**Literature review**

The Balearic Islands are an archipelago in the western Mediterranean Sea, consisting of four main islands (Mallorca, Menorca, Ibiza, and Formentera) and more than a hundred small islands and islets all of which are situated near the eastern coast of the Iberian Peninsula. The archipelago is established as a province and is one of the seventeen Autonomous Communities of Spain. The Balearic Islands have a population of approximately 1.8 million inhabitants, with 80% of the population residing in Mallorca. Fifty percent of Mallorca’s population lives within Palma, the island’s capital and largest city (IBESTAT, 2023). Likewise, 46% of the population of the archipelago was born abroad, both in other Autonomous Communities and other countries. Of those born abroad, 74% reside in Mallorca, with half being in Palma (IBESTAT, 2023).

According to Blas–Arroyo, this situation makes the Balearic Islands “a melting pot of people from different geographic, economic and cultural origins” (2007, p. 80), which generates an immediate and significant impact on the linguistic situation of the archipelago. This phenomenon is particularly interesting in Palma, where all these linguistic and cultural backgrounds share the space with the two official languages of the Balearic Islands: Catalan and Spanish. Historically, the Balearic Islands have been part of the Catalan linguistic domain along with other territories in the east of the Iberian Peninsula, essentially Catalonia and the Valencian Community. For centuries, Catalan was the main language of communication and the archipelago’s own language, despite the introduction of Spanish later on. During Franco’s dictatorship, there was a strong process of language substitution derived from a situation of diglossia that removed Catalan from the public domain. The use of the language was forbidden both in the Administration and education, and Catalan was relegated to the family and personal domain (Joan i Marí, 2005). At the same time, Spanish became the language of Administration and education as well as the prestigious language used for official communications. However, Catalan continued to be the language used by the majority of the population, which prevented its disappearance. Forty years later, with the restoration of Spanish democracy, a process of linguistic normalization of Catalan began, and it became the official language of the Balearic Islands together with Spanish. Since then, a legal framework has been developed for both languages, although especially focused on Catalan, which has completely changed the linguistic reality of the islands.

**Legal framework**

The legal framework concerning the two official languages of the Balearic Islands has developed in the form of various laws, decrees, and regulations. Three of them, however, constitute the bedrock of them all: the *Constitución Española* [Spanish Constitution] (1978), the *Estatut d’Autonomia de les Illes Balears* [Statute of Autonomy of the Balearic Islands] (1983), and the *Llei de Normalització Lingüística a les Illes Balears* [Linguistic Normalization of the Balearic Islands Act] (1986).

The first of these documents, the Spanish Constitution, impacted the configuration of the linguistic reality of the Balearic Islands in three different ways. First of all, it recognized, for the first time in forty years, not only the existence of languages other than Spanish in the nation, but also their officiality in the territories where they were spoken, as stated in Article 3.2: “The other Spanish languages will also be official in their respective Autonomous Communities in accordance with their Statutes”. Likewise, it was also declared that these languages constituted a cultural heritage to be respected and protected, which granted Catalan the shield needed after forty years of repression, as stated in Article 3.3: “The richness of the different linguistic modalities of Spain is a cultural heritage that will be the object of special respect and protection”. Despite the importance of these article, it should be noted that the specific names of the co-official languages are not mentioned (Joan i Marí, 2005). Finally, the Constitution gave the Autonomous Communities the competences in the teaching of their co-official languages, as stated in Article 148.1.17: “The Autonomous Communities may assume competences in the following areas: [...] The promotion of culture, research and, where appropriate, the teaching of the language of the Autonomous Community”. The latter was of particular relevance, since it gave the future Government of the Balearic Islands the capacity to implement the teaching of Catalan and, therefore, completely change not only the linguistic panorama of the islands, but also the status that this language had had until then. Consequently, education became one of the most important tools to end with the situation of diglossia and linguistic substitution in the archipelago.

