Minorities

Digital technology is now part of our daily lives and our personal and professional exchanges. The holding of a symposium on the main issues related to the use of digital technology in minority language communities comes at a very favourable time in this pandemic period when it is more important than ever to be connected.

The Secrétariat aux relations avec les Québécois d'expression anglaise is participating with great interest in this ACFAS virtual symposium. The many minority language communities in Quebec and Canada are facing significant challenges in the use and practice of information and communication technologies to preserve their language and culture.

I would like to acknowledge the remarkable work of the people who organized this symposium: the Quebec English-Speaking Communities Research Network, affiliated with Concordia University's School of Community and Public Affairs and the Canadian Institute for Research on Linguistic Minorities, based at Moncton University.

The Quebec government would like to take this opportunity to warmly salute the commitment and perseverance of the active members of ACFAS, an organization that will soon be one hundred years old. The mission of ACFAS, which is to bring together the actors of research and science and to nourish exchanges within the Francophonie, is still as relevant as ever. I therefore thank the organization for advancing and promoting scientific culture in this way.

Since 2017, the Secrétariat aux relations avec les Québécois d'expression anglaise has carried out its mission with the same conviction and continues to ensure that the concerns of English-speaking communities are considered in government decisions and orientations. It intends to continue its participation in activities that, like those taking place today, promote exchanges and closer ties with its partners in the various communities.

CHRISTOPHER SKEETE

Adjoint parlementaire du premier ministre pour les relations avec les Québécois d'expression anglaise

Adjoint parlementaire du ministre responsable de la Lutte contre le racisme

Secrétariat aux relations avec les Québécois d'expression anglaise

Québec

THE DIGITAL LANDSCAPE AND MINORITY LANGUAGE COMMUNITIES

ROLES, IMPACTS AND ISSUES

May 11-12, 2022

89e Congrès de l'Acfas
ONLINE

This conference proposes to examine digital issues affecting Official Language Minority Communities (Canadian Francophonie and English-speaking communities in Quebec) as well as other linguistic minorities in Canada (e.g. Indigenous communities) or abroad. Today, digital usage cuts across a number of information practices (i.e. ways of getting information) and the application of Information and Communications Technology (ICT). It makes it essential for the public to hone their digital literacy skills and raises broad questions such as the need to combat the spreading of online misinformation as well as questions more specifically associated with linguistic minorities. These issues call for measures related to, for instance, access to services in a minority language (in areas such as health, education and justice), the revitalization and maintenance of communities' languages and cultures and the discoverability of cultural and other content, including online content (both contemporary and heritage content). Digital usage can also play a role in strengthening the sense of belonging to communities and making it possible to create virtual communities that can go far beyond physical borders. Increased digital usage also raises questions related to social inequalities, social divides as well as the varying levels of digital literacy skills that can exist in communities across demographic lines (e.g. age, geographic location, gender, revenue, level of education). It can have an impact on the media available in communities, the means required for communities to adapt as well as economic development in these communities. Finally, digital usage also requires a transformation with respect to research methods (notably in social sciences) to allow a better grasp of the complexity of digital usages and their impacts. The work of researchers that will be presented during this conference will help to better understand the extent of digital changes, issues and innovations in the context of linguistic minority communities.

ORGANIZERS

This conference is organized by the Canadian Institute for Research on Linguistic Minorities (CIRLM) and the Quebec English-Speaking Communities Research Network (QUESCREN).

Established in 2002 at the Université de Moncton, CIRLM is a centre of excellence whose role is to lead, bring together and partner with research centres, researchers, community agencies and government bodies in order to promote a greater knowledge of the status of Canada's official language minorities and a better understanding of the priority issues that concern them.

Established in 2008 at Concordia University, QUESCREN is a collaborative network of researchers, stakeholders, and educational and other institutions that improves understanding of Quebec's English-speaking communities and promotes their vitality.

