

# Is the Cornish language for a tourist audience?

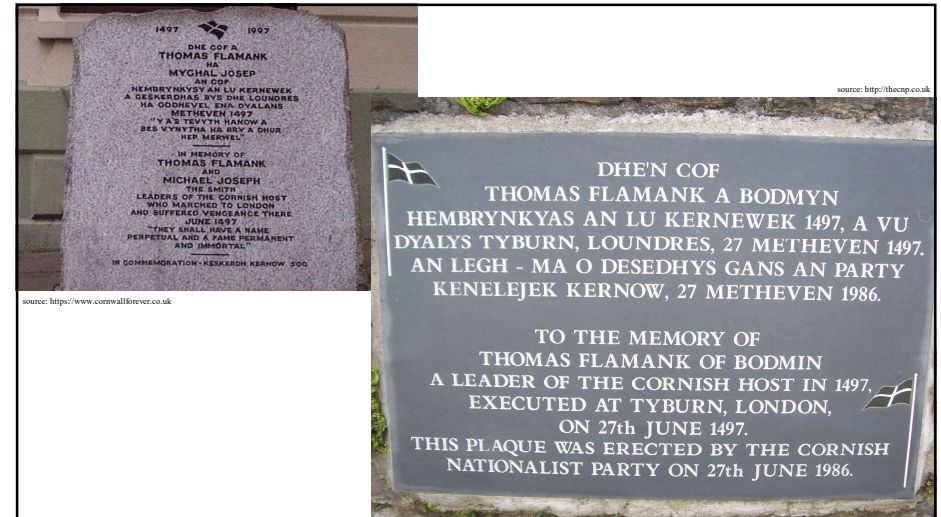
Merryn Davies-Deacon

PhD candidate, Queen's University Belfast

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i thought cornish was hard  
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## Cornish people granted minority status within UK

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The Cornish will gain the same status as the Scots, Welsh and Irish

Cornish people will be granted minority status under European rules for the protection of national minorities.

Chief Secretary to the Treasury Danny Alexander made the announcement on a visit to the county

Dick Cole, leader of Mebyon Kernow, which campaigns for Cornish devolution, said "This is a fantastic development. This is a proud day for Cornwall."

<http://www.bbc.co.uk/news/uk-england-cornwall-27132035>

“the commodification of language and identity leads to certain types of tensions, ... These tensions involve difficulties in reimagining and putting into practice forms of symbolic capital formerly associated with politicized identities that have been traditionally constructed as ‘authentic’ and are now mobilized as commodities”

Heller, Pujolar and Duchêne, 2014, p. 542

“Indicating this ‘difference’ through the Cornish language has become more important in recent years in marketing Cornwall as a place with a distinctive cultural identity.”

Hale, 2006, p. 725



|  |  |  |                                   |   |                |
|--|--|--|-----------------------------------|---|----------------|
|  | cutting policy and ensure that its provisions and that of this plan are considered when formulating corporate policy and service plans |  | planning guidance when refreshed. | Impact on service delivery resource to be determined on a case by case basis. | FCIM, the ECRM |
|--|--|--|-----------------------------------|---|----------------|

### 3.2.2. Communications

The use of Cornish in communications internally and with the public is important in underlining commitment to the language.

|                                 | Action  | Performance Indicators                                       | Responsibility                          | Timescale   | Resource  |                        |
|---------------------------------|---|--|---|---|---|------------------------|
| <b>Use of Cornish greetings</b> |   |  |   |   |   |                        |
| Current practice                | Reception staff do already on occasion try to use some Cornish phrases, particularly when there are known Cornish speakers arriving for a meeting, but there is no specific provision or training offered. There has been no use of Cornish within the call centre other than for Speak Cornish events in 2013. |  |   |   |   |                        |
| Development                     | Encourage use of Cornish greetings by reception staff<br><br>Inherent goodness  | Training materials in place. One two word phrase to be used. | Facilities.<br>Through Language officer | Upload audio files for training by April 2016.<br>Materials already developed for | Language office time to adapt materials.<br><br>Staff time to | FCM Action paragraph 2 |

<http://www.cornwall.gov.uk/media/21486274/cc-draftcornishlanguageplan-2016-2018.pdf> (p. 9)

| Anti-Welsh Bigot Bingo            |                             |                               |  |                                   |
|-----------------------------------|-----------------------------|-------------------------------|--|-----------------------------------|
| Welsh is a made up language       | An awful Scrabble "joke"    | Nobody speaks it anyway       | I don't value it, thus it is worthless     | Learning it makes you stupid      |
| Speaking Welsh is of no benefit   | Welsh speakers spit a lot   | Mash the keyboard for Welsh   | Speakers are all just extremists           | It's dead, so stop using it       |
| Welsh is a waste of time          | Another language is better  | <b>Racist against English</b> | Welsh has no vowels (even though it has 7) | Never hear it and hate when I do  |
| Minorities only matter if it's me | It sounds and/or looks ugly | Irrelevant in other countries | Welsh speaking elites steal all good jobs  | I just can't cope with road signs |
| Everyone can speak English        | Only used to exclude others | Welsh is why Wales is poor    | I sucked at it in school, blame Welsh      | It's forced down our throats      |

