

# LINGUISTIC LANDSCAPE 16

Spaces of Collapse and Transformation



3-5 September 2025

University of Duisburg-Essen Germany

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## **WiFi Access**

Network: eduroam

*or*

Network: LinguisticLandscape2025\_

Password: SignsEverywhere25\_

# Acknowledgements

UNIVERSITÄT  
DUISBURG  
ESSEN

*Offen im Denken*



**Department of Anglophone Studies**

Institut für Anglophone Studien



SociolinguisticsLab

**Germanistik**



Interdisziplinäres Zentrum für  
Integrations- und Migrationsforschung



For financial and administrative support, we would like to extend our thanks to the University of Duisburg-Essen and the following University units:

The Faculty of Humanities and the Department of Anglophone Studies, for their generous financial support; we particularly thank our colleague Prof. Birte Bös, Vice Dean for Humanities and Chair of English Linguistics, for her opening remarks; the staff and students of the Sociolinguistics Lab (PI: Prof. Dr. I. Buchstaller), for the use of resources and expertise; the Department of German Studies, for academic and administrative support.

The Interdisciplinary Centre for Integration and Migration Research, for their generous support of the pre-conference workshop. InZentIM brings together expertise in science and research on integration and migration at UDE. Anchored in the Ruhr region being shaped by migration, InZentIM has a national and international focus and is a member of the European research network IMISCOE.

We thank the Science Support Center (especially Markus Hellemanns) for the loan of the items without which we could not run a professional conference.

# Acknowledgments



KULTURAMT

For their support of the Art & Transformation event, we thank the Cultural Office of the City of Essen



For both logistics and financial support, we thank Victoria University of Wellington, and the organizers of LL15, Corrinne Seals and John Macalister.



Shortfall funding is provided by the German Research Foundation's subsidies for International Scientific Events (KO 7080/2-1).



In celebration of ten years of the Linguistic Landscape journal, John Benjamins has provided support for the welcome reception.



Bloomsbury Publishing has donated books to be awarded to the best student papers, and provided participants of LL16 with a 35% discount code for online orders (see book display in S06).



Multilingual Matters has donated books to be awarded to the best student papers, and provided participants of LL16 with a 30% discount code for online orders (see book display in S06).



# Acknowledgments

## **Reviewers**

To all the 50+ reviewers who donated their time and demonstrated their expertise in providing generous, constructive, collegial feedback, we extend our heartfelt gratitude for your support. The excellent program we are able to offer would not have been possible without the dedication of these reviewers during a critical stage of the conference's planning. Herzlichen Dank!

## **Student Staff**

Yasmina Bouziani  
Janine Kemper  
Gina Rose  
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## **Volunteers**

Christine Cangemi  
Xandra Knappe  
Anne Moelders  
Sabine Ressel  
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Sabine Vahl  
Yannis Wong

# Welcome

**Welcome** to the 16th Linguistic Landscape Workshop!

It is a great pleasure to welcome you to this year's Linguistic Landscape Workshop at the University of Duisburg-Essen. This edition of LL16 is especially exciting, as it is the first to foreground the relationship between linguistic landscapes, collapse, and transformation.

Graeme Tylor, the author of *Evolution's Edge: The Coming Collapse and Transformation of Our World* (2008), which won the 2009 Independent Publisher's Gold Medal for the book "Most likely to save the planet", writes that great challenges and opportunities lie ahead of us, not only to avert systemic collapse, but also to envision and enact new ways of living. "The same forces that are driving us to self-destruction," he says, "are creating the conditions for constructive change" (2008: 3). In recent years, linguistic landscape scholarship has increasingly turned its attention to the ways in which public space reflects and mediates processes of societal change, particularly in times of crisis. The COVID-19 pandemic offers the latest example of a profound global rupture the LL research responded to swiftly – it transformed public spaces, communication practices, and social dynamics on an unprecedented scale. Both collapse and transformation are terms which are all around us. They appear in media outlets (as we read about, e.g. socio-political transformations in Europe as debates around migration reshape national identities, grave reports of international organizations which warn of climate collapse, speeches of business leaders and experts on artificial intelligence transforming the whole world due to mass unemployment) as well as in the conversations of friends and family about humanity sliding closer to collapse, especially in the context of the ongoing violence in Eastern Europe, the Middle East, and parts of Africa. Both terms are firmly embedded in our daily communication practices and thus in both built and digital landscapes. By this token, the field of linguistic landscape studies provides diverse perspectives and unique approaches to examining collapse and transformation which cannot be fully understood without considering the linguistic and semiotic practices that both shape and reflect them.

It is no coincidence that LL16 finds its home in Essen, the heart of the Ruhr metropolitan region in North Rhine-Westphalia. The region underwent a profound 19th-century transformation, evolving from an agrarian economy into a major industrial hub. And today, Essen stands out for its transition from a coal and steel-based economy to a service-oriented modern city, with its post-industrial landscapes remaining powerful markers of identity still deeply rooted in its industrial past. The University of Duisburg-Essen's vibrant academic community is also deeply engaged with the theme of transformation across various disciplines, exploring humanity's drive to reshape its environment amid profound uncertainties.

# Welcome

Collapse and transformation are concepts addressed by scholars across multiple fields, and there is no time like the present for the LL research to look at the transformative socio-spatial practices that push us to consider uncomfortable challenges facing humanity, opportunities for structural change, critical points where the survival of humanity is threatened, as well as new ideas, values, and technologies that potentially enable us to avoid variations of collapse. In this sense, the key objective of LL16 is to foster thought-provoking, interdisciplinary discussions between linguistic landscape scholars, sociolinguists, semioticians, discourse analysts, etc., and develop a multifaced perspective on this year's theme, but also other topics of relevance to the field, which reflect our existential challenges and uncertain futures.

Wishing you a productive and rewarding experience throughout the LL16.



# Maps and Logistics: Getting to UDE

Getting to Essen: [https://www.uni-due.de/welcome-centre/en/anreise\\_en.php](https://www.uni-due.de/welcome-centre/en/anreise_en.php)

Getting to the campus: [https://www.uni-due.de/welcome-centre/en/anreise\\_en.php](https://www.uni-due.de/welcome-centre/en/anreise_en.php)

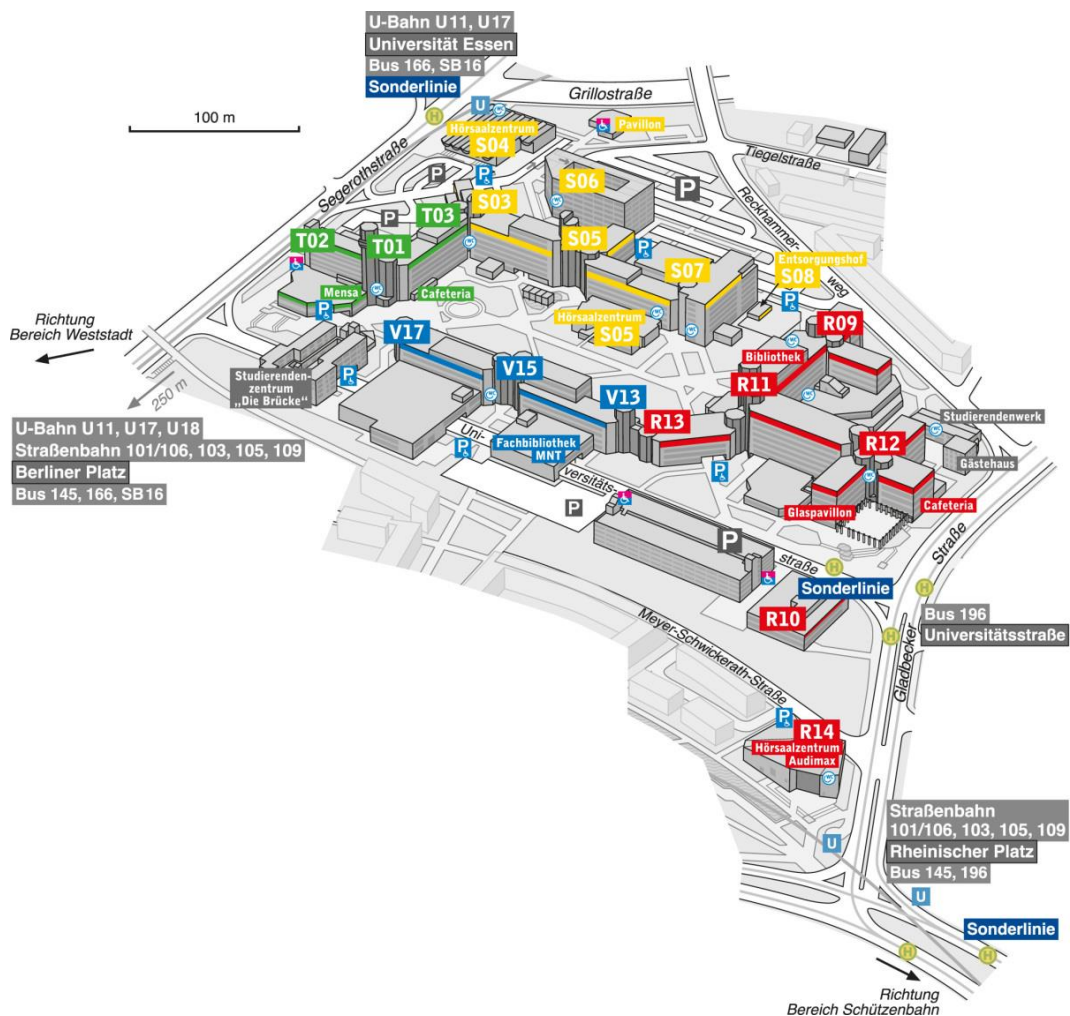
To get from Essen Main Station to the Essen Campus:



or  
Tram 105 (toward Altenessen, terminates Frintrop-Unterstr.)  
Tram 106 (toward Altenessen, terminates Germaniaplatz)  
ride two stops (pass *Rathaus Essen*)  
to  
Rheinischer Platz (exit).

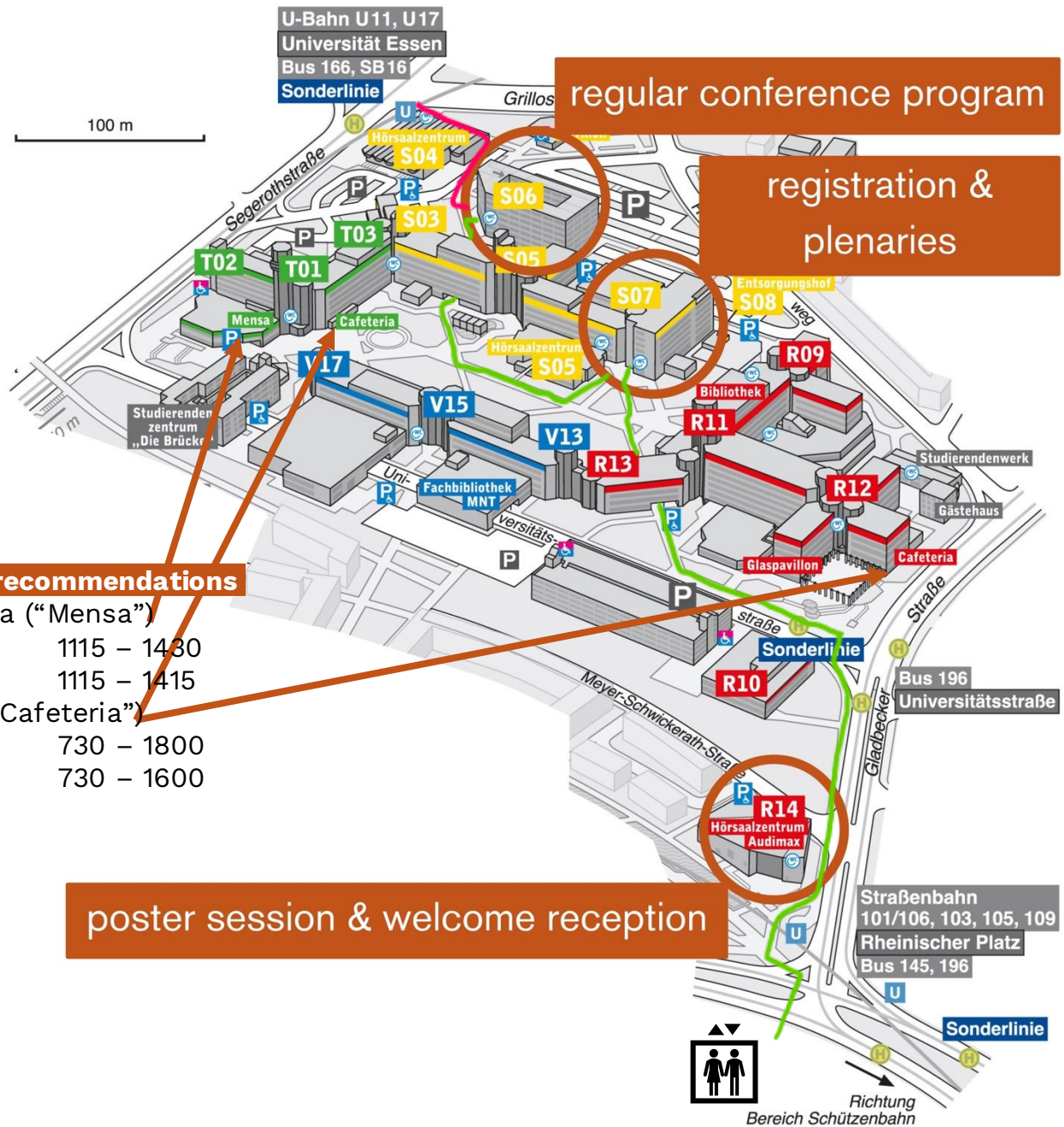


or  
Subway U11 (toward Altenessen, terminates GE, Buerer Str.)  
Subway U17 (toward Altenessen, terminates Karlsplatz)  
ride three stops (pass *Hirschlandplatz*, *Berliner Platz*)  
to  
Universität Essen (exit).





# Maps and Logistics: Getting around Campus





# Maps and Logistics: The LL16 Buildings

## S06 S00 (ground floor)

1. Main entrance
2. Catering services
3. Info, Check-in, Book displays, Bag drop
4. Dish return area
5. Staff area
6. Presentation Room: S06 S00 **B29**
7. Presentation Room: S06 S00 **B32**
8. Presentation Room: S06 S00 **B41**
9. Toilets
10. Elevators

»»» Emergency exits

### Events in this location

*All tea breaks*

#### **3. Sept**

1100 Parallel Session 1

1415 Parallel Session 2

1615 Parallel Session 3

#### **4. Sept**

1030 Parallel Session 4

1345 Parallel Session 5

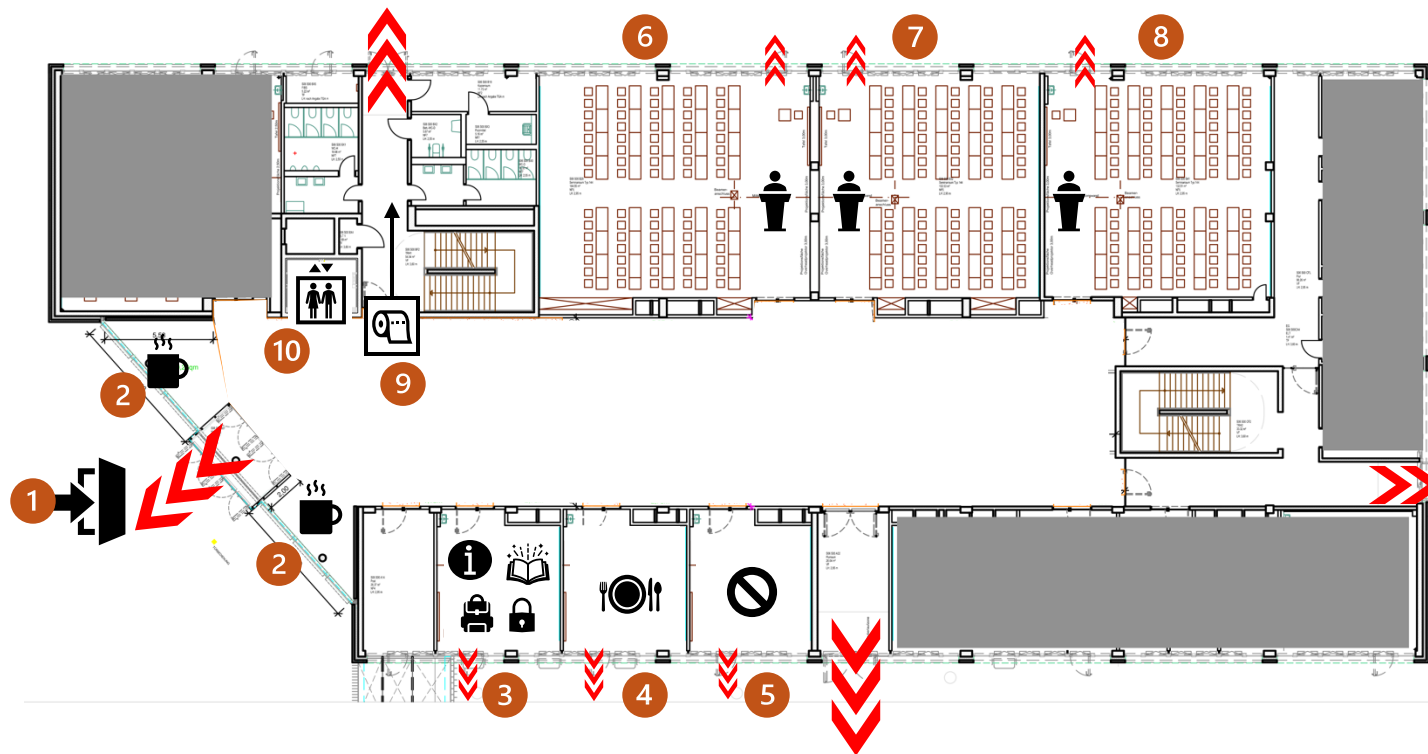
1545 Parallel Session 6

#### **5. Sept**

830 Art and Transformation

1100 Parallel Session 7

1345 Parallel Session 8



# Maps and Logistics: The LL16 Buildings

## S06 S01 (first floor)

1. Stairs (emergency exits) >>>
2. Meeting rooms
3. Quiet rooms
4. Presentation Room: S06 S01 **B06**
5. Presentation Room: S06 S01 **B29**
6. Presentation Room: S06 S01 **B38**
7. Toilets
8. Elevators

>>> Emergency exits

### Events in this location

#### 3. Sept

- 1100 Parallel Session 1
- 1415 Parallel Session 2
- 1615 Parallel Session 3

#### 4. Sept

- 1030 Parallel Session 4
- 1345 Parallel Session 5
- 1545 Parallel Session 6

#### 5. Sept

- 1100 Parallel Session 7
- 1345 Parallel Session 8



# Maps and Logistics: The LL16 Buildings

## S07 S00 (ground floor)

1. Main entrance
  2. Toilets
  3. Check-in (Day 1, am)
  4. Plenary room
  5. Accessible seating
- »»» Emergency exits

### Events in this location

#### **3. Sept**

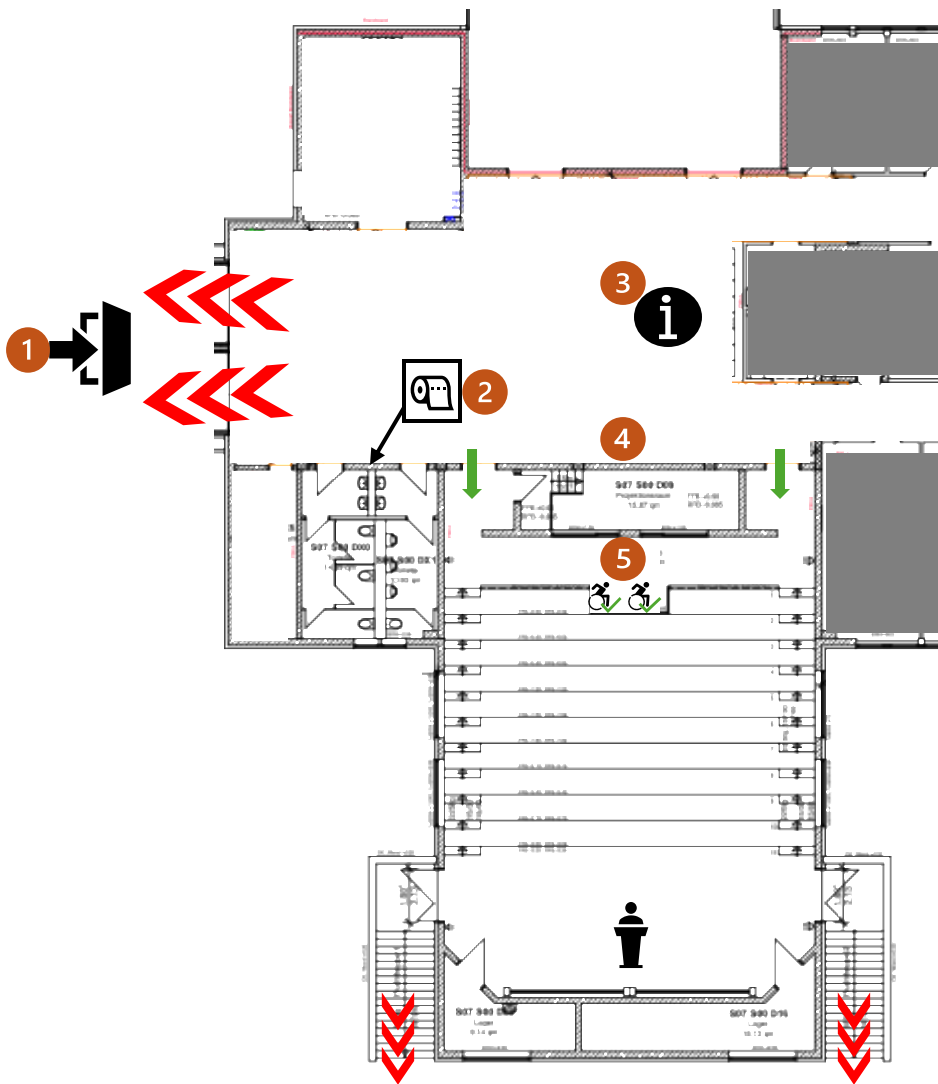
- 800 Check-in
- 900 Welcome
- 930 Plenary 1

#### **4. Sept**

- 900 Plenary 2
- 1725 Plenary 3

#### **5. Sept**

- 1515 Plenary 4
- 1615 Closing / Business Mtg



# Maps and Logistics: The LL16 Buildings

## R14 (ground floor)

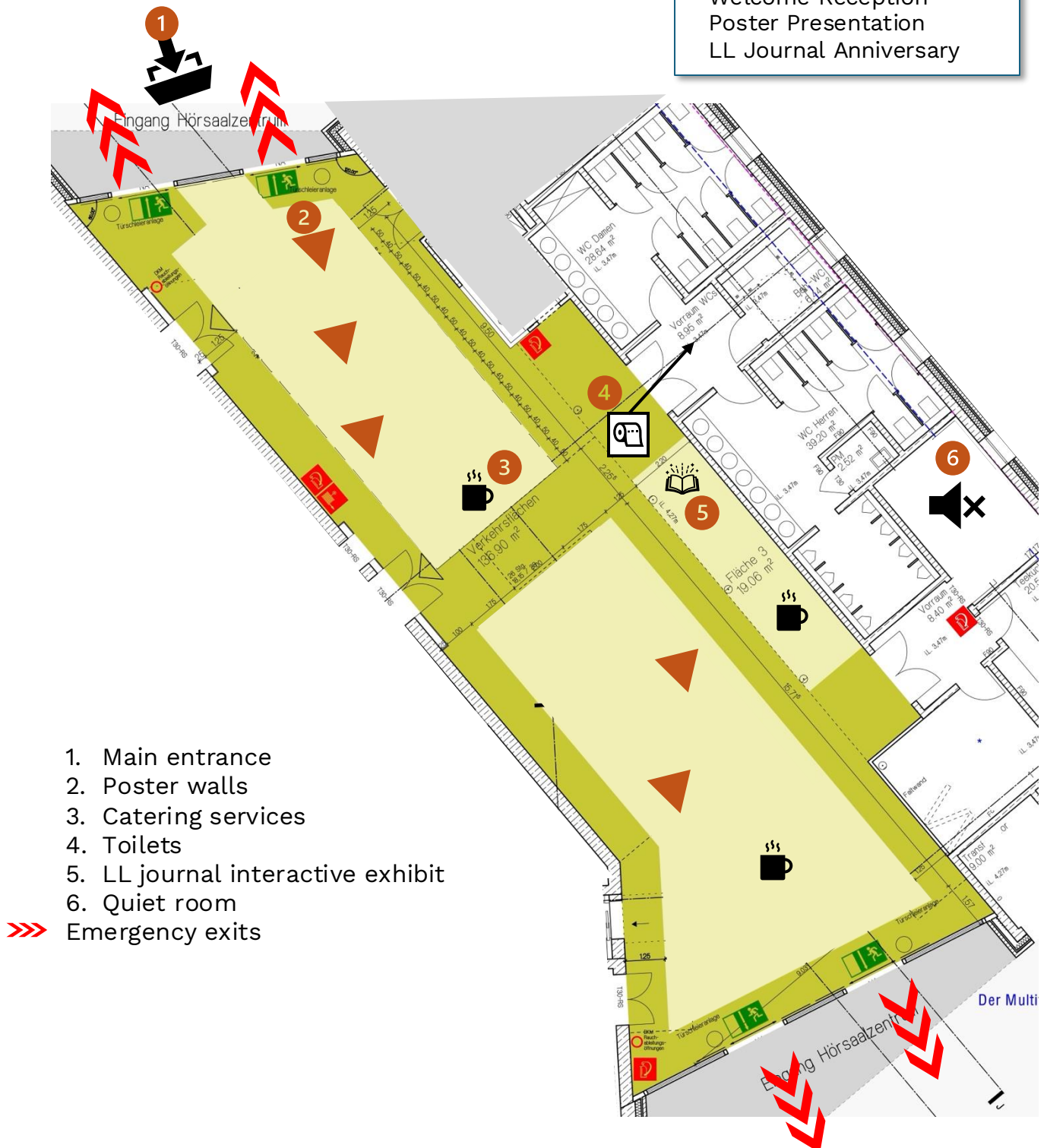
### Events in this location

**3. Sept (1800)**

Welcome Reception

Poster Presentation

LL Journal Anniversary



1. Main entrance
  2. Poster walls
  3. Catering services
  4. Toilets
  5. LL journal interactive exhibit
  6. Quiet room
- »»» Emergency exits

## Room Tech Notes

All rooms are equipped with projectors and speakers (NB: No computer systems!). Please check the presentation schedule for your specific room. We will have some adaptors for HDMI to USB-C, Lightning, and Thunderbolt to lend out, but participants are **strongly encouraged** to bring their own adapters.