ORGANIZING COMMITTEE / EVALUATION COMMITTEE

Members of the Organizing Committee:

Anne Robineau, CIRLM – Canadian Institute for Research on Linguistic Minorities

Lina Shoumarova, QUESCREN

Patrick Donovan, QUESCREN

Michel Bourque, CIRLM – Canadian Institute for Research on Linguistic Minorities

The Evaluation Committee is composed by the members of the Organizing Committee and the following people:

Megan Cotnam-Kappel, Ph.D., University of Ottawa

Sylvain St-Onge, Ph.D., CIRLM – Canadian Institute for Research on Linguistic Minorities

Destiny Tchéhouali, Ph.D., Université du Québec à Montréal (UQAM)

REGISTRATION

This conference is part of the 89th annual Acfas Congress, a virtual event. Please note that most presentations will be in French. Register **HERE** for the conference.

Le programme en français se trouve **ICI**.

9:00 AM   **OPENING REMARKS**

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9:15 AM - 11:00 AM   **DIGITAL TECHNOLOGY AS A TOOL FOR CULTURAL AFFIRMATION AND LINGUISTIC VITALITY**

Chair/Moderator:

Anne Robineau
CIRLM – Canadian Institute for Research on Linguistic Minorities

9:15 AM   **#LARÉSISTANCE (FRANCO-ONTARIAN RESISTANCE AGAINST THE UNIVERSITÉ DE L'ONTARIO FRANÇAIS FUNDING SUSPENSION): PERSPECTIVES OF KEY STAKEHOLDERS**

François-René Lord
UQTR – Université du Québec à Trois-Rivières

Vincent Raynauld
Emerson College

Mireille Lalancette
UQTR – Université du Québec à Trois-Rivières

Jason Luckerhoff
UQTR – Université du Québec à Trois-Rivières

This paper discusses the #LaRésistance movement that brought together and gave voice to the Franco-Canadian community challenging the Progressive Conservative government's 2018 decision to halt funding to Université de l'Ontario français. This popular movement is the latest citizen initiative in the Franco-Canadian mobilization to defend its language rights and the first to take place largely on socio-digital communication platforms. The study aims to better understand how this community used socio-digital media during this crisis.

To do so, we studied the perspective and uses of socio-digital media for three key stakeholders involved in the 2018 language crisis in Ontario, namely Franco-Ontarian associations, politicians, and Université de l'Ontario français. We also conducted a qualitative analysis of the content of their Facebook pages and Twitter feeds. These analyses were accompanied by seventeen qualitative interviews with these stakeholders engaged in this societal debate. What emerges is that the use of socio-digital media has amplified the scope of messages related to the movement and facilitated advocacy actions. The research provides a new perspective on the use of socio-digital media in the context of a public debate in a minority environment.

9:35 AM

DIGITAL TECHNOLOGY AS A MEANS FOR PROMOTING THE TOURIST IDENTITY OF FRANCO-MANITOBANS

Amélie Lajoie
UQAM – Université du Québec à Montréal

Mohamed Reda Khomsi
UQAM – Université du Québec à Montréal

In Canada, matters related to preserving the identity of minority Francophones are often amongst the issues facing the political class, especially when the rights of these communities are threatened. Several researchers have studied these issues over the past three decades (Chaput-Roland, 1990; Hébert, 1994; Juteau, 1994; Lamarre, 2016); however, tourism as a vehicle for affirming the identity of these communities has received little attention. Yet, for several researchers (Debarbieux, 2012; Cousin & Apchain, 2016), tourism is a marker of the culture of a territory and an image of its heritage. Our paper is therefore aimed at understanding how tourism, perceived as a cultural marker, contributes to the development of the identity of Franco-Manitobans by analyzing the experiences designed by these latter and offered to tourists visiting their territory. In other words, we will examine the role that tourism can play in the construction, maintenance and preservation of the Franco-Manitoban identity. We will use two approaches: (a) an analysis of the discourse of Franco-Manitoban tourism stakeholders using their websites and digital brochures, and (b) an ethnographic approach that involves analyzing the comments made by tourists who have consumed this type of experience.

