



X-SCAPES

10th Linguistic Landscape Workshop

2 - 4 May, 2018 | Bern, Switzerland

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Conference Time: 29/Apr/2018 6:39:30 pm CEST

Conference Agenda

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Session Overview

Date: Wednesday, 02/May/2018

8:00am - 9:00am

Registration & coffee/tea

Foyer Kuppelraum

9:00am - 9:30am

Opening: Welcome and framing

Kuppelraum

9:30am - 10:30am

Plenary session #1

Kuppelraum

Session Chair: **Kellie Goncalves**

x

Adam Jaworski

University of Hong Kong, Hong Kong S.A.R. (China)

For Jamin Pelkey (2017), the X-mark holds special cultural significance because of its relation to the extreme body position known as the 'spread-eagle', capable of signifying a multitude of frequently oppositional communicative acts: severe warning, triumphant elation, humiliating defeat, among others. The polysemy and polyfunctionality of the spread-eagle has been exploited in its widespread, stylised uses in brand marks, typically blending the X-mark and X-pose. This paper takes a multimodal, social semiotic approach to the examination of the letter x in the physical and virtual international semiotic landscape. I start by demonstrating that x is often marked out visually from the rest of the text in which it appears. For example, it may acquire ascenders or descenders that extend beyond the base lines (or x-height); it may be of different weight, scale, size or colour from the rest of the text; it may be reduplicated within the word (e.g. 'nexus'); it may 'replace' other letters in the word (e.g. 'xchange'); or it may be drawn with visual characteristics that stand in a metonymic relationship to the 'meaning' of the word (e.g. arrowheads added to the tips of the x's lines in 'expand'). x is relatively infrequent in the Latin-based alphabet languages. Many editions of scrabble give it the high value of 8 or 10, or x is completely absent in the tile sets. The paper argues that the relative scarcity of x makes it particularly susceptible to typographic and orthographic markedness that is exploited for the construction of what I have termed elsewhere 'globalese' (Jaworski, 2015), a middle-brow, verbal-visual consumer register used in brand names, signage or advertising copy that distances its appearance from (standard) ethnonational languages, while indexing global ideologies and imageries of its users and target audiences.

X

The extermination of signs

David Karlander

Stockholm University, Sweden

Nothingness is a scantily explored notion in spatially interested sociolinguistics. This is far from surprising. The spontaneous intuitions that emanate from our everyday experiences tell us that *nothing* is a somewhat difficult object to engage with. Tellingly, the LL/SL field has mainly been preoccupied with the *permanence* of signs in space. It has cared little about the 'unmarked', supposedly pre-semiotic, states that these signs are held to interrupt. While language, in this view, exists as a material fact, nothingness may at most appear as an illusive idea, permanently suppressed by some blatant semiotic presence. For most of the time, it seems as if *something* is always around. The present paper doubts that this is always the case. To bring home this point, it takes interest in the semiotics of nothingness. It explores semiotic extermination, i.e. the regulatory processes of erasure intended to keep public spaces 'clean' and semiotically 'unmarked'. More precisely, the paper discusses the semiotic work involved in the suppression of unsanctioned graffiti. As Jaworski and Thurlow (2010) argue, absences – voids, silences and omissions – are at times semiotically loaded. This suggestion certainly holds true for the struggles waged over the public presence and absence of graffiti. Drawing on a philosophically inspired analysis of erased graffiti, of promotional material from graffiti sanitation companies as well as anti-graffiti policy documents, the paper seeks to account for some of the labour and the stakes that are vested in the semiotics of nothingness. It takes particular interest in the unintended forms and traces that the extermination of signs often creates. In this vein, the paper seeks to produce a finer understanding what Ingold (2000: 199) calls the 'perpetual production of the landscape' as well as the place of nothingness in this process.

References

Ingold, T. 2000. *The perception of the environment*. London: Routledge.

Jaworski, A., Thurlow, C. 2010. Silence is golden: The 'anti-communicational' linguascaping of super-elite mobility. In A. Jaworski, D. Thurlow (Eds.) *Semiotic landscapes*, pp. 187-218. London: Continuum.

10:30am - 10:45am

Break

Foyer Kuppelraum

10:45am - 12:00pm

Parallel session #1A

Kuppelraum

Session Chair: **Jackie Ji Lou**

Advancing place-based methodologies in linguistic landscape research: A deep mapping experiment

David M Malinowski

Yale University, United States of America

From the nesting of multilingual repertoires in spatial practices (Pennycook & Otsuji, 2015), to the retooling of "scalar" analysis from geography and political science (Canagarajah & de Costa, 2016), to ongoing debates about the centering and peripheralization of people and discourse, applied linguistics is becoming ever more attuned to the spatial logics of place and mobility. And, as it engages with the "geographical, social, economic, legal, cultural and emotional circumstances" (Jaworski & Thurlow, 2010, p. 3) of discourses in place, the field of linguistic landscape appears particularly well situated to the imperative to spatialize the objects and methods of applied language research. Yet, this field, too, is far from resolving the epistemological and methodological dilemmas stemming from an object of study that is at once visible and hidden, material and virtual, stable and fleeting, objectively and subjectively real.

This paper responds to the need for transdisciplinary, reflexive, and spatially engaged methodologies by applying spatial humanities techniques of "deep mapping" (Bodenhamer, Corrigan & Harris, 2015) to a common question in linguistic landscape research: namely, how do words become commoditized icons of place? It narrates an experimental research project in participatory mapping, photography, and interviews with employees and clients of "Apizza" restaurants in a Northeastern U.S. city, tracing the historical, spatial, and visual trajectories of this Neapolitan-American branding of culinary locality. From the varied representational logics inherent in its data, the study's resultant spatial narrative reveals diverse and at times contrasting notions of affiliation and ownership, lending support to methodological arguments for multiply situated approaches in linguistic landscape research.

References

- Bodenhamer, David J., John Corrigan, and Trevor M. Harris, eds. 2015. *Deep Maps and Spatial Narratives*. The Spatial Humanities. Bloomington: Indiana University Press.
- Canagarajah, Suresh, and Peter I. De Costa. 2016. "Introduction: Scales Analysis, and Its Uses and Prospects in Educational Linguistics." *Linguistics and Education* 34 (June):1–10.
- Jaworski, Adam, and Crispin Thurlow. 2010. "Introducing Semiotic Landscapes." In *Semiotic Landscapes: Language, Image, Space*, edited by Adam Jaworski and Crispin Thurlow, 1–40. London & New York: Continuum.
- Pennycook, Alastair, and Emi Otsuji. 2015. *Metrolingualism: Language in the City*. New York: Routledge.

Dynamic displays in the linguistic landscape as a challenge for minority languages

Durk Gorter

University of the Basque Country, Spain

Most linguistic landscape studies over the last decade have investigated language elements in public space fixed to relatively static materials, or, what Huebner (2016) refers to as 'environmental print'. Those linguistic landscape studies are concerned with meaning of multiple forms of words, texts and images on display in public spaces. However, digital screens are being embedded into public spaces at an increasing rate (Tomitsch et al., 2017), and such screens produce innovative and dynamic possibilities for the use of multiple language arrangements. Current typologies of multilingualism on signage (e.g. Sebba, 2013) need to adjust to this dynamism.

In this study we investigate the use of languages on digital displays in the public transport system of the city of Donostia-San Sebastian, the Basque Country in Spain. In earlier projects we analysed, among others, local language policy regarding public signage, multilingual patterns on fixed signage and differences between neighborhoods where the minority language Basque, the socially dominant language Spanish, English and other languages combine to form a multilingual assemblage (Gorter & Cenoz, 2015). Building on that work, in the current study we focus on outdoor dynamic digital displays. In the context of the city's public transport system, we collected photographic and video data of digital signs. Our analysis focuses on the various multilingual arrangements on those dynamic displays and their related meaning processes, using methods based on videographic analysis. The results point to new challenges for the minority language Basque, along with possibilities for forms of engagement of clients and other passers-by.

References:

- Gorter, D. & Cenoz, J. (2015). Translanguaging and linguistic landscapes, *Linguistic Landscape*, 1, 1, 54-74.
- Huebner, T. (2016). Linguistic Landscape : History, Trajectory and Pedagogy. *Manusya: Journal of Humanities*, (22), 1–11.
- Sebba, M. (2013). Multilingualism in written discourse: An approach to the analysis of multilingual texts. *International Journal of Bilingualism*, 17(1), 97–118.
- Tomitsch, M., McArthur, I., Haeusler, M.H., & Foth, M. (2017). The Role of Digital Screens in Urban Life: New Opportunities for Placemaking. In: Foth, M., Brynskov, M. & Ojala, T. (Eds.) *Citizen's Right to the Digital City* (pp. 37-54). Singapore: Springer Media.

Linguascaping the city: A phenomenological inquiry into linguistic placemaking of Toronto

Dejan Ivković¹, Violetta Cupial², Jamie Arfin³, Tiziana Seccato⁴

¹York University, University of Toronto; ²Independent Researcher; ³Independent Researcher; ⁴Independent Researcher

This collaborative phenomenological inquiry is concerned with how we create our own places with and through language, what is here framed as the act of linguascaping (cf. Dovchin, 2017; Thorne & Ivković, 2015). With its emphasis on the process of meaning-making rather than on the materiality or presence of linguistic and semiotic resources, the linguascaping view complements the traditional linguistic landscape approaches. It frames the extant discursive formations as contingent on the participants' phenomenologies, experiences and views, which await to be conveyed (Thorne & Ivković, 2015). To gather phenomenological data, we use the 'phenomenology walks' protocol (Vagle, 2014). We explore a predefined route in Toronto's neighborhoods of Chinatown and Kensington Market, bustling with ethnic businesses and population that reflects both histories and more recent migratory trends. The objective of the walk is to "see (where, what, how, and why) given phenomena reside in various places"; specifically, to identify the tokens of linguistic diversity, including language presence (or absence) and attendant semiotic artefacts, as they are situated in a given locale. With a focus on personal meaning and sense-making in a particular context, for people who share a particular experience of the linguistic landscape of the area examined, we are interested in how people derive their own sense of placemaking through and with language. The participants-researchers first create their own phenomenologies of cityscape and then produce intersubjective readings. The main question is: How do I experience and understand the (phenomena of) linguistic and cultural diversity/complexity of cosmopolitan Toronto as presented to me? More specifically, the following three questions are addressed: What have I experienced in terms of the phenomena? What contexts or situations have influenced or affected my experiences of the phenomena? What is my own, personal account of linguascaping? Subsequently, in collaboration with the project leader, the participants-researchers combine a narrative, ethnographic approach with the Interpretative Phenomenological Analysis (Smith, Flowers & Larkin, 2009) framework to uncover the essences in the experience of the purposeful *flânerie*. In the final analysis, the paper examines shared and negotiated readings, delving into the intersubjective realm of, and highlighting similarities and differences across, individual phenomenologies.

10:45am - 12:00pm

Room 331

Parallel session #1B

Session Chair: Adam Jaworski

Please note that Hong Zhang's presentation will take place via skype.

Activity types and participation framework of graffiti: Official and unofficial negotiation in the public space of Macao

Hong Zhang

Huaqiao University, China, People's Republic of

As a Special Administrative Region on the periphery of China, Macao offers special insights into Linguistic Landscape study especially in view of the multilingual and multicultural graffiti. The "participation in graffiti production may have important social, cultural and educational values" (Pennycook, 2010, p.139). The strategy of solving the paradox between graffiti as art and graffiti as vandalism by allowing permitted graffiti is adopted by the Macao government to some extent. The aim of this paper is to explore the official and unofficial negotiation by observing the degrees of authorization, the activity types (Levinson, 1992), the participation framework (Goffman 1976) of the graffiti in various places of globalized Macao, with the help of ethnographic methods such as observation and informal interviews. The commissioned student graffiti in the Cotai Ecological Zones are compared with bottom-up political graffiti and we also draw evidence from other types of graffiti data such as student murals and hip-hop graffiti to confirm our speculations. The various types of graffiti correspond to certain activity types and embody different participation frameworks. The participants roles are affected by the degree of authorization of the graffiti. It seems that the authorized graffiti are multilingual, multimodal and colorful while the bottom-up graffiti such as the protest graffiti are less multilingual, more verbal and more lucid; the addressees and overhearers in these graffiti are disparate as well.

References

- Goffman, E. (1981) *Forms of Talk*. Philadelphia: University of Pennsylvania Press.
- Levinson, S. C. (1992). Activity types and language. In P. Drew and J. Heritage (Eds.), *Talk at work: Interaction in institutional settings* (pp.66-100). Cambridge: Cambridge University Press.
- Pennycook, A. (2010). Spatial narrations: Graffscapes and city souls. In A. Jaworski and C. Thurlow (Eds.), *Semiotic landscapes: Language, image, space* (pp.137-150). London and New York: Continuum.

Sticker in Frankfurt am Main: Looking beyond interpretations of 'transgressive' meaning

Louise Eley

King's College London, United Kingdom

In the field of Linguistic Landscape Studies, there has been a tendency to view signs as locally situated material artefacts, and to interpret the functions and meanings of signs strictly from their emplaced positions in public space (cf. Blommaert, 2016). Approaching unauthorised signs like stickers and graffiti in this way can have a particularly reductive effect, leading to an over-emphasis on the transgression of placement and an underplaying of the significance of the longer projects in which the signs play a part.

Drawing on interviews and participant observations conducted with producers/emplacers of stickers in Frankfurt am Main, this paper seeks to question the construction of the stickerer as a figure principally opposed to local authorities. Employing a linguistic ethnographic approach, the paper separates, in its analysis, aspects of sticker production and sticker emplacement. It starts out by situating the stickerers in an account of their wider agendas and imaginings, including the social relationships, political rights and commercial opportunities in which they were principally invested. It then turns to the moments of sticker emplacement, analysing the ways in which the stickerers negotiated when to place their messages, where and how in situations of co-presence (featuring e.g. CCTV cameras and bystanders) (Goffman, 1963).

The analysis of the data considered suggests that the stickerers' main goals and concerns were not directly opposed to those of the local authorities. Rather, the local authorities' resourcefully enforced regimentation of urban space appeared to be, at most, an irritating but non-crucial obstacle to the stickerers' political, social and commercial projects. Therefore, while 'transgression' may be the authorities' frame or perspective for understanding stickers, it was not necessarily shared by the stickerers themselves, nor should it guide our analysis. The analysis that the paper offers thus represents an important line for avoiding reductive overpoliticisation.

Blommaert, J., 2016. "Meeting of Styles" and the online infrastructures of graffiti. *Tilburg Papers in Culture Studies*, No. 157, pp. 1-16.

Goffman, E., 1963. *Behaviour in Public Places*. New York: Free Press.

Slumdogs: Polyphonic semiosis in Indian hip hop graffiti

Jaspal Naveel Singh

Cardiff University, United Kingdom

In this contribution I trace the polyphony of the meaning of the signifier 'Slumdogs', the name of an Indian hip hop crew. During the early days of my ethnographic fieldwork in Delhi in 2013 I started noticing graffiti across the city that gave shout outs to the Slumdogs crew. I became interested in the use of the notion 'slum' in Indian hip hop and first interpreted it as an invocation of the North American ghetto resemiotised for the Indian context. However, as ethnographic time passed and as I got to know members of the Slumdogs crew, I found out that my interpretation was only partly correct. The international blockbuster film *Slumdog Millionaire* was the actual semiotic ground for the inversion from 'dogs' to 'gods', rather than, as I thought, the stereotypical and anachronistic notion of 'slum' used for informal settlements in Indian megacities. The inversion from 'dog' to 'gods' furthermore invokes a particular form of address among African Americans that ultimately derives from the philosophies and Black emancipative efforts of the Nation of Gods and Earths (an offshoot of the Nation of Islam), while it simultaneously evokes, especially through its pluralisation, India's religious polytheism.

My talk will try to understand the complex semiotic polyphony of the term 'Slumdogs' as used in graffiti, as well as in other modal forms such as on T-shirts, in India. I will follow Blommaert's (2013) proposal for an ethnographic linguistic landscaping approach, which goes beyond analysing decontextualised pictures and includes interviewing, participant observation and understands texts as fundamentally situated and historical. My analysis will be inspired by enunciative pragmatics, a largely Francophone approach to discourse and polyphony (Ducrot 1984; Angermüller 2014). Enunciative pragmatics allows me to split up utterances into polyphonic discursive sources and thus reveal how meaning is achieved through many voices that support and oppose each other.

Angermüller, Johannes (2014) *Poststructuralist Discourse Analysis. Polyphony and Subjectivity in Enunciative Pragmatics*. Basingstoke: Palgrave.

Blommaert, Jan (2013) *Ethnography, Superdiversity and Linguistic Landscapes: Chronicles of Complexity*. Bristol: Multilingual Matters.

Ducrot, Oswald (1984): *Le Dire et le Dit*. Paris: Éditions de Minuit.

12:00pm - 1:30pm

Lunch

1:30pm - 2:30pm
Kuppelraum

Plenary session #2

Session Chair: **Elana Shohamy**

The Landscape is not enough: Linguistic and semiotic ecologies of inner city Johannesburg

Gilles Baro

University of the Witwatersrand, South Africa

Throughout linguistic landscape scholarship, attention has been paid to what constitutes the "linguistic" aspect of the field. Landry and Bourhis (1997), who coined the term, only referred to the language(s) in which the texts appearing on certain signs were written. Shohamy and Gorter (2009), on the other hand, expanded the focus to "words and images displayed and exposed in public spaces" (2009: 1). Later on, Jaworski and Thurlow (2010) proposed a lexical change to the field, from *linguistic* to *semiotic* landscape with a focus on "any [...] inscription made through deliberate human intervention and meaning making" (2010: 2), thus taking the field in the direction of the study of any multimodal discourse in its relationship to space.