### Tech Type A

HDMI connection **only**

Rooms:

S06 S01 **B06**

S06 S01 **B29**

S06 S01 **B38**

### Tech Type B

HDMI connection

VGA+aux (audio) connection

Rooms:

S06 S00 **B29**

S06 S00 **B32**

S06 S00 **B41**

### Tech Type C

HDMI connection

VGA+aux (audio) connection

USB-C connection

Rooms:

**S07** S00 D07 (plenary room)



## WiFi Access

Network: eduroam

or

Network: LinguisticLandscape2025\_

Password: SignsEverywhere25\_

## Emergency Numbers

General: 112

(fire and ambulance)

Other: 110

(police)

UDE campus: +49 201 183-2614

## Conference Assistance

Email: [LL16-UDE@uni-due.de](mailto:LL16-UDE@uni-due.de)

WhatsApp: +49 176 80184244 (or scan -->)



## Connect with us on Social Media!

[Bluesky](#)

[Instagram](#)

# Schedule Details

## **At a Glance**

### **Tu - Sept 2**

Pre-Conference Workshop

### **W - Sept 3**

9:30 Plenary 1

11:00 Session 1

14:15 Session 2

16:15 Session 3

18:00 Poster Session +  
Welcome Reception

### **Fri - Sept 5**

8:30 Art & Transformation

11:00 Session 7

13:30 Session 8

15:00 Plenary 4

### **Th - Sept 4**

9:00 Plenary 2

10:30 Session 4

13:30 Session 5

15:30 Session 6

17:15 Plenary 3

19:30 Conference Dinner

### **Sat - Sept 6**

9:45 Social Outing meetup

# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Plenary - Máiréad Moriarty



### Volume as Vulnerability: Semiotic Landscapes of Collapse and Transformation

The Anthropocene is not only a geological epoch but also a semiotic condition, an era in which the world is saturated with signs of human impact. Recent advances in semiotic landscape (SL) research have demonstrated how meanings are constructed, contested, and mobilized in response to environmental crisis (cf. Kosatica & Smith, 2025; Lamb, 2024; Smith, 2024; Thurlow, 2025). Building on this work, this paper asks: Can a posthuman reimagining of the human, non-human, and more-than-human nexus—within a semiotic landscape analysis of the seas (hereafter, seascape)—open new conceptual and methodological possibilities beyond the Anthropocene?

To address this question, I propose a reorientation of climate vulnerability through a multisensory semiotic landscape framework, illustrated through its application to the seascape. Here, the seascape is not treated as a passive backdrop but as a dynamic and fluid agent. This shift demands a move beyond the predominantly two-dimensional focus of SL research toward a three-dimensional approach, where volume and depth emerge as critical theoretical dimensions. In this context, volume becomes a metaphor for vulnerability—a way to conceptualize the layered, immersive, and often obscured dimensions of environmental collapse and transformation.

I argue that climate vulnerability is not only spatially distributed but also sensorially mediated. Understanding the seascape thus requires attunement to its volumetric and immersive qualities. This includes adopting a multisensory methodological orientation in which bodily immersion in water becomes central. Drawing on my own experiences of sea swimming and encounters with jellyfish, I explore how these embodied engagements offer insight into the entangled semiotics of marine life. The jellyfish becomes a potent symbol of the interconnected, fluid, and often fragile relationships that constitute the seascape, both visible and hidden.

Just as the jellyfish navigates the ocean's vertical strata, a three-dimensional semiotic landscape approach invites us to explore the symbolic, cultural, and ecological layers that shape the seascape. In doing so, it unveils a multidimensional understanding of climate vulnerability, one that captures the complexity, richness, and precarity of life in the Anthropocene. By foregrounding the sea's depth and volume, this approach challenges flat cartographies of climate risk and adds to emerging advances in our discipline where semiotic landscapes are foreground as key contexts for sensing, interpreting, and responding to planetary transformation.



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# LINGUISTIC LANDSCAPE / 16

## Spaces of Collapse and Transformation

Plenary - Jackie Jia Lou



### **On Crisis and Creativity: Remaking Linguistic Landscape in Turbulent Times**

A growing number of recent studies have demonstrated the value and potential of linguistic and semiotic landscape for engaging with the multiple, interconnected crises of our world (e.g. Kosatica 2022; Lamb 2024; Martín Rojo 2014; Moriarty 2025; Smith 2024; Volvach 2023). Turning the analytical gaze inward, this paper reflects on my own trajectory, as a sociolinguist but also as a human being, through the crisis of Covid-19 -- a global pandemic which has taken over 7 million lives since January 2019 (World Health Organisation 2022). Drawing upon a self-reflexive nexus analysis (Bourdieu 2008; Scollon & Scollon 2004), it traces the unexpected threads between two creative, personal projects, in which linguistic and semiotic landscapes of Covid-19 were deconstructed and reassembled, and my involvement in collaborative, academic responses to the pandemic (see the collection of papers in Lou, Malinowski, & Peck 2022). By connecting these dots introspectively and retrospectively, this paper seeks first to demonstrate the relational ethics (Levinas 1987) of integrating the totality of the researcher's self into one's work, especially when dealing with crises. In so doing, it also invites us to reflect on how critical and creative approaches can be mutually informative in linguistic and semiotic landscape research, thus contributing to a more hopeful and transformative sociolinguistics (Kerfoot & Stroud 2024; Silva & Lee 2024).



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Plenary - Małgorzata Fabiszak



### Streetscape transformations: Border shifts and ideology collapse

Street names, in comparison to establishment names, seem relatively stable elements of the urbanscape, and yet at the time of national border shifts or ideological system collapse they too can be susceptible to change. The degree of change can vary depending on (1) the environmental factors and emplacement; (2) perceived ideological weight of the name; (3) continuity of cultural transmission. In the present talk I will look at these three factors in turn drawing on examples from post-communist and post-colonial contexts (Rusu 2021, Tan and Purschke 2021, Huang 2024).

The concept of transformation inherently highlights the temporal dimension of change in space. For example, a street in a Central European city of Poznań, over the last century was officially named Piekary (En. Bakers' Street) when the city was part of Poland (1919-1939, 1945-now), or Bäckerstrasse (En. Baker's Street), when it was part of Germany (1815-1919, 1939-1945) (Buchstaller et al. 2024). The change in official language did not affect the denotation, as craft related name has little ideological weight. A politicians' name can carry more symbolic meaning and with the change of government will undergo a "toponymic cleansing" (Azaryahu 2011) as in the renaming of a street in Kuala Lumpur, Malaysia, from Mountbatten Road commemorating the last Viceroy of India, to Jalan Tun Perak, commemorating Malay 15<sup>th</sup> c. Prime Minister (Tan and Purschke 2021). When the outskirts of Frankfurt (Oder) became the Polish border town of Słubice, with the expulsions of the German population and the arrival of the Polish settlers, the Klein Blumen Strasse (En. Small Flowers Street) changed into ulica Marii Konopnickiej (Polish female writer) (Fabiszak et al. 2024). As the new settlers had no connection to the town, they resorted to the national canon of literary figures and overrode Azaryahu's (1996: 326) claim of the honorific naming being "biased in favour of local history". Such transformations of streetscapes are rarely complete and often point to the fragmentary nature of changes, as when the past street names remain in advertising banners (Gnatiuk & Melnychuk 2024). In this talk I will look at how stability of some of the street names and (in-)complete transformations of the others result in a historical palimpsest of "emplaced memor[ies]" (Tuffi 2019).



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Plenary - Gabriella Modan



### The writing on the wall: Telltale signs of a capital city's transformation

How do you know when political transformation has occurred? Since the beginning of the current US president's second term, pundits, political commentators, and ordinary people have been asking this question. Are the deportations, flouting of the courts, political loyalty tests, and use of government resources for personal retribution and personal gain aberrations, or are they markers of an irreversible transformation? As policy changes accrue incrementally into a particular kind of political regime, so too do the material manifestations of such policies build up over time. In the linguistic landscape, telltale signs of political transformation laminate on top of and alongside each other and in concert with the more mundane linguistic landscape of ordinary life announcing concerts, cleaning services, lost cats, and the like. Since February 2025, three weeks after the presidential inauguration, I have been tracking the changes in the linguistic landscape of Washington, DC -- the capital city of the US, whose autonomy is currently being threatened by Whitehouse musings about a federal takeover. In this presentation, I examine the linguistic landscape in two neighborhoods: Farragut Square -- the area around the Whitehouse, and Adams Morgan, an area about 20 blocks from the Whitehouse known as a left-leaning activist neighborhood. I address four aspects of the landscape over this time period: First, corporate and government signs emphasizing military and (cyber)security on city busses and metros; second, remnants of resistance signs that have been physically erased (e.g. Irvine and Gal 2000) from lampposts and electrical boxes; third, graffiti signs that have been interactively revised (Feddersen et al 2024) on walls or concrete barriers; and fourth, stickers in 'backstage' places such as the backs of no-parking signs, often with explicitly face-threatening messages (Wodak 2021, Culpeper 2011) towards the current administration. These signs, together with the more mundane aspects of the linguistic landscape that invoke everyday life, reconstruct the habitus of people walking DC's streets and concretize the creeping naturalization of the new political order.



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Art and Transformation

### Hülya Özkan

Hülya Özkan represents the urban trash transformation, an artist collective which was founded in Dortmund in the Ruhr Area, where waste was considered an infrastructural problem. The collective aims to approach trash creatively by collecting, experimenting and re-designing (with) waste materials, giving new life to seemingly worthless things. The project focuses on the interface between urban art, in particular the graffiti scene, and sustainability, combining upcycling, sustainable action and urban art in a creative symbiosis. Research is being carried out into which materials can be used and how sustainable work can be implemented in art.



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Art and Transformation

### Gregor Sailer



Gregor Sailer is an Austrian photographer and video artist working in the areas of art and architecture. His work captures the structural transformation in and of contested landscapes, aiming to shed light on the complex political, economic and socio-geographical implications of architecture, urbanisation, and geo-political decisions. His documentation of the destruction of a heritage industrial scape — the cooking plant Hansa in Dortmund, a city situated about 30 km to the east of Essen — and on the spatial dynamics of unseen and inaccessible places make his work highly relevant for LL research.



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

Art and Transformation

### Daniela Vasconcellos da Silva



Daniela Vasconcellos da Silva is a Brazilian tattoo artist working in Sydney Australia. In her artistic practice, Daniela works closely with her clients to create bespoke tattoos, resulting in a layering of semiotic traces on human bodies. She provides pro bono tattoos for women bearing breast cancer scars, allowing populations impacted by regimes of illness and medicalisation to retake control over their bodies. Over-writing body parts with intentional artistic semiosis allows scarred populations to manage hegemonic and often essentialising bodily expectations, claiming back their right as viable bodies in various spaces of appearance.



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# LINGUISTIC LANDSCAPE / 16

## Spaces of Collapse and Transformation

### PRE-CONFERENCE WORKSHOP

‘Does it fit here?’

Disorienting encounters in/with semiotic landscapes

#### Program

**9:15-9:30**

Check-in

**9:30-10:00**

Welcome session

**10:00-12:30**

Tapping into Multisensory Ethnography:  
Do we fit here or who is the campus for?

*Natalia Volvach, Stockholm University*

**12:30-13:30**

Lunch break

**13:30-16:00**

Disorienting Encounters: Interventions and emergent worlds

*Sean P. Smith, Tilburg University*

**16:00-17:00**

Publishing with Bloomsbury: A Workshop and Q&A for ECRs

*Sarah MacDonald, Bloomsbury*



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# LINGUISTIC LANDSCAPE 16

## Spaces of Collapse and Transformation

### Poster Presentation & Welcome Reception

#### **Integrating Linguistic Landscape in Italian L2 Teaching: Transforming Challenges into Opportunities**

Carla Bagna, Martina Bellinzona (*University for Foreigners of Siena, Italy*)

#### **A View at the Linguistic Landscape of Mardin**

Ebru Cırık (*Hacettepe University, Türkiye*)

#### **The impact of the Syrian civil war on Turkey's linguistic landscape**

Nurettin Demir, Ebru Cırık, Gizem Kılıç, Miray Özbay Yiğit (*Hacettepe University, Türkiye*)

#### **On the importance of the body in space: the human in semiotic landscapes**

Cassandra Gerber (*University of Cologne, Germany*)

#### **Dude, Where Do I Buy a Car: Selling Used Cars to Americans in the Kaiserslautern Military Community**

Maggie Glass (*TU-Dortmund, Germany*)

#### **Posthumanist Linguistic Landscapes**

Theresa Heyd<sup>1</sup>, Jana Pithan<sup>2</sup> (<sup>1</sup>*Universität Heidelberg, Germany*; <sup>2</sup>*University of Edinburgh, UK*)

#### **"Africa is inside South Africa right?" A multimodal discourse analysis of African stereotypes on TikTok**

Jacina Januarie (*University of the Western Cape, South Africa*)

#### **Embassies as Landscapes of Protest and Demand in the Russia Ukraine Conflict**

Ted O'Neill (*Gakushuin University, Japan*)

#### **Reclamation and Preservation of Cultural Heritage through Language Use: A Qualitative Study of the Linguistic Landscape of Accra, Ghana**

Christiana Pokuaa (*University of Siegen, Germany*)

#### **Transformation of a Linguistic Landscape: the case of a North-Inner-City Dublin area**

Patricia Ronan (*TU-Dortmund, Germany*)

#### **Privilege and Peripherality; Place-making in the graffscape of two neighborhoods in Honolulu, Hawai'i**

Melody Ann Ross (*University of Duisburg-Essen, Germany*)

#### **Change of the Linguistic Landscape in montane recreational areas**

Stefan Tröster-Mutz<sup>1,3</sup>, Katrin Mutz<sup>2</sup> (<sup>1</sup>*Universität Osnabrück, Germany*; <sup>2</sup>*Universität Bremen, Germany*; <sup>3</sup>*Universität Oldenburg, Germany*)

#### **Linguistic Landscape Studies as a Reflection of Multilingualism in the United States**

Robert A Troyer (*Western Oregon University, USA*)



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LL16: Spaces of Collapse and Transformation  
3-5 September  
Essen, Germany

2<sup>nd</sup> September: Info on Pre-Conference Workshop [here](#)

Date: Wednesday, 03/Sept/2025

8:00am Check-in Open

Location: S07 Foyer

The registration and check-in desk will serve the majority of attendees on Day 1. It will remain fully open throughout Day 1, but in a diminished capacity in subsequent days.

9:00am Welcome and Orientation

Location: S07 S00 D07

Volume as Vulnerability: Semiotic Landscapes of Collapse and Transformation

Mairread Moriarty

Location: S07 S00 D07

Chair: Maida Kosatica

10:30am Morning Tea Break

Location: S06 Foyer

11:00am Heritage and Tourism 1/6

Location: S06 S00 B29

Chair: Heiko F. Marten

11:00am - 11:30am

Transforming linguistic landscape into affective  
skyscapes: Critical  
Assemblage analysis of  
Northern Lights Tourism  
Sari Pietikäinen

Educationscapes 1/5

Location: S06 S00 B32

Chair: Sören Stumpf

11:00am - 11:30am

The Transformation of a  
Minority-Serving  
Institution in the United  
States: On Being Both an  
HSI and an AANAPISI  
Richard W. Hallett

11:30am - 12:00pm

Leaving one's mark: Self-  
authorized  
commemorative  
practices in a rural  
semiotic landscape  
Gertrud Reershemius

11:30am - 12:00pm

School Uniforms and the  
transformation of bodies:  
ideologies, surveillance,  
and control  
Will Amos, Gilles Baro,  
Amiena Peck, Pavaadee  
Saisuwan

Protest, Violence,  
Conflict, and  
Transformation 1/5

Location: S06 S00 B41

Chair: Gail Lynne Cormier

11:00am - 11:30am

Hope and Despair in  
Israeli Public Space after  
October 7th: A  
Multimodal Analysis of  
the signage in the rallies  
in Tel Aviv  
Onna Segev

11:30am - 12:00pm

Conducting Linguistic  
Landscape Research in  
an Authoritarian Context:  
What I Learnt from

Specialised Scopes 1/6

Location: S06 S01 B06

Chair: Crispin Thurlow

11:00am - 11:30am

Inflight identities: Barf  
bags and other semiotic  
resources  
John Macalister

11:30am - 12:00pm

Mapping "laundry  
routes": The discursive  
and spatiotemporal  
transformation of value  
in hotel work  
Charmaine Kong

12:00pm - 12:30pm

Digital Landscapes

Location: S06 S01 B29

Chair: Inge Birnie

11:00am - 11:30am

Small languages and  
digital brandscaping -  
transforming  
consumption?  
Helen Kelly-Holmes

11:30am - 12:00pm

Evaluating the  
Landscape of Language  
Change: An Example  
from North Wales  
Max Alexander Haddock,  
Amelia Anderson, Miriam  
Whiting

Bodies and Aesthetics

Location: S06 S01 B38

Chair: E. Dimitris Kitis

11:00am - 11:30am

Semiotic ideologies in  
text-based art  
Adam Jaworski, David  
Karlender

11:30am - 12:00pm

A Virtual Dystopia:  
Exploring Cyberbullying  
Targeting Marginalised  
Bodies on TikTok  
Zoe Small

12:00pm - 12:30pm



Detailed Schedule

LINGUISTIC LANDSCAPE/16

Conference Agenda DRAFT

12:00pm - 12:30pm From Neglect to Attraction: The Linguistic Landscape and Transformation of a Chinese Heritage Tourist Space in Bangkok Nannapas Wisaisophonkul, Pavadee Saisuwan	12:00pm - 12:30pm Multilingual discourses in times of transformation - introducing new research spaces called supra-individual dominant languages constellations (SuDoLanCos) Stefanie Nölle-Becker	Studying Venezuela's Linguistic Landscape of Protest Jessica Velasquez Urribarri	Lavatories as linguistic landscapes: Comparing transgressive sticker topics and language choices by gender Audrey Ziehl	Scarcapes Isabelle Buchstaller, Daniela Vasconcellos da Silva
12:30pm - 1:00pm Integration and Reconstruction: Ethnic Imprints and Identity in the Perspective of Linguistic Landscape: Taking the Zhuang and Jing Minorities in China as Examples Zehao Chen, Shanyan He	12:30pm - 1:00pm Linguistic Landscape as Gateway to Linguistic Citizenship in Language Teacher Training David Malinowski	12:00pm - 12:30pm Means of protest actions: Traces on the landscape Arlene Archer, Anders Björkvall	12:30pm - 1:00pm Transforming toiletscapescapes in Northern Europe Marie Nelson, Sofie Henriksen	12:30pm - 1:00pm Fraktur and Antiqua in the Linguistic Landscape of Berlin in the first half of the 20th century Sunan Okura
Lunch Break		12:30pm - 1:00pm Constructing Transnational Queerness: Linguistic Landscapes of the Chinese LGBTQ+ community at UK Pride Protests Ashley Xing		
2:00pm - 2:15pm Heritage and Tourism 2/6 Location: S06 S00 B29 Chair: Gertrud Reershemius	2:15pm - 2:45pm Challenging monolingualism: linguistic landscape in primary international education Chiara Facciani	Panel: Semiotic Landscapes of Violence (1) Location: S06 S00 B41 Chair: Natalia Volvach	Panel: On the transformative potential of citizen science in the context of linguistic landscapes (1) Location: S06 S01 B29 Chair: Barbara Soukup	Panel: Typographic landscapes as spaces of transformation and collapse (1) Location: S06 S01 B38 Chair: Irmi Wachendorff Chair: Yu Li
2:15pm - 2:45pm Industrial memories in the linguistic landscapes of the Ruhr Area and the East Midlands Natalie Braber, John Bellamy, Evelyn Ziegler, Nantke Pecht, Vanessa Angenendt	2:45pm - 3:15pm Elite bi/multilingualism pervading primary grades in Turkey: An	Introduction to the Panel Topic Natalia Volvach	Introduction to the Panel Topic Barbara Soukup	Phoenix in transformation: Remaking visual Chineseness in culinary California Yu Li
2:45pm - 3:15pm		The ghost in the green machine: on the fetishization of labor and language in the "green" transition Andreas Nuotaniemi, Johannes Samuelsson	Enhancing LL diversity awareness and appreciation via Citizen	