The second document, the Statute of Autonomy of the Balearic Islands, was passed five years after the approval of the Spanish Constitution and led to the establishment of a system of self-government. One of the most important aspects of this document in terms of language was the recognition of Catalan as the archipelago’s own language and as the official language together with Spanish, as stated in Article 4.1. Likewise, it was declared that every citizen had the right to use the language and that nobody could be discriminated for linguistic reasons (Article 4.2). However, of special relevance was the Article 4.3, which stated that:

The institutions of the Balearic Islands will guarantee the normal and official use of the two languages, will take the necessary measures to ensure their knowledge and will create the conditions to achieve full equality in the two languages in terms of the rights of the citizens of the Balearic Islands (Article 4.3)

In this paragraph, the Government committed to taking all the necessary steps to reach equality between both languages in all domains, but especially to ensure that every citizen in the Balearic Islands had knowledge of both languages, which implied a complete renovation of the education system. To do so, the Government granted itself exclusive competence for the teaching of Catalan, as stated in Article 35:

The Autonomous Community has exclusive competence for the teaching of the Catalan language, the own language of the Balearic Islands, in accordance with the autochthonous literary tradition. To normalize it will be an objective of the public authorities of the Autonomous Community. The insular modalities of the Catalan of Mallorca, Menorca, Eivissa and Formentera will be the object of study and protection, without prejudice to the unity of the language.

In addition to the teaching of Catalan, the Government assumed the difficult task of promoting the normalization of the language in a society that had had no choice but to spend the last forty years overshadowing it. It is important to note that, in this context, the word “normalization” can imply two different meanings. First, it can refer to the task of providing the language with “norms” or rules, whether grammatical, orthographical, etc. It should be noted that the last process of standardization of Catalan had taken place between 1913 and 1930 by Pompeu Fabra, who provided the language with unified and modern orthographic and grammatical rules. Likewise, the teaching and learning of the language had been forbidden for forty years, which prevented the society from receiving formal education in Catalan. Furthermore, the language had been severely influenced by Spanish, due to its superior status. Therefore, a process of deep standardization was needed. Second, the meaning of the word “normalization” also referred to the process of normalizing and promoting the use of the language in all contexts, including the public administration, education, and the media. The idea was to encourage the Balearic society to become accustomed to using Catalan in places where only Spanish had been allowed to be used, which can also be seen in the Article 14.3:

The citizens of the Balearic Islands shall have the right to address the Administration of the Autonomous Community in any of its two official languages and to receive a reply in the same language used.

This need for a process of linguistic normalization drove the passing of the Linguistic Normalization of the Balearic Islands Act in 1986. The main goal of this new regulation was to develop the Article 3 of the Statute of Autonomy of the Balearic Islands with regards to the normalization of Catalan as the islands’ own language and to ensure the use of both Catalan and Spanish as the two official languages. Accordingly, the specific objectives of this law were stated in Article 1.2:

a) To make effective the progressive and normal use of the Catalan language in the official and administrative domain.

b) To ensure the knowledge and progressive use of Catalan as the main language of education.

c) To promote the use of the Catalan language in all means of social communication.

d) To create social awareness of the importance of the knowledge and use of the Catalan language by all citizens.

These goals were used to structure the Linguistic Normalization Act in four main sections. The first section (Articles 6-16), on the official use of the language and administrative domain, stated that Catalan is the preferred language of both local and autonomic institutions and that all regulations and official documents need to be published in both Catalan and Spanish. Likewise, it was stated that all citizens of the Balearic Islands had the right to choose the language of their preference in both administrative and legal proceedings. Consequently, it was urged to promote training in Catalan among public workers and to consider the knowledge of both languages in the entrance exams for public employment. According to Segura i Ginard (2005), this required public administration workers to adopt certain linguistic behaviors aimed at achieving a normal and preferential use of Catalan in all proceedings. The second section (articles 17-26), on education and the use of Catalan and Spanish in the schools of the Balearic Islands, stated that Catalan is the main language and medium of instruction in all levels of education. In addition, mandatory teaching of Catalan language and literature was established in all educational levels, with equal time devoted to Spanish language and literature. Likewise, it was urged to promote training in Catalan among teachers and other professionals in the education domain. The ultimate goal was to promote bilingual education and to ensure that all students were able to use both languages correctly at the end of compulsory schooling.