While these debates have arguably positively opened up the field to a broader study of language and other semiotic systems in a particular landscape, this paper aims to question the notion of landscape itself. Casey (2002) reminds us that the notion is "untotalizable" (2002: 6) meaning that only certain signs and their attached meaning work together to produce a landscape while some of it remain invisible. However, Casey simply acknowledges the limitation claiming that his interest remains in "how 'individual elements [...] are assembled in such a way as to constitute a representation that can justifiably be called 'a landscape'" (2002: 6).

Unlike Casey, I argue in this paper that in some contexts, namely postcolonial ones, we need to move beyond the landscape to make sense of the totality of space. Borrowing from Glissant (1997) who famously claimed that "the landscape is not enough" (1989: 105) as a site of enquiry, I propose the notion of *ecology* to look at space from a "rhizomed" perspective as opposed to a "rooted" one (1997: 147). Through a multimodal critical discourse analysis (Machin and Mayr, 2012) of signs in the Jeppe Street post office in Johannesburg, a space built during apartheid and now inhabited by a black pan-African population, I aim to peel off layers of meaning to uncover the socio-political, historical and relational (Glissant, 1997) discursive processes of place-making.

Let's get phygital: Exploring the 'filtered' landscapes of Instagram

Kate Lyons

University of Illinois at Urbana-Champaign, United States of America

This study explores the relationship between digital and physical semiotic landscapes of the Mission District neighborhood in San Francisco, California. Aligning with recent work that turns to the LL as a "place of affect" (Jaworski and Thurlow 2010; Wee 2017) and scholarship focused on how individuals interact with or mediate the LL (Banda and Jimaima 2015), I compare a corpus of 16,756 Instagram posts tagged as occurring in the Mission with a survey of its physical semiotic landscape to investigate how the neighborhood is 'filtered' through users' selective and subjective positionings. As the Mission is severely gentrified, a primary aim was to ascertain how racial and socioeconomic inequities play out in both the physical landscape and the 'image' of the area constructed by these recontextualizations. Similar to Trinch and Snajdr (2016), neighborhood institutions considered complicit in encouraging gentrifying flows of economic and social capital were found to have small, obscure or nonexistent signage. In the Instagram corpus, however, these establishments are among the most frequent topics discussed, dominating the Mission's digital landscape. I argue such relative silence on the ground and presence in the more limited, privileged space of Instagram provides further evidence that gentrification not only restricts who can afford to live in a neighborhood, but who can *participate* in it, enacting divisions between and privileging those 'in the know'. As 'Big Data' of social media become increasingly valued and positioned as 'objective' information source, this study also demonstrates geotagged content should not be viewed as a static indicator of place 'context', but as productive, subjective, dynamic and distinct landscapes of individuals' mediated and recontextualized experience.

Banda, F. and Jimaima, H. (2015). The semiotic ecology of linguistic landscapes in rural Zambia. *Journal of Sociolinguistics*, 19(5): 643–670.

Jaworski, A., & Thurlow, C. (2010). Introducing semiotic landscapes. In A. Jaworski & C. Thurlow (Eds.), *Semiotic landscapes* (pp. 1–40). London: Continuum

Trinch, S. and Snajdr, E. (2016). What the signs say: Gentrification and the disappearance of capitalism without distinction in Brooklyn. *Journal of Sociolinguistics*, 21(1): 64–89.

Wee, L. (2016). Situating affect in linguistic landscapes. *Linguistic Landscape*, 2(2): 105–126.

2:30pm - 3:00pm

Coffee/tea

Foyer Kuppelraum

3:00pm - 4:15pm

Parallel session #2A

Session Chair: **Shonna Trinch**

Kuppelraum

Mapping contestation discourses through linguistic landscapes in Madrid

Luisa Martin-Rojo

Universidad Autónoma de Madrid, Spain

New voices of social movements are being multiplied and amplified as reaction to escalating neoliberal policies, the economic crisis, globalization and new identities. These political struggles and non-hegemonic ideological positions are not always conveyed by the traditional political and media systems nor institutionally reflected in current democracies. Nevertheless, they are transforming our political landscapes and challenging the economic and political order (Tarrow 2011). These transgressive voices, through painted slogans, signs, banners, graffiti and posters, find a channel for expression in urban spaces, where they are localized and perform political action. Thus, space is not only a place of hegemonic production and governmental control but also one of appropriation, reterritorialisation and resistance (Martin Rojo 2016; Martin Rojo & Portillo 2015).

This paper, through an innovative and encompassing theoretical and methodological frame, discloses unchannelled discourses and studies how they emerge and are distributed in particular neighborhoods of Madrid city, defined by a cluster of socioeconomic, demographic and electoral features. It also analyses the effects of discourses on urban spaces, that is, to what extent these discursive practices attempt to an appropriation and reterritorialization, that transform urban spaces, and mark thresholds in space and time and construct heterotopias (Foucault 2008), in which "other spaces", "other possible societies" and social orders are prefigured in the present. Finally, we address the question of who are the collective agents involved in the production and circulation of these discourses and how the mobilisation of these voices produces community.

References

Foucault, M. (1984) *Of Other Spaces, Heterotopias* (Des Espace Autres), 1967. First published by the French journal *Architecture/Mouvement/Continuité* in October, 1984, based on a lecture given by Michel Foucault in March 1967.

Martín Rojo, L. and Portillo, C. (2015). "The Transformation of Urban Space: Agency and Constraints in a Peripheral District in the Post-industrial City of Madrid". *AiLA Review* 28:72–102. doi: 10.1075/aiLA.28.04mar

Martin Rojo, L. (Ed.). (2016). *Occupy: The spatial dynamics of discourse in global protest movements* (Vol. 83). John Benjamins Publishing Company.

Tarrow, S. (2011). *Power in movement: Social Movements and Contentious Politics*. Revised and Updated Third Edition. Cambridge University Press

Transgression and freedom of expression: Heteroglossic protest signage on a university campus in Hong Kong

Corey Fanglei Huang

The University of Hong Kong, Hong Kong S.A.R. (China)

Recent work on the semiotic landscapes of political protest in public spaces has focused on the performance and display of transgression. This paper examines the discursive construction of transgression at the time of recent political protests on a university campus in Hong Kong (2015-2016). I draw on Stallybrass and White (1986) in framing *transgression* as a contingent and fleeting process whereby semiotic markers excluded from the normative discursive environment of a place are deliberately appropriated in that space disrupting their social and/or discursive order. For Pennycook (2007: 36), this process often features the use of particular 'political and epistemological tools to transgress the boundaries of conventional politics and thought'. My campus data consists of three pieces of text representing three genres of protest signage – a mock propaganda banner, a Chinese couplet calligraphy (對聯書法), and a satirical poster collage. Each text is constructed through creative integration of linguistic, visual, and generic resources loaded with particular cultural and political intertextual references. My analysis draws predominantly on critical multimodal analysis, geosemiotics and linguistic anthropology. Preliminary findings reveal that the transgressive effect of the signage, albeit short-lived, is realized by the appropriation of 'non-standard' orthography, recontextualization of stigmatized 'alien' generic patterns, and unauthorized use of space. All these 'strategies' contribute to the construction of a *heteroglossic* (Bakhtin, 1981) transgressive semiotic landscape in this institutional setting. The paper concludes that these *emplaced* texts embody oppositional discourses by challenging the authoritative/normative semiotic logics and upholding freedom of expression in the university.

References

Bakhtin, M. M. (1981). *The dialogic imagination: Four essays*. M. Holquist (Ed.), C. Emerson & M. Holquist (Tr.). Austin, TX: University of Texas Press.

Pennycook, A. (2007). *Global Englishes and transcultural flows*. London: Routledge.

Stallybrass, P., & White, A. (1986). *The politics and poetics of transgression*. Ithaca, N.Y.: Cornell University Press.

Activism, visibility and Ai'Ta: Direct action in Brittany's linguistic landscape

Robert Blackwood

University of Liverpool, United Kingdom

It is uncontroversial to assert that the Linguistic Landscape has become a 'domain of necessity' (Edwards, 2007: 244) for language revitalization efforts, and, within the context of an aggressively monolingual State such as France, contestation over multilingualism in the public space is increasingly intensified. Building on examinations of the Celtic language Breton, we approach activism from the perspective of a group of volunteers known as Ai'Ta who emplace the regional language in sites managed by the civic authorities, such as the Post Office and street signs, and seek to disrupt visually and playfully the monolingual approach adopted by the State. Whilst not using an x-mark to cross out monolingualism, the group negates the arrangement of visual resources by the emplacement of highly visible stickers calling for translations into Breton. Based on a series of interviews with volunteers engaged with Ai'Ta, we explore the ideologies articulated by language activists, giving voice to individuals who recognise the potential significance of the visibility of Breton in Brittany but who are normally silenced by all levels of political representation. From mock 'executions' of the Breton language inside post offices to the removal of monolingual road signs, the group operates on the basis that the invisibility of the regional language is a form of repression. The group's actions led in September 2017 to the State pressing criminal charges against the group, and in this paper we problematize minority language (in)visibility on the basis of lay attitudes, in part in order to rethink positionality (Jaffe, 2009) in linguistic landscape research. Through their direct actions in the public space, and their ideological stances, we outline the ways in which members of Ai'Ta index their positions and claim collective regional identities that the State refuses to recognise.

Edwards, John (2007), *Back From The Brink: The Revival of Endangered Languages*, in Marlis Helinger and Anna Pauwels (eds), *Handbook of Language and Communication: Diversity and Change*, Berlin, Mouton de Gruyter, 241–269.

Jaffe, Alexandra (ed.) (2009), *Stance: Sociolinguistic Perspectives*. Oxford: Oxford University Press.

3:00pm - 4:15pm
Room 331

Parallel session #2B

Session Chair: Maida Bilic

X marks the spot: Community marking in the LL in Belfast, Northern Ireland

Deirdre Dunlevy

Queen's University Belfast, United Kingdom

This study focuses on how the Linguistic Landscape has been used in Belfast, Northern Ireland, in order to demarcate boundaries and reinforce the divisions between communities in a city emerging from conflict.

The political murals of Belfast have been well documented as reflecting the socio-political history of the city (Mor-Sommerfeld & Johnston 2012; Crowley 2011), yet there has been little focus on the LL units beyond these murals. In this study, two neighbourhoods in Belfast are analysed in order to understand how the communities use the LL to assert their identity and draw community boundaries.

This study examines how the traditional political and religious divisions in Northern Ireland are expressed in the LL, through the visual marking of areas as 'belonging' to a certain community. Through a frame analysis approach (Kallen 2009), I focus on linguistic and semiotic factors, such as language and colour, that have been appropriated by each community and the ways in which they are visible in the public space. The analysis suggests that while both the Nationalist/Republican and Unionist/Loyalist communities use the LL as a form of expressing boundaries and asserting identity, they rely on different semiotic and linguistic approaches to do so.

In light of the current debate around the establishment of an Irish Language Act/ Cultures Act, I also consider how these linguistic and semiotic markers are managed in areas that are perceived to be 'neutral', in order to hypothesise how this divided LL could be reinterpreted and used as a tool in bridging the divide and developing social cohesion within the city.

Crowley, T. (2011). The art of memory: the murals of Northern Ireland and the management of history. *Field Day Journal of Irish Studies*, 7, 22-49.

Kallen, J. (2009). Tourism and Representation in the Irish Linguistic Landscape. In E. Shohamy & D. Gorter (Eds.), *Linguistic Landscape: Expanding the Scenery* (pp. 270- 283). London: Routledge.

Mor-Sommerfeld, A., & Johnston, J. (2012). Linguistic Landscape- The Seeing and Writing of Art. In C. Hélot, M. Barni, R. Janssens, & C. Bagna (Eds.), *Linguistic Landscapes, Multilingualism and Social Change* (pp. 155-168). Frankfurt am Main: Peter Lang.

The green line of Cyprus: Border politics and the linguistic landscape

Stavroula Varella

University of Chichester, United Kingdom

The line that divides Cyprus into the Greek South and the Turkish North is a unique kind of boundary line. It is indeed more than a line: enclosing an area of 346 square kilometres and stretching at one point to over 7 kilometres in width, it is an area controlled by the United Nations Peacekeeping Force in Cyprus (UNFICYP). On either site of this 'Dead Zone', as it is also called, lie the two states: the Republic of Cyprus in the South and the self-declared Turkish Republic of Northern Cyprus that is recognised only by Turkey.

This paper presents the sociolinguistic consequences of the 1974 partition, looking at the new linguistic landscapes that have since developed on either side of the 'border'. Photographic evidence from two particular spots along the 'green line' demand special attention. The first spot is the main pedestrian 'crossing point' in the divided capital of Nicosia, in operation since 2003; the second is the so-called 'mixed' village of Pyla, which has remained bilingual and bi-communal despite the partition and population exchange which followed it elsewhere.

This paper shows how a close examination of the linguistic landscape is both a valuable tool in the study of multilingualism in this area (in the tradition of e.g. Gorter 2006), and a useful illustration of the impressions recorded by anthropological studies of the same area

(e.g. Papadakis 2005). The pictures definitely tell a story: the story of two ethnic groups and their two languages. But they don't tell the whole story. The whole story is one of 'imagined communities' (Anderson 2016), of a complex political situation whereby two languages represent three communities and four nationalisms. Cross-sectional and diachronic evidence appears to be called for; and a better understanding of politics.

References:

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Papadakis, Y. (2005) *Echoes from the Dead Zone: Across the Cyprus Divide*. London: I.B. Tauris.

X marks the sore spot: Literary monuments to poet Ehmedê Xanî and the limits of the Turkish-Kurdish linguistic landscape

Jason Rodriguez Vivrette

University of California, Berkeley, United States of America

This paper constitutes a qualitative exploration of the linguistic landscape of the predominantly Kurdish-populated eastern and southeastern borderlands of Turkey, with a particular focus on contestations between the official state language (Turkish) and a minority language (Kurmanji Kurdish) that, until 2013, had been banned in classrooms and public spaces alike. This ban was rooted in the 1928 "Law on the Adoption and Application of New Turkish Letters", which specifically prohibited the written use of the Kurdish letters Q, W and X.

In an effort to trace "the relative power and status of the different language groups in a specific context" (Gorter, 2013), this paper examines the simultaneous usage of Turkish and Kurdish languages in a number of official and semi-official monuments and museums designed to commemorate the poet Ehmedê Xanî (1650-1707), his literary works (including the epic poem *Mem û Zîn*, one of the fundamental texts of the Kurmanji dialect), and his efforts to promote the Kurdish language and Kurdish independence. Erected within the national space of Turkey at the edge of the Iranian, Iraqi, and Syrian borders, these monuments variously pose a threat to the integrity of the state, and like other LL sites, have seen damage and destruction (Gorter, Alesteran, & Cenoz, 2012; Puzey, 2011). Nevertheless, they also offer an opportunity to build on research in LL borderlands (Gerst and Klessman, 2015) while also considering an angle to date largely unexplored in LL studies: namely, the mobilization of literature (including narratives with explicit discourses of power) as an additional tool in the shaping of the linguistic landscape.

4:15pm - 5:30pm
Kuppelraum

Parallel session #3A

Session Chair: **Tommaso Milani**

Landscapes of the diaspora: Linguistic landscapes and the 'Irish Pub'

Jeffrey Leo Kallen

Trinity College Dublin, Ireland

Most Linguistic Landscape (LL) research centres on language use in a specific place or, at most, a comparison of spaces. In LL research from Backhaus's (2006) early examination of 'Multilingualism in Tokyo' to Lou's (2016) recent analysis of a specific sign in Hong Kong, this grounding in specific places has proven so insightful that even work on language in relation to globalisation and superdiversity (e.g. Blommaert 2013) usually focuses on the visible effects of these forces in a single delimited area.

This paper takes a different perspective, examining the overseas 'Irish Pub' not primarily as an element of its immediate locality, but as an intertextually constructed environment that links to other Irish pubs through the use of linguistic and co-textual semiotic resources such as colour, flags, and artistic motifs. Following Bauman's (2004: 3) concept of genre as a discourse framework built from 'a constellation of systematically-related, co-occurrent formal features and structures', this paper examines the Irish Pub as an LL genre that indexes values associated with Ireland and Irishness.

Examining data from New York, Chicago, Montréal, Liverpool, Vienna, and elsewhere, I suggest that the significance of, e.g., Irish-language signage in a Chicago pub lies much less in its contribution to the ethnolinguistic vitality of Irish in Chicago than in its construction of authenticity within the genre of the Irish Pub. Consistent with the genre concept, these Irish Pubs are neither identical nor mass-produced: local variations establish the link between the individual site and the genre, while the genre in turn indexes the Irish diaspora, the Irish homeland, and associated values. I conclude with suggestions for research on other situations of genre and diaspora in the LL.