9:55 AM

QUESCREN'S COMMUNITY KNOWLEDGE OPEN LIBRARY: MAKING ORGANIZATIONAL GREY LITERATURE AVAILABLE FOR OLMC VITALITY

Lorraine O'Donnell
QUESCREN - Quebec English-Speaking Communities Research Network

Patrick Donovan
QUESCREN - Quebec English-Speaking Communities Research Network

Grey literature is an important source of evidence. It includes documents that have not been commercially published and captures knowledge of minorities, marginalized groups, and women's activities that mainstream documentation may miss (e.g., see Rochat 2021). However, limited community and library sector commitments to preserve and make it discoverable means much grey literature is lost. QUESCREN's Community Knowledge Open Library (CKOL; https://ckol.quescren.ca/) is an online database that preserves and makes available ESQ community organizations' grey literature in fully searchable full-text pdf form. So far, CKOL has 25 participant organizations and 1,200+ items available. CKOL is an element of a larger QUESCREN project called People's History of English-Speaking Quebec. It involves research on ESQ community organizations including ones participating in CKOL. Developing CKOL, we are increasing connections between community organizations and QUESCREN. We are also increasing knowledge of the organizations, through both the grey literature made available and our eventual People's history publications. In these ways, CKOL will contribute to the "memorial vitality" of ESQ (Roy 2021).

10:15 AM

COMMUNITY CARE AND DIGITAL SKILLS IN QUEBEC: THE CASE OF THE LOWER NORTH SHORE

Manek Kolhatkar
Université de Sherbrooke

Diane Martin-Moya
Université de Montréal

This paper outlines a digital public archaeology project currently conducted in one of Quebec's easternmost regions, the Lower North Shore, and focuses upon some of the difficulties and implications that come with the development of its various communities' digital skills. In the past, this remote region has been a major hub for cultural exchange for thousands of years, and has been excavated by various archaeologists. Today, it is still cut off from any easy road access, it only gained broadband infrastructure in 2019, and it is shared by Indigenous (Innu) and non-Indigenous French and English-speaking communities. The "Digital Archaeology on the Lower North Shore" project was developed in response to its communities' need for territorial development that might stimulate growth and attract young people around its rich heritage and spectacular landscape. The project meshes digital education within the regional school system. Local communities can preserve their heritage and territory as well as help build an online showcase, or virtual museum, while growing digital skills that will allow their young to select from a wider range of possibilities.

10:35 AM   **Q&A**

11:00 AM   **BREAK**

11:30 AM - 1:00 PM

TEACHING DURING A PANDEMIC: CHALLENGES AND INNOVATIONS

Chair/Moderator:

Lina Shoumarova
QUESCREN - Quebec English-Speaking Communities Research Network

11:30 AM

FRENCH LIFE ONLINE AND DIGITAL INEQUALITIES: REFLECTIONS FROM TEACHERS IN ONTARIO DURING THE COVID-19 PANDEMIC

Megan Cotnam-Kappel
University of Ottawa

The COVID-19 pandemic has highlighted how digital inequalities divide learners around the world, including in Canada. However, there are grey areas in the scientific literature regarding how these inequalities affect staff and students in French-language minority schools. The few studies conducted on this population reveal the lack of resources and professional development adapted to their realities (Gilbert et al., 2004; Gratton & Chiasson, 2014) and the absence of resources and spaces reflecting their languages, cultures, and experiences (Cotnam-Kappel, 2018, 2020; Chaput & Champagne, 2012).

This paper will present the comments of 22 teachers in French Ontario who participated in 75-minute virtual semistructured interviews from March to June 2020, during the first wave of the COVID-19 pandemic. It will explore how staff feel their students experience three types of digital inequality: (a) availability (access and types of access to technology), (b) knowledge (digital literacy skills), and (c) power or the ability to use their technological background to express themselves and serve their interests and those of their community (Bihr & Pfefferkorn, 2008, cited in Collin, 2013), how their language(s) influence these inequalities, and future avenues for research and action.

11:50 PM

THE DIGITAL LANDSCAPE IN QUEBEC'S K-11 ENGLISH LANGUAGE SCHOOLS: A VIEW FROM THE FIELD AMID THE PANDEMIC

Craig Bullett
LEARN - Leading English Education and Resource Network

Ben Loomer
LEARN - Leading English Education and Resource Network

The COVID-19 pandemic has exacerbated and exposed many of the digital challenges experienced by the English-speaking communities of Quebec, including equitable access to technology and high-speed internet, online teaching practices as well as our capacity to foster digital competencies in schools and at home. The pandemic has also resulted in meaningful innovations, including the creation of the "Quebec Online Alliance" for students medically exempt from attending schools, and the "I Belong!" project, a 100% remotely designed and delivered initiative that empowers students and teachers to explore their identity and sense of belonging to Quebec society. In addition to sharing select challenges and innovations, LEARN hopes to spotlight a few elements of the "Digital Competency Framework" for K-11 students, while providing resources to further explore the framework in greater depth. We will re We will reflect on some of the greatest barriers and assets to the professional development of K-11 teachers, including "expert" culture, the positioning of digital competencies within the curriculum, pre-service learning and the growing popularity of informal learning spaces.