The third section (articles 27-32) is aimed at strengthening the presence and use of Catalan in both the media and the culture of the Balearic Islands. Essentially, it was established that Catalan should be the usual language of the radio, television, and other media own by the Administration and that all citizens have the right to be informed both in Catalan and Spanish. Moreover, the production and exhibition of movies, plays and other cultural manifestations in Catalan are encouraged. Finally, the last section (articles 33-40) focuses on promoting the knowledge and use of Catalan in various domains and activities. For instance, it is established that the public authorities must take measures to promote the use of Catalan in social life, guarantee the use of Catalan in administrative functions and establish linguistic requirements for positions in the Administration. Likewise, the teaching of Catalan to civil servants, public employees, and adults is promoted as well as the use of Catalan in advertising and signage. Finally, it is stated that the Government is responsible for the normalization of the Catalan language, the presentation of annual reports to the Parliament, the creation of an awareness plan, and the realization of surveys and sociolinguistic maps to evaluate the knowledge and use of Catalan in the Balearic Islands.

The Linguistic Normalization Act led to a series of minor decrees and regulations that aimed at expanding certain aspects of the law. According to Aguiló-Mora and Lynch (2017) the most important ones were the *Decret de Mínims* (92/1997), by which Catalan was established as the primary language of education (except for higher education) and at least 50% of the subjects had to be taught in this language; the Decree 100/1990, by which the usual language of the Administration had to be Catalan; and the Decree 25/2001 which established the obligation to accredit knowledge of Catalan in order to work in the civil service. Particularly relevant for this study, however, is the *Reglament de Normalització Lingüística de l'Ajuntament de Palma* (1987) [Linguistic Normalization Regulation of the City Council of Palma]. This regulation, passed in 1987 and modified in 1990, states that Catalan is Palma’s own language and both Catalan and Spanish are the official languages of the City Council. It also states that citizens have the right to communicate with the City Council in any of the two languages and nobody will be discriminated for linguistic reasons. Likewise, the toponyms of the city as well as the services and the municipal dependencies will have Catalan as the only official name. In addition, all of communications from the City Council will be in Catalan by default, as well as any documents or certificates issued. On the other hand, the City Council is committed to ensuring that all staff know both languages and to promoting linguistic awareness and the use of Catalan.

Overall, we can see that Catalan has gained considerable institutional recognition, protection, and promotion over the last decades. This is reflected in the evolution of the knowledge of Catalan among the society of the Balearic Islands (Table 1). In this sense, one might think that the implementation of pro-language policies is enough to change the linguistic reality of a given society. However, this is not entirely true. The fact that Catalan is being promoted institutionally, especially in the educational domain, and that knowledge of the language has increased considerably over the last decades, both the use of the language and attitudes towards it seem to have taken a different direction (Calafat Vila & Calero-Pons, 2019; Tudela Isanta, 2021). This is due to the fact that, in reality, the use that a society can make of its languages, in this case Catalan and Spanish, depends not only on the policies that are promoted from the institutional domain, but also on what happens at the societal level (Aguiló-Mora & Lynch, 2017). Specifically, and according to Tudela Isanta (2021), it depends on the language attitudes.

**Language attitudes**

In general, an attitude can be defined as a psychological tendency that is expressed from the evaluation of a particular entity with a certain degree of preference or aversion (Eagly and Chaiken, 1993). According to the authors, these entities are called “attitudinal objects” and can be anything that the individual can discriminate, including languages. As Baker (1992) argues, languages are objects that can be viewed favorably or unfavorably. Consequently, language attitudes can be defined as psychological constructs, evaluations, reactions and tendencies towards languages or language varieties (Dragojevic, 2017; Garrett, 2007). Language attitudes are generally formed throughout history (Joan i Marí, 2021), and are learned through human socialization (Garrett, 2007), i.e., they depend on the social situation of the language and not so much on the specific will of each individual. In this sense, most people do not question why they follow a certain linguistic pattern, but do so because most people do, in order to adapt to the mainstream, to society (Joan i Marí, 2021). Attitudes are typically understood to consist of three fundamental elements: cognitive aspects, which encompass beliefs and stereotypes; affective elements, involving evaluations; and behavioral components (Garret, 2007). Likewise, language attitudes are learned from previous experience, and they are not momentary but relatively enduring (Agheyisi & Fishman, 1970), especially those acquired early in life (Sears, 1983). In fact, Joan i Marí (2021) argues that language attitudes are forged in three main environments, ordered from least to most proximity to the individual. The first one is the household. Everything that children see their parents, siblings, and other relatives do constitutes the basis for their own actions. The second is the academic and professional environment. A language policy that favors the use of one or more languages, language availability or the language used in education will result in one linguistic attitude or another. Finally, in the institutional domain, any government body generates language attitudes through the language policies it promotes.