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Backhaus, Peter. 2006. Multilingualism in Tokyo: a look into the linguistic landscape. In *Linguistic Landscape: A New Approach to Multilingualism*, ed. by Durk Gorter, pp. 52–66. Clevedon: Multilingual Matters.
Lou, Jackie Jia. 2016. Shop sign as monument: the discursive recontextualization of a neon sign. *Linguistic Landscape 2* (3): 211–222.

Third-wave coffee, 'independent' sites of consumption and the commodification of authenticity in global cities

Andre Joseph Theng

The University of Hong Kong, Hong Kong S.A.R. (China)

Researchers of urban life in late modernity have commented on the rise of new types of coffee shops in major cities worldwide (Manzo, 2014). These "independent", third-wave coffee places market coffee as a specialised and luxury product requiring connoisseurship, elevated from an "ordinary" drink to one that is associated with gentrification and "hipster" clientele. These coffee shops stand in contrast to international chains such as Starbucks which are often associated with negative practices such as environmental destruction, and with offering generic products of poor quality. Third-wave coffee places distinguish themselves by placing emphasis on sustainable practices, and by offering a seemingly *more* authentic product. My study is concerned with the ways in which this relatively new breed of coffee shops style themselves as "authentic" places of consumption.

As language is a means of *achieving* authenticity (Coupland, 2003), I examine key semiotic resources and processes involved in the styling of selected coffee shops and their products by means of linguistic ethnography, building on Jaworski's (2015) work on a global, commercial visual-linguistic register. These include elements of branding, logo design, language choices, visuals, naming practices and décor. I explore coffee shops in Hong Kong and Singapore, both westernised Asian cities where coffee culture is popular with a growing local middle class, tourists and expatriates. My data shows that the authenticating processes in coffee shops are largely similar across cities, despite specific processes unique to each place as a means of localising spaces, not unlike as employed by Starbucks and as suggested by Aiello & Dickinson (2014). However, in the case of third-wave outlets, it is not a common brand *name* that binds these individual places, but situated stylistic choices that allow consumers to recognise the values they represent.

Aiello, G., & Dickinson, G. (2014). Beyond authenticity: a visual-material analysis of locality in the global redesign of Starbucks stores. *Visual Communication*, 13(3), 303-321.

Coupland, N. (2003). "Sociolinguistic authenticities." *Journal of Sociolinguistics* 7(3): 417-431.

Jaworski, A. (2015). "Globalese: a new visual-linguistic register." *Social Semiotics* 25(2): 217-235.

Manzo, J. (2014). Machines, People, and Social Interaction in "Third-Wave" Coffeehouses. *Journal of Arts and Humanities*, 3(8), 1-12.

Metissage: 'Interacting timespace' in a migrant place in Luxembourg

Bernardino Tavares

University of Luxembourg, Luxembourg

This paper explores how semiotic resources and language practices define migrants' entrepreneurial spaces. It addresses the inseparability of time, space and society. Vigouroux (2009: 80) shows us 'how locally produced semiotic artifacts and language practices are constructed through the complex interrelations of different timespace scales: historic, social and geographic.' As part of a bigger project on language and migration (the STAR project), to investigate migrants' representational spaces in Luxembourg, linguistic and broader ethnographic data were collected in and around a café/restaurant, *Metissage* (in Bonnevoie), owned by a Cape Verdean migrant. This paper historicizes the use of *Metissage* as a word, a name and as a restaurant to help understanding how cultural meanings, objects and identities circulate through space and time. Jaworsky and Thurlow (2011: 363) point out that 'space is clearly realized in the ways we represent it: how we write about it, talk about it, photograph it, advertise it and design it. Through its outer and inner semiotics, as well as the interactions that take places inside it, I will show how *Metissage* impacts 'space-time compressions' and how its 'micro-landscape' (Juffermans 2018) triggers nostalgia of the homeland. In conclusion, this paper seeks to show the interplay between symbolic, social and economic capital in migration settings and how the semiotic landscapes of migrants' places transmit the history of a people and the history of individual belonging to that people, i.e. the owner and the core clientele. As part of what Appadurai (1996) calls 'vernacular globalization,' *Metissage* reflects the interwoven of history, race and globalization processes in that migration in space is key.

4:15pm - 5:30pm
Room 331

Parallel session #3B

Session Chair: **Robert Blackwood**

Branding muslimhood or mourning the dead? What Muslim gravescapes in the diaspora can tell us about the living.

Helle Lykke NIELSEN

University of Southern Denmark, Center for Middle East Studies

This study looks at reterritorialization processes among Arab Muslims in the diaspora through the lens of gravescapes which are considered "exemplary sites in which to analyze the dynamics inherent in geographies of death, due to the symbolic re-inscription of space which such deathscapes represent" (Hunter 2015: 248-9). The point of departure is Foucault's claim that in societies where people "believe in the resurrection of bodies and the immortality of the soul, not much importance is accorded to the body's remains. But from the moment when people are no longer sure that they have a soul or that the body will regain life, much more attention is given to the dead body" (Foucault 1984: 5). The paper aims to unpack the symbolic use of the dead body among Arab Muslims in Denmark through a linguistic and semiotic landscape analysis of (primarily) tombstones in Muslim cemeteries based on data from four publicly and privately-owned burial grounds, documenting more than 2000 Muslim graves out of the app. 6000 Muslims buried in Denmark. Seeing graves as cultural communication (Reimers 1999) and tombstones as a delimited space of prioritized messages, I interpret the way 'actors' make use of a repertoire of linguistic and semiotic resources as a tool to align themselves with some people and distinguish themselves from others (Benor 2010: 160). The study will demonstrate how the traditional Muslim perception of the resurrection of the body and soul is slowly giving way for a more materialized memory culture, and how Muslim cemeteries are gradually changing from a spatialized manifestation of collective Muslimhood towards personalized memoryscapes. The paper raises the question of whether this development can be interpreted as an indicator of a nascent secularization process in the Muslim periphery.

References

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- Hunter, A. (2015) Deathscapes in diaspora: contesting space and negotiating home, *Social & Cultural Geography* 17/2, 247-261
- Reimers, E. (1999) Death and Identity: graves and funerals as cultural communication, *Mortality* 4/2, 147-166

Vilnius memoryscape: "Razing and raising" of monuments, collective memory and national identity.

Irina Moore

University of Wolverhampton, United Kingdom

This paper looks at collective memory formation (the study of monuments, memory, and public space) through the lens of semiotic landscape. A theoretical focus on power relations in "monumental politics" (Forest, Johnson, Till, K., 2004; Gordon, 2001; Kaufman, 2001) and a methodological approach that "treats space as a discursive as well as physical formation" (Jaworski, A., Thurlow, C., 2010: 12) are combined to examine the process of monument destruction, creation, and alteration in post-Soviet Vilnius.

Modern Vilnius is the "focal point of modern politics" and what we see today "is the result of homogenising and nationalising efforts of the state" (Weeks, 2015: 1) to nationalise urban space since the declaration of independence in 1989. Despite the complexity of Vilnius' past and its importance to a variety of cultures and ethnicities (Lithuanian, Polish, Jewish, Russian), strong attachment to the titular language and the metaphor of its displacement in Soviet times became key elements in the self-identification process. As Lithuania went through an intense period of nation building, the creation of a self-image as a nation of "innocent sufferers" (Snyder, 2002) and the reinterpretation of the past also became elements of collective memory. Understanding collective memory formation as expressed through material manipulation of symbols (e.g. monuments, plaques) has been a focus for scholars in diverse disciplines since the sociologist Halbwachs (1992) introduced the concept in his landmark 1925 study *Les cadres sociaux de la mémoire*. However, in this paper we try to bring a semiotic landscape lens to this rich interdisciplinary area to illustrate how landscapes represent not only relationship of power in societies, but also 'a story ... [people] tell themselves about themselves' (Geertz, 1973: 14).

The paper establishes a fourfold structure of collective memory and identity formation: 1. monumental landscape cleansing; 2. creation of new *lieux de mémoire* (Nora, 1996); 3. spaces in limbo; 4. transgressive "monuments".

The discussion is backed by a corpus of more than 450 photographs collected with kind permission from the Lithuanian State Archive, newspapers, and by the author's photographs from field trips to Vilnius (2015 – 2017).

Post-war museums: The spatial construction of violence and loss

Maida Bilkic

University of Bern, Switzerland

This paper presents a social semiotic analysis (Van Leeuwen, 2005) of two museums in Sarajevo treated as *spatial texts* (McMurtrie, 2016). My focus is on the somewhat atypical "War Childhood Museum", which through personal stories and mementoes documents the experience of those who did not play a role in starting the war, but have suffered its consequences. This museum works as what Niven (2013) calls a *combi-memorial* amalgamating memory, archive and exhibition, in which spectators are prompted to focus on war childhood and to relate children's intimate narratives to their own personal and meaningful experiences. On the other hand, "The Museum of Crimes Against Humanity and Genocide 1992-1995" offers authoritative knowledge about the war through intense archive materials. In line with representational, interactive, and compositional metafunctions (Halliday, 1978), I identify the key semiotic features of the museums, their symbolic value, and the ways in which they constantly overlap in producing very different types of memorial spaces. For example, we see how representational and compositional meanings generate *counter-monumental* (Young, 1999) elements incorporated into the War Childhood Museum's design (e.g. simplicity, dark tone, bodily engagement with the artefacts, alternating content) supporting its rhetorical effect. Interactionally speaking, my analysis shows how visitors' bodily movements and the depiction of embodiment are significant for "reading" the personal stories/objects and framing them affectively. Unlike the "War Childhood Museum" which produces a self-reflective, participatory war discourse realised through the complex interplay of convention (normative) and innovation (countering), the second museum emotionally overwhelms through the disturbing content of mass violence, succeeding considerably in shocking the visitors and (re)producing a clear picture of the enemy. Ultimately, we see two disparate spatial constructions of violence and loss emerging from the unabated "memory boom" in Sarajevo.

Halliday, M. 1978. *Language as Social Semiotic*. London: Arnold.

McMurtrie, R. J. 2016. *The Semiotics of Movement in Space*. New York and London: Routledge.

Niven, B. 2013. From Countermemorial to Combimemorials: Developments in German Memorialization. *Journal of war and culture studies*, 6(1): 75–91.

Van Leeuwen, T. 2005. *Introducing Social Semiotics*. London: Routledge.

Young, J. E. 1999. Memory and Counter-Memory. *Harvard Design Magazine*.

5:30pm - 7:30pm

CSLS Apéro: CSLS Apéro (with reflection and poster display)

Date: Thursday, 03/May/2018

8:30am - 9:00am

Coffee/tea

Foyer Kuppelraum

9:00am - 10:30am

Plenary session #3

Session Chair: David M Malinowski

Kuppelraum

Ceci n'est pas une LL: About representations of LL in contemporary art

Yael Guilat¹, Shoshi Waksman²

¹Oranim Academic College of Education, Israel; ²Independent researcher

The title of this presentation paraphrases the text below the image of a pipe in the René Magritte's painting "The Treachery of Images" (1929). Like Magritte, who emphasized the representational role of signs and images, we focus on contemporary art's representation of LL. Critiques of landscape in geography argued that landscape itself is a form of representation and not an empirical object: "A landscape is a cultural image, a pictorial way of representing, structuring or symbolizing surroundings" (Daniels & Cosgrove, 1988, 1). As it was pointed out in semiotic landscape studies, since the late nineteenth century through the twentieth century, LL images have been placed in galleries and museums and shown as material fragments, pictorial motifs or word-objects (Jaworski & Thurlow, 2010; Jaworski, 2015). Nowadays, new ties between LL and art are established. International contemporary artists display LL representations in order to immerse viewers in a holistic aesthetic-linguistic experience.

The presentation focus on multimodal exhibitions presented at international events. According to visual methodologies (Rose, 2012), we ask what makes these artistic representations an aesthetic investigation of LL? How these art-works articulated LL's issues and what is its potential contribution to the LL studies?

The interpretive process includes: participant observation; in-depth study of the documentation on the works; description and analysis of the works from the perspective of aesthetic theories and LL; identification and categorization of artistic means and themes related to the LL context and discussion. We argue that these multimodal works seek to create imagined and heterotopic spaces and elaborate

representations of LL as a metaphorical whole. For the most part, the LL is relocated and recontextualized and, in fact, allows its re-examination for both the gallery audience and the LL study.

Jaworski, A., & C. Thurlow (2010). Introduction, in idem (eds.), *Semiotic Landscapes, language. Image, space*, London: Continuum International Group, pp. 1–40.

Rose, G. (2012). *Visual Methodologies, an Introduction to Research with Visual Materials*, London: Sage.

Daniels, S., & Cosgrove, D. (1988). Introduction: The iconography of Landscape, in idem (eds.), *The Iconography of Landscape: Essays on the Symbolic Representation, Design and Use of Past Environments*. Cambridge: Cambridge University Press, pp. 1–10.

To what extent do local residents pay attention to public signage? A case study of a family in Hanoi, Vietnam

Nhan Phan

La Trobe University, Australia

There is an increasingly expanded notion that LL research must include dimensions “beyond written texts” such as “visuals, sounds, movements, gestures, history, politics, locations, people, bodies” (Shohamy, 2015, p. 152). Such understandings are able to provide deeper insights into the understanding of place and space (Lou, 2016; Pennycook & Otsuji, 2015), including practiced, conceived and lived space (Lefebvre, 1991). My study focus takes as its starting point how members of the same family report on their ‘lived space’ in Hanoi Old Quarter, Vietnam. To collect the data, I used “narrated walking” (Stroud & Jegels, 2014) and recorded the experiences using GoPro Technology, worn by both the participants and the researcher. Each family member guided me through their preferred path in the Old Quarter of Hanoi, a place they each call home, recounting their sensory experiences about what they walked by. The recordings show how events or activities (via various timescales) are foregrounded. Less attention is paid to visuals on the signage, with some notable exceptions that relate to notions of place and belonging or more importantly, globalization. I postulate that for these insiders’ visual images have been embedded as background and argue that we need to look more carefully into insiders’ interpretation of the LL to provide a better understanding of place in the study of language.

References

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Lou, J. (2016). *The linguistic landscape of Chinatown: A sociolinguistic ethnography*. Great Britain: Multilingual Matters.

Pennycook, A., & Otsuji, E. (2015). Making scents of the landscape. *Linguistic Landscape: An International Journal*, 1(3), 191–212. doi:10.1075/ll.1.3.01pen

Shohamy, E. (2015). LL research as expanding language and language policy. *Linguistic Landscape: An International Journal*, 1(1–2), 151–171. doi:10.1075/ll.1.1.2.09sho

Stroud, C., & Jegels, D. (2014). Semiotic landscapes and mobile narrations of place: Performing the local. *International Journal of the Sociology of Language*, 2014(228), 179–199. doi:10.1515/ijsl-2014-0010

Linguistic landscapes: Reassessing the importance of the X coordinate

David Graddol¹, Phoenix Lam²

¹The English Company (UK) Ltd, United Kingdom; ²The Hong Kong Polytechnic University

Many linguistic landscapes (LL) projects have analysed the distribution of signs and notices by noting their xy coordinates, e.g. using GPS mapping technologies. We ourselves have discussed the relevance of attending to the z coordinate, that of height (Lam & Graddol, 2017). Other scholars have argued for the inclusion of a fourth coordinate - that of time (e.g. Blommaert, 2015). In this paper, we argue it is also theoretically revealing to focus on a single, non-vector, dimension which we can call the x dimension.

A well-attested, but under-theorised, pattern in LL studies is can be described in terms of a centre-periphery distribution. A ‘centre’ might be a business centre, shopping centre, or tourist centre. That centre will have a characteristic linguistic landscape (e.g. more signs in English) which contrasts with areas around it (e.g. less English). From the point of view of LL theory the most interesting feature is distance from the centre or ‘hot spot’ and how that relates changes in the LL.

We explore earlier use of centre-periphery models, from nineteenth century dialect studies (e.g. Ellis, 1890) to twentieth century urban linguistic (e.g. Labov, 1973) and draw on them to analyse our own data, taken from case studies from areas in Hong Kong and the United Kingdom. We demonstrate how focusing on the x dimension alone can yield interesting insights into variation in the linguistic landscape.

We use our findings to develop the centre-periphery model in LL and to question assumptions often made in the literature about the relationship between social identity and its realisation on signs in the public realm.

Blommaert, J (2015) Chronotopes, Scales, and Complexity in the Study of Language in Society. *Annual Review of Anthropology* 44(1):105-116

Ellis, A. (1890) *English Dialects - Their Sounds and Homes*. London: English Dialect Society.

Labov, W. (1973). The linguistic consequences of being a lame. *Language in Society*, 2(1), 81-115. Top of Form

Lam, P. and Graddol, D. (2017) Conceptualising the vertical landscape: The case of the International Finance Centre in the world’s most vertical city. *Journal of Sociolinguistics* 21:521-546.

10:30am - 10:45am

Foyer Kuppelraum

10:45am - 12:00pm

Kuppelraum

Break

Parallel session #4A

Session Chair: David Karlander

From reindeer antlers to Espresso House: X-scape and escape to Scandinavia’s trendiest neighborhood?

