The Linguists (2008)

1.

When Vasya recounted the time, he tried to write down the Chulym language, he was shunned by a native Russian. The Russian language colonized from east to west and trampled all the languages in between. The small village of Chulym posed no threat to the Russian language and it seemed a waste to disrupt the culture in such a remote area in Siberia. Thankfully, not all sense of was forgotten in Russia. The last record scholarly work was documented and saved by Boris in a safe at the University.

In Bolivia, even the scholars had forgotten and written off the Kallawaya language and dismissed it as just another, more well-known indigenous language. Finding one of the only native speakers of Kallawaya by happenstance was so valuable because they could not find any native speakers in the village. There is a sort of irony in one indigenous language overtaking another in its native village.

2.

The sign outside Geno's Steaks is only somewhat related to the treatment of endangered languages. Boarding schools would force kids to attend and punish them for speaking how they would at home. These schools were established for the explicit means of eliminating the village. The store in Philly could simply not have any bilingual staff, more specifically with Spanish proficiency. It is not known if they are unwilling to hire bilingual workers or if they outright detest non-English speakers as an act of xenophobia. Philadelphia is a large city with many bilingual speakers so I would not think it is impossible to find if they simply do not have any. If they are a more nefarious reason as to why they prefer orders in English, then the owners are pursuing some agenda.