Detailed Schedule

LINGUISTIC LANDSCAPE/AL<sup>16</sup>

Conference Agenda DRAFT

	<p>The Invention of Middle Earth: Transforming a South African Town into a Linguistic Landscape of Fantasy</p> <p><u>Gilles Baro</u></p>	<p>Exploratory Schoolscape Study</p> <p><u>Melike Ünal Gezer</u></p>	<p>Unsettling Vulnerability in the Wake of Violence</p> <p><u>Natalia Volvach</u></p>	<p>Science: The project VisibLL</p> <p><u>Barbara Soukup, Lisa Krammer, Sophia Seereiner, Elissa Pustka</u></p>	<p>Typographic and linguistic reflexivity, visibility, and positioning in a heritage context: The Cornish-Mexican case</p> <p><u>Katy Humberstone</u></p>
3:45pm - 4:15pm	<p>3:15pm - 3:45pm</p> <p>Imagining Restroom Communities: Gender Norms in Schoolscape</p> <p><u>Sylvie Berthelot-Dilk, Gail Lynne Cormier</u></p>	<p>3:15pm - 3:45pm</p> <p>Narrating the Collapse: Semiotic Landscapes in Post-Apocalyptic Video Games</p> <p><u>Florian Busch, Cornelia F. Bock</u></p>	<p>3:15pm - 3:45pm</p> <p>Narrating the Collapse: Semiotic Landscapes in Post-Apocalyptic Video Games</p> <p><u>Florian Busch, Cornelia F. Bock</u></p>	<p>Swedish students' reflections on languages and values on their school walls</p> <p><u>Mona Blásió, Charlotte Engblom</u></p>	<p>Character building: The typographic identity of the English seaside</p> <p><u>Justin Burns</u></p>
4:15pm - 5:45pm	<p>3:15pm - 3:45pm</p> <p>Semiotic landscapes as factors in the construction and modernisation of identities and heritage among German minorities in Europe</p> <p><u>Katharina Dück, Johanna Tausch, Heiko F. Marten</u></p>	<p>3:15pm - 3:45pm</p> <p>Re/de Landscaping Paris in the 2024 Olympics</p> <p><u>Erin McInerney, Peiru Bai</u></p>	<p>3:15pm - 3:45pm</p> <p>Re/de Landscaping Paris in the 2024 Olympics</p> <p><u>Erin McInerney, Peiru Bai</u></p>	<p>Multiple pathways to transformation with linguistic landscaping in the project "Die Sprach-Checker"</p> <p><u>Heike Chan Hin, Rahaf Farag, Christine Möhrs, Janin Rössel</u></p>	<p>Old letters, new meanings: Blackletter in contemporary European semiotic landscapes</p>
	<p>Afternoon Tea Break</p> <p>Location: S06 Foyer</p>	<p>Heritage and Tourism 3/6</p> <p>Location: S06 S00 B29</p> <p>Chair: <u>Costas Canakis</u></p>	<p>Panel: Semiotic Landscapes of Violence (2)</p> <p>Location: S06 S00 B41</p> <p>Chair: <u>Natalia Volvach</u></p>	<p>Panel: On the transformative potential of citizen science in the context of linguistic landscapes (2)</p> <p>Location: S06 S01 B29</p> <p>Chair: <u>Barbara Soukup</u></p>	<p>Panel: Typographic landscapes as spaces of transformation and collapse (2)</p> <p>Location: S06 S01 B38</p> <p>Chair: <u>Irmi Wachendorff</u></p> <p>Chair: <u>Yu Li</u></p>
	<p>4:15pm - 4:45pm</p> <p>'Libertimenduak' and the Basque semiotic landscape: transgressive carnival voices taken to the streets</p> <p><u>Samara Velte, Jokin Aiestaran, Agurtzane Elordui</u></p>	<p>4:15pm - 4:45pm</p> <p>Lived experiences in a newly regulated universityscape</p> <p><u>Hiram Maxim</u></p>	<p>4:15pm - 4:45pm</p> <p>Transformed by tourism: the semiotics of state violence in Arabian Gulf landscapes</p> <p><u>Sean Smith</u></p>	<p>Sustainable language education in Swiss-Scape</p> <p><u>Edina Krompak</u></p>	<p>The power of typography: Examining symbolic inclusion and exclusion in the visual communication of an evolving neighborhood's business districts</p> <p><u>D.J. Trischler, Muhammad Rahman</u></p>
	<p>4:45pm - 5:15pm</p> <p>Bijouification of coal mining semiotics in the gentrified south of Essen</p> <p><u>Isabelle Buchstaller, Evelyn Ziegler, Maida Kosatica</u></p>	<p>4:45pm - 5:15pm</p> <p>Transformation or preservation?</p> <p>Contrasting universities' language policy with their linguistic landscapes: two case studies in Romania</p> <p><u>Eniko Biro</u></p>	<p>4:45pm - 5:15pm</p> <p>"We shoot at the Sámi signs": From acts of violence to acts of reconciliation in the linguistic landscape of Sápmi</p> <p><u>Hilde Sollid, Åse Mette Johansen</u></p>	<p>Danger and safety on Covid-19 signs</p> <p><u>Eva Ogiermann</u></p>	<p>Old letters, new meanings: Blackletter in contemporary European semiotic landscapes</p>

Conference Agenda DRAFT

6:00pm - 8:00pm	5:15pm - 5:45pm Mediatizing adaptive reuse on Instagram; the Linguistic Landscape of Roubaix's La Piscine <u>Robert Blackwood</u>	5:15pm - 5:45pm Linguistic University Scapes: Insights into the "Prohibition Grammar" of three Universities <u>Karina Frick, Marie-Luis Merten, Sören Stumpf</u>	Carmen Widera, <u>Susan Reichelt, Sarah Warchhold</u>	<u>Irmli Wachendorff</u>
	Poster Presentation and Welcome Reception Location: R14 Foyer Chair: <u>Melody Ann Ross</u>	Discussion <u>Sari Pietikäinen</u>	Discussion <u>Christine Möhrs, Janin Rösse</u>	Discussion <u>Irmli Wachendorff, Yu Li</u>
	Integrating Linguistic Landscape in Italian L2 Teaching: Transforming Challenges into Opportunities <u>Carla Bagna, Martina Bellinzona</u>	Exploring the linguistic landscape of Rhodes: An ethnographic approach <u>Irene Kountiirelli, Daphne-Nicoletta Christoulaki</u>		
	A VIEW AT THE LINGUISTIC LANDSCAPE OF MARDIN <u>Ebru Cırık</u>	Embassies as Landscapes of Protest and Demand in the Russia Ukraine Conflict <u>Ted O'Neill</u>		
	(cancelled) The impact of the Syrian civil war on Turkey's linguistic landscape <u>Nurettin Demir, Ebru Cırık, Gizem Kılıç, Miray Özbay Yiğit</u>	(cancelled) Reclamation and Preservation of Cultural Heritage through Language Use: A Qualitative Study of the Linguistic Landscape of Accra, Ghana <u>Christiana Pokuua</u>		
	On the importance of the body in space: the human in semiotic landscapes <u>Cassandra Gerber</u>	(cancelled) Transformation of a Linguistic Landscape: the case of a North-Inner-City Dublin area <u>Patricia Ronan</u>		
	Dude, Where Do I Buy a Car: Selling Used Cars to Americans in the Kaiserslautern Military Community <u>Maggie Glass</u>	Privilege and Peripherality: Place-making in the graffscape of two neighborhoods in Honolulu, Hawai'i <u>Melody Ann Ross</u>		
	Posthumanist Linguistic Landscapes <u>Theresa Heyd, Jana Pithan</u>	Change of the Linguistic Landscape in montane recreational areas <u>Stefan Tröster-Mutz, Katrin Mutz</u>		
	"Africa is inside South Africa right?" A multimodal discourse analysis of African stereotypes on TikTok <u>Jacina Januarie</u>	Linguistic Landscape Studies as a Reflection of Multilingualism in the United States <u>Robert A Troyer</u>		



## Date: Thursday, 04/Sept/2025

8:00am	Check-in Open Location: S06 Foyer				
9:00am					
9:00am	On Crisis and Creativity: Remaking Linguistic Landscape in Turbulent Times Jackie Lou Location: S07 S00 D07 Chair: Melody Ann Ross				
10:00am					
10:00am	Morning Tea Break Location: S06 Foyer				
10:30am					
10:30am	Heritage and Tourism 4/6 Location: S06 S00 B29 Chair: Natalie Braber	Protest, Violence, Conflict, and Transformation 2/5 Location: S06 S00 B41 Chair: Rebecca Todd Garvin	Multilingualism 1/3 Location: S06 S01 B29 Chair: Hiram Maxim	Marking Identity in the LL 1/3 Location: S06 S01 B38 Chair: Stefania Tufi	
12:30pm	10:30am - 11:00am Borders revisited: The LL of mutual tourist flows between Mytilene and Ayvalik Costas Canakis	10:30am - 11:00am Ensembles and assemblages in the schoolscape: classroom signs and behavioral control Jannis Androutsopoulos	10:30am - 11:00am Linguistic "productscape" and ethnolinguistic vitality: Arabic and Hebrew on milk products in Israel Maria Mazzoli, Deia Ganayim	10:30am - 11:00am Toponyms in the linguistic landscape of a hawkler bazaar in the context of Hong Kong's urban renewal Shufen Ou	
	11:00am - 11:30am (cancelled)	11:00am - 11:30am Individual collapse and inclusive transformation on campus: Evidence from the disability linguistic landscape Jill Hallett	11:00am - 11:30am Chinese Migration and the Making of Linguistic Spaces in Portugal: Transformations in Urban Landscapes Yuan Yuan Zhang, Olga Solovova	11:00am - 11:30am From solemnness to vivaciousness: The transformation of Chinese military image in linguistic landscapes Jining Chen	
	11:30am - 12:00pm Wordplay, puns and winks in Chinatown landscapes: what's so funny? Susan Price	11:00am - 11:30am Liminal landscapes of liminal spaces: An exploration of the Tritsi urban park in Athens Daphne-Nicoletta Christoulaki, Stella Bratimou, Nefne Dafni Santsak	11:30am - 12:00pm Ecolinguistic landscapes: Blue Plaques as resources for climate grief and activism Anders Björkvall	11:30am - 12:00pm The Transformation of the Linguistic Landscape through Shop Names: A Linguistic, Geosemiotic, and Ethnographic Analysis of Commercial Signs in the Tibetan	
	12:00pm - 12:30pm Stories of collapse and transformation in the Linguistic Landscape (LL) of a heritage tramway	12:00pm - 12:30pm Language in motion: Transforming Intercultural Learning through Linguistic Landscapes in Germany and Canada Jill Hallett			

# Detailed Schedule

## LINGUISTIC LANDSCAPE/AL<sup>16</sup>

### Conference Agenda DRAFT

12:30pm -	Wendy Louise Anita O'Neill	Katharina von Elbwart, Bill Dunn, Dagmar Keatinge	11:30am - 12:00pm Linguistic Landscapes as Sites of Contestation	Osman Solmaz Ece Halime Nazli, Kadri Nazli Giulia Cabras	Town of Rongwo (Northwest China) Giulia Cabras
	12:00pm - 12:30pm International Tourism and the Transformation of Linguistic Landscapes: Negotiating Global, National, and Local Identities in Education(scapes)	Anatoli Rakhkochkine	Rawia Hayik	12:00pm - 12:30pm The Spatial Production and Symbolic Interaction of Linguistic Landscapes: A Case Study of Chinese Linguistic Landscapes in Commercial Districts of Southeast Asian Countries	12:00pm - 12:30pm Be Familiar, Be Foreign: The Role of Linguistic Landscapes in Sydney's Chinese Neighborhoods
1:30pm -	Lunch Break		12:00pm - 12:30pm (break)	Kellie Goncalves	Sha Wang, Wai-Mun Leung
	Heritage and Tourism 5/6 Location: S06 S00 B29 Chair: John Bellamy	Panel: Educational landscapes in a diachronic perspective: transformed sites, transforming speakers (1) Location: S06 S00 B32 Chair: Judith Purkarthofer	Protest, Violence, Conflict, and Transformation 3/5 Location: S06 S00 B41 Chair: Anders Bjorkvall	Exploring signage within the powerful production of planetary matters	
1:30pm	Positioning Chineseness in-between: Assemblage thinking and the political economy of Peranakan-scape in Singapore Zhixin Liu	Spatial organization, architectural arrangements and semiotic landscapes of a rural school: capturing moments of transformation and crisis Brigitta Busch	1:30pm - 2:00pm Transforming Collapsed Spaces: The Revival of Nazareth's Ancient Market Rawia Hayik	12:00pm - 2:00pm Diachronic Analysis of Linguistic Landscapes in Historical Film Footage: The Example of Vienna	1:30pm - 2:00pm Transformative LLs and the power of recognition Stefania Tufi
3:00pm	2:00pm - 2:30pm Signs of survival: the role of endangered languages in the Linguistic Landscape of crises. Jess Hampton	Between ethnic German language ideology and multilingualism: the special schools for Aussiedler in Hamburg and Hasselroth Stephanie Zloch	2:00pm - 2:30pm Linguistic landscape in New York City in the shadow of war Elana Shohamy, Sharon Moskowitz	2:00pm - 2:30pm Official top-down communication in the public space during the German occupation in Italy (1943-45) Simona Leonardi	2:00pm - 2:30pm Searching for Home: The Impact of Spanish Linguistic Landscape and Language Policies on Immigrants Heather Judd
	2:30pm - 3:00pm The fading linguistic landscape of Greko in Calabria		2:30pm - 3:00pm Silent or Silenced? Exploring the lived experiences of refugees	Election posters in the Linguistic Landscape of South Tyrol: a diachronic perspective.	2:30pm - 3:00pm The social linguistic soundscape: exploring community language use in a bilingual Gaelic/



Conference Agenda **DRAFT**

**LINGUISTIC LANDSCAPE/AL**

3:00pm - 3:30pm	Hans Van de Velde, Charlie Robinson-Jones, Laurence Mettewie	Schoolscapes as places of remembrance and transformation. Secondary schools in Hamburg as palimpsests <u>Franziska Kuhlee</u>	In the South African landscape <u>Jade Engel</u> , <u>Amiena Peck</u>	Vincenzo Gannuscio, <u>Silvia Palermo</u>	Visibility and Hierarchical Dynamics in Macedonia's Public Spaces <u>Alexander Aleksovski</u>	English island community <u>Inge Birnie</u>
	Afternoon Tea Break Location: S06 Foyer					
3:30pm - 5:00pm	Heritage and Tourism 6/6 Location: S06 S00 B29 Chair: Sari Pietikäinen	Panel: Educational landscapes in a diachronic perspective: transformed sites, transforming speakers (2) Location: S06 S00 B32 Chair: Judith Purkarthofer	Protest, Violence, Conflict, and Transformation 4/5 Location: S06 S00 B41 Chair: Christiana Themistocleous	Panel: The transformations of the Linguistic Landscape in the Italian Autonomous Province of Bolzano/Bozen (South Tyrol) (2) Location: S06 S01 B06 Chair: Silvia Palermo	Multilingualism 3/3 Location: S06 S01 B29 Chair: Simona Leonardi	Marking Identity in the LL 3/3 Location: S06 S01 B38 Chair: Florian Busch
	3:30pm - 4:00pm (cancelled)					
4:00pm - 4:30pm	From coordinates 39.848939, 22.516633 to 'Tempi': The signification of a fatal train collision through a heterotopic linguistic landscape <u>Roula Kitsiou</u> , <u>Stella Bratimou</u>	Unexpected multilingual spaces: The kindergarten's wardrobe <u>Anja Pesch</u> , <u>Florian Hiss</u>	The collapse and transformation of Jefferson Street in Nashville Tennessee, USA <u>Rebecca Todd Garvin</u> , <u>J. Nicholas Garvin</u>	Language Awareness and Promotion of Plurilingualism through the Linguistic Landscape of South Tyrol. Educational experiences. <u>Gabriella Sgambati</u>	Schoolscape and the Struggle for Survival: Examining the Place of an Endangered Creole Language <u>Sheryl Bernardo-Hinesley</u>	Localizing cosmopolitanism: Place making and event names in Almaty, Kazakhstan <u>Kara Fleming</u> , <u>Dinara Madiyeva</u>
	4:30pm - 5:00pm Uncertainty in the Top-Down/Bottom-Up Dichotomy: Examples from the Lower Lusatian Linguistic Landscape <u>Evan Walter Bleakly</u>					
4:30pm - 5:00pm	Discussion: Dynamic, multilayered educational spaces in diverse and changing sociolinguistic contexts <u>Tamás Péter Szabó</u>	Invisibilities in (higher) education <u>Judith Purkarthofer</u>	Neighbours with the enemy: indexicality, materiality and transformation on the Arctic border <u>Olga Solovova</u>	Ecologic discourse in the Linguistic Landscape of South Tyrol <u>Luigia Tessitore</u>	4:00pm - 4:30pm Multilingualism at secondary schools in Germany and Poland: Challenges, obstacles and unused potentials <u>Monika Kowalonek-Janczarek</u> , <u>Michael M. Kretzer</u>	4:00pm - 4:30pm Globalization, Migration, and Tourism: Shaping and Redefining Bangkok's Linguistic Landscape <u>Adcharawan Buripakdi</u>
4:30pm - 5:00pm	"You will Never Walk Alone" - Memorial Stickers in Public Spaces as Expressions of Sudden Social Transformation <u>Yarden Polak</u> , <u>Tami Yair</u>	Discussion <u>Silvia Palermo</u>	4:30pm - 5:00pm Change and Transformation in Old St. B's Linguistic Landscape <u>Gail Lynne Cormier</u>	4:30pm - 5:00pm The Guinean challenge: visible nation-building efforts in a fragile ethnic and linguistic pluriverse <u>Gardy Stein</u>	4:30pm - 5:00pm The Guinean challenge: visible nation-building efforts in a fragile ethnic and linguistic pluriverse <u>Gardy Stein</u>	4:30pm - 5:00pm The Guinean challenge: visible nation-building efforts in a fragile ethnic and linguistic pluriverse <u>Gardy Stein</u>

Conference Agenda **DRAFT**

5:15pm	Streetscape transformations: border shifts and ideology collapse
-	Małgorzata Fabiszak
6:15pm	Location: S07 S00 D07
	Chair: Isabelle Buchstaller
7:30pm	
-	Conference Dinner
10:30pm	

# Conference Agenda **DRAFT**

Date: Friday, 05/Sept/2025

8:00am	Check-in Open Location: S06 Foyer			
8:30am	-			
8:30am	Art and Transformation : Daniela Vasconcellos da Silva Location: S06 S00 B29	Art and Transformation : Hülya Özkan Location: S06 S00 B32	Art and Transformation : Gregor Sailer Location: S06 S00 B41	
9:15am	-			
9:15am	Round Table Discussion on Art and Transformation in Public Space Location: S06 Foyer With artists and stakeholders from the Ruhrgebiet culture scene.			
10:30am	-			
10:30am	Morning Tea Break Location: S06 Foyer			
11:00am	-			
11:00am	History and Diachronicity 1/2 Location: S06 S00 B29 Chair: Richard Feddersen	Protest, Violence, Conflict, and Transformation 5/5 Location: S06 S00 B41 Chair: Sean Smith	Specialised Scopes 5/6 Location: S06 S01 B06 Chair: Frank Monaghan	Methods Location: S06 S01 B29 Chair: Robert Blackwood
12:30pm	-			
11:00am - 11:30am	The Writing on the Wall: A Comparative Ethnographic Analysis of Protest Signs in the Political Semiotic Landscape of Iran between 1979 and 2022 Amirhossein Firuzkahi	11:00am - 11:30am Acts of citizenship and identity in a multilingual prison graffiti in a deportation site in East Berlin Khoi Nguyen, Maithu Bui	11:00am - 11:30am Rainbows from Ruins: Queerness in Contemporary Post-Industrial Spaces Hannah Sawall, Felix Bergmann	11:00am - 11:30am Semiotic traces of political and social transformation in public spaces Melanie Steffens, Wolfgang Imo
11:30am - 12:00pm	This station is temporarily closed – signs of before, now and then Väinö Syrjälä	11:30am - 12:00pm In the midst of transformation: Namibia's colonial-era monuments, street renaming, and the German-speaking minority Jones Y. Anam	11:30am - 12:00pm Soundscapes as analytical tools for language attitudes: A case study from Trondheim, Norway Susanne Mohr, Rikke van Ommeren, Yolandi Ribbens-Klein	11:30am - 12:00pm Exploring Psychoscapes in Linguistic Landscape Studies: A Methodological Triangulation with Cognitive and Critical Discourse Analysis E. Dimitris Kitis
12:00pm - 12:30pm	Changes to the linguistic landscape of Tomsk, Russia from 2007-2024 Miriam Whiting, Kinley Siebert, Jocelyn Jensen	12:00pm - 12:30pm Controversies in streetscapes commemorating the Yugoslavian past in Croatia, Serbia, and Slovenia: beyond post-socialist transition? Piotr Mirocha	12:00pm - 12:30pm Temporality and artistic resistance in the semiotic landscape of an urban arctic city Ragni Vik Johnsen	12:00pm - 12:30pm Into the In-Between: towards a methodology for exploring the transformative potential of Indigenous language concepts for decolonising Linguistic Landscape studies Denée S. Buckingham, Jessica Hampton



Conference Agenda DRAFT

12:30pm	Lunch Break		
1:30pm			
1:30pm	History and Diachronicity 2/2 Location: S06 S00 B29 Chair: Hannah Sawall	Educationscapes 5/5 Location: S06 S00 B32 Chair: Katharina von Elbwart	Specialised Scopes 6/6 Location: S06 S01 B06 Chair: Yolandi Ribbens-Klein
3:00pm	1:30pm - 2:00pm Identity, alterity and alienity in the visible linguistic landscape of Passau's historic city centre Julia Ricart Brede	1:30pm - 2:00pm Plurilingual and pluricultural awareness through children's eyes: Language detectives, a linguistic landscape citizen-science project for Dutch primary schools Eva Knopp, Massimiliano Spotti	1:30pm - 2:00pm Fashioning foodscapes, lifestyles, selves and brand/s in Melbourne 'hospo merch' Joseph Comer
	2:00pm - 2:30pm Orders of (in)visibility in the online-offline nexus: How do we memorize and forget COVID? Fengzhi Zhao	2:00pm - 2:30pm How does school leaders see their schoolscape? Eli-Marie Drange	2:00pm - 2:30pm Election campaign posters in an eastern German town Richard Feddersen
	2:30pm - 3:00pm Waste as public pedagogy: Reading the "Throwaway" exhibition as a spatial text Crispin Thurlow	2:30pm - 3:00pm Linguistic Landscapes as Tools for Education for Sustainable Development in the Foreign Language Classroom: Perspectives of Student Teachers and Language Learners Silvia Maria Melo-Pfeifer	2:30pm - 3:00pm The landscape of the playground: Place, metaplace and feedback Isolda E. Carranza
3:15pm	The Writing on the Wall: Teletale Signs of a Capital City's Transformation Gabriella Modan		
4:15pm	Location: S07 S00 D07 Chair: Evelyn Ziegler		
4:15pm	Closing Session and Business Meeting		
5:00pm	Location: S07 S00 D07		

6<sup>th</sup> September: Info on Social Excursion [here](#) (scroll down to the bottom of the page)

[37](#) Posters (alphabetical by surname of submitting author)

[51](#) Panels (alphabetical by surname of submitting author)

Papers (alphabetical by surname of submitting author)

[88](#) A – G

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Please note that the abstracts included in this booklet may include some talks which were withdrawn or cancelled after the first draft was published.



**Poster 1**

**Integrating Linguistic Landscape in Italian L2 Teaching: Transforming Challenges into Opportunities**

**Carla Bagna, Martina Bellinzona**

University for Foreigners of Siena, Italy

In recent years, numerous educational experiments worldwide have integrated the exploration and analysis of the linguistic landscape (LL) into students' learning experiences (Melo-Pfeifer, 2023). The benefits of such activities are manifold, encompassing cognitive, socio-emotional, and behavioral dimensions. By enhancing motivation, they stimulate creativity and curiosity (Lozano et al., 2020), promote meaningful, situated, and contextualized learning, and foster plurilingual and intercultural awareness—along with symbolic, pragmatic, and critical awareness (Lourenço et al., 2023).

Nevertheless, within the context of teaching Italian as a second language (L2), there remains a noticeable gap in studies on the practical implementation of an LL-based approach and its effectiveness for language learning.

This study began with a review of Italian L2 textbooks used at the Language Center of one University to assess whether, and in what contexts, references to LL are employed for language learning. Then, we conducted interviews with language teachers and analyzed them using Reflexive Thematic Analysis (Braun & Clarke, 2021) to investigate the extent to which LL is integrated into teaching practices and its perceived validity for developing various competences. Subsequently, following a workshop-based training program, we collected a corpus of teaching activities designed and implemented by the teachers themselves with diverse Italian L2 learner groups.

The findings confirm that, despite the lack of published teaching materials, incorporating LL into language teaching can positively impact both students' linguistic learning and teachers' language attitudes and practices. Reflection on linguistic diversity and the interaction of languages in urban spaces has the potential to transform Italian language teaching, which remains—particularly in university settings—predominantly shaped by a monoglossic paradigm.

These conclusions pave the way for future projects aimed at dismantling monolingual approaches to language teaching and learning, fostering a more dynamic and inclusive perspective.

**Notes:**

**Poster 2**

**A VIEW AT THE LINGUISTIC LANDSCAPE OF MARDIN**

**Ebru Cink**

Hacettepe University, Türkiye

This study evaluates some interim findings of the doctoral study on Linguistic Landscape conducted in the multilingual city of Mardin in Türkiye. Signs, wall writings, and billboards used by commercial enterprises, official institutions, and signs in public spaces in the historical center of Mardin were photographed and classified. According to the results of the quantitative analysis, the dominant language used is Turkish. However, the appearance rates of regional languages such as Kurdish, Syriac, and Arabic spoken in the region are below 10 percent in the linguistic landscape. English language is widely used by local businesses. Thus, the linguistic landscape does not reflect the linguistic vitality of the region; however, there are examples of heteroglossia, language stratification and language mixing.

In this study, some of the concepts used by Bakhtin, Voloshinov, Bourdieu and Pennycook are highlighted and the data are evaluated. Bakhtin uses two concepts, centripetal and centrifugal forces, to examine the dynamics of language. At the center, there is a national language that tries to shape the linguistic environment; it represents the standardization of the language and the search for linguistic hegemony. Centrifugal forces express themselves through the attempts of other ethnic groups, classes, and different segments to use their own languages and accents and represent decentralization as well as diversity in language. Centripetal and centrifugal forces affect each other and shape linguistic practices and culture. In the LL of Mardin, the uniter language Turkish and the global lingua franca of English are categorized as centripetal forces. Additionally, Pennycook's framework concerning translanguaging and semiotic assemblages is utilized to examine the intricate relationships among various semiotic resources. For this segment of the research, a qualitative analysis has been conducted. The preliminary findings indicate interconnectedness of individuals, resources, and objects in the process of meaning-making.