Kellie Goncalves, Kristin Vold Lexander, Elizabeth Lanza

University of Oslo, Norway

According to Vogue (2017) “no neighborhood better embodies Oslo’s coming-of-age than Grünerløkka, a neatly encapsulated couple of square blocks with a name that might scare off anglophones—it’s pronounced GROO-ner-loh-kuh—but with an attitude and energy that is reminiscent of New York’s Williamsburg or Bushwick, Montreal’s Mile End, or even Los Angeles’s Silver Lake”. In this paper, we investigate the changing linguistic and semiotic landscapes of Grünerløkka, Oslo’s (and possibly even Scandinavia’s) best known gentrified neighborhood. We focus on the linguistic and semiotic landscapes that have remained there within the last decade that index the multicultural, multiethnic and multilingual working-class area Grünerløkka once represented and compare them to the newer, more trendier linguistic and semiotic landscapes that index ‘authentic’ Norwegian culture and cuisine resonating cultural consumption and distinction (Zukin 1987; Stjernholm 2015; Trinch & Snajdr 2017) leading to the following research questions: How is the semiotic landscape used by different actors to argue for what they consider should be the “authentic” Grünerløkka? Secondly, how does the actual semiotic landscape translate the tensions that exist between different actors around questions of place, space and neighborhoods? And finally, how do processes of such new globalism(s) (Smith 2002) play out on an international level beyond the scope of Scandinavia?

We employ a mixed methodological approach and draw on a) the “marketplace’s” (Kallen 2010) signage; b) interviews conducted with local residents and business owners; and c) texts from several online platforms. Our analysis attends to the ways in which Grünerløkka has managed to remain ethnically diverse, while simultaneously catering to a growing new gentry (Warf 2000; Goncalves, fc, 2018) through the dialectical relationship between commercial interests and residents’ initiatives and resistance on a local level, which are also taking place in urban areas globally.

X = The new face of Italian cities. Commercial gentrification and its effects on the linguistic landscape

Martina Bellinzona

University for Foreigners of Siena, Italy

Gentrification, a term introduced in 1964 by the sociologist Ruth Glass, is a complex and multifaceted phenomenon, which could be defined as «a set of transformations of the city so that the area where it occurs becomes more expensive and therefore exclusive» (Semi 2015: 13). In recent years, there has been great interest in changes in the retail structure of gentrifying neighborhoods, namely the commercial gentrification (Zukin 2009), and when these are caused by a massive presence of tourists, the so-called turistification (Gotham 2005). However, few studies (Papen 2012) have looked at the phenomenon from a linguistic point of view and, in particular, at the changes that commercial gentrification in all its forms has on the Linguistic Landscape (LL).

The research here presented is constrain of a study of the effects that gentrifying processes have had and still have on the LL of four major Italian cities, namely Milan, Florence, Naples and Palermo. Knowing that gentrification has taken place and assuming that LL is a privileged space in which to observe the social, economic and cultural changes in act, the unknown, that is, our X, is what are the linguistic effects in the specific Italian case, how is LL used in order to change neighborhoods and how it reflects the various states and modes with which gentrification takes place.

The data, collected through the Lingscape App, has been analyzed through the mixed method, that is through a quantitative, qualitative and comparative approach, to ensure the utmost rigor.

References

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- Papen, U. (2012). Commercial discourses, gentrification and citizens' protest: The linguistic landscape of Prenzlauer Berg, Berlin. *Journal of Sociolinguistics*, 16(1), 56-80.
- Semi, G. (2015). *Gentrification: tutte le città come Disneyland?*. Il mulino.
- Zukin, S. (2009). New retail capital and neighborhood change: boutiques and gentrification in New York City. *City and Community*, 8(1), 47-64.

Ethnography and signs of the times

Shonna Trinch, Edward Snajdr

John Jay College, United States of America

Linguistic landscape research has revealed some ways material language marks and makes geographical place. Recently, the field has benefited from the introduction of ethnography to this endeavor (Shohamy, Ben-Rafael & Barni 2010; Leeman & Modan 2010; Papen 2012; Blommaert 2013). This paper examines how a wider range of ethnographic data, with particular attention to specific emic frameworks, can provide useful information about how language in a landscape works (Trinch & Snajdr 2016). Our case study focuses on a Brooklyn storefront sign for an up-scale motherhood boutique called, "baby/mama," located in a predominantly non-African-American, affluent neighborhood. We examine the storefront's name as a linguistic appropriation from African-American English that has an array of meanings, some of which are codified in Urban Dictionary as: "bitch," "gold-digger," and "hoe." We discuss how ethnography reveals how this text is linked to a larger process of women transforming urban space. We also show how the signage itself, once a descriptive, interpretive, and critical text analysis is undertaken (Thurlow & Aiello 2007), is an ethnographic artefact that can aid in gaining a more complex anthropological understanding of Brooklyn's social life amidst its large scale urban change (Pavlenko & Mullen 2015).

Blommaert, Jan. 2013. *Ethnography, Superdiversity and Linguistic Landscapes*. Bristol, U.K.: Multilingual Matters.

Leeman, Jennifer and Gabriella Modan. 2010. Selling the city: Language, ethnicity and commodified space. In Elana Shohamy, Eliezer Ben-Rafael and Monica Barni (eds.) *Linguistic Landscapes in the City*. Bristol, U.K.: Multilingual Matters. 182-198.

Pavlenko, Aneta and Alex Mullen. 2015. Why diachronicity matters in the study of linguistic landscapes. *Linguistic Landscape* 1:1/2, 114-132.

Papen, Uta. 2012. Commercial discourses, gentrification and citizen's protests. *Journal of Sociolinguistics* 16: 56-80.

Pavlenko, Aneta and Alex Mullen. 2015. Why diachronicity matters in the study of linguistic landscapes. *Linguistic Landscape* 1:1/2, 114-132.

Shohamy, Elana, Eliezer Ben-Rafael and Monica Barni (eds.). 2010. *Linguistic Landscapes in the City*. Bristol, U.K.: Multilingual Matters.

Thurlow, Crispin and Giorgia Aiello. 2007. National pride, global capital: A social semiotic analysis of transnational visual branding in the airline industry. *Visual Communication* 6:304-344.

10:45am - 12:00pm
Room 331

Parallel session #4B

Session Chair: **Crispin Thurlow**

XXX-Scapes: The semiotic landscape of South African pornography

Megan Edwards

University of the Witwatersrand, South Africa

Pornography has recently resurfaced as an issue of debate within South Africa with the approval by the Independent Communications Authority of South Africa for three adult content channels to be aired on paid TV services. These debates have largely been dominated by discourses of harm which inherently depend on pro/anti feminist arguments regarding pornography. However, academic research into porn has begun to move away from these arguments to examine issues of representation, identities, the pedagogies of porn, as well as labour, production, and consumption. This project aims to move away from the "tired binary" (Juffer, 1998) of pro/anti arguments through an examination of data from ongoing PhD research which investigates the linguistic and digital landscapes of South African porn taking into account the influence of historical and contemporary discourses of obscenity.

As such, this paper will make use of multimodal critical discourse analysis (Kress & van Leeuwen, 2001; Kress, 2010) to analyse the semiotic landscapes (Jaworski & Thurlow, 2010) of South African pornography on the web. The investigation of these "XXX-Scapes" of South African pornography provides a vantage point from which to examine the intersection of social categories such as race, gender, and sexuality; how these are mediated and (re)produced in the medium of pornography on the web, and the ways in which they intersect in the production of erotic desire. Since recent academic work in the field of porn studies focuses largely on pornography produced and consumed in the global north, the current work also aims to speak back to these studies from a southern viewpoint in order to reread and challenge dominant discourses regarding the ways in which pornography works to (re)produce and mediate social categories.

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Intimate language as a language of education: A case study of Vagina Varsity

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This paper is a multimodal analysis (Kress, 2010; Jaworski & Thurlow, 2010) of Vagina Varsity on the social media platform, YouTube. Vagina Varsity is a South African campaign, in the form of an educational series, aimed at educating young women, as well as breaking the stigma, around the female body, vaginas and menstruation in particular. Using YouTube as virtual linguistic landscape (Ivkovic & Lotherington, 2009) and insights from the notion of 'skinscapes' (Peck & Stroud, 2015) and virtual ethnography (Hine, 2000; Kelly-Holmes, 2015), the paper evaluates multimodal material deployed in the construction of gender and sexual identities in the online instructional space. Of particular interest is the semiotic material and embodiments the producers use in the avoidance and/or normalization of taboo 'talk' and associated female embodiments such as vaginas and menstruation. Therefore, it is not only how the two female presenters perform multiple identities of different characters in the campaign/stories, but also the way they use the space (both virtual and real) and the semiotic material they draw on in the delivery of the 'lessons', that will come under scrutiny. To complement and supplement the analysis of the videos, the comments of the consumers, as well as a limited set of interviews with university students, will be analyzed. The implications for LL studies and social semiotic approaches to multimodality will thereafter be discussed.

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A multi-sited virtual linguistic landscape ethnography of student protests at three South African Universities.

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The year 2015 marked a period of heightened turmoil for the universities in the Western Cape. The three leading institutions in the province were each affected by student-led protest during that year. The Rhodes Must Fall Campaign occurred at the University of Cape Town, followed by Luister at Stellenbosch University and later the Fees Must Fall Campaign happened at the University of the Western Cape. These protests did not only manifest in the physical form with students marching and holding rallies at respective campuses, but also online on social networking sites such as YouTube, Twitter and Facebook. Each campaign had their chosen online platform that they used to engage with students. Their online profiles also shaped the opportunity to create an online identity for the campaign. This identity can be linked to the university as each campaign was university specific.

Framed within virtual linguistic landscapes (cf. Ivkovic and Lotherington 2009), this study will employ a virtual linguistic ethnography approach, (Kelly-Holmes, 2015) to investigate the respective online platforms (Facebook, YouTube and Twitter) as virtual sites of contestation. The aim is to explore the kinds of counter narratives and identities created on the virtual platforms, and how these relate

or defy official identities of the universities as seen on mission statements and policy statements. This study will build on previous work on the official university brand management (Mafofo & Banda, 2014) in comparison with the spontaneous, unpredictable and sensational online protests of the three universities.

12:00pm - 1:30pm

Lunch

12:00pm - 1:30pm

Meeting: Editorial Board

Restaurant Veranda

1:30pm - 2:00pm

Business meeting - all delegates welcome

1:30pm - 3:00pm

Poster Presentations

Foyer Kuppelraum

Linguistic landscape of Muhimbili National Hospital in Tanzania: Its implication on access to information

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The paper examined the linguistic public signs which constitute what is popularly known as Linguistic Landscape (LL) as substantiated by Landry and Borhis (1997) so as to establish how public signs influenced access to information in public hospitals in Tanzania. The study employed socio-linguistic theory by Backhaus (2005) and Spolsky (2009) to examine the nature of LL of Muhimbili National Hospital (MNH) and its influence on access to information to the hospital clients in which mixed research design was adapted to analyse both quantitative and qualitative data. A total of 225 photos/signs and 20 respondents formed a unit of data analysis. The research findings revealed that LL in the public space of MNH is more controlled by top-down than bottom up actors. Although the studied signs were noted to be important in giving information to hospital clients related to their rights and responsibilities, administration, regulatory as well as health promotion information, the research results indicated that they did not guarantee access to information to many of hospital visitors due to the fact that the language patterns used on these signboards (Monolingual English, Swahili, and Chinese) did not catch up with the mostly encountered groups at the hospital; hence many failed to understand what information was presented through those signs. This suggested for more comprehensive linguistic strategy (use of bilingual approach on signs and adopt a language of mostly encountered groups on signage) so as to enable easy access of information presented through linguistic signs at the hospital as proposed by Schuster et al. (2016).

Approaching language attitudes through discursive readings of the linguistic landscape: A Montreal case study

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Linguistic landscape (LL) signs tell 'stories about the cultural, historical, political, and social background of a certain space' and they have the potential to inform us about how the readers of such signs 'are influenced by them' (Blommaert 2013: 41). Few studies, however, have considered the agency of readers in reinterpreting this 'cultural, historical, political, and social background'. In this paper, we propose to approach the readings of signs in the linguistic landscape of Montreal, a city characterised by marked social and linguistic segregation (Laur 2003) and by strict LL legislation (OQLF 2016). Using a modified form of Garvin's (2010) 'walking tour' methodology, we questioned informants from different sociolinguistic backgrounds about the probable location of signs, their languages, and the languages' placement on monolingual (French or English) and bilingual (French-English) signs emanating from both governmental and private entities. The results provide added support for the modified 'walking tour' methodology in the study of attitudinal responses to LL signs as well as offering new insights into the perception of such signs in Montreal.

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Remembering and memorialising Hillsborough

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In this presentation I will look at how the Hillsborough Disaster, in which 96 football fans died in 1989 has been remembered and memorialised by both institutions and individuals through a range of physical objects and texts including statues, falsified police accounts, media representations and survivor accounts.

I will be asking participants to help me reflect on the impact of events such as Hillsborough on how I/we as scholars working in might usefully respond, both broadly as applied linguists seeking to address real world problems and more particularly in terms of linguistic landscapes to follow the direction set by Jaworski and Thurlow (2010: 1) that our field should be concerned with 'the interplay between language, visual discourse, and the spatial practices and dimensions of culture'.

I will consider inter alia aspects such as multimodal critical discourse analysis (Wodak and Meyer, 2016), language and identity (Preece, 2016), and language as a local practice (Pennycook, 2010). In terms of the visual, Rose (2016: 23) argues that a 'critical approach to visual images is ... needed: one that thinks about the agency of the image, considers the social practices and effects of its circulation and viewing, and reflects on the specificity of that viewing by various audiences, including the academic critic'. In terms of space, I will draw on the work of Massey (2005) and will also consider the role of performance in the act of remembering (Schneider, 2011).

These diverse approaches forms the 'x' of the equation and I will be hoping to explore with colleagues what it might equal in terms of what linguistic landscapes can do and be.

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XXX-scapes and elite escapes: Sexuality and privilege in the heterotopic landscape of a LGBTQ tourism convention

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For some time, tourism has been understood by scholars as a fundamentally discursive practice – a matter of banal representation (Thurlow and Jaworski 2010), fashioned by "culturally-coded escape attempts" (Edensor 2007). The tourism industry subsists on conventionalized ideals of what tourists do while holidaying, and how what they do stands apart from the everyday. The LGBTQ (aka 'pink') tourism sector, in particular, has been characterised as a 'quest for utopia' (Waitt and Markwell 2006) that is simultaneously removed from and enfolded with forms of normativity and oppression. In this paper, I offer critical examination of how discourses of sexuality and tourism are produced – separately, and sometimes, together – while orienting to theorization of language and space/place as co-constitutive phenomena (e.g. Scollon and Scollon 2003). Its empirical focus is the 33rd International Gay and Lesbian Tourism Association (IGLTA) 'global convention' hosted in Cape Town in April 2016, which bills itself as "the world's premier educational and networking event for LGBTQ tourism professionals". I conduct a queer and ethnographically-informed discourse analysis, treating the convention as a multimodal assemblage: on-stage presentations and conversations, marketing material, digital media, as well as the built environment of the venue. My analysis describes how pink tourism reflects 'homonormative' ideologies whereby LGBTQ people – especially gay men – are assimilated into contemporary globalist/consumerist society. Furthermore, my analysis reveals how the production of pink tourism discourse shows LGBTQ travellers standing apart from both the fray of mass tourism and the still-unstable realities of queer life; invested – in two ways – in a world *beyond* that of the everyday. Amidst consumerist, sexualized marketing, the heterotopic IGLTA convention also presents pink tourism as both an *escape* from prejudice and

a *force for change*, imagining and enacting the future of LGBTQ identity – seemingly, unfortunately, accessible only to those with individual means to tour the globe. To travel is to celebrate one's pride, and to stay home is to languish in oppression; perhaps, even, to submit to it.

Linguistic landscape studies in China: Tradition, ideology and challenges

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Linguistic landscape (LL) is a vivacious research field in sociolinguistics to approach urban multilingualism and language ecology through the linguistic objects marking public space (e.g. Ben-Rafeal, 2009; Gorter, 2006; Laundry & Bourhis, 1997). Research topics or themes that have received much scholarship so far include multilingualism and translingual mixing, language policy and contestation, minority languages and tokenistic commodification and scaled mobility (Van Mensel, Vandenbroucke & Blackwood, 2016). In P.R. China, a multiethnic and multilingual state in East Asia, the language presence on signs has long been an area of particular interests for language researchers since the 1980s. The various public signs that have been examined range from slogans in specific historical periods to advertising hoardings today, from simple posters in rural area to fancy billboards in urban place. However, the research themes and foci in China's public sign studies differ widely from the current line of LL research. Our preliminary exploration shows that China's LL studies revolve around three major areas: 1) the standardization of Chinese orthography; 2) the problems of English translation; 3) the rhetorical devices on public signs. Issues that interest international LL scholars such as language power and inequality underlying language choice on signs are rarely touched upon. It appears that the fundamental purpose of studying language uses on public signs is to serve the good of government service. Taking language ideology (Milroy, 2001; Schieffelin, Woodland & Kroskrity, 1998;) as a framework, this paper reviews and analyzes the LL studies in China in the past four decades in order to reveal their research orientations and motives. Moreover, we also discuss the challenges in LL research in China due to the boundaries set by the government. Such an exploration will bring light to the LL practice, ideology and management (Spolsky, 2004; 2009) in a polity where top-down language planning prevails.