12:10 PM

VIRTUAL TEACHING IN A FRANCOPHONE MINORITY SETTING IN NOVA SCOTIA AND MANITOBA: EXPERIENCES AND FUTURE DIRECTIONS

Andrea Burke-Saulnier
Université Sainte-Anne

Gail Cormier
Université de Saint-Boniface

As part of the research project "L'enseignement en milieu minoritaire à l'ère de la pandémie en Nouvelle-Écosse et au Manitoba : les perspectives d'enseignants," the experiences of teachers working in these provinces were explored and identified. The purpose of this project was to describe the experiences of teachers in Francophone minority communities during the COVID-19 pandemic. To this end, 40 semistructured interviews were conducted—20 in each province—during which participants shared their concrete experiences of teaching in virtual mode. By exploring the qualitative data collected during these interviews, some salient and significant challenges and impacts were identified that correspond to various elements related to teaching, including didactics, teaching tools, resources, classroom management and motivation. What makes these stories different from the narratives of the past is that they took place during a global pandemic and in virtual classrooms. During this presentation, the challenges of teaching in virtual mode will be shared (specifically as they relate to the Francophone minority context), the impacts will be identified and future avenues explored that could lead to winning practices for this new reality of teaching in French-language schools in minority settings.

12:30 PM

Q&A

1:00 PM

BREAK

1:30 PM - 3:00 PM

YOUNG PEOPLE AND THE DIGITAL LANDSCAPE: ENTERTAINMENT, CONNECTION AND LEARNING

Chair/Moderator:

Patrick Donovan
QUESCREN - Quebec English-Speaking Communities Research Network

1:30 PM

THE FRANCOPASS AND THE CHALLENGES OF INNOVATION IN A FRANCOPHONE MINORITY CONTEXT

Sathya Rao
University of Alberta

Martine Cavanagh
University of Alberta

The Francopass (FP) is a web application developed by an interdisciplinary team of researchers at the University of Alberta in 2019. The application uses gamification strategies to encourage students to participate in French language activities within the local Francophone community and on the University of Alberta campus. The FP is the first application to take advantage of the dynamism of a Francophone minority community to enable French language learners to strengthen their linguistic and cultural abilities and increase their sense of belonging to that community. The studies we conducted on the effects of the FP showed that gamification strategies were not enough to ensure the success of the application, but rather it depends on the successful integration of the application within the postsecondary institutions where it is used, namely the University of Alberta and its Francophone campus, Campus Saint-Jean. In this paper, we will analyze the difficulties we encountered in integrating the FP into French language and future teacher training programs. We will show that one of the reasons for these challenges is the difficulty in envisioning a framework for collaboration between the university and the Francophone community. However, as several researchers have shown, it is of paramount importance in the context of a Francophone minority.

1:50 PM

SENSE OF BELONGING AMONG ENGLISH-SPEAKING YOUTH IN QUÉBEC: CONFRONTING ISOLATION THROUGH DIGITAL COMMUNITY-BUILDING

Alexandre Pettem
Y4Y Québec

Adrienne Winrow
Y4Y Québec

Since the onset of COVID-19, community has come to inhabit a digital medium for many of Quebec's English-speaking youth. What digital approaches has Y4Y observed young English-speakers employ to combat physical isolation? We answer this question by creating a portrait of this segment of the OLMC (aged 16-30), and by analyzing feedback from participants in Y4Y's initiatives and government-funded projects since early 2020. As we demonstrate, Y4Y's projects offered direct perspectives on how youths' lives changed since COVID. Activities reviewed include a series of online sessions exploring mental health practices and the state of Québec's English-speaking youth employment, as well as the Priority-Setting Summit Project, which solicited this demographic's pandemic-era concerns. Various smaller community initiatives provide additional insight. Our paper will offer a more comprehensive account of a largely undocumented population segment of COVID-era history, as well as recommendations based on these observations. Digital community building will be shown to have a place in future community work, particularly where youth are concerned. We hope our findings demonstrate the need for robust anti-isolation policies from Québec City.

