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Facebook practices as a reflection of Language Management in the Workspace

In the context of migration and language practices, this paper looks at efforts by a “diaspora” of inner-Latvian “migrants” to create space for Latgalian in Riga. Research is based on the case of one kebab shop whose owner is from Latgale and who has expanded his business outside his home town.

On the one hand, we analyse signs outside and inside the café. The main source of our data is, however, translocal: We discuss language and other practices on the café’s facebook page, communication between the owner, customers, friends. We examine linguistic repertoires and language choices for inner group communication and dialogic exchanges (Latgalian, Latvian, English). In addition, we look at other modes such as videos, digital posters or advertisements which reflect how multimodality increases the importance of non-standard varieties and forms.

Finally, we will discuss the data also from the perspective of language management: How are decisions taken to modify language practices and beliefs in the workplace and how do they reflect ideologies and linguistic attitudes?