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Symbolic representation in linguistic landscape: A study on exit directory signs in metro stations in Hong Kong

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This paper presents the results of a piece of research on the growing popularity of English-only naming convention for new buildings in Hong Kong. Inspired by Backhaus's (2007) illustration of public space which gives special attention to railway lines, this study examines the language choice of the names of the buildings shown on exit directory signs in all metro stations in Hong Kong as surveyed samples for the investigation of language choice in naming buildings in the city. Digital photos were taken of the exit directory signs listing the names of the buildings in the vicinity in all stations. Regarding the official signage system of the metro company, it has been the practice of prioritising Chinese over English as the standard layout of all bilingual signs. The fact that Chinese is placed in a more visible position on the signs can be interpreted as revealing a symbolic expression. Lou (2016) argues that, with reference to orders of indexicality conceived by Silverstein (2003), linguistic landscape indexes ethnolinguistic groups and the social status attributed to them. When this conception of orders of indexicality is extended to explain why Chinese is given a more visible position on the signs along the metro system, an indexical link can be drawn between the position of Chinese as the primary language on the signs and the ethnolinguistic background of the majority of train passengers who are predominantly local Chinese. However, the use of English-only building names on the signs has indicated another indexical link which does not reflect the ethnolinguistic reality of society, but seems to reflect cosmopolitan aspirations of certain property developers. This proclivity towards the use of English only for naming buildings has disrupted the long-standing Chinese-English signage layout, and more significantly, intermingled the symbolic expression represented in the two indexical links.

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"Why are there so many mistakes in Arabic?": Abundance of Arabic mistakes in the Israeli linguistic landscape (LL)

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Although Arabic is the native language of fifth of the Israeli population, its representation in the Israeli LL is problematic (Ben Rafael et al., 2006). This study invites members of the Arab minority to reflect on such linguistic reality through a research tool named PhotoVoice (Wang, Burris & Xiang, 1996). Grounded in critical literacy theory (Friere, 1970), the study provides a space for a group of Israeli-Arab college students from the English department at a teacher-education college in Northern Israel to reflect on the Israeli LL and voice their critique. The students captured photos of LLs, analyzed the messages embedded within (Shohamy, 2012), and wrote commentaries voicing their reflections. One of the categories students addressed was the abundance of mistakes in the Arabic words on top-down signs. A thematic analysis of students' "PhotoVoices" within this category revealed not only the linguistic reality in students' area, the "spatial practice" in Lefebvre's (1991) conceptualization of space, but also the ways it was experienced by them as local inhabitants, the "lived space" in Lefebvre's terms. What was evident in students' voices were strong emotions and statements highlighting themes of negligence, racism, and (intended) disrespect; collective identity; and the need for change. Sample projects will be shared with the conference audience to shed light on students' profound cognitive and emotional perceptions as passers-by toward the LL and show the potential of PhotoVoice in developing awareness to the explicit and implicit messages delivered through the signs.

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Hermeneutics of linguistic landscape: Four suggestions to guide interpretation

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The "X" in "X-scapes" is graphically an intersection, reminding us that LL research exists at the crossroads of various disciplines: sociolinguistics, geography, semiotics, anthropology. It is also suggestive of an unknown quantity—landscapes open to interpretation. This reflects the myriad possible techniques and analytical objects for researchers hoping to document/describe a space; how can we sort through it all? Perhaps a *hermeneutics of linguistic landscape*—holistic thinking about what characteristics constitute landscapes, and how those affect processes of meaning-making within.

In this paper, I present four overarching themes that continuously hover at the borders:

- *Ecology*, following Hult (2009): we must consider the *scalar, simultaneous* narratives circulating in a landscape, rather than assuming monolithic situations.
- *Emplacement*, following Scollon and Scollon (2003): we must examine texts in syntagmatic relation to those surrounding it, and the landscape *in its entirety* as an object.
- *Personalization*, following ben Said (2011): we must use interviews to approach the phenomenology of what it *means* to be a speaker of language X in the space.
- *Temporality*, following Backhaus (2005): we must look beyond static texts in a space, and include the sudden/changing texts more likely to catch a local's attention.

I discuss each of these in examples from my ongoing comparative research: an ethnic festival in Philadelphia, transgressive political signage in Germany, semiotic expressions of neighborhood identity in Italy. While each scholar may have their own set of interpretive tools, for me, these are the cardinal points of the X at whose pinpoint I attempt to build a theory of understanding what we see.

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The semiotic landscape of a Crimean hero-city: The case of Sevastopol

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My presentation is an overview of an empirical part deriving from my doctoral research entitled "Am I in another state? The semiotic landscape of the annexed Crimea and independent Ukraine in comparative perspective". The annexed city of Sevastopol, also named as "a new subject of Russian Federation", is often treated as a place with a unique history and political role. Though it is not legitimate to talk about Sevastopol as a city of Russian Federation, today its residents happen to live in a *de facto* Russian state. Russian language, Russian state-building and nation-building discourses dominate Sevastopol's public space, where any trace of the former Ukrainian political rule seems to be gone. In this presentation, it will be discussed how the occupied city of Sevastopol is constructed through its semiotic landscape. Following the lead of scholars like Jaworski, Thurlow (2010), Pavlenko (2009) and Sloboda (2009) my study goes beyond a simple distributive linguistic analysis. Besides written language, I focus on different symbols or culturally dependant signs, including diverse semiotic resources (Halliday 1978; van Leeuwen 2005) such as advertisement signs, graffiti and monuments. Sevastopol's semiotic landscape is seen as a dynamic, and in a specific historical and socio-political context embedded construct. The visual and textual means, through which its public space is constituted, are the products of both the long gone historical processes and the more recent political events. The study is aimed to shed light on the construction of semiotic landscape of Sevastopol and to contribute to the understanding of complex processes of state and nation-building in the Crimean context today.

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Narathiwat's linguistic landscape: Language use in shop signs among the conflict-affected area

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One focus of linguistic landscape research has been language conflict and contestation of space (e.g., Shohamy & Waksman, 2009). In Thailand, one area of cultural and linguistic conflict has been in the southern provinces bordering on Malaysia, where the majority population are Muslims as opposed to Buddhists and speak Pattani Malay an Austronesian language as opposed to Thai, a member of the Tai language family. This creates a triglossic situation three languages compete for the public space: Standard Thai and English as high varieties and Pattani Malay (Jawi) as the low variety.

The current study examines the linguistic landscape in this complex linguistic situation to determine the functions of each variety, the motivations behind the authors' choice of each variety, and the community's reactions to those choices (Spolsky, 2009). Quantitative data consist of 508 unofficial signs along two commercial streets in the provincial capital of Narathiwat Province, one predominantly Thai Buddhist (TB) and the other predominantly Thai Muslim (TM). Qualitative data includes interviews with shop owners about the intended target group of their communication and with customers or recipients about their reactions when seeing signs in each language variety.

Results showed similar use of Thai and English along both streets. Surprisingly, Jawi is used in TB areas more than TM areas. Shop owners in TB areas stated that they chose to use Jawi on signs so that their TM customers would see the shop as more welcoming to TMs. Shop owners in TM areas see the use of Thai on their signs as a matter of efficiency as well as a display of "Thainess". TM shop owners' reluctance to use Jawi was also related to their perceived functions of the written variety of that language.

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Public space of masculinity in Bangkok

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Studies of linguistic landscape has looked at the use of language in public space in terms of language policy (e.g. Cenoz & Gorter 2006) and identity construction (e.g. Ben-Rafael et al. 2006). Relatively less attention has been paid on the relation between gender, sexuality and linguistic landscape (but, for example, see Piller 2010, Milani 2014, Kerry 2016, Milani & Levon 2016). No work to my knowledge has been done on the role of linguistic landscape in constructing masculinity in the Asian context.

Working within the frameworks of critical discourse analysis and multimodal analysis, I examine the construction and indexicality (Ochs 1991) of masculinity in public space in Bangkok. The data are advertising signs for clothes and beauty products for men found in major department stores and local shops. Adopting the mixed methods approach, the use of language and visual images is investigated. The analysis also includes interviews of sign owners and customers.

The findings are significant as they shed light on the interaction between textual and non-textual elements in public signage, and demonstrate how these elements create the gender meaning in public space in the Thai context.

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Capturing globalized energy discourses in an exhibition landscape

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This project investigates manifestations of globalized discourses on the site of the Expo 2017 in Astana (Kazakhstan) under the heading "future energy" and with the participation of more than 100 countries. It analyzes situated and highly staged discursive practices on energy future (Rosenberger&Kleinberger 2017) in view of topical, narrative and strategic formation of language use, this on a textual as well as on a transtextual level of analysis (Warnke 2007; Spitzmüller&Warnke 2011). In exhibition contexts, linguistic signs are always part of multimodal and spatial compositions and arrangements as it was especially also the case at the Expo 2017. The documented "discursive landscape" constitutes a highly condensed example of how language "indexes" energy policy (Scollon&Wong Scollon 2003) and how meaning is created and shaped by situated and materialized "orders" of linguistic interaction and language-based common knowledge (Goffmann 1969; Keller 2013; Roth&Spiegel 2013). Hence, the project serves as a vivid example for a fruitful entanglement of linguistic discourse analysis and the research areas known as "linguistic landscape" and "geosemiotics" (Landry&Bourhis 1997; Scollon&Wong Scollon 2003). As such, it develops these approaches further and exploits the potential for knowledge transfer and higher education in the field of applied linguistics. To this end, we will discuss the methodological design of the project, present research findings and point out applications for didactic purposes in the context of a research project on energy discourses, funded by the Swiss Federal Office of Energy (SFOE).

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LL signs as authentic texts in Latvian language learning materials

Solvita Poseiko

University of Latvia, Latvia

In Latvia, titular language curricula and programs for the entire secondary educational process are being developed as part of the ambitious reform project "School2030". Special attention has been paid to the deep learning, crosses disciplines, multiliteracies (Mills 2016).

Edusemiotics connects semiotics with educational theory and the philosophy of education (Semetsky 2016). It promotes to use a various kind of signs as semantically intense texts for pupils' self-actualization, wider and deeper understanding of multimodality, international and intergroup communication through an interesting and valuable discussion themes and texts. LL researchers highlight a similar idea (Gorter 2008, Sayer 2010). Legg states, "if we wish to submit meaningfulness in education to serious study, then the discipline to turn to is arguably semiotics. This is broader than merely a study of meaning in language, as meaning is conveyed by many other kinds of signs than words: consider, e.g., facial expressions, mathematical diagrams or street signs" (Legg 2016: 30). From such perspective, LL signs are useful texts for language acquisition.

Aim of this paper is to discuss the usage of LL signs in Latvian learning materials from the ending of the 20th century till nowadays. Their content analysis will be carried out to clarify following questions: (1) How much LL signs are used? (2) How it is planned to work with LL signs? Which discussion themes and practical tasks are offered to students? Which of the following is paid more attention to in the practical tasks: spelling, grammar, lexis, sociolinguistic issues? (3) Has the new project changed the selection of texts and their acquisition methods?

Mills, K.A. (2016). *Literacy Theories for the Digital Age: Social, Critical, Multimodal, Spatial, Material and Sensory Lenses*. Multilingual Matters.

Gorter, D. (2008). Linguistic Landscape as an additional source of input in second language acquisition. *International Review of Applied Linguistics in Language Teaching* 46(3), 257-276.

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2:30pm - 3:00pm
Foyer Kuppelraum
3:00pm - 4:00pm
Kuppelraum

Coffee/tea

Plenary session #4

Session Chair: **Christopher Stroud**

Please note that Mairead Moriarty's presentation will take place via skype.

Semiotics of absence: Voice and agency in the Refugee-scape

Mairead Moriarty

University of Limerick, Ireland

In this paper I would like to call for broader attention amongst semiotic landscape studies with social activism. I argue that by taking a semiotic landscape approach to the current Refugee crisis we can engage more readily with the rapid, unpredictable and multi-semiotic character of forced mobility and offer a critically enabled route to social activism. The paper adds to recent work published in Ruby (2015) which illustrates how the semiotic landscape can be become a site of social contestation. Focusing on a case study of resistance to Direct Provision in Ireland I examine how the most disempowered members of a community can use the semiotic landscape to gain voice and agency and in so doing, they can challenge existing regimes of power, despite the apparent absence of their voice in public discourse. Drawing on recent work by Milani (2017) and Stroud and Guissemo (2015) I contend that the 'order of visibility' framework can act a lens through which the semiotic s of absence can be investigated.

Ireland's policy of Direct Provision (DP) came in to effect in 2000 and essentially provides asylum seekers with basic dietary and accommodation needs in Direct Provision centres. It is acknowledged as providing a very challenging and exclusionary living environment and connects to broader processes of social marginalization, stereotyping and racism. Ogbu, Brady and Kinlen (2014) argue the DP policy seems to bring about feelings of powerlessness and shame amongst those who spend many years stuck in this limbo. Yet the transformative possibility of the symbolic enactment of voice and agency in the semiotic landscape provides the opportunity to challenge formal ideologies and enhance a feeling of collective identity which can radically enhances the lives of those affected. I illustrate this by drawing on data gathered from a Direct Provision centre and from the Asylum archive, on line platform where images of this type of activism from below are shared.

20 years of linguistic landscape studies: A corpus analysis of publications

Robert Allen Troyer

Western Oregon University, United States of America

As scholarship in Linguistic Landscapes matures and the number of yearly publications increases, it becomes increasingly difficult for individuals to stay abreast of developments in this inherently interdisciplinary field. This presentation offers a unique perspective via analysis of a purposefully designed corpus of Linguistic Landscape studies. The corpus consists of journal articles and each chapter of six edited collections of LL work organized in the following time frames to allow for the study of trends in LL studies over the years (# of articles and individual chapters in parentheses): 1997-2005 (5), 2006-2008 (16), 2009 (34), 2010 (46), 2011-2012 (52), 2013-2014 (54), 2015 (64), 2016 (56). That is a total of over 325 individual titles with a word count of over 2.4 million words. While this project draws on the larger online Linguistic Landscape Bibliography (Troyer), the corpus itself contains only articles and chapters that use the term "Linguistic Landscape." Each item was converted to machine readable text format that excluded figures but maintained all body text, captions, and information in tables and charts, notes, and references; titles, author names and abstracts were retained as metadata, but not included in the analysis.

The methods of analysis include a study of keywords following widely practiced procedures in corpus studies and, specifically, studies of trends within academic discourse (Crawford, Pollack, & England, 2006). The keywords are grouped into hierarchical semantic categories and used to indicate salient themes that emerged over time in the corpus. Additional analyses include tracking frequently cited references to provide insight into the dissemination of influential work in the field. Both analyses can inform qualitative characterizations of the field such as Whitley's (2000) dimensions of mutual dependence and degree of task uncertainty in academic disciplines.

References

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Whitley, R. (2000). *The Intellectual and Social Organization of the Sciences*, 2nd ed. Oxford: Clarendon Press.

4:00pm - 5:15pm
Kuppelraum

Parallel session #5A

Session Chair: **Adam Jaworski**

Alphabet city

Erik Johan Järlehed

University of Gothenburg, Sweden

Ever more cities present themselves to the world with a unique letter or letter combination. Milton Glaser's "I love NY" from 1977 is the most well-known example and has since been adapted in innumerable ways and places. However, already in 1968, the German city of

Gelsenkirchen began using a single-letter logo for differentiating itself from competing cities. In a few years, a complete alphabet of city logos has emerged.

As a globalized highly visual and stylized register for place-making and branding this new alphabet might be seen as a special instance of Jaworski's (2015) 'globalese', in the sense that the logos index the global as value at the same time that they index particular places. Relying on a single letter combined with distinction-making resources such as diacritics, color and graphic symbols, these city logos emerge as emblems of the 'global semioscape' (Thurlow & Aiello 2007).

This paper approaches single-letter city logos from three angles: as city-branding trend; as sociolinguistic problem; and as LL-genre. As Sebba (2015: 224) recently said, "More insight into the role of visual distinctiveness in writing systems would help us to a better understanding of what has the potential to brand, and what becomes iconic and why." From a sociolinguistic standpoint, the reduction of name to letter causes an apparent liberation from particular linguistic and geographic context which leads us to ask how these logos reproduce local sociolinguistic change. For LL research, city logos are interesting since they are at the same time mobile and index specific places.

I will tie the three threads together by discussing how local histories and conflicts sometimes clash with and resonate in this globalized register of city-letters, and hence how they relate to the political economy of place and language.

References

Jaworski 2015. Globalese: a new visual-linguistic register, *Social Semiotics*, 25:2.

Sebba 2015. Iconisation, attribution and branding in orthography, *Written Language & Literacy*, 18:2.

Thurlow & Aiello 2007. National pride, global capital: a social semiotic analysis of transnational visual branding in the airline industry, *Visual Communication*, 6.

Revisiting commercial shop signs in urban Rwanda

Tove Rosendal

Department of Languages and Literatures, University of Gothenburg, Sweden

This paper revisits commercial shop signs in Rwanda. In a previous article about language competition in Rwanda (Rosendal 2009), I showed how the trilingual Rwandan language policy (French, English, Kinyarwanda) affected private signage. My main objective was at the time to analyse the competing status and use of languages in formal domains. The 2009 article thus focused on how 'languages' were used in the linguistic landscape, restricted to their use on billboards and shop signs. As a part of this article I used a typological framework developed by Reh (2004) to analyse signs found in the commercial centre of Kigali. The Reh typology focuses on how textual information is presented on signs (duplicating, fragmentary, overlapping or complementary multilingualism). In this study only written text ('languages') was considered. However, communication is far more than written text. I will therefore in this paper develop multimodal reading (Kress and van Leeuwen 2006) of 10 signs earlier presented in the 2009 article. The new reading will contribute to a more relevant analysis of these signs, by focusing on the role of (il)literacy in this African setting with unequal access to prestigious languages. It will thus provide a fuller understanding of how meaning is mediated. This reconsideration of methods for analysis will also question affordances of this reading, based on my Western understanding as a foreign researcher, versus lived experiences of Rwandans as local agents of the LL. How these readers draw on semiotic and linguistic resources is understudied. Just as linguistic and communicative practice can only be properly understood in the context of its emplacement, so too future studies of symbolic and material resources visible in public space should involve the perspectives of local consumers of these signs.