2:10 PM

DIGITAL LITERACY AND CITIZENSHIP AMONG FRENCH-SPEAKING YOUTH IN MINORITY SETTINGS IN CANADA IN A CONTEXT OF ONLINE DISINFORMATION

Sylvain St-Onge
CIRLM – Canadian Institute for Research on Linguistic Minorities

Anne Robineau
CIRLM – Canadian Institute for Research on Linguistic Minorities

Josée Guignard Noël
CIRLM – Canadian Institute for Research on Linguistic Minorities

In this paper, we present the results of quantitative and qualitative research on digital literacy and citizenship among young people aged 16 to 25 from Francophone minority communities (FMCs) who attend a secondary school or a postsecondary institution (universities, colleges) in the Canadian Francophonie. To date, there are no studies providing specific information on the current use of the Internet and social media by young people from FMCs. We know little about their skills in this regard, and even less about how they obtain or transmit information online.

To develop a portrait of the situation, we carried out a Canada-wide survey of these youth between December 2021 and February 2022. We also conducted several focus groups with youth, teachers and parents in FMCs. The goal was to find out what resources are available to them in French to address the phenomenon of online disinformation and learn what strategies, if any, they have to better support young people to develop their digital citizenship. The presentation will analyze the link between Internet use, the type of media consulted, the language used, the frequency of these uses and various other sociological factors.

2:30 PM

QUESTION PERIOD

3:00 PM

BREAK

3:30 PM - 5:00 PM

CULTURE AND THE DIGITAL WORLD: KNOWLEDGE OF AUDIENCES AND ARTIST VISIBILITY

Chair/Moderator:
Lorraine O'Donnell
QUESCREN - Quebec English-Speaking Communities Research Network

3:30 PM

ETHNOGRAPHIC STUDY OF MULTICULTURAL FESTIVALS IN CANADA: THE FRANCOPHONIE AND WORLD MUSIC

Michelle Thompson
Carleton University

Through their participation in the digital world, this ethnographic study explores the cultural and linguistic representation strategies of Francophone musicians performing at five Canadian festivals. The study demonstrates that Francophone musicians and singers representing Afrodescendant communities in Canada and around the world use their artistic performances and virtual Facebook communities to promote their music, cultural and linguistic identities, and the social movements they support. The study uses an ethnographic method involving field visits between July and November 2019, content analysis of websites and social media, and an analysis of written, oral, and sung images and discourses.

3:50 PM

UNDERSTANDING CULTURAL AUDIENCES THROUGH DIGITAL DATA: PRACTICES AND PERCEPTIONS IN THE CANADIAN FRANCOPHONIE

Guillaume Sirois
UdeM – Université de Montréal

Nathalie Casemajor
INRS - Institut national de la recherche scientifique

To promote the discoverability of cultural products, several organizations are now turning to digital data (personal, sociodemographic, behavioural), which is deemed to facilitate a greater understanding of audiences. Faced with this datafication of audiences, the most fervent argue that it is urgent to develop a data culture in cultural circles, even though practices remain strongly linked to the level of digital literacy of those involved. Our survey (questionnaire and focus groups) of organizations in the Canadian Francophonie sought to better understand current practices and the opinions of cultural professionals. The picture that emerges shows that practices for collecting, analyzing and archiving digital data are very heterogeneous. Digital technologies have offered new—often little used—ways of learning about audiences without replacing traditional methods. For the participants, the "relationship is more personal" in smaller communities, leading them to place "programming at the heart of the community." Far from the data-centric business model of the digital giants, Francophone organizations are coupling data with instinctive knowledge born of their close relationship with their audiences.