**Notes:**



**Poster 3**

**The impact of the Syrian civil war on Turkey's linguistic landscape**

**Nurettin Demir, Ebru Cırık, Gizem Kılıç, Miray Özbay Yiğit**

Hacettepe University, Türkiye

Until recent years studies on linguistic landscape in Turkey have focused on workplace names in foreign languages and the influence of Western languages on Turkish. The 2011 civil war in Syria has created a new topic of discussion for linguistic landscape studies: Arabic and Arabic alphabet.

Turkey is a Muslim country, Arabic is one of the native language of the country and the Arabic alphabet was used until the Alphabet revolution in 1928. So it is not surprising to find Arabic writing and Arabic in public spaces, especially in historical buildings, mosques etc. as part of the historical linguistic and cultural heritage.

The immigration of Arabic speakers in Turkey due to the war in Syria and their mass settlement in different cities create a new situation. As a result, a phenomenon has emerged in Turkey's linguistic landscape in which official institutions, companies and individuals have an influence for different reasons. Hospitals, pharmacies, and other institutions, which provide services that are also used by Arabic speakers, have begun to use Arabic. Companies and individuals tried to reach their Arabic-speaking customers by using Arabic in their various workplaces. Thus, Arabic began to be used in areas and places where it had not been seen before. This situation has also triggered a debate in society in which opposing views are defended.

This paper seeks to answer the following two basic questions:

1. Where and in which form are Arabic alphabet and Arabic to found?
2. What are the arguments of those who oppose and those who favor the Arabic script and Arabic?

The study will use the Multilingual inequality in public spaces (MIPS) model proposed by Gorter (2021), Gorter and Cenoz (2023). The data were obtained through field research and literature review within the framework of the TUBITAK-SOBAG project number 123K063.

**Notes:**

## Poster 4

### On the importance of the body in space: the human in semiotic landscapes

**Cassandra Gerber**

University of Cologne, Germany

This paper critically examines embodied practices within semiotic landscape studies, drawing on a completed doctoral thesis that explores souvenir T-shirts as and within semiotic landscapes. Drawing on Michel de Certeau's (1984) concept of space as "practiced place" and Sylvia Wynter's (2000, 2003) thinking of humanity "as narrative", the paper focuses on the different ways marginalized people actively resist and reconfigure hierarchies of power in contested spaces. By wearing and designing specific souvenir T-shirts sold at tourist sites, marginalized communities who work in tourism make themselves visible at tourist sites and thus participate in a spatial practice that questions and comments on the contested space(s) they experience. In this way, a previously appropriated space is reclaimed, a space characterized by tensions of belonging, heritage and gender. Through multi-sited ethnographic research spanning Barcelona, Palma and Zanzibar City, the paper highlights the complex ways in which bodies play a crucial role in discourses of spatial (re-)appropriation, including my own corporeality as a researcher in contested tourist spaces. This paper argues that bodies are active spatial subjects that constantly negotiate, challenge, and redefine boundaries as well as contest dehumanizing practices within semiotic landscapes.

### Notes:



## Poster 5

### **Dude, Where Do I Buy a Car: Selling Used Cars to Americans in the Kaiserslautern Military Community**

**Maggie Glass**

TU-Dortmund, Germany

The American military presence in the Kaiserslautern Military Community (KMC), in the German state of Rheinland-Pfalz, has left an indelible mark on the local linguistic landscape. The Ramstein Air Base is the main hub for US troops in Europe, and while there is no verifiable number of Americans living in the KMC, it is the largest American community outside of the United States (Ramstein Air Base 2022), and may account for nearly a third of the overall local population. Rather than developing a stable, long-term community, a large proportion of the American population in the area is transient, due to deployment schedules, which typically average 6-12 months (USO.org 2022). While Americans who live off base do live side-by-side with the local German population, the area has been developed to accommodate speakers of the two languages, with a disproportionate amount of English on the signage on storefronts and in advertisements than would be expected in rural European towns of similar size (cf, Laitinen 2014). This paper is part of a larger study examining the linguistic landscapes in four villages that directly surround the Ramstein Air Base.

A point of intercultural friction may become apparent when a young American soldier is deployed to Europe and is confronted with a car with a manual transmission (Edensor 2004). It therefore becomes imperative that even if they are only staying for a few months American service members can access cars that are familiar to them. This can be clearly seen in the linguistic landscapes of these towns where over 10% of the signs relate to car dealerships. This paper seeks to investigate the way used car dealerships utilise American symbolism, including the American flag, a bald eagle and even Uncle Sam, to buy or sell used cars to advertise to their intended, American customer base.

### **Notes:**

**Poster 6**

**Posthumanist Linguistic Landscapes**

**Theresa Heyd<sup>1</sup>, Jana Pithan<sup>2</sup>**

<sup>1</sup>Universität Heidelberg, Germany; <sup>2</sup>University of Edinburgh, UK

This contribution offers a rereading of Linguistic Landscapes through the emerging paradigm of posthumanist linguistics (Pennycook 2017, Wee 2021, Schneider and Heyd 2024). Posthumanist explorations of language engage with the Cartesian traditions that form the basis of structuralist linguistic traditions; they critically examine the boundaries drawn around human-ness and who (or what) gets to be seen as a speaker. Posthumanist linguistics examines the language-making that happens through, around and with machines, robots, algorithms and programs; animals and imagined beings; objects, things and spaces. These interests appear highly compatible with LL agendas and the interest of the discipline in the semiotics of public space (Jaworski and Thurlow 2012) and signage as objects. However, to date, little on-record engagement with posthumanist agendas in LL research exists.

In this paper, we draw these first connections by examining non-human speaker stances in publicly visible language. We do so by focusing on a specific type of linguistic practice, namely the performance of speakerhood on, through and with artifacts that are part of the Linguistic Landscape, most prominently through the creation of a deictic center via the use of the range of personal pronouns. In this sense, this study analyzes anthropomorphization as a written linguistic feature as part of the Linguistic Landscape, specifically in the case of first-person pronouns used to anthropomorphize nonhuman objects. We examine in which specific instances first-person pronouns are used to anthropomorphize and aim to find possible explanations as to why this is done.

This case study is embedded into a wider discussion of nonhuman agency in the Linguistic Landscape, for example through the rise of digital signage and synthetic soundscapes. In this sense, we contribute to the understanding of linguistic landscapes from a posthumanist vantage point.

**Notes:**



**Poster 7**

**“Africa is inside South Africa right?” A multimodal discourse analysis of African stereotypes on TikTok**

**Jacina Januarie**

University of the Western Cape, South Africa

In 2022, Dipo Faloyin released his book, “Africa is not a Country: Notes on a Bright Continent”. This book explores Africa’s history and media depiction, highlighting that many people have a fictitious view of Africa due to films, books and charities that show Africa as an impoverished place waiting on assistance from the Western world. Examining the virtual domain expands the idea that Africa is not a country. This paper delves into the virtual linguistic landscape of TikTok, examining how the platform is utilized to challenge and subvert Western stereotypes of Africa. Specifically, this paper focuses on the content created by Charityekezie, an African content creator with 3.3 million followers. By employing Stuart Hall's representation theory and multimodal discourse analysis, this research explores how Charityekezie leverages visual and verbal modes to construct counter-narratives and reshape perceptions of the continent. The analysis investigates dominant themes, language use, and viewer engagement in Charityekezie's videos to understand how they contribute to decolonising African representation in the digital age. Ultimately, this study aims to highlight the transformative potential of virtual linguistic landscapes in challenging stereotypes and promoting intercultural understanding. Virtual linguistic landscapes offer a unique space for marginalized voices to gain visibility and challenge dominant narratives. By analyzing the multimodal discourse of platforms like TikTok, researchers can uncover the complex interplay between language, culture, and power in the digital age (Ivkovic & Lotherington, 2009). Considering the theme of "collapse and transformation" this study explores the virtual linguistic landscape as a site of contention, particularly regarding harmful stereotypes and the perpetuation of narratives depicting a homogenous (often violent, indolent and uncivilized) black population. Through the lens of resilience and creativity of African communities online, this study points to unique voices like Charityekezie as providing a glimmer of hope amidst global uncertainty and social disruption.

**Notes:**

## Poster 8

### Exploring the linguistic landscape of Rhodes: An ethnographic approach

**Irene Kouniarelli, Daphne-Nicoletta Christoulaki**

University of the Aegean

Our research constitutes an exploration of the linguistic landscape (LL) of Rhodes, the 3rd most populated Greek island, an administrative center of Southern Aegean hosting several offices, university departments, an international airport, and a bustling port for ferry lines and cruise ships. Focusing on the old medieval town –an UNESCO world heritage site and an attractive mass tourism destination– along with the surrounding areas of downtown Rhodes, we shall examine how the LL is transformed during the year, when the vast majority of tourists leaves and a large part of the town shuts down.

In the context of a country in economic distress (Canakis 2017), faced with the pandemic and its aftermath (Kitsiou & Bratimou 2023, Lees 2022) and the ongoing humanitarian crisis (Canakis 2018, Christoulaki & Panagiotatou, to appear), LL study in Greece has been expanding. Adding to this growing literature, our aim is to examine how the presence of short-term visitors, as well as residents remaining after the height of the tourist season, is inscribed in the LL in various ways during different times of the year. We follow a qualitative approach: a long-term ethnographic LL analysis utilising field observation, notes, flash interviews, and photographs. Our data consists of bottom-down, official (commercial signs, street signage) and bottom-up, unofficial signs (posters, stickers).

Our findings indicate that the linguistic and semiotic landscape functions not only to construct the city of Rhodes as a tourist attraction (Backhaus 2007, Heller et al. 2014), but also to reterritorialize it (Kitis & Milani 2015) as lived space for permanent residents whose presence might be concealed by the commodification of the city during part of the year. Public space is transformed through socio-spatial practices and the city is shaped as a place of residence, history, and movement.

#### Notes:

## Poster 9

### Embassies as Landscapes of Protest and Demand in the Russia Ukraine Conflict

Ted O'Neill

Gakushuin University, Japan

Throughout the world as the consensus order and the fifty years of the Helsinki process fracture, many societies are facing the actual or potential collapse of previously stable nation-state relations and borders in the form of war, slow annexation, disinformation campaigns, and movements of refugees. This poster will report on the study and analysis of responses to the Russia/Ukraine conflict in the linguistic landscape of eastern European capitals. I surveyed and documented the landscapes of Russian and Ukrainian embassies in 10 nations with photography, voice memos, text notes, and occasional social media posts. Additional context was drawn from the city surroundings. Embassies create a particular semiotic space in cities—protected, yet intruding; in public but not open to the public. They are a rare border where everyday residents, visitors, refugees and other immigrants, and government officials of post-Soviet or post-Communist cities may interact with Russia and Ukraine directly through protest, flags, posters, graffiti, memorial objects, and even fine art. Signs were analyzed at each site for function (Garvin and Eisenhower, 2016) and for the languages present and prominent (Reh, 2014). Today, use of Russian can be quite transgressive in a mode different from that described previously by Pavlenko (2009, 2012). Signs also reveal cries of support, for help, or in rage against the violence of this collapse: solidarity (Backhaus, 2007) and opposition often stand side by side. Analyzing signs for more emotional accusatory or hortatory expressions gives insight into how these communities vary widely across these sites with shared, yet individual concerns and experiences. Each community responds to the ongoing collapse by locating the conflict primarily in state systems or in individuals. They also place the conflict at a distance, outside the nation, or bring it into their own city.

### Notes:



**Reclamation and Preservation of Cultural Heritage through Language Use: A Qualitative Study of the Linguistic Landscape of Accra, Ghana**

**Christiana Pokuaa**

University of Siegen, Germany

Linguistic landscape tells the story of a people in a community in different ways. Extensive works have been done in the area of multilingualism, language policy, language vitality, and language acquisition through the study of the linguistic landscape of various communities globally (Landry& Bourhis, 1997; Ben-Rafael et al., 2006; Huebner, 2006; Backhaus, 2007; Alomoush, 2015; Adebileje, 2017;Gorter, 2018; Hult, 2018; Anderson et al., 2020; Dubreil et al , 2023). Linguistic landscape studies in Ghana have established the dominance of the English language over indigenous Ghanaian languages.(Akoto, 2021; Pokuaa, 2021; Anderson et al 2020). One of the important uses of this relatively new area in sociolinguistics that has not received much focus in Ghana and elsewhere is the role the languages we see in the public spaces play in the study of the history and culture of the people within a particular environment. In Nigeria, Adebileje (2017) analysed elements of Africanism in the Nigerian Linguistic Landscape by focusing on symbols that were represented in the writing of signs. This study however, focuses on how Ghana, a former British colony just like Nigeria, reclaims its cultural and historical identity through its linguistic landscape. The current study seeks to use a qualitative approach by relying on the Ethnolinguistic Vitality Theory (Landry and Bourhis, 1997) to investigate how official and non-official signs in Accra, the capital city of Ghana, contribute to vitality of the indigenous Ghanaian languages and preservation of the Ghanaian cultural heritage in the heavy presence of the English language.

**Notes:**

**Transformation of a Linguistic Landscape: the case of a North-Inner-City Dublin area**

**Patricia Ronan**

TU Dortmund University, Germany

With population changes, changes in the linguistic landscape should also be observed (e.g. Blommaert & Maly 2014). As language choices in the linguistic landscape are driven by both emitters and intended audiences, and differ according to the purposes of the signage, different types of signage reflect these multilingual realities differently (cf. e.g. Ziegler et al. 2018 a, b). Especially commercial signage is likely to represent the code that the emitters deem successful to reach their audiences and want to be associated with (cf. Blommaert and Maly 2014).

Dublin's North Inner City is one of the most diverse areas of Ireland (Central Statistics Office of Ireland, 2023). In this area, incipient visual multilingualism that have been observed in the Dublin linguistic landscape beyond the traditional English-Irish bilingualism in Ireland (Kallen 2011) should thus manifest to represent the increasing diversification of Irish society.

The proposed study investigates to what extent visual multilingualism represents the de-facto society of Dublin's North Inner City. To do so, the study uses an approach of an Ethnographic Linguistic Landscape Analysis (Blommaert & Maly 2014) and analyses the visual multilingualism around the traditionally working class Gardiner Street area in Dublin 1. In comparison with the results of the latest population census for the area, it determines to what extent the linguistic landscape reflects these population statistics.

The study shows to what extent more recently arrived stakeholders in Dublin society are present in the visible linguistic landscape in this focal part of central Dublin and how the visual presence relates to these stakeholders' presence and status in society.

**Notes:**

## Poster 12

### **Privilege and Peripherality; Place-making in the graffscape of two neighborhoods in Honolulu, Hawai'i**

**Melody Ann Ross**

University of Duisburg-Essen, Germany

There is little research on the rich linguistic landscape of Hawai'i (but see Higgins 2015 and Algrim 2025), and fewer still on transgressive practices in that landscape (but see Innala and Ernulf 1992, Kato 2018). Hawai'i occupies (and is occupied by) the colonial imaginings of a number of opposing, intersecting, and diverse hegemonic structures; as the formerly sovereign Polynesian kingdom of Hawai'i; as an illegally occupied pseudo-colony, once by the British and now the Americans; and as an internationally regarded luxury tropical getaway. This contact sedimented the linguistic layers of the communities of Hawai'i; State-wide hegemony of US English; parallel *Local* use of an English-lexified creole, Pidgin; the Hawaiian language, revered and protected in the public consciousness; and the languages carried to the islands by imperialist regimes which have persevered in various forms (Grama, Kamagaki-Baron, and Drager *to appear*). This paper explores these ideologies of language in the graffscape of the affluent neighborhood of Mānoa and the gentrifying neighborhood of Kaka'ako in Honolulu, Hawai'i.

**Notes:**



**Change of the Linguistic Landscape in montane recreational areas**

**Stefan Tröster-Mutz<sup>1,3</sup>, Katrin Mutz<sup>2</sup>**

<sup>1</sup>Universität Osnabrück, Germany; <sup>2</sup>Universität Bremen, Germany; <sup>3</sup>Universität Oldenburg, Germany

In many mountain recreational areas, another recreational sport has been added in recent years, partly due to the loss of snow reliability in many regions: Mountain biking (cf. Grapentin/Sobek/Heidemüller 2018, Erlacher 2019). Despite international tourism, sports tourism mountain regions (ski resorts in winter; hiking areas in summer) have tended to be regionally orientated in their choice of languages and, in the case of border regions, have at most added the language on the other side of the border. The increase in English-language labelling is striking in connection with mountain biking.

For example, in the Austria/Italy border region (cf. Mutz/Tröster-Mutz 2024), it was found that in the area of ski lifts, many signs were in Italian/German, while signs relating to mountain bike tourism were only found in English. Even in monolingual areas such as the Harz Mountains, where previously only German labelling could be found, the number of English-language signs in the area of mountain bike tourism is increasing.

While the ecological and economic implications of mountain biking are constantly being investigated, there is little work on the linguistic implications (e.g. Dannerer/Franz 2018). The presentation will show the increasing use of English in mountain sports tourism based on the linguistic landscape in Nassfeld (Austria, border with Italy) and the low mountain region of the Oberharz (Germany).

Another additional linguistic aspect in connection with (sports) tourism is the choice of language in the catering sector. In Mutz/Tröster-Mutz (2024) the choice of language and language contact phenomena were analysed in the a border region of Austria/Italy on the basis of the names of restaurants and menus, with a focus on the local languages German and Italian. Now, with regard to restaurant names and menus, the (non-)presence of English as an international lingua franca and its interaction with the local languages will also be analysed.

**Notes:**

**Linguistic Landscape Studies as a Reflection of Multilingualism in the United States**

**Robert A Troyer**

Western Oregon University, United States of America

As of 2023, Linguistic Landscape (LL) scholars had published over 125 empirical studies in the United States context. This presentation provides an overview of this body of work which spans more than two decades. The progression of US-based LL studies over the years exemplifies global developments in the emergence of LL studies from a focus on perceptions of ethnolinguistic vitality to geosemiotc explorations of public space to the examination of multimodal discourse constructions of identity. After a brief description of this historical growth, results regarding the geographical dispersion of LL research in the country will be explained in terms of US demographics and multilingualism. Furthermore, LL studies in the US reflect the national linguistic situation where despite a history of multilingualism and a laissez faire approach to language policy, the public sphere remains primarily monolingual English. One contrasting trend that has emerged in the US LL studies is an emphasis on particular minority languages; thus, an examination of the languages documented in the publications will address the role of Spanish and other languages vis a vis English as the defacto language of the country. A novel method of conceptualizing LL research will be presented here by categorizing studies based on their orientation toward ‘situatedness’: the degree to which an LL publication is grounded in empirical analysis of a specific place, time, variety, or modality. Within this framework, it is possible to distinguish between several types of LL projects, for example: urban multilingualism, specific events and processes, emerging discourses, or applications of LL to language pedagogy. Following these various characterizations of LL research in the US, we will consider topics that are absent in this body of work, suggestions for future directions, and potential uses of this overview for scholars in other countries.

**Notes:**





Panel A

**Educational landscapes in a diachronic perspective: transformed sites, transforming speakers**  
**Brigitta Busch<sup>1</sup>, Stephanie Zloch<sup>2</sup>, Franziska Kuhlee<sup>3</sup>, Anja Pesch<sup>4</sup>, Florian Hiss<sup>5</sup>, Judith Purkarthofer<sup>6</sup>, Tamás Péter Szabó<sup>7</sup>**

<sup>1</sup>Universität Wien, Austria; <sup>2</sup>TU Dresden, Germany; <sup>3</sup>Universität Hamburg, Germany; <sup>4</sup>University of Inland Norway; <sup>5</sup>UiT The Arctic University of Norway; <sup>6</sup>Universität Duisburg-Essen, Germany; <sup>7</sup>University of Jyväskylä, Finland

Public opinion has it that educational systems are on the verge of collapse, with a lack of educators, challenges in reaching educational goals for students with different family languages and an often sad state of the school buildings. At the same time, (pre-)schools continue to accommodate students with a wide range of family languages, foster multilingual environments and serve as safe(r) spaces – not least facilitated by educators who see the potential for transformation in local social practices and meaningful alliances across institutions.

Educational institutions that shape language repertoires of speakers and transmit (nation state) language ideologies have been described in research on language policy in the minority language context as well as in relation to the monolingual habitus of schools, even in post-migrant society. However, research on schoolsapes has only gained momentum in recent years (e.g. visible in the edited volumes by Gorter & Krompák 2024, Krompák, Fernández-Mallat & Meyer 2021, following earlier works of Laihonon & Szabó 2018, Purkarthofer 2016). Visible signage and languages in the (semi-)public spaces carry meaning as indicators of language use and transmits information about the status of linguistic resources of the planners and users of the space. Lefebvre's (1991) conception on social space serves as one starting point to understand how the spatial and the social are inseparably intertwined, providing a fruitful lens into spatialized language practices as social phenomena (Purkarthofer 2022).

In this panel, we extend the existing research by inviting a diachronic view as added value in the **perception of schoolsapes in and as historically situated sites** – analyzing them as historians, linguists and teacher educators with concepts like (in)visibility, authorship and readership and finally matters of form and function. We, our aim is to understand policies and social practices on a more general level. The complex *Gestalt* of educational landscapes thereby encompasses the perspectives of students, teachers and administrators as well as traces of parents and communities to varying degree when zooming in on specific multilingual places in Austria, Germany, and Norway, and on different moments in time. In five contributions and with one discussant, we cover pre-school, schools and higher education, analyze how forms and functions align, and address the following questions:

- Which roles do educational institutions have in the maintenance of (majority and heritage) languages?
- How did/do the aims and goals materialize in the schoolsapes and associated social practices?
- Which elements persist over time or change in relation to political climate and societal debates?
- Which resources are used to by different actors in the local, national and global context?

**Spatial organization, architectural arrangements and semiotic landscapes of a rural school: capturing moments of transformation and crisis**

**Brigitta Busch**

Universität Wien,, Austria

Schools are often considered as public institutions instrumental in enforcing top-down language policies e.g. in normalizing a monolingual habitus that invisibilizes lived heteroglossia. However, they also turn out to be sites where such policies are challenged. I will trace how processes of negotiation and conflict materialized in the architectural arrangement, the spatial organization and the semiotic/linguistic landscapes within and around a small rural school in a peripheral mountain valley in the South of Austria inhabited by a predominantly Slovene speaking population.

The school history (1924 – 2016) is characterized by top-down policies that aimed at implementing German language education as well as by acts of local resistance. I will focus on two moments of collapse leading to school closure: the first when during the Nazi regime assimilationist policies and the persecution of the Slovene population reached their peak, the second when socio-economic transformations and neoliberal policies altered the social structure of the valley.

**Notes:**

**Between ethnic German language ideology and multilingualism: the special schools for Aussiedler in Hamburg and Hasselroth**

**Stephanie Zloch**

TU Dresden, Germany

Children and young people who migrated after 1950 from Central and Eastern Europe to Germany were considered “ethnic German” Aussiedler. It was a surprising discovery for German authorities that many of the young migrants hardly spoke any German. Education politicians created therefore special school places in a short space of time. I will zoom into two of these places: the special school Bülaustraße in the lively city center of Hamburg in the 1950s, and the special school Hasselroth in a remote Hessian district, which served until the 1980s. How did the aims of forced language teaching and transmitting a national language ideology materialize in the schoolscapes and in the associated social practices? This question is all the more fascinating because students not only came from various countries in Central and Eastern Europe, but also from Chile, Vietnam, Australia, Morocco or South Africa. Both schools thus accommodated students with a wide range of family languages and inadvertently became multilingual places.

**Notes:**



## **Schoolscapes as places of remembrance and transformation. Secondary schools in Hamburg as palimpsests**

**Franziska Kuhlee**

University of Hamburg, Germany

Drawing on the example of two secondary schools in Hamburg, this paper shows how schoolscapes (Brown 2005) index past times by means of signs, objects and architecture, and how these traces of the past are restored or overwritten to be adapted to contemporary educational concepts. In this process, several layers of time are materialized in a palimpsestic (Bendl 2021) schoolscape, which reflects dominant ideas of contemporary school architecture in the sense of a 'conceived space'. At the level of 'perceived space', both traces of the past (e.g. inscriptions, statues) and traces of transformation processes (e.g. new built structures) are perceived and evaluated by the inhabitants of a schoolscape (Lefebvre 1991). The data for this analysis comprises both archive materials and a photographic corpus compiled in an ongoing 3-year project (Androutsopoulos/Kuhlee 2021), and the analysis draws on multimodality and spatial semiotics (Scollon/Scollon 2003, Kress 2010).