The study of language attitudes towards Catalan and Spanish in regions where both languages coexist is not recent and it has been done from many different perspectives, such as education (Díaz-Torrent et al., 2014; Huguet, 2001; Huguet & Biscarri Gassió, 1995; Huguet & Sulis, 1997; Janés et al., 2008; Lapresta Rey et al., 2010), immigration and ethnic origin (Estors Sastre, 2014; Iglesias, 2010; Larrea Mendizabal, 2017; Querol & Huguet, 2010), age (Joan i Marí, 2010; Ubalde, 2013) and family (Huguet, 2005), among others. However, the vast majority of these studies have been carried out in Catalonia, with only a few exceptions in other Catalan and Spanish-speaking regions. With respect to the Balearic Islands, research that has explored these issues has done so from a variety of perspectives.

In the first place, we would find those studies that have explored the linguistic uses and attitudes of the young people of the Balearic Islands towards Catalan and Spanish. Within this category, we should highlight the report prepared by Castell, Cremades and Vanrell (2023) in collaboration with the University of the Balearic Islands and the Government of the Balearic Islands. The objectives of this study were to understand the processes that favor or hinder the use of Catalan and other languages among young people in different contexts; to deepen the knowledge of their perceptions of language unity, regional variation and usage norms such as linguistic convergence; to analyze the sociolinguistic discourses of young people; and to study the most effective strategies and actions to implement language policies that favor the increased social use of Catalan among young people. With respect to the use of Catalan and other languages in different contexts, it was found that young people whose initial language was Catalan were much more likely to change their habitual language from Catalan to Spanish, compared to those whose initial language was Spanish, who, in general, kept this language as their habitual one. Likewise, it was found that living in an area with a higher density of Catalan favors the maintenance of Catalan as the habitual language, as well as the adoption of Catalan as the habitual language by those young people whose initial language is Spanish. However, in areas with a lower density of Catalan, such as Palma, the opposite effect was found. The authors also reported a main effect of age and place of birth with respect to the use or not of Catalan. Young people between ages 15 and 29 were less prone to adopt Catalan as their habitual language as opposed to people between ages 30 and 44. Likewise, people born in non-Catalan-speaking regions in Spain and abroad were also more prone to choose Spanish as their habitual language.

With respect to the use of one language or the other, the authors founds that it depends on several factors, such as the presence of Catalan in the area, the initial language, the interlocutor, the domain, the register, the development of a new cultural or political awareness in college, moving to another island or Catalonia, and attendance to language awareness workshops. Overall, young people tend to prefer the use of Spanish in the media, social networks and videogames, reading and listening to music. However, the probability of using Catalan increases if the initial language of the individual is Catalan and if the language is highly present in the area of residence. In this regard, Palma was found to be one of the places where the probability of reading a book in Catalan was lowest. Regarding patterns of language use in communicative interaction, it was found that there is a tendency towards linguistic convergence both when addressing someone in Catalan to someone who responds in Spanish (65.9%) and when addressing someone in Spanish to someone who responds in Catalan (70.7%). However, the percentage of young people who maintain Spanish if spoken to in Catalan is 25.5%, while the percentage of young people who maintain Catalan if spoken to in Spanish is 5.6%. These patterns of language usage were highly influenced by two factors: initial language and area of residence. For example, young people whose initial language is Catalan who also live in Palma exhibit a lower rate of maintaining Catalan when spoken to in Spanish in comparison to someone who lives in the interior part of Mallorca.

