ABSTRACT

This report explores some aspects of the language ideologies discussed on the Internet about Hoisan-wa, a variety of Cantonese. Informed by a language ideology framework, it looks at two YouTube videos and users’ comments regarding them. The findings of the report demonstrate a shift in language beliefs about speaking Hoisan-wa as less of a “harsh-sounding, mere dialect” to more of a public declaration of pride in being speakers or descendants of this language background. The author also discusses the prospects for Hoisan-wa language maintenance and how technology can aid in this process.