### **Notes:**

### **Unexpected multilingual spaces: The kindergarten's wardrobe**

**Anja Pesch<sup>1</sup>, Florian Hiss<sup>2</sup>**

<sup>1</sup>University of Inland Norway, Norway; <sup>2</sup>UiT The Arctic University of Norway

«As soon as we start looking closely at real people in real places, we see movement. We see languages turning up in unexpected places, and not turning up where we expect them to be» (Heller, 2007). One such place is the wardrobe of a Norwegian kindergarten. In spite of multilingual children and parents, the kindergarten appears as a Norwegian-speaking place. Using longitudinal ethnography with participatory observation, interviews and semiotic landscape data, we show how children and adults create a dynamic social space (Lefebvre, 1991) in the wardrobe, with shifting ownership, challenging the monolingual norm. Our case shows that not the semiotic landscape but the play and actions by children and adults create a multilingual space, which calls for methodological reflections surrounding children's play and, more generally, multilingual practices transforming space and time.

#### **Notes:**

### **Invisibilities in (higher) education**

**Judith Purkarthofer**

Universität Duisburg-Essen, Germany

Languages are the means of learning, in different modalities, in different levels of assessment and not least as language competences that need to be certified in order to enter higher education. This presentation conceptualizes landscapes both in the physical space of a transforming university as well as in the mental representations of curricula and study plans. Who is eligible to access which spaces in changing times? Who can access which subjects under which conditions and which languages are visible and made explicit over time? By looking at a university with a strong teacher education portfolio in North Rhine-Westphalia, we see materializing language practices in space that will transcend into schools. Teacher-students are also taking their language experiences from schools back to the university, in turn transforming what was once imagined as a rather unidirectional learning opportunity.

### **Notes:**



**Discussion: Dynamic, multilayered educational spaces in diverse and changing sociolinguistic contexts**

**Tamás Péter Szabó**

University of Jyväskylä, Finland

Educational institutions are arenas of continuous transformation of and resistance to (language) education political trends. In my discussion, I take the lens of transnational teacher education and investigate some major local, national and global trends that influence schoolsapes that pre- and in-service teachers navigate during their studies and professional work. By examining multilingual practices, evolving schoolsapes, and higher education's role in shaping pedagogical approaches, I will emphasize the importance of preparing educators to critically engage with and adapt to dynamic, multilayered educational spaces in diverse and changing sociolinguistic contexts.

**Notes:**

**Panel B**

**On the transformative potential of citizen science in the context of linguistic landscapes**

**Barbara Soukup<sup>1</sup>, Lisa Krammer<sup>1</sup>, Sophia Seereiner<sup>1</sup>, Elissa Pustka<sup>1</sup>, Eva Varga<sup>2</sup>, Mona Blåsjö<sup>3</sup>, Charlotte Engblom<sup>4</sup>, Edina Krompák<sup>5</sup>, Heike Chan Hin<sup>6</sup>, Rahaf Farag<sup>6</sup>, Christine Möhrs<sup>6</sup>, Janin Roessel<sup>6</sup>**

<sup>1</sup>University of Vienna, Austria; <sup>2</sup>Paderborn University; <sup>3</sup>Stockholm University; <sup>4</sup>Uppsala University;

<sup>5</sup>University of Teacher Education Lucerne; <sup>6</sup>Leibniz Institute for the German Language

Citizen science (CS), broadly defined as the “the general public engagement in scientific research activities” (Societize 2014: 8), has been hailed for its transformative potential to enhance the public’s appreciation of and inclusion in scientific practice and findings, thus scaffolding more evidence-based political decision-making long-term (cf., e.g., contributions in Vohland et al. 2021).

While CS has become quite well-established in the natural sciences, it has been less of a common practice in the social sciences and humanities, at least under this explicit label (Kullenberg & Kasperowski 2016; Svendsen 2018; Tauginiené et al. 2020). Yet, in the particular context of linguistic landscape (LL) study, CS has recently been thriving, facilitated by the launch of participatory data-collection apps like *Lingscape* (Purschke & Gilles 2016ff.) and *LinguaSnapp* (<http://www.linguasnapp.manchester.ac.uk/>). But such fostering of citizens’ collaboration in the collection of LL data does not automatically speak to the degree of transformation this engagement may engender in the participants and in broader society, especially regarding one of the typical missions of LL study, which is to advocate for a positive take on multilingualism, linguistic diversity and linguistic inclusivity (cf., e.g., contributions in Blackwood & Dunlevy 2021).

Uniting scholars from Austria, Germany, Sweden, and Switzerland, this panel explores the transformative potential of CS in the context of LL study and its above-outlined mission by juxtaposing and scrutinizing respective evidence from a set of recent or ongoing LL-CS projects that aim to enhance their CS participants’ appreciation of linguistic diversity in some regard. Each paper identifies and discusses focal points where such evidence emerges, ways to capture sparks of attitudinal transformation, and strategies to drive respective project outcomes.

Thus, key questions addressed in our panel are:

- What are the goals of each featured project regarding the positive transformation of participants’ attitudes towards multilingualism, linguistic diversity, and linguistic inclusivity?
- What evidence is there that a project actually transformed participants’ attitudes in this regard?
- How can such evidence be collected; how can respective project ‘success’ be ascertained?
- What proposals can be derived from the experience gathered in the featured projects that could drive such positive transformation in future endeavors?

Addressing these questions, our contributions show, i.a., how playful intervention can heighten kindergarteners’ non-judgmental appreciation of linguistic diversity; how LL fieldwork sharpens high schoolers’ awareness of linguistic diversity in public space inside and outside of school, promoting critical reflection on LL make-up and messages; and how LL-CS can reach and empower typically underrepresented social groups, as well as promoting sustainable language education.

In most global settings, it has become trivial to call linguistic diversity a fact of life. At the same time, tolerance for this diversity still lags in many places (e.g., Zas Varela & Prego Vázquez 2018; Meier, Blaschitz & Dirim 2024). Our panel expresses the conviction and endeavor that LL-CS projects may ultimately contribute to addressing this challenge.

Panel B 1/2: 1

Introduction to the Panel Topic

Barbara Soukup

University of Vienna, Austria

Notes:



**Enhancing LL diversity awareness and appreciation via Citizen Science: The project VisibLL**

**Barbara Soukup, Lisa Krammer, Sophia Seereiner, Elissa Pustka**

University of Vienna, Austria

The project 'VisibLL – High school students explore the (in)visible multilingualism of the Viennese Linguistic Landscape' aimed to promote awareness and appreciation of linguistic diversity in the written LL via citizen science (CS). 80 High schoolers participated in fieldwork days where they were trained by sociolinguists to collect LL data of 'non-German' signage (per their own perception), and critically reflected on the implications of the task and findings. Intervention effects were assessed via written feedback, including pre- and post-questionnaires. Results show that the participants noticed a different kind of linguistic diversity in public space (e.g., fewer 'migrant' languages) than they had originally expected. Further, they agreed more strongly with the statement "I see many different languages when I walk around in Vienna" post-participation than before – an effect still evident one year later. We also discuss difficulties encountered in assessing intervention effects, especially regarding the targeted attitudinal transformations.

**Notes:**

## **Swedish students' reflections on languages and values on their school walls**

**Mona Blåsjö<sup>1</sup>, Charlotte Engblom<sup>2</sup>**

<sup>1</sup>Stockholm University, Sweden; <sup>2</sup>Uppsala University

The Swedish citizen science project “Voices of the Walls” addresses how messages are communicated via signs, posters and graffiti on school walls, and how these interact with fundamental values in school policy documents and other societal discourses. Over 100 pupils aged 7-9 and 300 high school students aged 13-16 photographed walls in their schools and classified them according to the language(s) used, the functions of the featured messages (e.g., informing, warning, prohibiting, amusing), and who the supposed ‘senders’ and intended ‘receivers’ are, also noting their own reflections on how the messages convey ideological values. Student reflections show that the project inspired fruitful discussions on the tension between the majority language and a parallel language situation, where English and minority languages such as Arabic and Ukrainian were made relevant. In our talk, we also present insights gained with regards to the project’s transformative potential concerning core values and school policy.

### **Notes:**

**Sustainable language education in Swiss-Scape**

**Edina Krompak**

University of Teacher Education Lucerne, Switzerland

Sustainable multilingualism (Hult 2023) and sustainable language education represent significant and emerging discourses in language learning in general (de la Fuente 2022) and in linguistic landscape (LL) studies in particular. This paper introduces the citizen science project “swiss-scape” and explores how sustainable language education is constructed and negotiated in public spaces. The dataset comprises about 200 visual images collected by future teachers from four Swiss universities as well as 74 questionnaires reflecting on the activity. Preliminary results show that discourses of linguistic diversity, inclusion and sustainability are represented in LL through various materialities, emplacements and modalities. While linguistic diversity is often used for marketing purposes, inclusive aspects remain hidden from the wider audience. Sustainable discourses address various issues such as recycling, climate change and sustainable food practices. Further findings suggest that drawing attention to global issues within the LL opens up new avenues for global citizenship and sustainable language education.

**Notes:**

**Multiple pathways to transformation with linguistic landscaping in the project “Die Sprach-Checker”**

**Heike Chan Hin, Rahaf Farag, Christine Möhrs, Janin Rössel**

Leibniz Institute for the German Language, Germany

Research aims to be more inclusive and foster diversity, but WEIRD samples (Henrich et al. 2010) predominate—even within citizen science. Perspectives from young people and persons with diverse linguistic backgrounds remain underrepresented. The project Die Sprach-Checker (“The Language Checkers”) addresses this issue by involving youth from a highly diverse district as citizen scientists. Linguistic landscaping has proven to be particularly suitable as it lowers language barriers and promotes engagement through media use. We documented experiences from our LL-activities alongside traces captured in the Lingscape App. Accompanying research indicated benefits for the pupils, but also highlighted that impact and transformation need time to unfold—and manifest in various ways, e.g., engaging a diverse participant base, continued collaborations in the district, funding for a follow-up project (LL-kit to enhance multilingualism awareness in schools), interest among policy-makers. Transformative potential emerged regarding the appreciation of multilingualism and making citizen science itself more inclusive.

**Notes:**



Discussion

Barbara Soukup

University of Vienna, Austria

Notes:

## Panel C

### Typographic landscapes as spaces of transformation and collapse

**Irmi Wachendorff<sup>1</sup>, Yu Li<sup>2</sup>, Justin Burns<sup>3</sup>, Katy Humberstone<sup>4</sup>, D.J. Trischler<sup>5</sup>, Muhammad Rahman<sup>5</sup>**

<sup>1</sup>University of Reading, United Kingdom; <sup>2</sup>Loyola Marymount University, California, USA; <sup>3</sup>University of Derby, United Kingdom; <sup>4</sup>University of Exeter, United Kingdom; <sup>5</sup>University of Cincinnati, Ohio, USA

Johan Järlehed and Adam Jaworski state “where there is linguistic variation and a need to make linguistic choices, these choices will inevitably carry social meaning. Typographic and orthographic choices constitute an important area of language use, where more research is needed to unravel the ‘bigger picture’” (2015: 122). Following this call to action, the proposed panel wants to focus on research that analyses typography as a social activity in urban environments, combining theoretical and methodological approaches from sociolinguistics and typography (Wachendorff in print a, Li 2023, Humberstone 2021).

Typography is understood as the visual form, materiality, and organisation of written language (Spitzmüller 2007: 4, Bringham 2005: 11, Walker 2014: 2), produced by laypeople and professionals alike, encompassing all manifestations of scriptural expression – particularly vernacular and “semiotically-unregulated” (Adami 2020: 89) articulations. Typography is a ‘non-neutral form’ (Murphy 2017: 67); a contextualised, discursively negotiated, multimodal, communicative, spatial, and “social practice” (Järlehed and Jaworski 2015: 119; Stöckl 2014; Spitzmüller 2013; Bateman 2008; Androutsopoulos 2004) that not only depicts social reality but takes part in actively shaping it (Spitzmüller 2013: 171). Form, materiality, and placement of text play a central role in the investigation of language (Scollon and Scollon 2003), and give access to the analysis of the cultural, historical, and social contexts of human life expressed in urban environments.

Focusing on the individual and collective practice of typographic meaning-making in urban spaces, a ‘typographic landscape research’ can investigate the use of typography as a means for social actors to perform identities, negotiate space and debate power relationships (Järlehed and Jaworski 2015: 117). This links in with the overall topic of LL Workshop 16 “**Spaces of collapse and transformation**”. A closer look at typography in LL would allow us to explore the following research questions:

- What is the role of typography in the depiction of social hierarchies and power structures, spaces of exclusion, inclusion, migration, and cohabitation?
- How are processes of social transformation and collapse visible and mediated through typographic expressions (Rahman & Mehta, 2020; Wachendorff in print b)?
- How is typography used – discursively and interactively – to take a visible ‘stance’ (Du Bois 2007), create social belonging, perform identities, and visually forge the Self and the Other (Spitzmüller 2013: 337; Jaworski and Thurlow 2010: 9)?
- How are values, attitudes, and ideologies negotiated through typographic choices (Spitzmüller 2013, 286–324)?
- What part does typography play in breaking down stereotypes and challenging cultural hegemony (Li 2023 and in progress)?
- What is the typographic contribution to processes of commodification and gentrification (Järlehed 2015; Järlehed, Nielsen and Rosendal 2018), preservation of local heritage, and transformation of identities of place (Burns and Jarratt 2022)?

**Phoenix in transformation: Remaking visual Chineseness in culinary California**

**Yu Li**

Loyola Marymount University, United States of America

This study examines the typographical transformations of a long-standing Chinese American business, Phoenix Food (1965-present), from the chop suey letterform to new visual identities as it grew to dozens of locations across greater Los Angeles. The American-created chop suey font has long served as a typographic shorthand for Chineseness (Shaw, 2008). Adopted by many Chinese-owned businesses during the Exclusion Era (1880s-1940s) and having since spread around the world, it has been critiqued as a hegemonic regime of racialization, domestication, and commodification (Siapera, 2010) of the Chinese ethnocultural identity (Li, 2023). Through visual analysis and interviews, this study reveals the shifting sociosemiotic associations of chop suey as it becomes increasingly marginalized. It demonstrates that the letterform has served to co-construct alternative narratives – those of family heritage, transpacific cultural identity, and entrepreneurial aspirations, as in the current case – contributing to “historically layered semiotic landscapes” (Järlehed & Jaworski, 2015, p.177).

**Notes:**

## **Character building: The typographic identity of the English seaside**

**Justin Burns**

University of Reading, United Kingdom

This paper examines how specific typographic classifications contribute to the identity and experience of English seaside resorts. Site visits and multiple case studies were conducted to document and analyse the typographic vernacular of these resorts using replication logic (Yin, 2018). A data visualisation methodology was developed for this study, to map the classifications applied to facades within consistently defined geographic parameters. Three comparative case studies of the popular resorts of Blackpool, Brighton and Scarborough provide visual analysis and evidence the use of typefaces frequently selected from classifications (Dixon, 2001) that differ from those typically found in urban and rural areas. This research widens its scope and relevance to the fields of typography and graphic design by drawing upon practice and theoretical frameworks in cultural geography and tourism, notably Barnes (2019) and Jarratt (2015). Findings here evidence the value of lettering and typography in the transitional identity of English seaside resorts.

**Notes:**



## **Typographic and linguistic reflexivity, visibility, and positioning in a heritage context: The Cornish-Mexican case**

**Katy Humberstone**

University of Exeter, United Kingdom

This presentation addresses the visibility of heritage from a linguistic-typographic or typographetic perspective (Haralambous, 2020; Wachendorff, 2021) in the context of Cornish-Mexican heritage in Real del Monte and Pachuca in Hidalgo. Between c. 1824–1848, Cornish peoples – from Southwest UK – settled in Real del Monte and Pachuca (in the State of Hidalgo, Mexico) for the purposes of silver mining (see Schwartz 2003). Nowadays, there is a cultural heritage which connects to this migration, to include Pastes (stemming from the Cornish Pasty dish), the mining heritage, and an annual Paste Festival. This study explores the semiotic landscape of this area (e.g., Jaworski and Thurlow, 2010), specifically focusing on signs connected to Cornish heritage. This contribution looks at the positionings in the landscape which connect to discourses surrounding the aforementioned cultural heritage. The visual language of this heritage is reflected on a typographetic level, shaping this heritage as traditional, familial, playful, and urban.

**Notes:**

**The power of typography: Examining symbolic inclusion and exclusion in the visual communication of an evolving neighborhood’s business districts**

**D.J. Trischler, Muhammad Rahman**

University of Cincinnati, United States of America

This study reads the linguistic landscape of a neighborhood’s public and commercial amenities employing visual analysis tools to communicate the relationships between the typography and “economy, power, status, cohesion, and diversity” (Rahman & Mehta, 2020, p. 48). East Price Hill is a historically White neighborhood in Cincinnati, Ohio, that has evolved into a community of diverse, intersectional identities. The contribution analyzes inclusive and exclusive areas within the neighborhood and how they reveal their traits symbolically through typographic diversity and homogeneity (Rahman & Mehta, 2020). As such, this study examines the typefaces and their arrangements/sizes, messaging, language, colors, and materials across three of the neighborhood’s business districts, along with public feedback about feelings of belonging and welcomeness. While ongoing development is visible in each district, it occurs on different timelines and scales, providing opportunities to critically examine changes in the neighborhood’s linguistic landscape.

**Notes:**

**Old letters, new meanings: Blackletter in contemporary European semiotic landscapes**

**Irmi Wachendorff**

University of Reading, United Kingdom

This study analyses the contemporary use and perception of blackletter scripts and typefaces in semiotic landscapes in Germany, France, and the UK. It examines the evolving indexicalities and enregisterments (Agha, 2007) of blackletter in three contexts: genre-typical applications conveying historicity and authenticity (restaurant signs, beverage labels, newspaper mastheads); subversive expressions in pop culture (fashion, music, entertainment); and ideological articulations in political visual communication (stickers, protest banners, posters, print media) (Bain & Shaw, 1998; Busch, 2017; Schopp, 2016; Spitzmüller, 2012; Vestergaard, 2016; Willberg, 1993).

Through qualitative analysis of images, interviews, and survey data, the research explores the nuances of regional and generational differences. In particular, it focuses on the role of blackletter in contemporary political visual communication and the semiotically performed construction of the 'right-wing other'. The study illustrates how varying typographic meanings are shaped by context, local histories of use, and the "graphic knowledge" (Spitzmüller, 2013) of social actors.

**Notes:**

## Discussion

**Irmli Wachendorff<sup>1</sup>, Yu Li<sup>2</sup>**

<sup>1</sup>University of Reading, United Kingdom; <sup>2</sup>Loyola Marymount University, California, USA

This links in with the overall topic of LL Workshop 16 “Spaces of collapse and transformation”. A closer look at typography in LL would allow us to explore the following research questions: What is the role of typography in the depiction of social hierarchies and power structures, spaces of exclusion, inclusion, migration, and cohabitation?

How are processes of social transformation and collapse visible and mediated through typographic expressions (Rahman & Mehta, 2020; Wachendorff in print b)?

How is typography used – discursively and interactively – to take a visible ‘stance’ (Du Bois 2007), create social belonging, perform identities, and visually forge the Self and the Other (Spitzmüller 2013: 337; Jaworski and Thurlow 2010: 9)?

How are values, attitudes, and ideologies negotiated through typographic choices (Spitzmüller 2013, 286–324)?

What part does typography play in breaking down stereotypes and challenging cultural hegemony (Li 2023 and in progress)?

What is the typographic contribution to processes of commodification and gentrification (Järlehed 2015; Järlehed, Nielsen and Rosendal 2018), preservation of local heritage, and transformation of identities of place (Burns and Jarratt 2022)?

## Notes:



## Panel D

### Semiotic Landscapes of Violence

**Andreas Nuottaniemi<sup>1</sup>, Johannes Samuelsson<sup>1</sup>, Sean Smith<sup>2</sup>, Natalia Volvach<sup>3</sup>, David Kroik<sup>4</sup>, Hilde Sollid<sup>5</sup>, Åse Mette Johansen<sup>5</sup>, Sari Pietikäinen<sup>6</sup>**

<sup>1</sup>Linköping University; <sup>2</sup>Tilburg University; <sup>3</sup>Stockholm University; <sup>4</sup>Nord University; <sup>5</sup>The Arctic University of Norway; <sup>6</sup>University of Jyväskylä

In this panel, we propose “thinking-with-violence” as a framework for methodological innovation and theory-making. Rather than relegating violence to the background or treating it as merely the “context” within which social actions occur, this panel explores how violence actively shapes new phenomena and lifeworlds amidst processes of collapse and transformation.

Attending to violence as a political project that “lays waste to certain peoples, relations, and things that accumulate in specific places” (Stoler, 2013: 11), panelists examine how unresolved and enduring forms of violence influence the production of, and individual experiences within, semiotic landscapes. By addressing violence across contexts such as war, settler colonialism, neoliberal extraction, and post-industrial development in settings including Ukraine, Sweden, Norway, and the Arabian Gulf, these papers contribute to a deeper understanding of semiotic landscapes shaped by violence.

The main orienting questions are:

1. What are the affordances and limitations of various methodological and theoretical approaches to studying semiotic landscapes of violence?
2. What ethical and political challenges do researchers face in this domain?

Bodies and landscapes are key sites of transformation under the impact of violence (Drozdowski & Dominey-Howes, 2021; Volvach & Kerfoot, forthcoming). Exploring what can be termed “violence in capitalism” (Tyner, 2016), Nuottaniemi and Samuelsson investigate the capitalist production of laboring bodies in the context of the green transition. Through ethnography with migrant workers at Europe’s largest battery gigafactory in Skellefteå, Sweden, the authors demonstrate how the violence of capital renders bodies both invisible and invincible. Similarly, in the context of Saudi Arabia and Oman, Sean Smith illuminates the conflicts that arise from nation-driven tourism initiatives framed as sociocultural transformation. Smith argues that these initiatives, while promoting national interests, clash with local community needs, perpetuating state-led violence.

In the context of Russia’s full-scale war against Ukraine, violence aims to annihilate “the Other” both physically—based on ethnicity and language—and symbolically. Using the concept of “violent reverberations” (Navaro et al., 2021), Volvach examines how violence transforms people and landscapes into remnants, revealing their vulnerability.

Within what Sehlin MacNeil (2017) calls “extractive violence”, Kroik investigates how settler colonialism in Sápmi perpetuates linguistic hegemony in Plaassja/Røros, Norway. This ongoing settler colonialism exacerbates language endangerment, contributing to multilingual invisibilities and material destruction in the region. Complementing this analysis, Hilde Sollid and Åse Mette Johansen explore acts of violence and reconciliation in the linguistic landscapes of Sápmi. Focusing on vandalized landscapes displaying minoritized languages, they problematize the colonial past and discuss pathways toward justice for the future. Together, the panel’s contributions illuminate the complexities of studying semiotic landscapes shaped by violence in its various guises. By deploying diverse methodological and theoretical approaches, these papers provoke critical reflection on the forces driving transformation and collapse.

Panel D 1/2: 1

**Introduction to the Panel Topic**

**Natalia Volvach**

Stockholm University, Sweden

**Notes:**

## Panel D 1/2: 2

### **The ghost in the green machine: on the fetishization of labor and language in the “green” transition** **Andreas Nuottaniemi, Johannes Samuelsson**

Linköping University, Sweden

This paper explores the erasure and inevitable return of the laboring body in the “green” mega projects of northern Sweden. Drawing on Marx’s concept of fetishism (e.g. Marx, [1858] 1993), it examines how capitalist production abstracts labor from its concrete practices, rendering living workers all but invisible. The study employs critical sociolinguistics and ethnographic methods (Heller et al., 2018) to analyze the discursive construction of labor and language in the green transition. It argues that the capitalist logic driving these ostensibly sustainable projects inherently obscures the significance of human (communicating) bodies and their labor, albeit entirely dependent on them for successful valorization of value. By juxtaposing these discursive constructions with the lived experiences of migrant workers in the green industry, the paper highlights the antagonistic class relations that characterize this social transformation. Ultimately, it critiques the notion of a sustainable green transition within the framework of capitalism’s value logic.

### **Notes:**

## Panel D 1/2: 3

### **Unsettling Vulnerability in the Wake of Violence**

**Natalia Volvach**

Stockholm University, Sweden

This talk explores multiple forms in which violence of the Russian state-sponsored war against Ukraine reverberates (Navaro et al., 2021b) from the beginning of 2014 until the present day. Following on previous work that advocates for a relational approach to studies of semiotic landscapes (Peck et al., 2019), this paper draws on field notes from the material collected in 2019 to reflect on the nature of harm to which people and places become exposed. Attending to remnants of violence omnipresent in its various guises through three analytical vignettes, this talk proposes the concept of mutual vulnerability as a heuristic tool to consider vulnerability relationally and as inherently implicating people and place. I will conclude my intervention by discussing the place of poetic writing in studies of war memories and violence.