Finally, with respect to language attitudes and ideologies, it was found that identity among young people is understood as something hybrid, formed by a set of elements that connect with different identities and specific people. Moreover, these identities seem to be used to identify the other, not oneself. In general, it was found that the linguistic attitudes and ideologies of young people in the Balearic Islands have an important political component. This would be the case of the *cayetanos*, who are linked to the right or extreme right, to *Spanishism*, and Spanish, and the *indepes*, who communicate in Catalan because of their attachment to *Catalanism*. On the other hand, it was found that young people tended to consider Catalan as the authentic language of the islands, while Spanish is considered an anonymous language, in terms of Gal and Woolard (2001). In addition, the authors found that young people with an initial language other than Catalan tend to have difficulties in appropriating this language, due to not belonging to the linguistic endogroup and the feeling of linguistic shame for being perceived as foreigners or for not having sufficient knowledge. Finally, the authors found a general consensus among young people regarding the use of Catalan as a tool for social cohesion.

Different studies have also explored the linguistic uses and attitudes towards Catalan and Spanish among college students through focus groups. Ibáñez Ferreté (2014) investigated this issue among social science students enrolled in the University of the Balearic Islands a year after the 2011 Autonomic Elections. At that time, the conservative government of the Popular Party (PP) began to promote the first regressive measures regarding the linguistic normalization of Catalan, which meant the beginning of the still unresolved linguistic conflict. Participants in this study were divided into four focus groups based on their family language (Catalan or Spanish) and the type of studies they were pursuing, oriented towards professional opportunities in the public or private sector. After that, they were asked to discuss the following topics: (1) convenience of knowing Catalan for social and labor integration, (2) assessment of the current situation and of the campaigns in defense of the language, as well as of the actions of the political parties towards the language, (3) presence of official and non-official languages in compulsory and non-compulsory education, and (4) uses of the language in the public administration and the demand for knowledge of the language in the labor staff. One of the major findings in this study was the existence of two identity groups: the “Mallorcans” and the “non-Mallorcans”. The first group includes those descendants of people born in Mallorca with the island’s own language and culture, while the second group includes all those Peninsulars or those born of Peninsulars with Spanish as their initial language, and a culture imported from outside the island. The former tend to be seen as nationalists, because of their defense of the island’s own language and culture. On the other hand, the latter tend to show a more passive or indifferent attitude towards the defense of the language and culture of Mallorca. With regard to the type of study, those whose initial language was Catalan and were leaning towards the private sector defended both languages and were in favor of bilingual and even trilingual education (Catalan, Spanish and English). They believed in Catalan as an identity element but not as a useful language. On the other hand, those whose initial language was Spanish and were leaning towards the private sector were in favor of reducing the presence of Catalan, including in education, a statement not shared by those whose initial language was Spanish but were leaning towards the public sector, who saw Catalan as a tool for social integration and employment. Likewise, the author also reported a strong linkage between political orientation and language. Accordingly, those who identified themselves as leftists were more in favor of Catalan and the presence of the language in all domains.

In addition to political orientation, language attitudes also seem to be influenced by both age of acquisition and place of residence. With this in mind, Calafat Vila and Calero-Pons (2019) explored the linguistic uses and attitudes of 40 students of the subject of Catalan Language and its Didactics of the first year of the Degree in Elementary Education. To do so, they grouped the students in six categories based on the age and order of acquisition of Catalan (L1, L2, and L3) and their place of residence (Palma and rest of Mallorca). With regard to language attitudes, it was found that positive attitudes towards the use of Catalan increase with greater social contact with the language, being more favorable among the inhabitants of the rest of Mallorca than in those of Palma. Particularly, this was seen with regard to the language of education. Those who had Catalan as their L1 were in favor of it being the main medium of instruction. Those who had Catalan as their L2 were indifferent, whereas the majority of those who had it as their L3 were either indifferent or against it. The study also found that, whereas those who have Catalan as their L1 see the language as a tool for social cohesion, those who have it as their L2 or L3 prefer Spanish, especially if their place of residence is Palma. For instance, 15% of those who have Catalan as their L2 and live in Palma said that they would not like somebody they do not know to address them in Catalan. This percentage goes up to 37.5% for those who have Catalan as their L3 and live in Palma. These two groups also showed negative attitudes towards the use of Catalan in the media and cultural products. In fact, all six groups stated that they consume more cultural products in Spanish than in Catalan, although those with Catalan as L1 also indicated a higher consumption of cultural products in other languages, showing a greater disposition to multilingualism.