References:

Kress, Gunther, and Theo vanLeeuwen. 2006. *Reading Images: The grammar of visual design (2nd ed.)*. London/New York: Routledge.

Reh, Mechthild. 2004. "Multilingual writing: a reader-oriented typology - with examples from Lira Municipality (Uganda)." *International Journal of the Sociology of Language* no. 170:1-41.

Rosendal, Tove. 2009. "Linguistic markets in Rwanda: Language use in advertisements and on signs." *Journal of Multilingual and Multicultural Development* no. 30 (1):19-39.

The definition of proper names challenged by the linguistic landscape

Line Sandst², Väinö Syrjäälä¹

¹University of Helsinki, Finland; ²Institute for Language and Folklore, Sweden

Proper names are a notable feature in all linguistic landscapes. However, they can be a challenge for the quantitative analysis as discussed by Tufi & Blackwood (2010). From an onomastic viewpoint, focus on LL raises the question of what constitutes a proper name. In this paper we aim to challenge the definitions of proper names by discussing the appearances of commercial names in LLs.

The diversity of commercial names challenges the traditional understanding of the grammatical class of proper names (cf. Sjöblom 2008). *Multimodality* (e.g. Kress 2010) is an aspect that influences the perception of these names as parts of the LL. The traditional grammatical descriptions of proper names fail to include these aspects, and studies of LL seldom comment on the different sets of meaning that different grammatical categories by nature create (e.g. proper names vs. appellatives).

In this paper we present a pilot study for a proposed four-year project on "onomastic landscapes". We focus on commercial names from the data collected for our respective PhD-thesis from Copenhagen (Sandst 2016) and bilingual towns of Finland (Syrjäälä forthcoming). We discuss which signs in the LL have the identifying function of a name, which ones do not, and why, and how these signs fit into the grammatical category of proper names. This shows how a focus on perceptions of the LL can be used as the starting point to possibly redefine the understanding of the process of name formation. This onomastic knowledge can be beneficial to the study of LLs in general.

Kress, Gunther R. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London/New York: Taylor & Francis.

Sandst, Line. 2016. *Urbane stedsnavne – storbyens sproglige dimension. Et stilistisk-retorisk analyse af urbane stedsnavne i det københavnske byrum*. PhD-thesis, University of Copenhagen.

Sjöblom, Paula. 2008. Multimodality of Company Names. In: *Onoma* 43, 351–380.

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Tufi, Stefani & Blackwood, Robert. 2010. Trademarks in the Linguistic Landscape: Methodological and Theoretical Challenges in Qualifying Brand Names in the Public Space. In: *International Journal of Multilingualism* 7:3, 197–210.

4:00pm - 5:15pm

Room 331

Parallel session #5B

Session Chair: **Stefania Tufi**

Please note that Camelia Suleiman and Russel Lucas' presentation will take place via skype.

The linguistic landscape of Arabic in Michigan: What can it tell us about the securitization and marketization of Arabic in the United States

Camelia Suleiman, Russell Lucas

Michigan State University, United States of America

Arabic has been securitized in the U.S. post-September 11. The department of Defense has poured money into Michigan public universities to encourage heritage speakers to learn the language and work for the government. Young Arabs realize that they possess a desirable commodity in the job market. At the same time, the connection with security, makes Arabic problematic in public spaces in the U.S. How do young Arabs in Michigan reconcile this contradiction? This is based on ethnographic fieldwork (Blommaert 2010), in 2014-2016. Michigan is home to the second largest Arab community in the U.S. The research relies on an examination of the Linguistic Landscape of Dearborn, Michigan, the city with the highest concentration of Arabic speakers in the U.S. It argues that while LL is an important tool in analyzing the community, it is necessary to expand it to include auditory factors, such as the sometimes publicly contested call for prayer, and the presence of any Arabic sounds in public. Further, to complement the research, narratives of 'self' of college students at Michigan State University are examined. The students' comments on the public presence of Arabic shed light onto the symbolic hierarchy of languages for the Arab community in Michigan. It also highlights the intergroup communication with the White dominant population. Hybridity and crossing (Rampton 2006) are two central analytical tools for the study of the narrative, as well as of the LL.

References:

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"Frenghish" and the case for polylinguaging in LL research

Will Amos

University of Warwick, United Kingdom

Closely linked to developing ideas about globalization, superdiversity, and metrolinguism (cf. Pennycook & Otsuji, 2015), Jørgensen et al.'s (2011) notion of 'polylinguaging' reflects the growing consensus that 'languages' as we know them are expanding, merging,

and interacting in ways not adequately described by traditional classifications. Whilst the classic conceptualization of multilingualism may be fundamentally described as 'language X and language Y' (characterized by Fishman (1991) as *X-ish* and *Y-ish*), emerging evidence suggests that assessing written texts as composites of linguistic features — rather than as combinations of singular and bound entities — represents better potential for understanding language contact phenomena.

This paper explores this in relation to French, whose visibility in France is subject to policies based on the classic view of multilingualism. Legislation governing its use in the LL indeed assumes that 'French' is easily separable from other 'languages' (both foreign and domestic), and therefore that it can be identified and managed in a systematic and straightforward way. Photographed in the central shopping district of Toulouse, the commercial advertisements discussed in this paper highlight a polylingual landscape in which features of English are frequently embedded within 'French' texts. This not only suggests that the vocabulary of the current legislation is inappropriate, but also that commonly used LL categorization typologies omit some of the more variable aspects of language contact. This paper contributes to what might be described as a repositioning of *X-ish* and *Y-ish* as a non-linear construction *X*, where both forms are overlaid and self-incorporating. Applying this principle to Martin's (2002) 'cline of code-mixing', it thus aims to contribute to discussions on the incorporation of polylingual features into analytical models, and the place of polylinguaging in LL research.

References

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- Jørgensen, J., Karrebæk, M., Madsen, L., & Møller, J. (2011). Polylinguaging in Superdiversity. *Diversities*, 13(2), 23–37.
- Martin, E. (2002). Mixing English in French Advertising. *World Englishes*, 21(3), 375–402.
- Pennycook, A. & Otsuji, E. (2015). *Metrolingualism: Language in the City*. Abingdon: Routledge.

The orthographic duplexity of public signs in Brunei Darussalam

Amara Prasithratsint

Chulalongkorn University, Thailand

Languages on public signs not only convey information or meaning, but also display aesthetic and symbolic characteristics of written forms of language; e.g., the use of Chinese characters in Chinatown in Washington, D.C. (Lou 2016), and use of Celtic vs. Roman scripts in Northern Ireland (Kallen 2009). Such use of a particular orthographic system may bring about complexity and redundancy in signage. This study aims to show repetition of messages on public signs in Brunei due to the double system of official orthography in this country. A review of literature show that past studies on LL in Brunei deal with the use of English as a sign of linguistic and cultural imperialism and the issue of minority languages and literacy (Coluzzi 2016). This paper will provide knowledge about the significance of scripts in Brunei. Data was collected from 126 public or "top-down" signs in the capital city of Brunei. The results show that the messages in approximately 90 percent of the public signs are conveyed by the Malay language but it is double-coded in two kinds of scripts: Arabic alphabet called Jawi and Roman alphabet. It is obvious that Brunei formally regulates the use of Arabic scripts along with Roman scripts in writing Malay. This linguistic landscape serves as evidence of the influential role of Arabic as a religious symbol. It may not be legible to common people there but serves as a "symbolic construction of the public space," an idea proposed by Ben-Rafael et al (2006).

REFERENCES

- Ben-Rafael, Eliezer, Elana Shohamy, Muhammad Hasan Amara, and Nira Trumper-Hecht. 2006. Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel. *International Journal of Multilingualism* 3.1: 7-30.
- Coluzzi, Paolo. 2016. The linguistic landscape of Brunei. *World Englishes* 35.4: 497-508.
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Date: Friday, 04/May/2018

9:00am - 9:30am

Foyer Kuppelraum

9:30am - 10:30am

Kuppelraum

Coffee/tea

Plenary session #5

Session Chair: **Elizabeth Lanza**

The stuff the linguistic landscape is made of – A report from a 'count-all' project

Barbara Soukup

University of Vienna, Austria

Current efforts to re-launch the quantitative strand of LL research by applying a variationist sociolinguistic approach (e.g. Soukup 2016) have put emphasis on a 'count-all' principle of data collection, whereby any and all instances of the unit of analysis, the 'sign' (following Backhaus 2007:66, "any [permanently fixed] piece of written text within a spatially definable frame") that occur in a set research area are to be featured in the dataset. However, there has so far not been a study that has executed on this provision to its fullest intent, so that there has been a big 'X' or unknown regarding the full array of items with writing on them that may actually occur in LLs.

The current contribution redresses this situation, providing an exhaustive overview of all objects that bear any written text (lettering) on them (even as small as permanently fixed screws) that were recorded in a count-all survey of a set of twelve 200m street sections in Vienna, Austria. A total of 17,214 items were recorded. Data analysis is ongoing, but early results show the following trends: (1) per street meter, an average of 3.5 items were recorded, providing a first measure and suggesting a considerable density of LL items in urban settings; (2) almost 60% of the items are of size DIN A6 or smaller, indicating that large parts of the LL operate on a rather small scale; (3) two-thirds of LL items originate from private stakeholders (such as shop management), while only a quarter are contributed by government institutions; the remaining roughly ten percent of items are placed illegally (i.e. without on-site authorization; e.g. transgressive stickers).

It is suggested that, while realistically not many quantitative LL studies may have the resources to conduct similarly exhaustive fieldwork, the results from the Vienna study provide an important benchmark against which to size up and assess more limited datasets. This is a necessary requirement in order to properly contextualize, appraise, and ultimately compare findings from similarly cast surveys.

References:

- Backhaus, P. (2007). *Linguistic Landscapes*. Multilingual Matters.
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Semiotic landscape in the periphery: Examining the discursive infrastructure of transnational labor migration in Hong Kong

Nicanor Legarte Guinto

The University of Hong Kong, Hong Kong S.A.R. (China) & King's College London, United Kingdom

The overwhelming presence of Filipino Domestic Workers (FDWs) in Hong Kong has led to the emergence of a peripheral(ized) semiotic landscape in the administrative, financial and commercial centre of Hong Kong. This is a rich, multimodal, multisensory semioscape that arises from the FDWs activities which also provides vital infrastructure for the FDWs from across the city. This paper builds on Sari Pietikäinen and Helen Kelly-Holmes' (2013) notion of center-periphery dynamics and multilingualism, as well as Adam Jaworski and Crispin Thurlow's (2010) notion of semiotic landscapes. As part of a larger project, it draws on a rich body of data that includes:

- temporary and permanent multilingual signage;
- mobile text and text-laden artefacts such as flyers, promotional text messages, balikbayan boxes, t-shirts, etc.;
- bodies, events and activities (over time relocated from some areas of the city to others);
- aural backdrop of conversations and street calls (e.g. South Asian vendor's calls in Tagalog);
- interviews with FDWs about their work and leisure spaces, languages and resources.

A close examination of the data reveals a relatively diverse semiotic assemblage, a convivial infrastructure (Blommaert, 2014; Williams & Stroud, 2012) that operates on the symbolic periphery of the city and, as part of transnational flows, on the periphery of globalization. Yet, despite its marginal position at both scale levels (municipal and global), the material and symbolic presence of FDWs has brought about enduring, material and symbolic change to the sociolinguistic terrain of Hong Kong creating a spatio-temporal tension between FDWs' emancipatory, subversive and contested public presence vis-à-vis their inequitable status.

Selected References:

- Blommaert, Jan. (2014). Infrastructures of superdiversity: Conviviality and language in an Antwerp neighborhood. *European journal of cultural studies*, 17(4), 431-451.

Jaworski, Adam, & Thurlow, Crispin. (2010). Introducing Semiotic Landscapes. In Adam Jaworski & Crispin Thurlow (Eds.), *Semiotic landscapes : language, image, space*. New York : Continuum International Publishing Group.

Pietikäinen, Sari, & Kelly-Holmes, Helen. (2013). Multilingualism and the Periphery. In Sari Pietikäinen & Helen Kelly-Holmes (Eds.), *Multilingualism and the Periphery* (pp. 1-16). New York: Oxford University Press.

Williams, Q. E., & Stroud, C. (2012). Multilingualism in transformative spaces: contact and conviviality. *Language Policy*, 12(4), 1-23.

10:30am - 10:45am

Foyer Kuppelraum

10:45am - 12:00pm

Kuppelraum

Break

Parallel session #6A

Session Chair: Shonna Trinch

#wordswewear: Mobility and materiality in the semiotic landscape

Jackie Jia Lou¹, Adam Jaworski²

¹Birkbeck College, University of London, United Kingdom; ²The University of Hong Kong

Language on t-shirts has been examined in relation to dialect enregisterment (Johnstone 2009), language ideology (Coupland 2012), gender discourse (Milani 2014), and place representation (Caldwell 2017), among others. This paper asks questions about the meaning potential of language on t-shirts, tote bags and other garments and accessories (which we refer to collectively as #wordswewear) by examining the complexities of these signs as 'mobile texts' (Sebba, 2010) as attached to specific objects and, when worn, to bodies. In other words, we explore the affordances of #wordswewear through a combined lens of *emplacement* (Scollon & Scollon 2003) and *materiality* (e.g. Cavanaugh & Shankar, 2017). Our analysis of a small 'pilot' sample of fifty examples collected in three 'global' cities (London, New York and Hong Kong) demonstrates how (1) the mobility of these texts changes and blurs the boundaries of their production format (Goffman, 1981), and (2) how the texts' interdiscursivity and recontextualization contribute to the emergence or erasure of their 'message'. At the heart of our analysis is the idea that, other things being equal, #wordswewear functions in parallel ways to 'found objects' in art and music, when incidental sounds, texts and artefacts are appropriated and put on display. It is then that the notions of the *principal*, *author* and *mouthpiece* get destabilized, and texts with recognizable provenance (such as those based on the slogan 'Keep Calm and Carry On', to use just one example) become re-appropriated with the possible consequences of strengthening, suppressing or subverting their 'original' significance.

Selected references

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A luxurious prison for the air traveller? Indexicality and affordance at the international airport

Anders Björkqvall¹, Sara Van Meerbergen², Gustav Westberg²

¹rebro University, Sweden; ²Stockholm University Sweden

This paper explores international airports as semiotically highly regulated spaces for local and global flows of people. A key symbol of the "supermodern" world of constant transit" (Fuller, 2002: 239), airports are designed to create flow through constant movement but at the same time stability, enclosing travellers in time and space (cf. Foucault, 1977).

Our analysis draws on the concepts of *indexicality* (Scollon and Scollon, 2003) and *affordance* (Gibson, 1977; Ledin and Machin, 2018). As pointed out by Scollon and Scollon (2003: 22) "an index points to its meaning", and the paper discusses how semiotic resources – with specific affordances – are employed in airport design in order to point to preferred paths of movements through logistic and commercial spaces, but also through the architectonically and experientially open – perhaps 'brave' – spaces that define modern airports.

The data from 2017 consist of approximately 200 photos from four international airports in Europe. Through an analysis of the affordances of various semiotic resources in the design of these airports, our paper will show 1) how resources with specific affordances are employed for indexically creating flows of human bodies through the commercial, security- and control-related airport spaces and 2) how a continuous movement between 'unbound' and 'bound' spaces (Stenglin, 2008) is instrumental to flow management. The paper ends with a discussion of how higher-level indexical meanings such as 'luxury' can be still construed and maintained in airports despite of the mundane, monotonous, and regulated nature of today's air travel.

References

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LuXury borderscapes: Desocializing and dehistoricizing place

Stefania Tufi

Liverpool University, United Kingdom

Valle d'Aosta/ Vallée d'Aoste is a small region in the north-west of Italy bordering France and Switzerland where Italian and French have equal status. In addition, the local repertoire includes Franco-provençal and Walser, a Germanic (Alemannic) variety. As a result, the region is officially quadriglossic. The four main (groups of) varieties can be represented as the four sections of an X:

[image not reproduced]

The paper discusses linguistic landscape (LL) data collected in Courmayeur, which lies close to the border with France and by the Italian side of the Mont Blanc massif, and where the quadriglossic x-scape of the region is replicated at the local level via the use of Piedmontese varieties instead of Walser. The town is a holiday destination for both winter and summer sports and can be considered to be a luxury resort. Against a background of existing literature about sites of luxury (e.g. Stroud and Mpendukana 2009; Thurlow & Jaworski 2010), the paper argues that LL constructs an exclusive transnational border locality where core Alpine identity has been desocialized and dehistoricized, and which lies at the intersection of modern commercial discourses and commodified mountaineering identity both discursively and spatially. Imaginary axes drawn along the main built environment of the town (a stylized X) map the social semiotics of Courmayeur and intersect at the material and symbolic site of Alpine identity - an aspect that emerged while analyzing all LL items recorded along these two directories. In this context, the contemporary performance and display of local culture is enacted via processes of 'staged' language (Bauman 2011).