### **Notes:**



**Transformed by tourism: the semiotics of state violence in Arabian Gulf landscapes**

**Sean Smith**

Tilburg University, Netherlands, The

Tourism is one of the world's largest and most influential economic sectors, implicated in sociocultural transformation and the accumulation of state power. Yet it is also a material phenomenon, one of capitalism's most profound "terraforming" forces which dramatically reshapes landscapes and ecologies (Córdoba Azcárate, 2020). Resulting semiotic landscapes may be effective for nation-branding and attracting international tourists, but local communities often experience the development of tourism infrastructure as violence that extinguishes long-practiced lifeways (Devine & Ojeda, 2017). This paper examines how semiotic landscapes produced through tourism development are experienced at two sites in Saudi Arabia and Oman, drawing on field-based research and an analysis of media reports and social media posts. Attending to the spectral landscapes which haunt the infrastructures of tourism development, this paper further considers the methodological and ethical problematics of researching the semiotics of state violence in contexts where political expression is heavily surveilled.

**Notes:**

**“We shoot at the Sámi signs”: From acts of violence to acts of reconciliation in the linguistic landscape of Sápmi**

**Hilde Sollid, Åse Mette Johansen**

UiT The Arctic University of Norway, Norway

In 1992, the traditionally trilingual municipality Gáivuotna – Kåfjord – Kaivuono in Northern Norway was included in the Administrative Area for Sámi Language, and monolingual Norwegian road signs were replaced with bilingual ones that included the North Sámi name. Shortly afterwards, the bilingual signs repeatedly became subject to acts of violence, which gained enormous media attention and became the topic of a local theatre play. Meanwhile, vandalised versions of the road sign also found their way into both national and local museums. Since 2002, the signs have been left untouched, and in 2016, the Kven name of the municipality was included without any conflict. Based on material ethnography (cf. Stroud & Mpendukana, 2009), we discuss the history of the sign as processes of entextualisation (Bauman & Briggs, 1990; Blommaert, 2013) and as acts of reconciliation aimed at both learning about injustice in the colonial past and building justice for the future.

**Notes:**

## Panel D 2/2: 3

### Discussion

#### **Sari Pietikäinen**

Jyväskylän yliopisto, Finland

In this panel, we propose “thinking-with-violence” as a framework for methodological innovation and theory-making. Rather than relegating violence to the background or treating it as merely the “context” within which social actions occur, this panel explores how violence actively shapes new phenomena and lifeworlds amidst processes of collapse and transformation.

Attending to violence as a political project that “lays waste to certain peoples, relations, and things that accumulate in specific places” (Stoler, 2013: 11), panelists examine how unresolved and enduring forms of violence influence the production of, and individual experiences within, semiotic landscapes. By addressing violence across contexts such as war, settler colonialism, neoliberal extraction, and post-industrial development in settings including Ukraine, Sweden, Norway, and the Arabian Gulf, these papers contribute to a deeper understanding of semiotic landscapes shaped by violence.

The main orienting questions are:

1. What are the affordances and limitations of various methodological and theoretical approaches to studying semiotic landscapes of violence?
2. What ethical and political challenges do researchers face in this domain?

### Notes:

## Panel E

### The transformations of the Linguistic Landscape in the Italian Autonomous Province of Bolzano/Bozen (South Tyrol)

**Silvia Palermo<sup>1</sup>, Vincenzo Gannuscio<sup>2</sup>, Gabriella Sgambati<sup>1</sup>, Luigia Tessitore<sup>1</sup>**

<sup>1</sup>Università di Napoli L'Orientale, Italy; <sup>2</sup>Università di Modena e Reggio Emilia, Italy

The use of land – that is to say the development of land areas originally natural or semi-natural or given over to agriculture – is without doubt the most visible expression of the continual transformation of territory and landscape, especially in terms of urban and infrastructural development. This process of transformation is also evident, on occasion strikingly so, in the Linguistic Landscape (LL) of a given territory, above all in those with large urban concentrations. The first important studies in the field of LL focused precisely on such areas, investigating in the main the presence and/or absence of one or more languages in a given urban area (Ben Rafael et al., 2006; Gorter 2006; Huebner 2006; Backhaus 2007). Processes of modernisation (technological advances, automatization, commercialisation) have led to an expansion of the LL in public spaces, seen as the places in which social actions are structured and regulated (Giddens 1987). As a result, public space has been transformed into 'readable' space increasingly filled with *Sehflächen* so much so that Auer (2010) speaks of "a colonization of public space by specific public and private agents" who with their creative drive divide it up and occupy it semiotically.

LL studies have over time moved towards a qualitative analysis of the data they take into consideration and have dedicated increasing attention to the diachronic dynamics of linguistic landscapes. At the same time the subjects LL studies have changed or rather the field of investigation in LL has expanded considerably, with the addition of non-urban areas, for example those which are rural and agricultural or alpine, and a prevalent focus, at least initially, on bilingual and trilingual areas or where extensive immigration has led to a multilingual presence.

Our Panel focuses on the LL of the territory of the Italian South Tyrol, a so-called 'Provincia autonoma Bolzano – Alto Adige' ('Autonomous Province of Bolzano/Bozen' – South Tyrol) with numerous noteworthy features: above all, the very particular linguistic situation in which the entire territory is bilingual (German-Italian) while two valleys (Val Gardena and Val Badia) are trilingual (Ladino-German-Italian). The geophysical configuration of the territory is also a significant factor: the province of Bolzano is almost entirely mountainous (64.5% of the area lies more than 1500 metres above sea level while only 14% is below 1000 metres). As a result, most of the provincial population live in the localities in the valleys, which are largely agricultural. This means that a linguistic study of the province of Bolzano is in effect a linguistic study of its valleys (Palermo 2022).

The Panel will study the transformations in the LL of the South Tyrol from a variety of standpoints reflecting the different disciplines involved in the project (semiotics, ecology, ethnolinguistics, politics, and the teaching of foreign languages).

All the contributions draw on the data contained in the corpus LLSüdtirol (Palermo/Sgambati <https://lingscape-app-uni-lu>), which consists of 1040 photographs of written signs.



Panel E 1/2: 1

**Introduction to the Panel Topic**

**Silvia Palermo**

Università di Napoli L'Orientale, Italy

**Notes:**

**Diachronic Analysis of the Linguistic Landscape of South Tyrol (1974-2024)**

**Silvia Palermo**

Università di Napoli L'Orientale, Italy

The Italian landscape is among those most profoundly shaped by history. In fact, a physical environment originally rich in profoundly different contexts has hosted some of the most significant historical events in civilization and culture. In the last 50 years, the landscape of South Tyrol - albeit with a very different history from the rest of Italy - has undergone major transformations, which can be attributed above all to historical-political and sociolinguistic reasons. In this paper, the observation and analysis of the Linguistic Landscape of this autonomous Italian province from a diachronic perspective, from the beginning of the 1970s to the present day, allows us to retrace many of its stages and understand better the transformations which have occurred across the languages and varieties present in the territory.

The photos of signs collected in the Corpus LLSüdtirol (2022-2024) will be compared with historical photos of the region, collected by the Italian Touring Club Documentation Centre.

**Notes:**

**Election posters in the Linguistic Landscape of South Tyrol: a diachronic perspective.**

**Vincenzo Gannuscio<sup>1</sup>, Silvia Palermo<sup>2</sup>**

<sup>1</sup>Università degli Studi di Modena e Reggio Emilia, Italy; <sup>2</sup>Università di Napoli L'Orientale, Italy

The unique linguistic constellation of South Tyrol makes it a region of significant interest for analyzing political communication and its reflection in the Linguistic Landscape (LL). The complexity of its linguistic and political situation is evident even in institutional terminology. For instance, during local elections, the electorate chooses representatives for the legislative body, referred to in German with the prestigious title Landtag (a term used in Austria and Germany to denote a state), while in Italian it is called the much less authoritative Consiglio Provinciale (Provincial Council). The starting point of the proposed research is the LL-Politik corpus (Gannuscio/Palermo), compiled using the Lingscape App. The study focuses on the 2023 local election campaign to explore how multilingualism manifests in this context and to trace its evolution over the years through online sources. The analysis primarily examines election posters, which, in addition to written language, employ other semiotic resources such as images, symbols, and logos.

**Notes:**

**Language Awareness and Promotion of Plurilingualism through the Linguistic Landscape of South Tyrol. Educational experiences.**

**Gabriella Sgambati**

Università di Napoli L'Orientale, Italy

This contribution focuses on the analysis of data collected as part of a departmental research project at the University of Naples L'Orientale' ("Multilingualism and Variation. Linguistic Landscapes in South Tyrol"). Within this project, the potential application of the Linguistic Landscape (LL) to the didactic context of the German language was considered, with the aim of fostering linguistic reflection and increasing awareness in the learning process. The aim of this contribution, therefore, is to highlight the importance of this tool in learning how to observe the linguistic, cultural, and semiotic diversity of LLs in a critically self-aware way. The input provided by the sign photographs is not exclusively verbal but also employs other forms of language, encouraging learners to develop the ability to carefully observe an image and describe it in order to critically perceive its meaning.

**Notes:**



## **Ecologic discourse in the Linguistic Landscape of South Tyrol**

**Luigia Tessitore**

Università di Napoli "L'Orientale", Italy

Environmental and climatic phenomena occurring in the last few decades have contributed to the transformation of landscapes and territories, imposing themselves as tangible threats for the survival of places as well as of whole communities.

Recognition of the risks associated with climate change has also had an impact on civic consciousness, leading to the spread of more or less organised movements dedicated to raising awareness of environmental issues. Public space thus proves to be the privileged setting for the construction and representation of a specific narrative regarding environmental protection and the fight against climate change. Combining studies on critical discourse analysis with research on ecolinguistics, my paper offers an analysis of the linguistic landscape of South Tyrol in order to assess whether and how it has reacted to environmental transformations and how much the latter have affected both institutional and individual communication.

**Notes:**

Discussion

Silvia Palermo

Università di Napoli L'Orientale, Italy

Notes:



Wednesday, 03/Sept/2025 11:30am - 12:00pm

**Evaluating the Landscape of Language Change: An Example from North Wales**

**Max Alexander Haddock, Amelia Anderson, Miriam Whiting**

Brigham Young University, United States of America

When studying the linguistic diversity of an area, looking at its current linguistic landscape can give researchers an idea of the sociolinguistic environment that speakers of a language inhabit. However, as Pavlenko (2010) argues, it is also important to consider the linguistic landscape of the past in order to understand it in the present. A diachronic approach can also aid in assessing the health of a language in a particular area. But what do you do if there are no previous studies to compare, or if circumstances make it impractical to return to an area that was once surveyed? Interviewing residents may not be helpful, since participants may rely on impressions instead of data, and websites, even official ones, will often only provide information about the name the company is registered under, which may not always match what is on their signage.

This study proposes and implements an approach for taking the sociolinguistic temperature of an area by using Google Street View or similar images. It tests this approach by comparing images collected in North Wales in 2023 with Google Maps data from 2009 to the present. This approach uses a five-point scale to assess changes in the language dominance of the signage for each address, which means that it can be used even if the business at a location has changed. It produces an overall score for a set of locations that will show if the bilingual diversity of signage in an area has increased, decreased, or stayed the same. Preliminary data shows a slight but encouraging tendency towards an increased Welsh-language presence in signage. Although the efficacy of this approach depends on what records are available, in many cases it can give a concise diachronic representation of the linguistic landscape.

**Notes:**

Wednesday, 03/Sept/2025 11:30am - 12:00pm

**School Uniforms and the transformation of bodies: ideologies, surveillance, and control**

**Will Amos<sup>1</sup>, Gilles Baro<sup>2</sup>, Amiena Peck<sup>3</sup>, Pavadee Saisuwan<sup>4</sup>**

<sup>1</sup>University of Warwick, United Kingdom; <sup>2</sup>University of the Witwatersrand, South Africa; <sup>3</sup>University of the Western Cape, South Africa; <sup>4</sup>Chulalongkorn University, Thailand

School uniform is common around the world, where its supporters regularly cite improved discipline, increased readiness for learning, and better educational outcomes as tangible benefits (Reidy 2021). Despite the near-complete absence of reliable evidence for this, however, school managers, teachers, and parents continue to promote school uniforms as morally proper, intellectually beneficial, and socially aspirational (Olsson and Shanks 2022; Park 2013). School uniform research has thus far relied on corpus and discourse analyses of policies, rules, and guidance published by schools and education authorities, arguing that dress codes are frequently underwritten with explicit and implicit gender, class, and racial biases, and therefore that they represent significant potential for harm (Friedrich and Shanks 2023; Wolfe 2024). However, uniform-wearing itself has yet to be examined experimentally, or from an LL perspective which foregrounds the wearers' bodies rather than the policies that regulate them.

This paper reports on a cross-disciplinary project situated across the UK, South Africa, and Thailand. We argue that, as tools of institutionalization, uniforms seek to transform children's bodies into a semiotic assemblage which promotes coded and potentially harmful ideologies concerning what young people should look like and how they should behave. Combining LL theories with behavioural psychology, the project has devised several image-based experiments, exploring how specific features of uniforms (e.g. skirt and sock length, hair style, and trouser-wearing) impact perceptions of ability, behaviour, appropriateness, and prospects. This provides a basis to challenge the inherent promotion of gender-, ethnic-, and class-based inequalities common in uniform policy, as well as the nefarious sexualisation of children's bodies. The project also aims to contrast places where uniforms are more and less established (or not used at all), in order to ask how far ending their use might transform educational spaces into places of greater equity for young people of all identities.

**Notes:**



Friday, 05/Sept/2025 11:30am - 12:00pm

## In the midst of transformation: Namibia's colonial-era monuments, street renaming, and the German-speaking minority

Jones Y. Anam

TU Dortmund, Germany

Namibia's 1990 independence marks the end of a century's reign of racist regimes under apartheid and colonialism. With the new age of self-contained democracy, an ongoing restructuring of the linguistic-semiotic hegemony in urban spaces began as an endeavor to inscribe the newborn national identity into the cityscape (Tan & Purschke 2021). However, only a fraction of colonial-era relics has been overwritten in this process, resulting in a complex semiotic tension field in Namibian cityscapes.

Both being German colonial monuments, Windhoek's *Reiterdenkmal* and Swakopmund's *Marinedenkmal* exemplify this in-between state's apparent contradictions: While the former has been banished into the decaying colonial fortress *Alte Feste* (Baas 2022), the latter continues to loom over a city-center junction (Voeltz 2023). Similarly, street renaming does not always follow an obvious pattern: While predecessors of some names like Swakopmund's *Libertina Amathila Ave.* (formerly *Brückenstr.* 'Bridge Str.') had no obvious colonial association apart from being German, other street names directly honoring colonial perpetrators like *Lüderitz Str.* remain in place in immediate vicinity. The outlined phenomena are subject to considerable controversy and protest from different sides, highlighting the social and ideological relevance of the topic.

In my talk, I focus on how recent transformative dynamics regarding German colonial-era street names and monuments are perceived by German speaking Namibians (a minority that mostly descends from colonial settlers; Shah & Zappen-Thomson 2018). The data consist of photographs and sociolinguistic interviews recorded during field research in Namibia in 2024. I analyze the cityscape and its semiotic transformation-in-progress as salient reference points for various different self-understandings of German-speaking Namibians. The analyses follow the understanding that humans create and perceive meaning both *through* and *in relation to* their semiotic environment, and call for an integration of LL studies into the various sociolinguistic approaches to investigating the interrelations between language and social meaning.

**Notes:**

Thursday, 04/Sept/2025 10:30am - 11:00am

## **Ensembles and assemblages in the schoolscape: classroom signs and behavioral control**

**Jannis Androutsopoulos**

Universität Hamburg, Germany

Drawing on data from on-going research, this paper uses the notions of ensemble and assemblage to examine the relation between semiotic landscape signs and situated interaction. It is often stated that Linguistic Landscape research considers not only signs, but also people's interactions with signs (Van Mensel et al. 2016:423), yet investigating these interactions may face practical challenges. Research on schoolscales, too, emphasizes the interplay between material signs and oral communication (Brown 2005), but many LL studies of educational settings focus mainly on signs (Gorter/Cenoz 2024:336-342). This paper addresses the relation between signs and situated interaction with the notion of (semiotic) assemblage, which describes processes of meaning-making in the coalescence of people, places, signs, and artefacts (Lamb 2020, Pennycook 2019). The data come from fieldwork in six German secondary schools, which elicited a dataset of 3,500 signs from various school areas plus 12 audio-recorded interviews with teachers and students. The analysis focuses on ensembles, i.e. multi-part compositions of signs that are materially framed as belonging together (Androutsopoulos/Kuhlee 2024), and more specifically on ensembles with regulatory functions such as classroom rules, commonly found in early adolescent classes. A subset of these, locally known as 'behavior traffic lights' (*Verhaltensampeln*), consist of whiteboard-based conglomerates of stripes, symbols, and magnet tags, whose purpose is to classify the students' observed conduct into color-coded classes of 'good' (green), 'risky' (yellow) or 'disruptive' (red) behavior. While photographic data (32 items) afford a semiotic-material analysis of ensembles, the interviews (together with fieldwork notes) reveal interactional episodes where teachers point to and manipulate the ensemble during class, sometimes leading to further chains of resemiotization (Iedema 2003). The paper shows how power effects emerge in the interplay of complex emplaced signs and their users (i.e. an assemblage) and emphasizes the advantages of combining photographic data with reflexive interviews in LL research.

**Notes:**

**Wednesday, 03/Sept/2025 2:45pm - 3:15pm**

## **The Invention of Middle Earth: Transforming a South African Town into a Linguistic Landscape of Fantasy**

**Gilles Baro**

University of the Witwatersrand, Johannesburg, South Africa

Linguistic and semiotic landscape research has previously focused on the multimodal and discursive construction of space into tourist attractions (Jaworski and Thurlow 2015; Metro-Roland 2016). Much has also been written on the embodied experience of tourism spaces (Urry 1992; 2002) and the recycling of material heritage for consumption (Hewison 1987; Baro 2020). This paper examines the nexus between those three inquiries in the form of the multimodal transformation of a rural South African town into an invented semiotic landscape, embedded with references to fantasy literature. Indeed, this paper focuses on the small town of Hogsback, located in the Eastern Cape Province of South Africa. The town is rumoured to be the reference for J. R. R. Tolkien's fantasy world of 'Middle Earth' from his most well-known books. However, it has been shown this claim is more of an invention (Hobsbawm and Ranger 1983) rather than a fact as Tolkien was born in Bloemfontein, over 400km away, and left South Africa as an infant. Nonetheless, the town has transformed itself into a touristic destination, advertising an experience of Middle Earth with establishments such as Rivendell, Gandalf's Rest, Merrell Hobbit Trail Runs, The Shire, Lothlórien, Hog and Hobbit, or The Rings Hardware and Bottle Shop.

This paper aims to investigate how Hogsback is made to embody Middle Earth, paying specific attention to typographic choices (van Leeuwen 2006; Järlehed and Jaworski 2015), material objects inscribing discourses of the fantasy world (Scollon and Scollon 2003) as well as embodied performances by tourists themselves (Jaworski and Pritchard 2005; Bucholtz and Hall 2016). I conclude by arguing that the semiotic landscape of Hogsback actively transforms an imagined world into an embodied, material and discursive reality by appealing to tourists' imagination and cultural references.

**Notes:**

Thursday, 04/Sept/2025 3:45pm - 4:15pm

**Schoolscape and the Struggle for Survival: Examining the Place of an Endangered Creole Language**  
**Sheryl Bernardo-Hinesley**

Western Washington University, United States of America

Linguistic landscape in educational settings, or schoolscape, has gained considerable attention in the past decade following Brown's (2012) seminal research, which underscores that schools are deliberately structured environments where students are exposed to powerful messages about language(s) from both local and national authorities. Since then, numerous studies have expanded our understanding of schoolscape, particularly in relation to minority languages, multilingualism, attitudes and ideologies, identities, language learning, and intercultural competence (Astillero, 2017; Bernardo-Hinesley, 2022; Biró, 2016; Bisai & Singh 2022; Chirimala, 2018; Clemente et al., 2012; Dressler, 2015; Garvin & Eisenhower, 2016; Gorter & Cenoz, 2015; Jakonen, 2018; Malinowski, 2015; Szabó, 2015 among others).

The present study examines the schoolscape of Cavite National High School, a public secondary school located in Cavite City, Philippines, where the critically endangered Spanish-based Creole, Cavite Chabacano (Bernardo-Hinesley, 2018; Bernardo-Hinesley & Gubitosi, 2022), is spoken. It investigates the degree of visibility and uncovers the nature of the Cavite Chabacano signs within this particular school environment based on preliminary analyses of approximately 370 photographed signs gathered throughout the school's hallways and buildings. Specifically, it identifies the languages displayed on the signs (monolingual, bilingual, or multilingual, Astillero, 2017), the creators of the signs (top-down or bottom-up, Ben-Rafael et al., 2006), and the materials used (ephemeral or long-lasting, Sebastian, 2019).

Preliminary findings reveal the dynamic between English, Tagalog/Filipino, and Cavite Chabacano, with the latter contesting its position within the schoolscape. While Cavite Chabacano appears on top-down signage, its presence is limited, highlighting the challenges and vulnerabilities faced by the minoritized Cavite Chabacano-speaking community. The schoolscape, therefore, reflects the relative status and power of the language within this particular sociolinguistic context. This research emphasizes the critical need for the implementation of educational language policies supporting the preservation and revitalization of minoritized languages.

**Notes:**

**Wednesday, 03/Sept/2025 3:15pm - 3:45pm**

## **Imagining Restroom Communities: Gender Norms in Schoolsapes**

**Sylvie Berthelot-Dilk, Gail Lynne Cormier**

Université de Saint-Boniface, Canada

The purpose of this presentation will be to explore how gender norms play out in Schoolsapes. Since Schoolsapes have the power “to encourage or discourage the use of certain languages”, the intersection between educational spaces, language use and behaviours as well as gender is important to analyse (Szabó & Laihonen, 2024, p. 2). Considering that restrooms in Canadian and American public and semi-public spaces are typically “gender-segregated” (Amevuvor & Hafer, 2019, p. 91), looking specifically at the signage on school restrooms will offer insight into the gender norms enacted in these spaces. The findings will be drawn from a Schoolscape study conducted in 32 Canadian French immersion schools in rural locations across the province of Manitoba wherein virtual and physical walking tours were conducted with a school staff member. Restroom data selected from the corpus of 3 200 images and the interview transcripts will be examined according to the language used (French or English) and the genders represented in these bi- or multilingual Schoolsapes. The connection between gender and language behaviours will also be explored, since students are required to ask permission on a daily basis to go to the restroom. Due to the physical organisation of space in the school, students are then also required to select a gender for this very practical daily experience. Finally, by applying the concept of imagined communities to heteronormative spaces, we will create an “alternative landscape” (Bradley et al., 2018, p. 64), showing how change could come about by integrating inclusive toilets and using inclusive language. This change in the physical space would challenge language norms and alter the way in which individuals living in that space would interact. However, such change also threatens traditional language and gender norms and will likely be resisted in different ways.

### **Notes:**



Thursday, 04/Sept/2025 2:45pm - 3:15pm

## **The social linguistic soundscape: exploring community language use in a bilingual Gaelic/ English island community**

**Inge Birnie**

University of Strathclyde, United Kingdom

The linguistic landscape has been used as an important indicator of the power relations between different languages within the public spaces of a community (Moriarty, 2012; Gorter and Cenoz 2023)) as well as serving a informational and symbolic function (Ben-Rafael et al. 2001), but it need not necessarily reflect the linguistic competences or practices of the community. The concept of the social linguistic soundscape (SLS) aims to address this by considering the direct spoken interactions between individuals within a public space, where the choice of language depends directly on the language(s) spoken by the interlocutors (Spolsky, 2009). The SLS can provide an overview of the language use trends within a given community where 'an oral ... action transforms a physical space into social spaces in which people interact in certain ways' (Scarvaglierie et al., 2013, p. 63), allowing for an insight into the language use trends of a community (ibid).

This paper discusses the findings of a social linguistic soundscape study conducted in a bilingual island community in Scotland where 61.5% of the population self-reported to be able to speak Gaelic and English and where both languages are extensively visible in the linguistic landscape. Using observational language use surveys, information was collected on the language(s) used in conversations in different public spaces, as well as the broad demographic of the participants in the interaction. Analysis of this data showed that the SLS did not match the linguistic landscape and that the use of Gaelic was significantly more limited than would be expected and its use was restricted to very specific social networks of practice.

The rich and contextualised data from the SLS can therefore act as an important indicator of language use trends and can be used to inform interventions to support the ongoing use of, in this case, Gaelic.