Attitudes towards Catalan and Spanish can also be studies from an identity perspective. Accordingly, Tudela Isanta (2021) carried out a study among college students from Barcelona and Palma to compare their attitudes towards both languages from the point of view of authenticity and anonymity. To do so, they organized several focus groups in both Barcelona and Palma to discuss the following topics: language history of the participants; current situation of the language (Catalan) and its future; language in education; language in the labor market; Spanish, Catalan and Globalization; language and immigration; language and national identity; language attitudes and stereotypes; and language and language policy. With regard to Palma, the authors found that the majority of the participants, including those who had Spanish as their L1, agreed that having Catalan as the main medium of instruction is positive since it allows every student to learn both languages and promote bilingualism among the society. Likewise, there was consensus among the participants when considering Spanish as the anonymous language of the Balearic Islands, that is, the unmarked language of all. Among other things, participants pointed to a preference for using Spanish with strangers and argued that it is the most convenient language for newcomers to learn. On the other hand, participants agreed in considering Catalan as the authentic language, as it is an essential component of the Mallorcan identity.

As of today, there is only one study that has explored the language attitudes and ideologies of the entire Mallorcan population towards Catalan and Spanish. This study, by Aguiló-Mora and Lynch (2017), was carried out between 2011 and 2012, in the midst of the beginning of the controversial language reforms of the PP government aiming to encourage the islands’ entrance into the local and global marketplace. As mentioned earlier, a substantial portion of Balearic Islands’ inhabitants took to the streets to demonstrate their opposition to what they viewed as a veiled assault on the Catalan language. They study relied upon qualitative and quantitative data from 316 surveys and 20 personal interviews. Overall, the authors found four main positions as a response to the government’s ideological discourse at the time: (1) Catalan nationalist sentiment intensified among some sectors of the population; (2) while in others, Spanish centralism was strengthened; (3) secessionist positions towards Catalan in Catalonia increased in favor of considering Mallorcan as the natural language of the Balearic Islands; and (4) languages began to be perceived as financial resources in the face of the economic crisis. In addition, it was found that the sectors of society that showed a position contrary to that of the government and, therefore, defended a pro-Catalanist stance were students and teachers, young people, those who had Catalan as their first language, those with better skills in Catalan, those who consumed more cultural products in Catalan, and those with a higher level of education. On the contrary, those social sectors that aligned more with the ideology of the government and showed a pro-Spanish stance were the elderly, the retired, those who had Spanish as L1 and those born outside the Balearic Islands. Consequently, a lack of ideological unity was found within the Mallorcan society.

Overall, it can be seen that the situation with respect to the linguistic uses and attitudes towards Catalan and Spanish in the Balearic Islands is complex. The society seems to be divided into two main sectors: those who show more favorable attitudes towards Catalan, and those who show more favorable attitudes towards Spanish. However, there seems to be a general consensus in both groups towards the benefits of bi-/multilingualism. Several factors such age, level of education, first language, place of residence, and political orientation, among others, seem to influence both the usage and the attitudes towards Catalan and Spanish. It should be noted, however, that the studies included in this literary review either provide data collected more than 10 years ago or from very specific groups of participants (college students, young people, etc.). In addition, none of these studies explored the specific case of Palma, the capital of the Balearic Islands and probably the region in the whole archipelago with the most linguistic variety. Consequently, the present study aims at being the first to explore the language attitudes and uses of the population of Palma towards Catalan and Spanish in order to identify the values attributed to each language as well as to determine which social variables have the most significant influence on the formation of linguistic attitudes.