

Button

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This round white diaper pin badge features an illustration of a blue fleur-de-lis crowned by a black diplomatic hat. At the bottom, black text is inscribed in a red ribbon.

Accession Number 2022.12.65

Date 1978

Materials metal, paper, plastic

Measurements 5,3 cm

Historical context

In 1977, TÉLUQ University launched a campaign to promote French, known as the Year of French. This promotional button featured the slogan for the event: “Le français, je le parle par cœur” (“French, I speak it by heart”).

The campaign, which ran from September 1977 to June 1978, sought to promote the use and quality of French. A host of activities followed: specials, columns, symposiums, school competitions, literary exchanges and public appearances. Finally, Judge Robert Cliche is chosen as spokesperson for the event.

The Year of French follows in the footsteps of the affirmation of the French language in Quebec, with the adoption of Bill 22 in 1974, making French the sole official language of Quebec, and the adoption of the Charter of the French Language – Bill 101 – in August 1977, just a few months before the launch of the event.

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