

### **Appearance of the indigenous communities in the social media: the case of Dudinka**

The present research has been carried out in the framework of the project “Minority languages in the process of urbanization: A comparative study of urban multilingualism in Arctic indigenous communities” (NKFIH-11246). The overall aim of the project is to investigate linguistic and cultural identity among Arctic minorities in urban settings and to explore the ways minority members engage in multilingual urban communities and adapt to multilingual contexts. To what extent is the minority language an essential part of ethnic identity? What are the markers of ethnic minority that are left to the minority people after their traditional way of life and subsistence has been lost?

The study approaches the issue of the situation of indigenous minorities within a sociolinguistic framework by examining the relationship between language, language use, culture, and minority identity in the online representation of communities in a Russian city in Dudinka. The discussion in this article seeks to answer the following research questions:

What kind of role do the social media play in the revitalization and maintenance of the mother tongue and ethnic identity? How many posts/articles about this topic? Shortly we touch upon the visual semiotic signals in the pictures and videos.

*Keywords: indigenous language, indigenous identity, discourse analysis in social media.*

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