References

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Stroud, C. & Mpendukana, S. (2009) Towards a material ethnography of linguistic landscape: multilingualism. Mobility and space in a South African township. *Journal of Sociolinguistics* 13(3), 363-386.

10:45am - 12:00pm

Room 331

Parallel session #6B

Session Chair: Elana Shohamy

It's Chinese to me? L2 learners' quest to question cultural authenticity in urban linguistic landscapes

Yu Li

Emory University, United States of America

The burgeoning field of linguistic landscape (LL) studies offers a wealth of possibilities for second-language (L2) education (Cenoz & Gorter, 2008; Sayer, 2010; Chestnut, Lee & Schulte, 2013; Rowland, 2013). L2 teachers and learners with access to urban centers, in particular, are well positioned to capitalize on the rich "texts" their multilingual cities provide. The challenge is, however, to operationalize LL projects in a meaningful and effective manner within the constraints of an L2 class. This paper offers one focused approach to engaging collegiate L2 learners in LL research through a semester-long project. With "cultural authenticity" as its central concept and a revised version of the triadic paradigm "conceived spaces, perceived spaces, and lived spaces" (Malinowski, 2015) as

its theoretical framework, the project invites students in an advanced Mandarin course to observe, document, examine, and critique the "Chineseness" in the LL of a southern American city. Through classroom activities, self-guided study, and fieldwork, the design of the project aims to balance the demands for language learning, cultural perspective development, and critical skill training in the context of community engagement. Data from student questionnaires, discussions, and essays, both quantitative and qualitative, demonstrate that the project has accomplished these goals. Notably, students' understanding of "cultural authenticity" has evolved from a concept that is once pure, singular, static, and absolute to an enriched and nuanced understanding that is heterogeneous, context-dependent, and relational.

References:

- Cenoz, J., & Gorter, D. (2008). The linguistic landscape as an additional source of input in second language acquisition. *IRAL: International Review of Applied Linguistics in Language Teaching*, 46(3), 267–287.
- Chesnut, M., Lee, V., & Schulte, J. (2013). The language lessons around us: Undergraduate English pedagogy and linguistic landscape research. *English Teaching: Hamilton*, 12(2), 102–120.
- Malinowski, D. (2015). Opening spaces of learning in the linguistic landscape. *Linguistic Landscape*, 1(1), 95–113.
- Rowland, L. (2013). The pedagogical benefits of a linguistic landscape project in Japan. *International Journal of Bilingual Education and Bilingualism*, 16(4), 494–505.
- Sayer, P. (2010). Using the linguistic landscape as a pedagogical resource. *ELT Journal*, 64(2), 143–154.

Linguistic landscape, metalinguistic awareness and language learning in school contexts

Jason Cenoz

University of the Basque Country, UPV/EHU, Spain

The study of linguistic landscape has had an important development in the last years. Some studies have looked at schoolscape and focused on analyzing multilingualism in the linguistic landscape at school and the functions of the different types of signage (see for example Gorter & Cenoz, 2015). Other studies have explored the linguistic landscape of the city and examined the signage in the classroom in order to reflect on multilingualism and multiculturalism (see for example Dagenais et al, 2009; Clemente, Andrade & Martins, 2012). This paper reports a research study that aims at exploring the potential of the linguistic landscape in the development of multilingual competencies in three languages: Basque, Spanish and English. A total of 72 primary school students took part in an intervention aimed at developing metalinguistic awareness through pedagogical translanguaging. Participants were trained to develop awareness of the way the different components of words that are often seen in the linguistic landscape. The instructional strategies integrated two or more languages as they were found in multilingual signs. In this paper we will discuss the design and application and this intervention which included different activities based on the linguistic landscape and the feedback obtained from teachers and students. The results show how the linguistic landscape has a great potential for the development of multilingual competence.

Clemente, M., Andrade, A. I., & Martins, F. (2012). Learning to read the world, learning to look at the linguistic landscape: A primary school study. In C. Hélot, M. Barni, R. Janssens, & C. Bagna (Eds.), *Linguistic landscapes, multilingualism and social change* (pp. 267-285). Frankfurt: Peter Lang.

Dagenais, D., Moore, D., Sabatier, C., Lamarre, P., & Armand, F. (2009). Linguistic landscape and language awareness. In E. Shohamy & D. Gorter (Eds.), *Linguistic landscape: Expanding the scenery* (pp. 253-269). New York, NY: Routledge.

Gorter, D. & Cenoz, J. (2015) The linguistic landscapes inside multilingual schools, in: B. Spolsky, M. Tannenbaum, O. Inbar (Eds.) *Challenges for Language Education and Policy: Making Space for People* (pp. 151-169) New York: Routledge.

Schoolscape in Italy: Linguistic analysis and proposals for language teaching

Carla Bagna, Martina Bellinzona

University for Foreigners of Siena, Italy

Linguistic Landscape (LL) could be defined as the study of the languages written in public space (Gorter 2006). One of the latest and interesting developments sees LL linking to educational contexts (Dressler 2015, Szabó 2015, Gorter & Cenoz 2015). The first objective of the study proposed here was to observe, document and analyze the linguistic events on signposts, signs and alerts in a sample of secondary schools in Italy in order to obtain a complete overview of the functions of the so-called Linguistic Schoolscape (Brown 2012). Attention is drawn to the languages that it is possible to encounter, the presence of immigrant languages, the characteristics of multilingual signs, and the differences between top-down and bottom-up signs. The second goal was to assess the degree of awareness of urban and school LL and verify the prevailing linguistic attitudes of teachers, managers, cultural mediators, intercultural managers and students in this regard. The ultimate goal is to get a complete picture of the real and perceived linguistic situation, of micro- and macro-linguistic policies and of the attitudes of the actors involved in the educational process. The study wants to be a contribution to research in many aspects: the development of a tradition of LL studies within school structures, a greater understanding of the linguistic dynamics within Italian schools, today characterized by a great tumult from a linguistic point of view, and a contribution to educational research.

Brown, K. D. (2012). The linguistic landscape of educational spaces: Language revitalization and schools in southeastern Estonia. In D. Gorter, H. F. Marten, & L. Van Mensel (Eds.), *Minority languages in the linguistic landscape* (pp. 281–298). Basingstoke: Palgrave-Macmillan.

Gorter, D. (Ed.). (2006). *Linguistic landscape: A new approach to multilingualism*. Multilingual Matters.

Gorter, D., & Cenoz, J. (2014). The linguistic landscapes inside multilingual schools. *Challenges for language education and policy: making space for people*, 151-169.

Dressler, R. (2015). Signage: Promoting bilingualism through the linguistic landscape of school signage. *International Journal of Multilingualism*, 12(1), 128–145.

Szabó, T. P. (2015). The management of diversity in schoolscape: an analysis of Hungarian practices. *Apples – Journal of Applied Language Studies*, 9(1), 23–51.

12:00pm - 1:30pm

Lunch

1:30pm - 2:30pm
Kuppelraum

Plenary session #6

Session Chair: **Robert Blackwood**

The semiotics of the mosque and its impact on self-perceptions of the feminine body

Mooniq Shaikjee

University of the Western Cape, South Africa

In parallel with the broader transformation process happening in South Africa post-1994, the move towards gender inclusivity in mosques in the country has been very slow. The issue of transformation has also been an important one in the field of Linguistic Landscapes, although it has centred mostly on the inclusion or exclusion of various languages in particular visual landscapes (Gorter 2013). It is only recently that scholars have begun to consider the human element of linguistic landscapes and include the body in their work (Stroud and Jegels 2014, Peck and Stroud 2015). The main aim of this study is to contribute to this ongoing development of the field of linguistic landscape research, from focusing primarily on text and signage to looking at linguistic and semiotic landscapes in relation to the body. It will do so through a phenomenological investigation of the lived and bodily experiences of women in the mosque in South Africa. Building on Busch's (2012) argument that a person's bodily and emotional experience of language forms habitualized patterns of language use through body memory, I argue that Muslim women's emotional and bodily experiences of not belonging in the mosque can similarly form habitualized patterns of behaviour and movement, and thus shape the way they think about themselves and their bodies. Using a combination of observations, interviews, photographs, and body silhouette drawings, the study investigates how the semiotic and linguistic landscapes of the mosque influence Muslim women's perceptions about their bodies and their ideas about Muslim womanhood.

Gorter, D. (2013). Linguistic Landscapes in a Multilingual World. *Annual Review of Applied Linguistics*, 33, 190–212.

Busch, B. (2015). Linguistic repertoire and Spracherleben, the lived experience of language. (No. 148). *Working Papers in Urban Language & Literacies*.

Peck, A., & Stroud, C. (2015). Skinscapes. *Journal of Linguistic Landscapes*, 1.

Stroud, C., & Jegels, D. (2014). Semiotic landscapes and mobile narrations of place: performing the local. *International Journal of the Sociology of Language*, 228, 179–199.

Dynamic walking tour methodology for LL research: A case study

Elana Shohamy, Amir Michalovich, Iman Agbaria, Sarah Naaman, Moraia Trijnes

Tel-Aviv University, Israel

Most LL research utilizes photos to document and categorize LL items in public spaces, often combining interviews with passersby or sign producers. Some studies introduced *walking tours* that enable in-situ interactions with locals, documenting public space through various modalities (Garvin, 2010; Troyer & Szabó, in press). The present study adds to the existing literature by offering a comprehensive model for employing a dynamic walking tour methodology in LL research.

The first phase comprised an analysis of sign images from a main street in Jaffa, an Israeli town of Arabs and Jews, pointing to the need for activists to bring Arabic back to public spaces. In order to gain deeper understanding of this politically loaded site, we conducted a dynamic tour of the street with 7 participants of an LL course. The data collection consisted of taking notes, images, sounds, videos, and interactions with locals. A multimodal analysis was employed, pointing to four features that distinguished the dynamic tour from the traditional static LL methodology: (1) *heterogeneous research group*, i.e. participant-observers and observer-participants (Arab residents of Jaffa and Jewish non-residents), alongside local guides, who, as a group contribute diverse perspectives and local access; (2) *transformability*, i.e. the potential for enacting change in the LL through meaningful interactions with locals (Troyer & Szabó, in press); (3) *serendipity*, i.e. the flexible trajectory which deflects a uniform agenda and provides unexpected discoveries; and (4) *immediacy*, i.e. the bodily presence in the moment, which facilitates reflection-in-action (Garvin, 2010).

The study demonstrates the value of these features as they highlight social injustices in Jaffa, e.g. exclusion, gentrification and the loss of Arabic. The study supports a methodological transition in LL studies from static to dynamic exploration of contested spaces.

References

- Garvin, R. (2010). Responses to the linguistic landscape in Memphis, Tennessee: An urban space in Transition. In E. Shohamy, E. Ben-Rafael, & M. Barni (Eds.), *Linguistic Landscape in the City* (pp. 252–271). Bristol: Multilingual Matters.
- Troyer, R. A. & Szabó, T. P. (in press). Inclusive ethnographies: Beyond the binaries of observer and observed in linguistic landscape studies. *Linguistic Landscape: An International Journal*, 3(3), 306-326.

2:30pm - 3:00pm

Coffee/tea

3:00pm - 4:15pm
Kuppelraum

Parallel session #7A

Session Chair: Jeffrey Leo Kallen

Nocturnal landscapes – A walk in the dark

Timo Jaakko Olavi Savela

University of Turku, Finland

I will discuss the presence of languages in nocturnal landscapes. The presentation is based on my own research conducted in Turku, Finland. The presentation focuses primarily on examining objects in the nocturnal landscape based on the data collected during a walk, approximately 2.5 km distance covered from the author's home to a nearby shopping center. Following Lefebvre (2004), my approach addresses the rhythms of everyday life in the wintertime darkness.

Not unlike most linguistic landscape studies, this study focuses on the role of material artifacts containing language, integrating aspects from my previous research (Savela, in press). The items are seen as heterogeneous assemblages (Deleuze and Guattari, 1987). Unlike most linguistic landscape studies, however, this study examines those items in the dark. The focus is not on the entirety of different items present in landscapes, but on how lack of ambient light alters the assemblages.

Following Deleuze and Guattari (1987) and Deleuze (1988), I understand landscape as an abstract machine or a diagram, a discursive and a non-discursive formation, that constructs reality rather than merely represents it. Landscape constructs a type of aestheticized reality of apperception (Mitchell 1994). This presentation focuses on a little studied aspect of landscapes, the interplay of light and dark (Morris 2011). My aim is to examine how light and luminance affects perception of landscapes.

List of references:

- Deleuze, G. (1988). *Foucault*. Translated by S. Hand. Minneapolis: University of Minnesota Press.
- Deleuze, G. & F. Guattari (1987). *A thousand plateaus: capitalism and schizophrenia*. Translated by B. Massumi. Minneapolis: University of Minnesota Press.
- Lefebvre, H. (2004). *Rhythmanalysis: Space, time and everyday life*. Translated by S. Elden and G. Moore. London: Continuum.
- Mitchell, W.J.T. (ed.) (1994). *Landscape and power*. Chicago: University of Chicago Press.
- Morris, N.J. (2011). Night walking: darkness and sensory perception in a night time landscape installation. *Cultural Geographies*, 18 (3), 315-342.
- Savela, T. (in press). The advantages and disadvantages of quantitative methods in schoolscape research. *Linguistics and Education*.

Secular and sacred turbulence in Kuwait's LL: Liberation Day, Independence Day & Ramadan

Jasem Eidan

University of Liverpool, United Kingdom

The Linguistic Landscape of the Gulf state of Kuwait is disrupted throughout the year by a series of sacred and secular festivals, where these commemorations and celebrations constitute what Cresswell and Martin (2011: 519) define as "events which create turbulence in the production of transitory order(ings)". In this paper, we shed light on the simultaneous semiotization of the body, place, and festivals to explore the extent to which, by shifting emphasis from Kuwait's mosques to the city's Gulf Road, LL actors change – albeit temporarily – the public space. This notion of turbulence has been implemented in LL studies by, for example, Stroud (2015: 12) who sees it as a potentially productive analytical framing, which addresses the question of how semiotic sense evolves out of disruption, unpredictability, and novelty. Here, we consider the visually distinct arrangements of the public space within Kuwait by contrasting the deployment of semiotic resources that are either considered secular or sacred but rarely both. Following Kitis and Milani (2015), we include the body in the analytical repertoire of a public space that is at different times disrupted for the holy month of Ramadan and the 48-hour long celebration of Kuwait's independence and liberation. Taking a broad approach to understanding LL items, we cross refer signs – including icons, images, text-based content, clothing, and individuals – in order to consider the scope for festive occasions both to create turbulence and to construct a shared Kuwaiti identity. In other words, we ask to what extent special occasions force LL actors to abandon their ordinary daily routines and (inter)act extra-ordinarily in space and place.

Cresswell, T. and Martin, C. (2012). On turbulence: Entanglements of disorder and order on a Devon beach. *Tijdschrift voor economische en sociale geografie*, 103: 516–529.

Kitis, D., & Milani, M. (2015). The Performativity of the Body. *Linguistic Landscape* 1(1/3), 268- 290.

Stroud, C. (2015). Turbulent Linguistic Landscapes and the Semiotics of Citizenship. In E. Lanza, H. Woldemariam, & R. Blackwood (Eds.), *Negotiating and Contesting Identities in Linguistic Landscapes* (pp. 3–18).

Xscaping village life: A mediated discourse analysis of an extraordinary Dorfchen in the Pfalz

Kelly Wiechart

EduVista Consulting, Germany

Much of the research in linguistic landscapes focuses on the emplacement of language (Scollon & Scollon, 2003) in modern urban spaces (Pennycook & Otsuji, 2015) and/or the superdiversity of neighborhoods within cosmopolitan cities (Blommaert, 2013). In this autoethnography, I present the rich and layered multimodal geosemiotic landscape of the rural village in Rhineland Pfalz, Germany where I live half of each year. Situated in the Palatine region, in the heart of the Kaiserslautern Military Community, which is home to more than 50,000 Americans, Obernheim-Kirchenarnbach xscapes typical identity categories often associated with place, space, and time. Though there are ruins of a 14th century Catholic Church, the farming community was first established in 1794 under French rule, then Bavarian, and finally, in 1946 as a part of the German state of Rheinland-Pfalz. Official population is 1,700, but it is unclear if that number includes the American military forces which occupy every third house in the village. The annexed neighborhood of Neumühle has historically served as a refuge for Yehish and other marginalized groups, yet is having a less welcoming approach to recent immigrants to Germany. Using Nexus Analysis (Scollon & Scollon, 2004), I analyze multimodal data depicting this village's complex history, competing discourses of place, and the complicated interaction orders of a village still navigating post-WWII occupation levels well into the 21st century.

References:

- Blommaert, J., 2013. *Ethnography, superdiversity and linguistic landscapes: Chronicles of complexity*. Bristol: Multilingual Matters.
- Pennycook, A. & Otsuji, E., 2015. *Metrolingualism: Language in the city*. New York(NY): Routledge.
- Scollon, R. & Scollon, S. W., 2003. *Discourses in place: Language in the material world*. London: Routledge.
- Scollon, R. & Scollon, S. W., 2004. *Nexus analysis: Discourse and the emerging internet*. New York(NY): Routledge.

