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Udmurt is an endangered Uralic (Finno-Ugric) language spoken in Russia. In the last Russian census in 2010 only 60%, i.e. 324,000 out of 550,000 ethnic Udmurts declared still to speak their heritage language. Especially with the emergence of Vkontakte, the Russian counterpart of Facebook, Udmurt activists started to promote the use of Udmurt on social media which led to one of the highest visibilities of a minority language on the internet in the Russian Federation, outnumbering even, e.g., the Tatar language on Vkontakte, the second largest language in Russia with more than five million speakers. The presentation aims to provide an overview over some achievements of Udmurt online activism. Alongside the benefits of using social media for the maintenance and revitalisation of Udmurt some risks and pitfalls shall also be mentioned.