

Linguistic landscape

Analysis of a linguistic/semiotic landscape

- Instructions: Linguistic/semiotic landscape is "the language that we see all around us as we move through a place - street names, shopfronts, billboards, graffiti" (Bell 236). Pay attention to such situations, i.e. when language is physically present around us. Take relevant photographs, relate the language use to the context, effect, intentions. What languages are used or not and why? How does this feature in multilingual neighbourhoods, in tourist areas? Are there any signs of subversion (e.g. defacement of signs), evidence of counter-cultures (e.g. graffiti). Is the choice of language accidental or motivated by some social/political/... considerations? How does language interplay with other factors (i.e. on a broader semiotic level)?
- This is not a correct/incorrect exercise. Look around, notice, record, think, analyse, and explain.
- Length: 1-2 pages, use photographs as appropriate. Insert them into the body of your paper. (No limit on amount of data, but there must be your discussion of some of it, mention WHERE you found it: the physical context is important)
- The assignment is based on Bell CH9, p. 249, Research activity 9.7; here you will find tips about what questions to ask about your data. Also, read pages 236-238 for the concept of linguistic landscape.
- Your assignment will include the visual data or its relevant examples that are discussed in your commentary.