3:00pm - 4:15pm
Room 331

Parallel session #7B

Session Chair: David M Malinowski

Konglish? Or multilingual practice?: An investigation of language commodification in Korean linguistic landscape

Hakyoon Lee¹, Bumyong Choi²

¹Georgia State University, United States of America; ²Emory University, United States of America

This study aims to discuss the commodity value of English in Korean linguistic landscape. The use of English in Korea is related to neoliberal ideologies and market-driven discursive practices of globalized new economy. I examine the reflexive way in which symbolic use of English is commodified through fashion and media.

Though the field of linguistic landscape studies is rapidly expanding, few studies have explored language and commodification. Moreover, despite its pervasive use, *Konglish* that refers to the L2 production of English in Korea (Lee, 2006) has not yet widely discussed in the study of linguistic landscape. *Konglish* is often related to general incompetence and lack of sophistication, but this sub-variety of Korean English is widely used as a form of bilingual creativity.

In this study, two types of *Konglish* data were collected. First, 37 *Konglish* examples from a talk show "Ssulzun" which was aired from August 2015 to January 2016 was analyzed. I investigated mixed form of codes, languages, and images as a semiotic landscape in the show subtitles and text balloons. I present what kinds of linguistic and cultural ideologies are embedded within these texts. Second, 56 *Konglish* examples in fashion (T-shirts) which can be considered as contextually awkward or meaningless but indexes a sense of coolness were collected and analyzed. I explored social functions and commodity value of *Konglish* as well as its symbolic meanings and characteristics in Korean linguistic landscape.

Using a sociocultural linguistics approach, this study examines the visual and discursive resources of *Konglish*. The findings shows that English mixing in linguistic landscape is not limited to meaning making or conveying information; rather it is used to accomplish a range of indexical functions.

Neoliberal market forces have (re)shaped the role of language in terms of its commodity value (Heller, 2010). By analyzing the commodification of language in linguistic landscape, this study highlights the connections between language ideologies and the construction of identity in late modernity.

Heller, M. (2010). The commodification of language. *Annual Review of Anthropology*, 39, 101-114.

Lee, J.S. (2006). Linguistic constructions of modernity: English mixing in Korean television commercials. *Language in Society*, 35, 59-91.

Language practices in Bangkok department stores: A reflection from linguistic landscape

Kittinata Rhekhalit

Kasetsart University, Thailand

Spolsky (2009a) refers to *language practices* as "the observable behaviors and choices- what people actually do". (p.4) The choices people make and the things people do with language are subject to three relevant conditions: what might be called the literacy condition, the presumed readers' condition and the symbolic value condition (Spolsky2009b) Working within Spolsky's (2009) sociolinguistic framework and drawing upon Labov's (2006) stratification theory, this mixed method study analyzes the language practice of department stores located in the center of Bangkok to shed the light on public linguistic space management of Thailand. Often portrayed as a Thai-dominated community, recent studies (e.g., Huebner 2006; Prapobratanakul 2016) suggest that Bangkok has become increasingly multilingual, reflecting this global city's cultural and social diversity. The study is based on approximately 400 public signs from 4 department stores representing two social groups. Signs were sorted based on function (following Landry and Bourhis 1997): informative, instructive, and persuasive. The quantitative analysis confirms the dominant use of English in middle-class department stores. In working-class counterparts, signs are mostly Thai-dominant, English and Chinese are also found. Content analysis reveals that for both social groups, the use of foreign languages is related to persuasive function while the use of Thai serves the instructive purpose, suggesting the prestigious status of foreign languages in Thai-dominated Bangkok.

References

Huebner, T. (2006). Bangkok's Linguistic Landscapes: Environmental Print, Codemixing and Language Change. *International Journal of Multilingualism*, 3(1).

Labov, W. (2006) *The Social Stratification of English in New York City*. Cambridge: Cambridge U. Press.

Landry, Rodrigue & Bourhis, Richard Y. (1997) Linguistic landscape and ethnolinguistic vitality: an empirical study. *Journal of Language and Social Psychology* 16 (1).

Prapobratanakul, C. (2016). Inside the shop names: hybridity, language awareness and globalization in the linguistic landscape of a local commercial neighborhood in Bangkok. *MAUSYA: Journal of Humanities* (22).

Spolsky, B. (2009a) *Language management*. Cambridge, New York: Cambridge University Press.

Spolsky, B. (2009b) Prolegomena to a sociolinguistic theory of public signage. In E. Shohamy and D. Gorter, eds. *Linguistic Landscape: Expanding the Scenery*. Routledge.

Traces of coloniality in Colombia's LL: A multimodal analysis of English learning advertisements

Doris Correa¹, Helena Guerrero², Andres Felipe Riascos Gomez¹

¹Universidad de Antioquia, Medellín, Colombia; ²Universidad Distrital, Bogotá, Colombia

Following language policy trends in Ibero-America and the globe, in 2004, the Colombian Government launched the *National Program of Bilingualism 2004-2019* (MEN, 2005). This program established the teaching of English at all levels of education. Since then, the Colombian linguistic landscape has been plagued with advertisements promoting the learning of English via different sources. Permeating all these advertisements is a discourse of coloniality in which English is represented as the language that would allow access to better jobs and social mobility for all, and "native speakers" of the language are represented as the sole bearers of the "right sort of linguistic capital" (Bourdieu, 1991) to make this happen.

The purpose of this presentation is to share the results of a study conducted of English teaching advertisements found in public spaces in different Colombian cities and towns between 2017-2018. The study was informed by decolonial theories (Dussel, 2015, Grossfoguel, 2011, Zárate, 2014) and followed Kress and van Leeuwen's (2001) methodology for multimodal discourse analysis. The aim of this analysis was to uncover both the colonial mechanisms (Grossfoguel, 2011) which present English as the language of having, being, and knowing, deeply rooted in the western world system; and the subtle ways in which colonial ideologies get spread.

The presentation is divided into three parts. The first part provides a quick overview of the status of English and other languages in the country. The second part presents examples of how the discourses of coloniality have permeated these advertisements, contributing not only to the debunking of other indigenous and foreign languages (Guerrero, 2009) but also to the "native speakerism" phenomenon (Holliday, 2005). The last part offers examples of the indigenization of English (Bolton & Kachru, 2006) as actualized in the LL, and discusses its linguistic consequences in a country which already worships both English speaking countries' ways of life and native speakers of English (Llurda & González, 2016).

Full references:

Kress, G & van Leeuwen, T. (2001). *Multimodal Discourse: The modes and media of contemporary communication*. Cardiff: Bloomsbury Academic.

Zárate Pérez, A. (2014). Interculturality and Decoloniality. *Tabula Rasa*, (20), 91-107.

4:15pm - 5:30pm
Kuppelraum

Parallel session #8A

Session Chair: **Christopher Stroud**

Who taught you how to dance? – Ethnographic notes on choreoscapes on a tiny tropical island

Ivan Panović

Nanyang Technological University, Singapore

Taking up the challenge of 'moving away from logocentric studies of the linguistic landscape' (Pennycook & Otsuji 2015), in this paper, I turn to *dance* and explore its transformative potentials for semiotic place-making. The aim of my paper is twofold. First, I wish to present and discuss my ethnographic data collected on a small island in Indonesia which has become a site of intense international tourism and where pan-island electronic dance music (EDM) beach parties are held weekly. Drawing on my participant observation and the interviews with local DJs and party-goers, I provide an ethnographic description of the observed sequentiality of these parties, as well as the local party-goers' dance styles and their perceptions and reinterpretations of EDM moves. I analyze these parties as communicative/speech-like events (*sensu* Hymes, 1972), through which the beach at night becomes a 'kinetopia' (Hutchinson 2012; Hutchinson 2014) – a place/space re-constructed through movement (in this case, dance) in such a way that the daytime unequal power relationships between the locals and the tourists get transformed into a fleeting nighttime conviviality. My second aim is a more theoretical one – by placing this case-study in a broader context, I wish to argue that semiotic landscape research (Jaworski & Thurlow 2010) can benefit by opening its agenda to choreoscapes and somatoscapes.

References:

Hutchinson, S., 2012. Breaking Borders/Quebrando Fronteras: dancing in the borderscape. In A. Madrid, ed. *Transnational Encounters: Music and Performance at the U.S.-Mexico Border*. Oxford: Oxford University Press, pp. 41–66.

Hutchinson, S. ed., 2014. *Salsa world: a global dance in local contexts*, Philadelphia: Temple University Press.

- Hymes, D., 1972. Models of the interaction of language and social life. In J. J. Gumperz & D. Hymes, eds. *Directions in Sociolinguistics: the ethnography of communication*. New York: Holt, Rinehart & Winston, pp. 35–71.
- Jaworski, A. & Thurlow, C. eds., 2010. *Semiotic Landscapes: language, image, space*, London and New York: Continuum.
- Pennycook, A. & Otsuji, E., 2015. Making scents of the landscape. *Linguistic Landscape*, 1(3), pp.191–212.

Transcending visibility: The chronicles of multisensory ethnography in linguistic landscapes

Gabriel Simungala, Hambaba Jimaima

The University of Zambia, Zambia

Drawing on Jaworski and Thurlow's (2010) notion of place as the starting assumption, the paper transcends trajectories of displayed signs to discursively interrogate the aural and olfactory landscapes as well as the interplay thereof with a quest to reinvent the ontology of sounds/noises, voices and scents as out of sight LL elements with robust heuristic potential. Using the convergence of walk, talk, aural, odour and redeployed memory as a chronicle of lived experiences in these spaces, multisensory ethnography adapted after Otsuji & Pennycook (2015) is employed in unpacking invisible semiotic tokens in the spaces of the University of Zambia. For its theoretical base, Kress' (2010) Multimodality, Appadurai's (2003) Translocality and Scollon and Scollon's (2003) Geosemiotics informs the enquiry. Thus, insights into the invisible yet eminent intricacies of space are multiple as the paper reveals, firstly, that space and place are embodied and simultaneously constructed and consumed in translocal relations. As a consequence, it is suggested that since human agency is at the core of LL, invisible semiotic tokens are to be conceived of as affective in turn (re)defining the LL undertaking as subjective. Secondly, through semiotic aggregation, the paper locates voicescapes, scentscapes and soundscapes as invisible markers of semiotic landscapes as they can double-articulate either limitation or act as an indexical layer of place beyond visible signs. Further still, the paper looks upon invisible semiotic tokens and displayed ones as similar arguing that they are altogether situated social practices that order the configuration and gentrification of spaces. Thirdly, basing on repertoires as the real communicative resource actors deploy, the paper demonstrates that particular spaces and the human social (inter)actions therein, predispose actors to translanguaging and thus concluding that ethnographically acquired voices when applied with caution and precision offer a unique lens into actors' multilingual practices.

Jaworski, A. and Thurlow, C. (2010) Introducing semiotic landscapes. In A. Jaworski and C. Thurlow (eds.), *Semiotic landscapes: language, image, space*, pp. 1-40. London, NY: Continuum.

Scollon, R. and Scollon, S.W. 2003. *Discourses in place: Language in the material world*. London and New York. Routledge

Bikescapes and the new economy

Alastair Pennycook

UTS, Australia

One of the ways in which we understand cities – in experiential rather than cartographic terms – is through the modes of transport, from private automobile-oriented to public transport-oriented cityscapes. The bicycle also plays an important role in this urban landscape, not only as a mode of transport but also as part of the semiotics of the city. The use of bikes (commuting, taking children to school), the roles and space they are given (bike lanes, sidewalk sections), the apparel of the riders (street clothes, lycra outfits), the growth of bikes for public use (picked up and dropped off at designated sites) all play a significant role in how people experience and produce the city. Into this bikescape, three new types of bike use have recently emerged, each with its own implications for understanding the city and particularly the relation to new forms of political economy emphasizing the private over the public, freedom of choice, and mobile citizenship. The first is the designer bike: expensive, usually retro-designed (leather saddles and handle bar grips, pastel colours) that claims a space for the young, urban and wealthy, for whom a designer bike is something that fits beards, eyewear, and expensive clothes as part of a city look. The second is the spread of the delivery bike – a range of companies operating globally that deliver food from restaurants to home. These suggest on the one hand a similar clientele of people with limited time, good economic resources and cosmopolitan tastes, happy to eat at home; on the other hand, for the delivery riders, with the large and uncomfortable delivery backpacks and the handle-bar mounted phones for directions, this is part of the growing, casualised, low-wage economy. The third new biking element is the sudden growth of short-term rental bikes than can be picked up and dropped off anywhere, emphasizing questions of choice, mobility, app-based purchases, and a new look to the city. This paper will focus particularly on the spread of these bikes, the discourses around them, the new bikescapes they produce, and what this means for city semiotics and economic realities.

4:15pm - 5:30pm
Room 331

Parallel session #8B

Session Chair: **Erik Johan Järlehed**

Chronicling the humanitarian crisis in the LL of Lesbos: An ethnographic approach

Costas Canakis

University of the Aegean, Greece

Despite the unprecedented visibility of Lesbos in world news, as a result of the humanitarian crisis following the war in Syria, little is known about its multilayered and dynamic LL (cf. Canakis 2016; Christoulaki 2017). Although it is not uncommon for LL research to focus on social strife and resistance as aspects of changing notions of citizenship (Kitis & Milani 2015; Canakis & Kersten-Pejanić 2016; Stroud 2016), less is known about the effects of forced mobility on the LL. In this paper, I am approaching the LL of Mytilene, the capital of Lesbos, as an arena where the presence of newcomers is dynamically inscribed both by themselves and by locals. Focusing on data as diverse as commercial signs aimed at a changing market and graffitied signs by refugees and locals supporting (or opposing) their cause, I shall examine the LL as a forum where different voices (and interests) join forces to consolidate a new reality. And in so doing, indexical relations between space, language, and agency (Blommaert 2013) in this mid-sized border town are significantly changed.

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The spatial exclusion of the Other: A critical analysis of the contemporary urban Swiss semiotic-landscape.

Francesco Screti

Université de Fribourg, Switzerland

In this paper I analyze the contemporary urban Swiss semiotic-landscape, through the examination of three posters displayed in a key emplacement of Swiss social life, as the railway stations. The posters were released in 2016 by respectively the far-right party UDC, the advertising copywriter Parvez Sheik Fareed, and the International Committee of the Red Cross (ICRC). They constitute a discursive arena, with texts produced and contested by actors with different aims.

The critical analysis deployed here considers discourse as multimodal (Machin & Mayr, 2012), hence scrutinize visual features and social semiosis, and treats the space as a social construction (Lefebvre, 1991 [1974]), hence discusses how it is lived, perceived, and represented by different groups.

I will analyze how the Others (asylum-seekers, immigrants, refugees, etc.) are confined in exclusive as well as in inclusive discourses.

The Others are excluded through discursive (linguistic/visual) semiotic resources, as well as through spatial semiotic resources, so that the experience of the physical space is homologous to the representational and to the perceived spaces. The space of the (idealized or feared) national community is constructed as exclusive by actors with different aims and discursive strategies. Interestingly enough, in its exclusionary discourse UDC draws opposite spaces, identities and values (*in, safe, us, white, good vs. out, unsafe, them, black, bad*), in its humanitarianist discourse ICRC too draws a representational line dividing the spaces, the identity and agency of those experiencing them (*here, safe, us, white, caring, active vs. there, unsafe, them, black, cared, passive*).

In conclusion, the Others are physically separated from host country citizens, by confinement into particular spaces (*foyers*, or the "elsewhere"); they are also kept out from the representation of (our) space, by representing them as outsiders, criminals, non-humans, victims, or by iconizing their otherness.

In this way, the exclusion is constructed and enacted in the experience, perception, and representation of host country citizens and the Others.

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Reification of hate and extremism in a rural American linguistic landscape

Rebecca Todd Garvin

Arkansas Tech University, United States of America

Imagine an extremely powerful, internationally iconic, multilingual, anti-discrimination message, “heterotropic” (Tufi, 2017) LL prominently displayed at the outside entrance of a small-town public school in rural Tennessee. Next, imagine it within walking distance to another carefully planned rural literacy site, although, this LL site presents a collage of explicitly violent images and racist signage designed to crucify Obama, promote Trump and the Confederacy, and openly express hatred for Muslims, homosexuals, intellectuals, non-conservatives, police, law makers, and supreme court justices. This presentation explores and analyses the visual rhetoric of hate and extremism represented in symbols and messages marking the second LL site for the purpose of understanding the ever-widening gap in ideologies of politics, religion, education, and life in the US. This study is framed by the concept of *reification* (Barton & Hamilton, 2005), the act of making material thoughts, ideologies and beliefs via public literacy events in communities of practice. It also encourages the rethinking of *rural literacies* as complicated intersections of social practice (Green & Corbett, 2013). Analysis of the literacy objects proved challenging as the icons, images, and symbols appeared to be cross-pollinated—inflected by confusing mixtures of local, individual, religious, and personal beliefs and values. Therefore, for this study, the researcher is borrowing a concept from anthropology, *commingled articulation*, and reframing it to be used to describe layered and scattered linguistic landscape remains that are difficult to articulate and trace back to original structures of thought and motivations.

References:

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7:00pm - 10:00pm

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Conference Dinner

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