FACTORS AFFECTING THE DECLINE OF ILOCANO BILINGUAL SPEAKING

TEENAGERS DURING COMMUNICATION IN BAGUIO CITY

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**Abstract**

This study analysed the choice of language by teenagers during communication. The researcher sought to understand and identify how institutions like school, family, and government affect or influence the appreciation and perception of the younger generation regarding their choice of language. In doing so, this study is guided by Gramsci’s notes in Hegemony. Furthermore, the researcher utilized the concept language shift and language dominance. This research study is quantitative in nature.

Many scholars have delved in language shift and maintenance of communities but none tried to explore the occurrence of language shift among teenagers in a speech community with diverse culture and language, like Baguio City. This study looks into situations where bilingual teenagers “appropriate” their language to fit the context they are in. The researchers assumes that situation like this propagates the occurrence of language shift. Most scholars, who utilized the concept of language shift, concentrated their study on language shift among immigrant families. This study looked into small details that propel teenagers to “abandon” the language spoken in their own “home town.” Several factors were considered by scholars why language shift happen to youth.

Just like the famous line of our national hero, Jose Rizal, “youth is the fair hope of our motherland” youth is also the “fair hope” of culture. Subsequently, language and culture are intertwined with one another and thus youth is the fore bearer of language. It is the youth who will continue the “blood line” of language, for they will also pass on to the next generation what they have learned. If language shift happen, at the shallowest level, this may lead to the dying out of some words but in a deeper analysis, this may lead to language death or worse language extinction.

**Biography**

**Kara Patricia G. Agbayani**

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University of the Philippines is a research university which encourages and enhances the students’ skill on research. Since then, Kara became interested with conducting researches. Joining conferences serves as an avenue for her to share researches. Last July, she presented a research together with her classmates at Hongkong Polytechnic Universtiy.

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Upon entering the University of the Philippines, Ronavel has been interested with culture. In fact, even if her degree is communication, she enrolled several courses on anthropology. One of this is language and culture. This particular course inspired and motivated her to further pursue her passion for culture and language.

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