**Notes:**

Wednesday, 03/Sept/2025 4:45pm - 5:15pm

**Transformation or preservation? Contrasting universities' language policy with their linguistic landscapes: two case studies in Romania**

**Eniko Biro**

Sapientia Hungarian University of Transylvania, Romania

Linguistic landscape research within educational contexts or educationscapes (Krompák et al. 2022) offers valuable insights into the presence or absence of signage in these spaces. Such research also illustrates how linguistic landscape analysis can serve as a tool for assessing the effectiveness of a university's language policy (Motschenbacher 2024). Building on this premise, the present study examines the linguistic landscapes of two multicultural universities in Romania: University of Medicine in Targu-Mureş and Babes-Bolyai University in Cluj-Napoca. These institutions offer Hungarian-medium programs for Romania's Hungarian ethnic minority, and have adopted transformative socio-spatial practices either to promote or restrict the presence of multilingualism within their spaces.

The analysis focuses on the contrast between monolingual norms and multilingual diversity within the linguistic landscape of these universities. The research is based on the assumption that multicultural universities are more likely to support than to challenge the linguistic visibility of ethnic minorities, such as the Hungarian minority in Romania. Using qualitative methods and diversity sampling, the study examines photographic documentation (approximately 100-120 photos per university) of the synchronic linguistic landscape.

The study analyzes each university's official language policy by contrasting their guidelines with the linguistic make-up of the signage on both campuses, and then comparing the two sets of findings. The comparison reveals that, in one case, the linguistic landscape prioritizes monolingualism and aligns with the institution's language ideology. In the other case, it emphasizes the presence of multilingualism, reflecting the university's supportive language policy. However, in both cases, neither bottom-up nor top-down signage effectively encourages the presence of Hungarian. Instead, the approach to multilingualism appears highly context-dependent. Additionally, the differing institutional discourses, as mechanisms of legitimization (Waksman & Shohamy 2016) may challenge an ideology-free acceptance of linguistic diversity.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

**“In combination both elements express the sustainability profile of the building”: Discourses of ‘sustainable’ urban development in Slakthusområdet in Stockholm.**

**Anders Björkvall**

Örebro University, Sweden

Sustainability discourses permeate various texts related to urban planning and transformation, including detailed urban plans, design memoranda, architectural programs, and commercial texts from real estate companies. One of the major urban development projects in Stockholm, Sweden is that of Slakthusområdet. This is an industrial area in an attractive location near the Avicii Arena. Previously a slaughterhouse and food industry area, it is now being redeveloped in different phases. The redevelopment presents a significant opportunity to address sustainability issues. This presentation aims at identifying sustainability discourses in key documents (such as detailed plans and architectural programs) associated with the redevelopment of Slakthusområdet. Additionally, it explores if and how sustainability practices and discourses are indexed in the areas of Slakthusområdet where the transformation has already commenced.

In terms of theory and method, the text-oriented part of the study is inspired by *applied ecolinguistics* (Fill and Mühlhäusler, 2006; Mühlhäusler, 2003). The aforementioned key documents are analyzed in terms how language and images present sustainability from various perspectives (cf. Poutanen, 2022). The on-site analysis employs the concept of indexicality (Björkvall and Archer, 2021; Scollon and Scollon, 2003; Thurlow and Jaworski, 2010): are there signifiers and resources in Slakthusområdet that index sustainability practices and discourses? The data set includes six key documents (detailed plans, design memoranda, architectural programs, and commercial prospects) of various length (between 4 and 67 pages) along with 85 photographs from Slakthusområdet taken during the winter of 2024.

The findings reveal the presence of *social*, *economic*, and *ecological* sustainability discourses in the texts alongside a *physical-aesthetic* and a *reuse* discourse. However, mainly economic practices and architectural practices rooted in cultural-historical sustainability values were indexed on-site in Slakthusområdet.

**Notes:**

Wednesday, 03/Sept/2025 5:15pm - 5:45pm

## MediatISING adaptive reuse on Instagram; the Linguistic Landscape of Roubaix's *La Piscine*

**Robert Blackwood**

University of Liverpool, United Kingdom

The Linguistic Landscape has already been used as a lens for examining adaptive reuse of buildings rendered redundant by economic, social, and other changes. The decline in France's industrial patrimony, best illustrated by the the demolition of Paris' *Les Halles* market in the early 1970s, prompted a public response and state-funded support for adaptive reuse. Examples range from the internationally renowned *Musée d'Orsay* in Paris to the small Vallois ropeworks factory near Dieppe in Normandy. In north-east France, the town of Roubaix boasts a former art déco swimming pool that has been transformed into a museum of art and industry but which is widely known as *La Piscine* (The Swimming Pool), and whose LL I discussed from the perspective of its adaptation into a gallery space (Blackwood, 2020). Concomitantly, Online Linguistic Landscape research has, according to McInerney (2024) reached a third, infrastructural phase, with this stage considering the reproduction of LLs on platformised media. Taking Instagram as a Social Network System that invites networked language and semiotic practices, I explore how the process of adaptive reuse of the swimming pool is mediatISED and remediated by visitors to the museum. Drawing on a dataset of images uploaded to Instagram, where the Original Poster provides a text commentary in addition to their image from *La Piscine*, I investigate the role assumed by visitors to the museum in the mediatISING of adaptive reuse. In particular, I interrogate the narratives on transformation uploaded by individuals who geotag their image(s) on Instagram at *La Piscine*, given their role in co-creating a discursive representation of this site that confronted its twentieth-century decline and re-emerged as cultural centre for the region.

### Notes:

Thursday, 04/Sept/2025 4:45pm - 5:15pm

## Uncertainty in the Top-Down/Bottom-Up Dichotomy: Examples from the Lower Lusatian Linguistic Landscape

**Evan Walter Bleakly**

Sorbisches Institut e.V./Serbski Insitut z.t., Germany

The top-down/bottom-up dichotomy given by Ben-Rafael and colleagues (2006) allows linguistic landscape researchers to quickly and roughly distinguish between governmental or institutional signs and private signs. Though not as frequently used in current linguistic landscape research (Gorter and Cenoz 2024, 48) this dichotomy can be useful in preliminary quantitative analyses. Upon deeper qualitative analysis however, this dichotomy can come under scrutiny since the categorization of a sign as top-down or bottom-up is based entirely on an observer's reception of a given sign, when the reality of a sign's origin is often much murkier.

Lower Sorbian, a federally recognized autochthonous minority language in Germany, has a guaranteed place in the linguistic landscape of the federal state of Brandenburg due to the Sorben/Wenden Gesetz (§11 SWG). Consequently, certain elements, such as street name signs and place name signs, must be bilingual, although implementation of this law varies from municipality to municipality. Therefore, in most every municipality in the traditional settlement area of the Sorbs/Wends some amount of top-down signage can be found. Bottom-up Lower Sorbian signage, on the contrary, is much less frequently observed in the linguistic landscape. In the course of the long-term project *Sorbian Elements of the Linguistic Landscape of Lower Lusatia* from the Sorbian Institute in Cottbus/Chóšebuz, several elements of the linguistic landscape were observed which outwardly fit into one of the two categories of the dichotomy, but upon further analysis could not be accurately categorized as either top-down or bottom-up. This presentation provides a selection of these examples, discusses the issues with their categorization based on subsequent research and interviews with the producers of the signs, and offers an outlook into a solution for this uncertainty within the scope of this project.

**Notes:**



Wednesday, 03/Sept/2025 2:15pm - 2:45pm

## **Industrial memories in the linguistic landscapes of the Ruhr Area and the East Midlands**

**Natalie Braber<sup>1</sup>, John Bellamy<sup>2</sup>, Evelyn Ziegler<sup>3</sup>, Nantke Pecht<sup>4</sup>**

<sup>1</sup>Nottingham Trent University; <sup>2</sup>Manchester Metropolitan University; <sup>3</sup>University of Duisburg-Essen;

<sup>4</sup>Münster University, Germany

This study examines the representation of industrial heritage (material and immaterial legacy) in the linguistic landscapes of the Ruhr Area (Germany) and the East Midlands (UK), two regions shaped by similar histories of industrialization and subsequent deindustrialization. While both regions are known for coal mining and heavy industries, they show different strategies of embedding their industrial past in contemporary public spaces. Building on studies of cultural memory, industrial heritage, and linguistic landscapes (Assmann 2008, Berger 2019, Kolehmainen & Sivula 2019, Kosatica et al. 2024), we will analyze visual material of memorials and monuments, murals, commemorative plaques, street names, cultural landmarks, and public signage (commercial and non-commercial) with verbal and other semiotic references to coal mining and heavy industry. Through a quantitative and qualitative analysis of visual, linguistic and iconic elements in these landscapes, this empirical study explores “the past in the present” (Kallen 2023: 21), i.e. the interplay between memory, identity, and place-making. Particular attention is given to the linguistic choices (e.g., German, English, regional varieties, multilingualism), semiotic strategies, and spatial distribution and emplacement of industrial references. Drawing on a corpus of image data collected in the Ruhr Area and the East Midlands, we will address the following questions: (1) How is industrial heritage represented and contextualized in the linguistic landscapes of the Ruhr Area and the East Midlands? (2) What linguistic and other semiotic strategies are used to evoke industrial memories in public spaces? (3) How does the language of industrial workers become the subject of commemoration, and what indexicalities are associated with these linguistic practices?

### **Notes:**

**Wednesday, 03/Sept/2025 12:00pm - 12:30pm**

## **Scarscapes**

**Isabelle Buchstaller, Daniela Vasconcellos da Silva**

University of Duisburg-Essen, Germany

A decade ago, Pek and Stroud (2015:133) called for “extending linguistic landscape studies to ... encompass the body as a corporeal landscape”. Since then, research on corporeal sociolinguistics (Kitis and Milani 2015) has included inkscapes (Grundmann 2024) and scarscapes, the latter primarily from an artistic perspective (see Myre’s 2010 “visual symbology of trauma”). However, apart from ongoing work by Moriarty (2023) on skinscapes amongst those suffering from mental health illness, no research has focused on the intersection of scarscapes and skinscapes. Our analysis explores the “moving discursive locality” (Pek and Stroud 2015:133) of scars that are transformed into body art. We report on several months of ethnographic fieldwork in the Sydney area, following the social networks of the second author, a tattoo artist providing free tattoos to breast cancer survivors. Drawing on a corpus of photography and video interviews, our research explores the complex relationship between tattooing and mastectomy scars. An important trope that appears out of the narratives of self we recorded is the emotional indexicality of marking trauma on skin: tattoos serve as mementos of life-changing events as well as reminders of the bearers’ resilience to overcome them. They are visual signposts via which people who have lost control over parts of their bodies inscribe memories of survival on themselves and for themselves. Hence, while many do not “get to have a say in the mastectomy ... they can ... mold their scars into something meaningful” (Vucovich, in Finan 2024). This commemorative function makes tattooing an important part of the healing process, a way of reclaiming one’s body and as such a vital expression of agency. Like Moriarty (2023) we thus appeal to the healing potential of tattoos and their ability to give visibility and voice (Kerfoot and Hytlenstam 2017) to stories of vulnerability.

## **Notes:**

Wednesday, 03/Sept/2025 4:45pm - 5:15pm

### **Bijouification of coal mining semiotics in the gentrified south of Essen**

**Isabelle Buchstaller, Evelyn Ziegler, Maida Kosatica**

University of Duisburg-Essen, Germany

Our ongoing project explores coal mining semiotics in the public landscape of Essen, the largest city in the Ruhr Area. In this study, we focus on a process of material preservation we refer to as “bijouification”, the artistic reproduction of industrial semiotics into chic and aesthetically appealing objects in rarified spaces of consumption. Our data consist of interviews with shop owners and sale personnel (n=20), customers and owners of such paraphernalia (n=50), as well as photographs of material artefacts (n= 100) collected in shops in the areas of Essen-Süd and Essen-Rüttenscheid, two suburbs south of the “social equator” (see Ziegler et al. 2018). Our complex data-set leads us to conclude that commemorative tokens of the industrial past, via their indexical semiotics, serve place making purposes. Aestheticised renderings of heavy industrial semiotics are primarily sold in expensive shops specialising on decorative knick knacks and high-end home decor. Owning and gifting tokens indexical of the heavy industry, or, as one shop curator called it, “Ruhr area devotionals”, is a way to “keep the local heritage alive”. Contributing to processes fuelling the “social reproduction of the environment” (Hermann 2021) seems to be especially relevant for people whose family histories contain no credible ties to the Ruhr area. Participation thus allows outsiders to claim a place in the collaborative commemoration of local heritage while semiotically affirming their belonging in the ideological landscape of the here and now. Our analysis draws on research on the “creation and maintenance of cultural identities for local populations” (Tuyen 2023), including the commodification of cultural products (Appadurai 1986). Following Hermann’s materialist critique of commodification (2021) as a process of “subjugation of use value ... to market value”, we describe the processes of neoliberal policies that promote the privatization, liberalization, and re-indexicalization of industrial relics in rarified post-industrial consumer spaces.

### **Notes:**

Friday, 05/Sept/2025 12:00pm - 12:30pm

**Into the In-Between: towards a methodology for exploring the transformative potential of Indigenous language concepts for decolonising Linguistic Landscape studies**

**Denéa S. Buckingham<sup>1</sup>, Jessica Hampton<sup>2</sup>**

<sup>1</sup>University of Cambridge, United Kingdom; <sup>2</sup>University of Liverpool, United Kingdom

Language both forms and informs how we view the world. While many dominant cultural narratives across the Global North retain legacies of colonial dualistic epistemologies, many Pacific cultures perceive in-between spaces not as voids but as relational dimensions, transcending binary perceptions of space and time. In Samoan, Tongan, and Niuean cultures, space is understood as filled with relational, emotional, and metaphysical connections—encompassed in the word *vā*. Samoan writer Albert Wendt defines *vā* as ‘the space between all things which defines and makes us a part of the unity that is all’ (quoted in Va’ai 1999: 46). Grounded in wa Thiong’o’s directive to first decolonise the mind, we undertake this research as an autoethnographic study in which we challenge ourselves, as scholars from the Global North to (re)view landscape through an Indigenous language lens. In doing so, we explore how language shapes landscape, thus collapsing the perceived boundaries around the objects of Linguistic Landscape (LL) studies. In allyship with Indigenous and decolonial scholars, we pioneer a multi-modal, co-creational methodology in which each co-author walks in a familiar natural space and analyses the semiotic devices present. Subsequently, both authors engage with the available scholarship on the *vā* as an onto-epistemological lens before returning to the same natural space to record on video their renewed encounter with the landscape. Finally, the authors collaboratively analyse the newly emergent aspects of the landscape made visible through thinking with the *vā* as well as the data arising from these audiovisual representations, additionally illuminating the relational space in-between the two co-authors. This innovative methodology breaks new ground in LL by offering empirical evidence of how Indigenous languages can transform the way non-Indigenous people perceive landscapes, and offers a model for fostering transnational and remote collaborations by connecting with and through our local ecologies.

**Notes:**

Thursday, 04/Sept/2025 4:15pm - 4:45pm

## **Globalization, Migration, and Tourism: Shaping and Redefining Bangkok's Linguistic Landscape**

**Adcharawan Buripakdi**

Suranaree University of Technology, Thailand

Bangkok's linguistic landscape has been transformed significantly by globalization, migration, and tourism. Drawing on concepts of globalization and superdiversity (Blommaert, 2010) and linguistic commodification (Heller, 2010), this proposal examined key areas where these linguistic changes are most visible, highlighting the interaction between languages and sociocultural shifts.

Findings show that in districts such as Sukhumvit and Silom, English has replaced Thai on signage due to the influence of expatriates and international businesses, reflecting Bangkok's globalized identity. Similarly, Pratunam has experienced an increase in Arabic, Hindi, and Urdu, spurred by South Asian and Middle Eastern traders. Yaowarat (Chinatown) has shifted from Teochew to Mandarin, driven by Chinese tourism, while Khao San Road has seen traditional Thai identity replaced by English and European languages. Migrant communities from Myanmar, Laos, and Cambodia have introduced languages like Burmese, Khmer, and Lao into daily life, though these remain largely unseen in public signage. Conversely, Phahurat (Little India) has maintained a strong multilingual presence, with Hindi and Tamil coexisting alongside Thai and English, reflecting the persistence of ethnic languages.

This proposal discusses the impact of these changes, particularly how the rise of English and Mandarin reshapes Bangkok's urban spaces, marginalizes minority languages, and mirrors global economic and cultural shifts. It will also discuss the erosion of traditional linguistic identities in some areas and the continued presence of ethnic languages in others. By analyzing these transformations, the presentation offers insights into the broader sociolinguistic trends shaping modern urban centers, showing how global economic forces, migration, and language ideologies are influencing Bangkok's evolving linguistic landscape.

### **Notes:**



Wednesday, 03/Sept/2025 3:15pm - 3:45pm

## **Narrating the Collapse: Semiotic Landscapes in Post-Apocalyptic Video Games**

**Florian Busch<sup>1</sup>, Cornelia F. Bock<sup>2</sup>**

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>Universität Hamburg, Germany

This paper examines the semiotic landscapes of post-apocalyptic video games, focusing on how visual, linguistic, and spatial elements shape narratives of societal collapse. It advocates for an interdisciplinary dialogue between Semiotic Landscape Studies (Jaworksi/Thurlow 2010) and narratological Game Studies (Boston 2022), aiming to deepen our understanding of narrative potential as a central aspect of the collective construction of social place (in the sense of place-making). Video game spaces, which engage players with semiotic cues for place-making through environmental storytelling (cf. Jenkins 2004), provide a particularly compelling research field for this methodological approach. The paper will analyze, with a focus on video games that depict post-apocalyptic worlds, the semiotic resources employed by game designers to enable players to infer the history of the game world—specifically the nature and downfall of a past civilization. For instance, by examining decayed infrastructure, graffiti, and other abandoned artifacts, the paper will investigate which semiotic knowledge these designed landscapes draw upon to narrate societal collapse. Empirically, this project is grounded in the semiotic analysis of three video games: *Fallout 4* (2015), *Horizon Forbidden West* (2022), and *The Last of Us Part I* (2022). Drawing on an established framework of functional categorization of public signs (Scollon & Scollon, 2003), these games undergo detailed semiotic coding to uncover semiotic and multimodal resources consistently used to implicitly convey narrative meaning. In doing so, the paper ultimately demonstrates, through the lens of Semiotic Landscape Studies, how popular media artifacts with broad societal reach imagine and semiotically animate worlds of social collapse.

### **Notes:**

Thursday, 04/Sept/2025 11:30am - 12:00pm

**The Transformation of the Linguistic Landscape through Shop Names: A Linguistic, Geosemiotic, and Ethnographic Analysis of Commercial Signs in the Tibetan Town of Rongwo (Northwest China)**  
**Giulia Cabras**

Freie Universität Berlin, Germany

Minority areas in Northwest China have, in recent decades, become sites of both collapse and transformation. State-driven urbanization and infrastructure development have increased wealth but have also affected migration patterns, lifestyles, commercial trends, and language power dynamics. This study explores how these dynamics intersect in shaping the current linguistic and semiotic landscape of Rongwo (Chinese: Longwu), the seat of Tongren Tibetan Autonomous County in Qinghai Province (Northwest China).

In recent years, the town has undergone rapid development, including a significant urban redesign and regulations enforcing bilingualism in public signage (Wang 2024). This research analyzes approximately 200 multilingual commercial signs (in Chinese, Tibetan, and occasionally English) alongside ethnographic observations and interviews. The study draws on frameworks for semiotic analysis (Scollon and Scollon 2003; Jaworski and Thurlow 2010), information management (Reh 2004), and translation strategies as phenomena of language contact and inequality (Kranich 2014; Gu and Almann 2023).

Specifically, I examine the emplacement, visual characteristics (e.g., material, fonts), language choices for different types of information, and translation techniques for shop names (e.g., transliteration, semantic equivalents, onomastics, lexical choices), as well as local perceptions among local Tibetans. The paper aims to demonstrate the rising hegemony of Standard Chinese in the linguistic landscape, while also highlighting the symbolic and active role of Tibetan in representing local businesses and entrepreneurship. Additionally, it reflects on the challenges and opportunities for minority languages within the context of bilingual language policies and economic development.

**Notes:**

Thursday, 04/Sept/2025 10:30am - 11:00am

**Borders revisited: The LL of mutual tourist flows between Mytilene and Ayvalık**

**Costas Canakis**

University of the Aegean, Greece

The LL of the center of Mytilene, a mid-size border town on the island of Lesbos has been significantly transformed over the last decade. This is not only due to the humanitarian crisis which made it an entry point for people crossing to Europe from Turkey (Canakis 2016, 2021) but also a direct result of steadily increasing numbers of Turkish nationals crossing the straits from Ayvalık as tourists for a day or more, reciprocating a crossing that was until recently undertaken mostly by Greek locals from Mytilene on Thursdays, with the primary purpose of shopping in the Ayvalık bazaar.

This mutual flow has had significant effects on the LL of both towns (cf. Peck et al. 2019). Not only has Mytilene seen a rapid rise in Turkish signage, but Greek, as a foreign language of choice other than English for commercial purposes in Ayvalık has significantly diminished, as have Greek visitors. Currently, Turkish is not only co-present with English in many businesses, but it vies for first place as the number of Turkish visitors increases.

I focus on the LL of the towns of Mytilene and Ayvalık with respect to the presence of Turkish and Greek, respectively, as languages of the visiting customers par excellence. Data have been collected ethnographically between 2009 and 2024, which affords a diachronic look into commercial signage and its effects on the LL of both towns. I examine the data qualitatively, from the perspective of ELLA (Blommaert & Maly 2014), and discuss them in the context of language commodification (Heller 2010; Heller, Jaworski & Thurlow 2014; Heller, Pujolar & Duchêne 2014) with reference to the LL of border areas (cf. Dunlevy 2020; Kudžmaitė & Juffermans 2020). Signage in the language of the neighbor is understood as an event (cf. Matras & Gaiser 2020) signifying entrepreneurship in the tourist industry.

**Notes:**

Friday, 05/Sept/2025 2:45pm - 3:15pm

### **The landscape of the playground: Place, metaplace and feedback**

**Isolda E. Carranza**

Universidad Nacional de Córdoba and CONICET, Argentine Republic

Compatible theoretical strands informed by social semiotics and human geography can be combined with a general perspective on online/offline semiotic landscapes to provide a basis for an exploration of the relationship between a physical place and its digital reproduction. They provide a view of 'place' as socially produced and a concern with social interaction. Building on that, this study deals with semiotic landscape as traced from a physical locality to a virtual recreation of that locality and to the digital platform where both other places are evaluated. The 'original' public place, the 'copy' and the place for commentary are connected by the social practice of playing, itself an object of previous research (Moriarty & Järlehed 2019, Schmidt & Marx 2020). The focus here is on the contribution of landscape and heteroglossia to place-making and to the social world of physical and digital play. Hence the need to conceptualize places-about-places, each with their concomitant social actions.

The data have been obtained through prolonged observation of multiple sites. One is a skatepark in a large city of Argentina. Groups of youngsters frequent it for skateboarding, roller-skating and acrobatic cycling. The subcorpus collected there consists of graffiti which contain English words or phrases. Another observation site is a YouTube channel managed by the user of a skateboarding videogame and its gadgets. The relevant data comprise (a) the specific video in which the reviewer plays and assesses the game affordances and the replication of the renowned skatepark, (b) the varied responses by the game fans.

The findings point to the association between specific semiosis (including English language resources) and forms of entertainment in the broader globalization context. More importantly, reflections on translocality and the connectedness of (public, free or commodified) places also illuminate the young offline/online players' appreciation of the varied materiality of places.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

**From solemnness to vivaciousness: The transformation of Chinese military image in linguistic landscapes**

**Jining Chen**

Beijing Language and Culture University, China

In 2015, Military-civil fusion became a national strategy in China, signifying the intertwining of national defense development with the overall societal system. Therefore, the construction of the Chinese military image inevitably requires enhanced communication between the military and the general populace to bridge the gap, thereby reinforcing the unconditional trust of the people towards the military.

This study focuses on how the LL shapes the image of the military in the Chinese Air Force Aviation Open Day events and the resulting perceptions in people's minds. Integrating theories of discourse-power, interaction ritual chains, and the affective regime of LLs, a novel theoretical framework is established to deeply interpret the strategies, effects, and implicit ideological features of the construction of the Chinese military image. Research data are collected through narrative walking and semi-structured interviews, supplemented by online LLs such as official news reports and short videos, to delve into the discourse strategies employed by the Chinese military for image reconstruction.

The results indicate a shift in the focal point of the Chinese military image from solemnness to vivaciousness. In other words, aiming to garner support from grassroots forces, the Chinese military seeks to imbue endearing, lively, and approachable image traits within the solemn and inviolable image. By creating symbolic "interactive rituals" and skillfully incorporating local dialects (specifically Northeastern dialects) into the LL for power negotiations, in conjunction with other semiotic resources, the military forges deep affective connections with the populace, where affect serves as a key mechanism in constructing its people-friendly image. The ceremonious atmosphere of the Aviation Open Day events consolidates shared beliefs, culture, and values among the masses, fostering a sense of national identity through equal interactions among participants.