source: Twitter

| Anti-Kernewek Bigot Bingo          |   |                                   |   |  |
|------------------------------------|---|-----------------------------------|---|--|
| Kernewek is a made up language     | Just stop it and accept you are England now   | Nobody speaks it anyway           | I don't value it, thus it is worthless              | Historic culture, doesn't appeal to the tourists |
| Speaking Kernewek is of no benefit | Your heritage is just a waste of my money     | Kernewek is an inbred's language  | It sounds and/or looks ugly                         | It's dead, so stop using it                      |
| It sounds like Urdu anyway         | Another language is better                    | <b>Racist against English</b>     | A language of idiots, or peasants                   | Never hear it and hate when I do                 |
| Minorities only matter if it's me  | Kernewek is clearly useless as I don't use it | Irrelevant in other countries     | Just sounds like gibberish to me (No I won't learn) | If I see it on signs I forget how to drive       |
| Everyone can speak English         | Only used to exclude others                   | Respecting Kernewek is ridiculous | Speakers are all just extremists                    | It's forced down our throats                     |

source: Twitter



## Conflict

- Promote distinctiveness and the preservation of Cornish culture, risking inaccessibility and unattractiveness to potential learners
- or
- Aim to increase speaker population, possibly risking dilution of 'authentic' Cornish culture?



“language and identity are mobilised as specific themes to create a sense of place and attract tourists, build attractions and make souvenirs. Such initiatives are often led by former language activists”

Heller, Pujolar and Duchêne, 2014, p. 546

“the regular practices and exchanges (both material and symbolic) of tourism consistently destabilise otherwise sedimented notions of insider/outsider, authenticity, culture and place”

Heller, Jaworski and Thurlow, 2014, p. 427



source: Pinterest

cornish language partnership  
**maga**

An Outline of the Standard Written Form of Cornish

Albert Beck  
Benjamin Bruch

3 Meeheven 2008



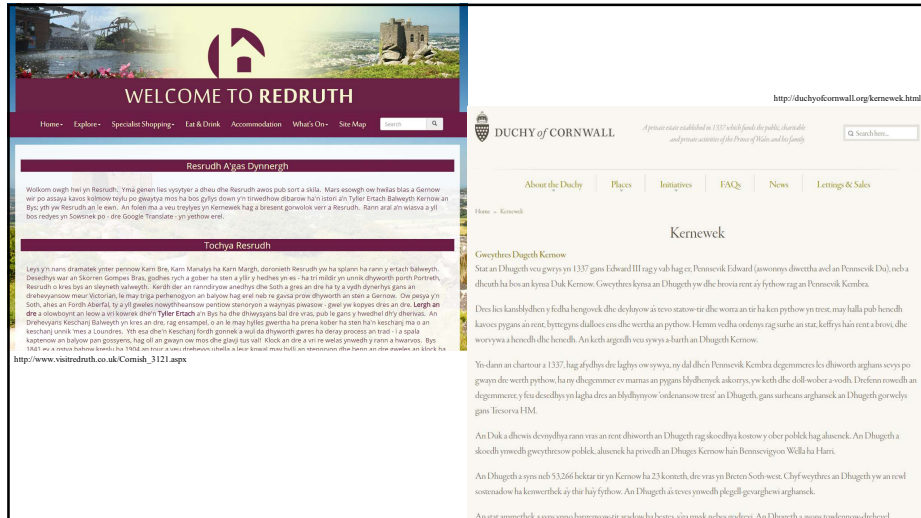
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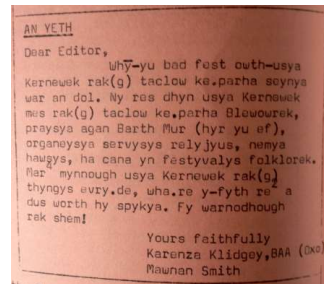


source: <http://www.k-international.com>





c. 1970; reproduced in Tredimick-Rowe and Khanwalka, 2015, p. 29



An Wern (1980s)

“The neoliberalisation of the State led to the withdrawal of funding for minority language maintenance, and turned it into funding for economic development.”

Heller, Pujolar and Duchêne, 2014, p. 547

“Over the course of the 1990s and in the early 2000s it became increasingly difficult to find funding for activities focussed on the maintenance of minority language and culture [in Canada], as the Canadian state shifted its concerns to neoliberal understandings of economic development.”

Heller, Jaworski and Thurlow, 2014, p. 442

“I have interviewed 60 individuals ... and yet never encountered a student who took the language for what they identified as an economic or purely communicative purpose.”

Harasta, 2013, p. 143

## Rationalism versus romanticism (Berthele, 2017)

- Rationalism: language as a medium of communication
- Romanticism: language as a medium of expression
- Major languages: shift from rationalism to romanticism
- Minority languages: shift from romanticism to rationalism



“Most interviewees identified a combination of factors as motivating them to learn Gaelic. The most important were music ..., interest spurred by holiday visits to Scotland and an interest in languages in general”

McLeod and O'Rourke, 2017, p. 8



“Late modernity erodes the boundaries of nation-States and their economic bases. Old discourses about language and identity are drawn upon and recontextualised in fields such as tourism and heritage that are no longer contained and containable within the logic of bounded languages and communities.”

Heller, Pujolar and Duchêne, 2014, p. 565



Mineral Point, Wisconsin

Source: <http://www.cornishfest.org>

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[savla kytrrin: my picturehttps://drive.google.com/file/d/0BxSdut-UDkTTLWNwYTZxcG9MUHe/view](https://drive.google.com/file/d/0BxSdut-UDkTTLWNwYTZxcG9MUHe/view)

Gorsedh 2015: my picture

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