4:10 PM

VISIBILITY AND DISCOVERABILITY OF ONLINE CULTURAL AND ARTISTIC CONTENT IN THE BLACK AND AFRODESCENDANT COMMUNITIES OF THE CANADIAN FRANCOPHONIE AND QUEBEC

Destiny Tchéhouali
UQAM – Université du Québec à Montréal

Anne Robineau
CIRLM — Canadian Institute for Research on Linguistic Minorities

In this paper, we will present the results of a research study that contextualizes the online consumption habits of cultural products by members of Black and Afrodescendant communities in Canada, with underlying issues of media underrepresentation of creative works and content produced by Canadian diversity talent. Currently, most works focus on distinct analyses between the following three aspects: (a) the diversity of sources or the diversity of the content exposure (cultural and informational), (b) the behaviours of the users (or receivers) of content, and (c) the role of algorithms in the structuring and enhancement of culture and the media. Our contribution intends to broaden the focus on these three issues (diversity, visibility and discoverability), by studying them using a systemic approach, which attempts to highlight the main impacts, biases and dangers of algorithmic systems on the content to which Canadian users are exposed and which they consume on online platforms. To carry out this study, we used several methods including content analysis of the discoverability pathway of online works, semistructured interviews with artists, presenters of artistic and cultural products, and consumers of online cultural content.

4:30 PM   **QUESTION PERIOD**

5:00 PM   **END OF THE FIRST DAY**

9:00 AM - 10:30 AM   LANGUAGE PRACTICES AND LINGUISTIC IDENTITY ON SOCIAL NETWORKS

Chair/Moderator:

Sylvain St-Onge
CIRLM - Canadian Institute for Research on Linguistic Minorities

9:00 AM

TWO MINORITY LANGUAGES IN THE INTERNET BUBBLE: GALLO OF HAUTE-BRETAGNE (FRANCE) AND BERBER OF DJERBA ISLAND (TUNISIA)

Francis Manzano
Jean Moulin University – Lyon 3, Linguistics Research Center

The examination of two distinct languages reveals several supralinguistic and societal traits that bring them together: significant or total minorization; long absence of written language; weak (Gallo) or non-existent (Berber) recognition by the states concerned; and no clearly-established teaching (Gallo), or its non-existence (Berber). Their (re)presentation on the WEB is subject to useful criticism if one wants to support them effectively.

Djerbian Berber is linked to a historic language of the Mediterranean, exposed to combined sociolinguistic pressures (Arabic, French, and European languages linked to tourism).

The last speakers on the island have been abandoned and the local language is on the verge of disappearing for lack of a regional elite and institutional support. An examination of some online documents reveals a late connection to concepts developed elsewhere: the name of the language (Amazigh, Tamazight vs. Chelha vs. Berber), the ritualization of the Berber and Tamazgha (Berber name for North Africa) flag, and arguments that are more societal than linguistic (crafts, ways of life and local ecumenism).

Not without typological and sociolinguistic considerations, the Wikipedia article "Gallo" is predominantly militant. But doesn't this seductive device illustrate a kind of product placement in a global showcase that includes only what is put in it, opening up important gaps in the very definition of language and languages?

9:20 AM

THE PODCAST BY AND FOR THE COMMUNITY: A NEW FREE MARKET FOR A STIGMATIZED LANGUAGE VARIETY? THE CASE OF A PODCAST "TOUT EN CHIAC"

Laurence Arrighi
Université de Moncton

Tommy Berger
UdeS – Université de Sherbrooke

Our objective is to explore the sociolinguistic dimension of podcasts produced by and for the Francophone minority community in Acadie, New Brunswick. After having defined the phenomenon of podcasting, provided an idea of its scope in Acadie and highlighted the importance for a community to have media made not only for it, but also by it (Bernier et al., 2013), we will take the specific case of the podcast, "Cosser t'en penses?".

The program chosen is produced and hosted by Frank and Lee, natives of southeastern New Brunswick. They interview a person with an inspiring professional career who is explicitly asked to talk about their experience with Chiac. Insofar as this non-standard variety (marked by archaisms and anglicisms) is virtually absent from the traditional media landscape (newspapers and major TV and radio stations), we will consider whether the podcast constitutes a free market (Bourdieu, 1982) for this variety. In a media landscape dominated by English and standard French, we will ask whether, in the era of the social Web 2.0, this type of digital creation can offer a broadcasting space in the local language and, if so, under what forms. To do so, we will analyze certain linguistic choices and practices used in the program.

9:40 AM

THE MARKER *COUDON* IN DIGITAL WRITTEN COMMUNICATION

Fiona Patterson
York University

Popular Quebec French is an enigma made up of a complexity of lexical and syntactic borrowings, neologisms, Middle French calques and deformations of these latter. The case of the expression coudon is particular, since it is an old imperative collocation (Léard, 1989, p. 87), a deformation of the expression "écoute donc" (Laurendeau, 1985, p. 108; Dostie, 2013, p. 16; Lapointe, 2017, p. 35), but which demonstrates at the same time a variety of meanings that differ from its lexical origins.

From an enunciative perspective, we will attempt to describe and examine the coudon marker as used in social networks, based on a series of examples, in comparison to oral uses. Starting from Laurendeau's (1985) enunciative description of the uses and functions of the marker, this work will be informed by the perspectives of Berthoud (1996), Léard (1989), Dostie (2009 & 2013) and Lapointe (2017). Through this analysis, we find that coudon retains the same meanings and functions in computer-mediated communication as it does in other contexts, and we advance the hypothesis that a new deictic function of the marker is present when coudon is accompanied by a picture. The presentation then examines the effect of digital technology on the potential language innovations of Quebecers, who represent an official language minority community in Canada.

10:00 AM

QUESTION PERIOD

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10:30 AM

Break

11:00 AM - 12:00 PM

MINORITY LANGUAGE MEDIA: THE CONTRIBUTION OF DIGITAL MEDIA AND DEVELOPMENT OF NEW PRACTICES

Chair/Moderator:

Michel Bourque
CIRLM - Canadian Institute for Research on Linguistic Minorities

11:00 AM

PRESENTATION OF LINGUISTIC AND DIGITAL ADVANCES BY FRANCOPHONE COMMUNITY RADIO STATIONS IN ONTARIO: THIRTY YEARS OF CONTINUOUS BUT LITTLE-KNOWN PROGRESS

Christian Martel
UOF - Université de l'Ontario français

Ontario's community radio stations chose a digital programming system when they first went on the air, since the Ministry of Industry began discussing the availability of digital frequencies for new channels in the frequency spectrum it administers in the 1990s. From a cultural standpoint, radio stations regularly feature shows by Francophone artists in their communities, or are partners of choice for the promotion of all the cultural activities of cultural centres, activities surrounding Saint-Jean-Baptiste Day, and for the official anniversary of the Franco-Ontarian flag with the various Francophone school boards in their region. The economic development of all Francophone communities in Ontario with a Francophone community radio station has access to the best support tool for the promotion and marketing of Francophone products and services in minority communities. The radio stations themselves are small businesses that train staff and offer jobs, training and economic opportunities of all kinds. One characteristic remains, the more one is exposed to Francophone music, the more likely one is to like and value it.

Study by Annette Boudreau and Stéphane Guitard of Université de Moncton entitled: "Les radios communautaires : instrument de francisation."

11:20 AM

BEAUTY & THE BEAST: THE OPPORTUNITIES & CHALLENGES OF INFORMATION & COMMUNICATIONS TECHNOLOGIES FOR OFFICIAL LANGUAGE MINORITY COMMUNITIES

Hugh Maynard
Qu'Anglo Communications & Consulting

The array of possibilities emanating from the application of information & communications technologies (ICT) are astounding, from real-time transcription to simultaneous translation to mobile apps that analyze data and present it in visual formats that have impact yet are easy to understand. For official language minority communities (OLMC), the beauty results in a large array of online information and services that are available in the minority language, increasingly good translations of real-time communications, and linkages between communities like never before. The beast is many of the same inequities that plague 'The Internet': last mile access, haves and have nots (costs, equipment, skills) and diminished in-person interactions. If you're not on the hi-speed highway, you're stuck on the minority language back roads. Join this presentation to find out more about making the most of the beauty and mitigating the beast to enhance the vitality and support the development of OLMC through ICT.

11:40 AM

QUESTION PERIOD

12:00 PM

LUNCH BREAK

1:00 PM - 3:00 PM

DIGITAL ISSUES IN THE HEALTH SECTOR: EVALUATING SERVICES AND KNOWLEDGE

Chair/Moderator:

Jennifer Johnson
CHSSN – Community Health and Social Services Network

1:00 PM

THE TELEMEDICINE SATISFACTION QUESTIONNAIRE: A LINGUISTICALLY AND CULTURALLY APPROPRIATE CLINICAL TOOL FOR OFFICIAL LANGUAGE MINORITY COMMUNITIES

Michelle Dorion
University of Ottawa

Éric Dionne
University of Ottawa

In Canada, the use of telemedicine, a way of communicating with a health professional electronically, is one of the emerging applications of information and communications technologies (ICTs) in the health sector. Various telemedicine programs are now present in official language minority communities (OLMCs) to support many clinical activities in various health fields. Yet, while innovations in telemedicine are numerous and rapid, the tool used to measure user satisfaction is problematic because it exists only in English, which does not allow for the feelings of Francophone patients and health professionals to be captured. Moreover, recognizing the cultural sensitivity of Francophone communities is one of the social determinants of health in Canada. Thus, this study is aimed at developing satisfaction questionnaires that are supported by methodological choices that reflect the sociolinguistic reality of Francophones and are sensitive to detecting the needs of OLMCs with respect to the use of telemedicine, a rapidly-growing practice.

1:20 PM

DIGITAL TECHNOLOGIES TO ENHANCE ACCESS TO HEALTH CARE AND SOCIAL SERVICES BY LINGUISTIC MINORITIES: CHALLENGES AND OPPORTUNITIES

Jonathan A. Caballero
McGill University

Andrew Durand
McGill University

Marika Monarque
McGill University

Tyler Brown
McGill University

Jacqueline Vachon
McGill University

Carmen G. Loiselle
McGill University

Digital technologies can assist in readily providing broader access to health and social services, particularly when barriers to care are present (e.g., geographic, linguistic). More specifically, speech and language technologies - a rapidly evolving field– relies on computational analyses and transformations of natural language data (e.g., automatic translation, speech synthesis, text analyses, etc.), applications that constitute promising avenues to reduce barriers among linguistic minorities service users. We describe examples of successfully deployed initiatives relying on digital technologies to reduce language barriers in health and social contexts and discuss important considerations for their implementation, including compliance requirements, perceptions of users and service professionals, and ethical considerations. Lastly, we discuss key challenges and opportunities in leveraging these technologies for enhancing access among anglophone minority service users in Quebec.

1:40 PM

WHO ARE THEY? A MULTICRITERIA EXPLORATION OF THE SOCIAL PROFILES OF THE ENGLISH-LANGUAGE MINORITY COMMUNITY IN QUEBEC

Jan Warnke
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We propose a description of the main sociodemographic features of English-speaking communities in the regions of Quebec using maps and comparative regional tables. Using a new online tool, a dynamic dashboard, the social landscape is explored using multicriteria profiles of the English population. Our analysis draws on a custom database from Statistics Canada (2016) based on 380 social determinants of health cross-referenced by 11 age groups and 7 categories of first official language spoken. These data were subjected to dimensionality reduction statistical processing and classification by a SKATER spatial classification algorithm to create multicriteria profiles of the English-speaking population. Our classification uses a broad range of variables known to be social determinants of health: income, social status, employment, working conditions, education, literacy, occupation, immigration status, housing, ethnic identity, ethnicity, race. Our presentation highlights the multicriteria differences and similarities between neighbourhoods populated by the English-speaking population in Quebec and shows how an online tool could be used to better inform the public and decisionmakers about critical facets of their community vitality and overcome the challenges of accessing information during a societal crisis such as the pandemic.

2:00 PM

COVID-19 AND VARIABILITY OF DIGITAL HARMS AND RESPONSES AMONG FRANCOPHONE SENIORS IN A MINORITY CONTEXT

Boniface Bahi
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Martine Pellerin
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This paper aims to describe and analyze the impact of social, political and public health responses in terms of communication, containment or harm reduction, and social isolation due to COVID-19 among Francophone seniors in a Canadian minority context. It will present the key components of our study, which is based on the idea that COVID-19 and its barrier measures have an impact not only on individuals and groups of seniors in their adherence to new digital forms of communication and management of their daily lives, but also on health and social service organizations in a minority Francophone environment. We rely on testimonials from seniors and their support staff to put forward winning digital practices for their well-being. We also examine the digital administrative processes used by health and social service organizations to adapt to barrier measures and provide quality services to seniors without new operating costs. In addition to these testimonials, a content analysis of documentary sources was conducted on the speeches of public health officials. Taken as a whole, this allows us to present new digital perspectives that can reduce, if not eliminate, the isolation and even the double psychosocial isolation linked to barrier measures, for the rest of their lives, in the Francophone senior population in a Canadian minority context.

2:20 PM

QUESTION PERIOD

3:00 PM

CLOSING OF THE CONFERENCE