**Notes:**



Wednesday, 03/Sept/2025 12:30pm - 1:00pm

**Integration and Reconstruction: Ethnic Imprints and Identity in the Perspective of Linguistic Landscape: Taking the Zhuang and Jing Minorities in China as Examples**

**Zehao Chen, Shanyan He**

Guangxi Minzu University, China, People's Republic of

The article aims to explore the ethnic characteristics and identity issues reflected in the linguistic landscape of regions inhabited by the Zhuang and Jing ethnic groups in China, within the context of the promotion of Mandarin as the national common language. Employing fieldwork methods and corpus linguistics analysis, the study analyzed 2,538 linguistic landscape samples categorized into 2,654 analytical units, complemented by in-depth interviews with local residents. The findings reveal that the linguistic landscape serves as a significant carrier of ethnic identity for both the Zhuang and Jing ethnic groups. Ethnic languages and cultural elements are integrated and reconstructed through the linguistic landscape, exhibiting uniqueness, modernity, and political significance. Comparatively, the linguistic landscape of the Zhuang ethnic group emphasizes government service functions, often based on official planning and design, while the Jing ethnic group's linguistic landscape highlights commercial promotion, primarily driven by spontaneous community efforts. However, both groups demonstrate relatively weak informational functions in their linguistic landscapes. In the era of Mandarin promotion as the national common language, despite strong ethnic identity among the Zhuang and Jing people, they predominantly use the national common language and simplified Chinese characters for educational and social communication needs. The Zhuang and Jing languages and scripts, as ethnic markers, coexist with Modern Mandarin and simplified Chinese characters, becoming distinctive elements of the local linguistic landscape and iconic symbols of ethnic cultural inheritance. This study holds practical significance for understanding the current status of ethnic minority languages and cultures in the context of globalization and modernization, as well as their protection and inheritance.

**Notes:**

Thursday, 04/Sept/2025 11:30am - 12:00pm

**Linguistic landscapes of liminal spaces: An exploration of the Tritsi urban park in Athens**

**Daphne-Nicoletta Christoulaki<sup>1</sup>, Stella Bratimou<sup>2</sup>, Ntefne Dafni Santsak<sup>3</sup>**

<sup>1</sup>University of the Aegean, Greece; <sup>2</sup>University of Thessaly, Greece; <sup>3</sup>Tilburg University, Netherlands

This study aims to explore how the Tritsi urban park in Athens is constructed as a liminal space through the interplay of offline and online linguistic landscapes (LL). Urban parks as a vital part of urban life remain understudied, while their LLs often become spaces of contestation within urban environments (Seloni & Sarfati 2017) and natural landscape can in turn be shaped by the LL (Soica & Metro-Rolland 2024). We suggest that LLs of urban parks can be examined as liminal linguistic landscapes (Tufi 2017) of a space that exists between the natural and the built environment.

Our research focuses on the largest urban park of the Attiki region, Tritsi park, located in the western suburbs of Athens. Its grounds extend to about 300 acres and include trails, ponds, a former royal estate, a few enterprises and an anarchist squat. Building on the notion of the online-offline nexus (Blommaert & Maly, 2019) we consider LL to be constructed both in physical and online spaces. We draw on an ethnographically grounded approach in order to analyze a data set generated through field observation in physical space, as well as digital content retrieved from Google maps and relevant official websites.

In a process of resemiotization, the urban park's LL is being co-constructed through physical signs and digital discourses, to create the image of an aesthetic, regulated, family-friendly space of recreation in the context of the ongoing gentrification of the neighbouring urban areas. The park's curated image is often contradicted and disrupted by unofficial interventions in the LL, such as graffiti and user comments online, producing public space as a place of commoning, political action and subversive claims. This multiplicity of "voices" is semiotically inscribed in the Tritsi park liminal LL that, hence, contextualizes the tension between sociospatial control and its ruptures.

**Notes:**

Friday, 05/Sept/2025 1:45pm - 2:15pm

## **Fashioning foodscapes, lifestyles, selves and brand/s in Melbourne 'hospo merch'**

**Joseph Comer**

CSLS, University of Bern, Switzerland

Scholars in sociolinguistics and cognate fields are increasingly attuned to all that 'matters' within (globalized) discourses of/about food and foodways. This entails studying articulations of globalized food culture, but also political economies of food production, the ways food culture manifests as class relations; and visual-material productions of place/identity in marketing and design.

In this paper, I consolidate these approaches to food, language materiality and semiotic landscapes – bringing conceptualisation of 'semiofoodscapes' (Järlehed & Moriarty 2018) to bear on the mobile 'conviviality' of wearable texts (Jaworski & Lou 2020). Shirts, tote bags and other merchandise (sold by hospitality businesses) are an underexplored, salient way that food culture manifests and moves within the world. In this way, it is a vivid resource for iterative, concurrent expressions of self and brand. As a globally-renowned 'foodie' destination – one where so-called 'hospo merch' was a vital 'side hustle' for businesses during extended pandemic lockdowns – Melbourne, Australia provides an ideal case study.

Drawing on multimodal discourse-analytic and discourse-ethnographic methods, I present a preliminary examination of merchandise, advertising, media content and interview responses with Melbourne business-owners, offering an account of overlapping (meta-)discourses and 'text trajectories' of food, consumer culture and individual expressivity/reflexivity (Blommaert 2005). Through varied affordances, with distinctly *un-foodlike* qualities – inedible, portable, not 'exclusive' or always practical – merchandise texts nevertheless sustain livelihoods in hospitality businesses, while functioning strategically as signals of taste, vessels for *trans-locality*, and anchors of *hyper-locality* (for both individuals and businesses). Ultimately, food's centrality to social life and the centrality of semiosis in food culture underline the importance not just of understanding how people perceive and distinguish themselves through *what they eat*, or *where they eat*, but also their engagements with semiofoodscapes through clothing: that is, *how and why (and where) they 'wear' what and where they eat*.

**Notes:**

Thursday, 04/Sept/2025 4:45pm - 5:15pm

## Change and Transformation in Old St. B's Linguistic Landscape

**Gail Lynne Cormier**

Université de Saint-Boniface, Canada

By using researcher reflexivity (Hauerwas et al., 2021), this presentation will revisit my first linguistic landscape study completed in the French Quarter of St. Boniface, in my natal province of Manitoba, Canada (Cormier, 2015). At the time, I was a student with a camera, and it was popular to quantitatively analyse street signs on one main street (Cenoz & Gorter, 2008; Landry & Bourhis, 1997). Findings at the time pointed to the minority status of French in this community while the evidence of vandalism indicated the history of a less than harmonious relationship between Anglophones and Francophones in this area. Ten years later, in September 2024, I recreated this study in the form of a pedagogical outing for a new course I designed on linguistic landscapes in scholastic contexts for a group of Master of Education students. This time, my students were co-researchers with smart phones studying the same street and responsible for data collection and analysis. The “tourist guide technique” (Szabó, 2015) was employed, a quantitative and qualitative analysis was conducted, a debriefing focus group session based on the “*charlas y comida*” method (Ortega, 2024) was held as well as an art-based project to represent the findings was completed collaboratively (Bradley et al., 2018). Findings confirmed the minority status of French but also demonstrated change in the LL with new examples of vandalism, graffiti and the integration of Indigenous languages in this space. This pedagogical task of studying the LL of a familiar space together resulted in a transformative learning experience, allowing us to see the space with new eyes (Kim & Chesnut, 2020). This presentation will show the evolution not only in the physical LL but also in the field of LL over time, showing what new methodologies have contributed to the fields of LL and education.

**Notes:**

Friday, 05/Sept/2025 2:15pm - 2:45pm

### How does school leaders see their schoolscape?

**Eli-Marie Drange**

University of Agder, Norway

Schools are a place of transformation, and schools' policies would shape this transformation. In relation to schoolscales, policies for design and decoration in the school buildings will influence what is given priority in the public space at the school. A small case study of upper secondary schools in the Southern part of Norway showed that the public spaces at the schools were very clean, and the available information was not directed to the students. Further, Norwegian was almost the only visible language used. These findings lead to questions about how students felt about the environment, and to what extent schoolscale would influence students' well-being and involvement in learning. A follow-up study was designed as a second step in this research giving the students a voice by using the tourist guide technique. Students were invited to show their school as guides focusing on how they experienced the environment and their schools' policies towards multilingualism and inclusion. This step revealed some interesting findings about perceived policies in the schools, and a third step in this research would be to explore these policies. Who are the decision makers, how are decisions for design and language use in the schoolscale made, what kind of policies are behind, and how is the schoolscale interpreted by school leaders? These questions will be discussed in this presentation, based on interviews with school leaders using the same tourist guide technique as with the students. The interviews with the school leaders and the documentation from the schoolscales will further be analysed with a combination of multimodal analysis, conversation analysis and discourse analysis. Further, the views from the school leaders will be compared to the students' perspectives to find similarities and differences.

### Notes:



**Wednesday, 03/Sept/2025 3:15pm - 3:45pm**

**Semiotic landscapes as factors in the construction and modernisation of identities and heritage among German minorities in Europe**

**Katharina Dück, Johanna Tausch, Heiko F. Marten**

Leibniz-Institut für Deutsche Sprache, Germany

For several centuries, German-speaking groups were a substantial part of the population in many areas of the Eastern half of Europe. These, however, declined as a result of migration during the 20<sup>th</sup> century, frequently as a consequence of the horrors spread by Nazi Germany or deportations in Stalin's Soviet Union. Remaining groups were often silenced or chose to hide their backgrounds, transforming many regions into considerably more monolingual spaces.

Yet, remnants of German minorities still exist, re-emerging after the liberalisation of post-Socialist societies since the late 1980s. Current practices and legacies of such groups in countries as diverse as Georgia, the Czech Republic, or Latvia, have recently been investigated at the Leibniz Institute for the German Language in Mannheim.

Our paper discusses how such remnants of German-speaking minorities are still visible in these countries, and how they are used to commemorate and modernise German cultural and linguistic heritage. Examples are the (fading) presence of historical inscriptions, projects which delve into local pasts, or the actualisation of multilingual practices in contemporary uniting Europe. These include erased house names and exhibitions of historical documents pointing to the construction of a water dam in the Czech Republic, originally German villages in Georgia where historical houses were destroyed when they were incorporated into the capital Tbilisi, or re-constructed buildings in the Baltics which serve as museums of a past in which German played important roles.

In addition, interviews with members of contemporary minority groups reveal how historical and cultural artefacts are still perceived as “German” and sometimes trigger an interest in local history by broader parts of the population. In this sense, memories of the collapse of century-long German-language cultures and subsequent transformations of the ecolinguistic and semiotic landscapes are updated in the interest of historical awareness for regional multilingualism in a language-tolerant Europe.

**Notes:**

Thursday, 04/Sept/2025 2:45pm - 3:15pm

## **Silent or Silenced? Exploring the lived experiences of refugees in the South African landscape**

**Jade Engel, Amiena Peck**

University of the Western Cape, South Africa

The displacement of individuals due to factors such as war, famine, economic strife, political upheaval and so forth, is a worldwide phenomenon. Individuals who flee their home countries due to the aforementioned factors and seek sanctuary in foreign countries are labelled as refugees. South Africa, in particular, hosts thousands of refugees from the African continent due to the country's official policies such as the 1996 South African Constitution and the 1998 Refugees Act (Constitution of the Republic of South Africa, 1996; Refugees Act, No 130 (1998)). Whilst adjusting to change and attempting to integrate into South Africa's society, various official, media and social discourses play a role in the way refugee bodies engage in institutional spaces such as the Department of Home Affairs and medical facilities. When refugees occupy these spaces, their bodies are read, surveilled, regulated, silenced and oftentimes excluded by officials and workers at state institutions (Peck & Stroud, 2015). To explore the struggles that refugees face in a makeshift refugee camp in Cape Town, the refugees' lived experiences are analysed at the level of the corporeal and visceral relations in space. At the centre of the paper is the Fanonian idea of 'love' (Mpendukana & Stroud, 2023) which is explored through the notion of linguistic citizenship (Stroud, 2018). Ethnographic interviews recounting regulatory delays and challenges to obtain residency and basic medical care is brought to the fore through a discourse analysis of personal narratives. The paper points to a lack of 'love' stemming from discriminatory readings and regulation of refugee bodies often labelling them as 'makwerekwere' or the m-word. This paper aims to give a voice to the voiceless and add to a deeper understanding to the lived experiences of bodies that do not count in the South African society.

### **Notes:**

Wednesday, 03/Sept/2025 2:15pm - 2:45pm

**Challenging monolingualism: linguistic landscape in primary international education**

**Chiara Facciani**

University for Foreigners of Siena, Italy

This paper presents a study exploring the use of the Linguistic Landscape (LL) as a pedagogical tool in an international school implementing the International Baccalaureate (IB) curriculum. Existing literature highlights the pedagogical value of incorporating LL into classroom practices to enhance students' multilingual awareness (Sayer, 2010), foster literacy development (Rowland, 2013), and support foreign language acquisition (Malinowski et al., 2020). However, most studies investigating LL in international educational settings have focused on universities and overlooked its didactic applications in primary education (Povalko, 2023).

This study examines the potential of LL as a teaching resource in a Grade 2-3 class at an international school in Italy. Using a qualitative research approach, data were collected through classroom activities, students' photographs and reflections on the activity, and a semi-structured interview with the teacher who led the activities. The findings reveal both pedagogical and policy-related implications. While the official languages of the IB are English, French, and Spanish, English predominates in the educational context under investigation. Nonetheless, the LL activity challenged this focus on monolingualism and the dominance of English, encouraging a broader reflection on linguistic diversity. Furthermore, the activity successfully achieved its educational objectives, aligning closely with the IB curriculum, while also contributing to changes in the existing schoolscape.

**Notes:**

Friday, 05/Sept/2025 2:15pm - 2:45pm

## **Election campaign posters in an eastern German town**

**Richard Feddersen**

Ain Shams University, Egypt

Official election posters represent political parties' attempts to balance broad popular appeal, the need to differentiate themselves from other parties, and communication with their electoral base. Embedded in the interactive linguistic landscape, this tension allows us to examine how identities are constructed and contested in political and social discourse.

The campaign posters in Cottbus for the 2024 Landtag (state parliament) elections in the German state of Brandenburg are the stage for the enactment of several processes of transformation, such as the economic and ideological struggle with the transition from coal mining to renewable energies, changing demographics caused by both the displacement of people due to war and the increased recruitment of international students to fill the places left vacant by stagnant birth rates (e.g., Stadt Cottbus, n.d.), and changing social attitudes towards gender and the LGBTQ+ community.

Combining tools from geosemiotics (Scollon & Scollon, 2003) and ELLA (Blommaert, 2013) with multimodal discourse analysis (Kress & van Leeuwen, 2021), I examine how campaign posters situated in the interactive linguistic landscape of Cottbus construct identities and reflect current transformative processes. I collected around 300 photographs of campaign posters in the centre of Cottbus at the end of August 2024, one month before the state election in Brandenburg on 22 September.

Preliminary results show different strategies in the struggle to define and claim identities, such as placement, interactive engagement, layout and image choice, text formatting and discursive positioning, focusing primarily on race and perceived foreignness, gender and LGBTQ+ identities.

**Notes:**

Thursday, 04/Sept/2025 3:45pm - 4:15pm

**Localizing cosmopolitanism: Place making and event names in Almaty, Kazakhstan**

**Kara Fleming<sup>1</sup>, Dinara Madiyeva<sup>2</sup>**

<sup>1</sup>KIMEP University, Kazakhstan; <sup>2</sup>Al-Farabi Kazakh National University, Kazakhstan

In this talk, we examine the way that event names contribute to the construction of place identity and are bound up in aspirations toward what we can call a nationally centered form of cosmopolitanism in Almaty, Kazakhstan. We draw on work from place branding (Graan, 2013, 2016; Kaneva, 2011) and linguistic landscape studies (Curtin, 2014, Leeman and Modan, 2009; Pavlenko and Mullen, 2015) to analyze language and script choice in the names of 459 events held in Almaty between 2021 and 2024, gathered from billboards, posters, or widely-used ticketing sites. Within this period, Russian names decrease and both Kazakh and English event names increase, as well as mixed-language names, especially Kazakh + English. Yet the vast majority of all events nevertheless have Russian-language sub-headings or explanations which actually carry information about the nature of the event, e.g. “Международный фестиваль танца «Ballet globe» [International festival of dance «Ballet Globe»]; only 35 of 459 event names did not include any Russian at all. We also consider differences in events that are officially described as either ‘international’ (международный) or ‘republican’ (республиканский, i.e., relating to the Republic of Kazakhstan), and draw comparisons with trends in street names and in the names of privately-owned cafes and restaurants previously reported in Smagulova and Fleming (2020). We argue that event names attempt to represent the city as both fundamentally Kazakh and desirably cosmopolitan, and that Russian, while still a widely-used language across all domains in Almaty, is increasingly not considered a suitable medium for either goal. While cosmopolitanism is often defined as an orientation beyond the local, the case of Almaty illustrates how it can become a tool of local self-definition in ways that go beyond simple binaries (Zhao and Lou, 2023).

**Notes:**



Wednesday, 03/Sept/2025 5:15pm - 5:45pm

**Linguistic University Scapes: Insights into the “Prohibition Grammar” of three Universities**

**Karina Frick<sup>2</sup>, Marie-Luis Merten<sup>1</sup>, Sören Stumpf<sup>3</sup>**

<sup>1</sup>University of Zurich, Switzerland; <sup>2</sup>Leuphana University, Germany; <sup>3</sup>LMU Munich, Germany

In contrast to linguistic schoolsapes (Androutsopoulos/Kuhlee 2021), linguistic landscapes at (German-speaking) universities have not yet been researched in depth (for studies focusing on multilingualism, see Saagpakk/Kirna/Roomet 2021; Saagpakk 2018). In addition, there is an urgent need for LL research to address linguistic landscapes from a more structural perspective (Ziegler/Marten 2021). The planned contribution addresses both research gaps by providing insights into the “prohibition grammar” of three universities. While the social space “university” is characterised by the key principle of academic freedom (Trempp/Tresch 2016), everyday interaction at the university is subject to numerous rules of conduct. Often displayed in text form in various spaces – cafeteria, toilets, seminar room, etc. – we encounter a large number of prohibitions as more or less location-specific signs. These multimodal prohibition texts are both contextualized and context-creating (Auer 2010: 271). Furthermore, they are characterised by a rather limited number of lexicogrammatical patterns, which vary, among other things, with regard to different degrees of textual condensation, the explicitness of those responsible for the text, the emphasis of the prohibition, etc.

In the proposed presentation, we will examine the linguistic landscapes of the three German-speaking universities of Lüneburg, Zurich (UZH) and Munich (LMU) with regard to prohibition texts (in the form of signs, notes, stickers, etc.) and, in some cases, textual follow-up communication, with a focus on structural aspects. However, these lexicogrammatical patterns are considered in their interplay with aspects such as materiality, multimodality, location and visibility of the prohibition text or the addressed group (on the descriptive categories used, see Androutsopoulos 2021). For this purpose, we are working with an annotated corpus of over 300 prohibition texts collected in early 2024.

**Notes:**

Thursday, 04/Sept/2025 3:45pm - 4:15pm

**The collapse and transformation of Jefferson Street in Nashville Tennessee, USA**

**Rebecca Todd Garvin<sup>1</sup>, J. Nicholas Garvin<sup>2</sup>**

<sup>1</sup>University of Tennessee Southern, United States of America; <sup>2</sup>University of Memphis, United States of America

This study presents the collapse and transformation of Jefferson Street, a major artery of a North Nashville community near Tennessee State University, Fisk University, and Meharry Medical College. In the 1950s, Jefferson Street was “a thriving residential, business, entertainment, and recreation center within the African-American community” (Wynn, 2019). Its collapse was not the result of a natural disaster or economic decline, but the consequences of the 1956 Interstate Highway Act and the intentional decision of Nashville city planners to build Interstate 40, by cutting across Jefferson Street in two places, separating this vibrant residential, commercial, academic community. In addition to removal and relocation of residents, during construction in the late 1960s and in the years that followed the completion of the interstate, businesses closed and physical properties declined causing financial, social, emotional, and historical breaks in the vitality of the community. Wynn (2019) reported, “More than 620 black homes, twenty-seven apartment houses, and six black churches were demolished and fifty local streets were dead-ended”.

Today, through the collective efforts of community residents, past and present, Jefferson Street is transforming, becoming a symbol of African American strength, hope, and resilience, and also, a community that celebrates multiculturalism and inclusion. This study documents the ways Jefferson Street’s identity, history, and collective vision for the future are being intentionally written on the Linguistic Landscape, sign by sign.

The LL methodology draws from studies that investigate the negotiation of identity in the LL (Blackwood, Lanza, & Woldemariam, 2016) and intentionality of sign-makers (Malinowski, 2009). In addition to archival documents showing the vitality, despair, and decline, the data collected and analyzed focus on digital photography of new signage, interviews with signmakers and stakeholders, and recent video recordings of ceremonies that commemorate the history and vision for this community.

**Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

**Exploring signage within the powerful production of planetary matters**

**Kellie Gonçalves**

University of Bern, Switzerland, Switzerland

While the post-colonial era has seen the rise of “human development” as a global socio- political goal (Sen 1999), the dominant form of development is still first and foremost, capitalist (Krithika & Kasturirangan 2016). In a time where the circular economy (Korhonen et al. 2018; Gonçalves fc.) is becoming more relevant than ever, companies are shifting to cleaner production, the conservation of resources underscoring ePorts of sustainability (Kosatica 2024; Kosatica & Smith 2025) and the reduction of waste (ThurLOW 2022). In this paper I investigate linguistic and non-linguistic signs located at the offline-online nexus (Lyons 2019; Gonçalves 2024; Androutsopolous 2024) that index discourses of change, sustainability and ecological values that center on planetary needs and the more than human environment. Drawing on post-humanist theorization (Pennycook 2018), this study contributes to anthropocenic landscapes (Smith fc.) with a focus on the political economy as planetary actor. Data used from this study consist of images taken in Switzerland from 2022-2025 and include shop signs, billboards, and stickers as well as interviews with shop owners and sticker consumers. The analytical framework used in this study draws on multimodal, discursive and visual analysis (Ledin & Machin 2018, 2020) showcasing the ways in which planetary matters are semiotically and creatively framed while simultaneously being economically driven.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

**Individual collapse and inclusive transformation on campus: Evidence from the disability linguistic landscape**

**Jill Hallett**

University of Illinois Chicago, United States of America

While illuminating perceived inclusion of multilingual students, campus linguistic landscape (LL) research has largely ignored how destructive and transformational ideas about disability are reflected and perpetuated.

Medical models of disability reflect individual collapse through deficit discourses promoting retrofitted accommodation. Social models recognize disability as socially constructed and environmentally ingrained (Linton, 1998), which when critically examined present opportunity for institutional ‘transformation’. Nguyen & Darcangelo (2024) explain, “universities subscribe to, uphold, and reinforce ableism, although not without contestation.” Contestation of medical models necessitates collapse of institutional norms; subsequently, new norms are established or transformation is undertaken. Adekunle et al. (2019) found recurrent systems of collapse in unreflective enactment of legally-mandated disability-inclusive signage policy. Henner & Robinson offer the transformational practice of crip languaging, noting, “disabled people do really cool things with language if people would pay attention” (2023, p.8).

Through lenses of collapse and transformation, this research examines LLs of disability- related websites and physical spaces at one US university. For example, the university’s Disability Resource Center website is heavy with text that is fully compliant with universal design principles (UDL); it conforms to new institutional policies resulting from the collapse of old ways. Neglected, however, are those stakeholders who engage best with visual material and are overwhelmed by copious amounts of text, including those with ADHD, anxiety, and autism. The campus Disability Cultural Center, run by and for people with disabilities, has a UDL-compliant website that also includes visuals for those who would benefit. One page displays photos of the space alongside descriptions of accessibility features within. Thus, the site was created inclusively, indicating transformation.

For Edwards (2018), “...what is possible in life depends on infrastructure.” Linguistic landscape research reveals inclusively co-constructed infrastructures as transformational spaces.

**Notes:**

Wednesday, 03/Sept/2025 11:00am - 11:30am

**The Transformation of a Minority-Serving Institution in the United States: On Being Both an HSI and an AANAPISI**

**Richard W. Hallett**

Northeastern Illinois University, United States of America

On September 27, 2024, the president of Northeastern Illinois University (NEIU) emailed the “university community” to announce that, in addition to being the oldest four-year public Hispanic-serving institution (HSI) in the American Midwest, NEIU had just been recognized as an Asian American and Native American Pacific Islander Serving Institution (AANAPISI).

US Minority-Serving Institutions (MSIs) are quite different from international universities elsewhere. With perhaps one possible exception (see Mena and García 2020), they are English-medium institutions that do not offer disciplines-specific coursework in languages other than English (LOTEs) outside of language study *per se*. Students are presumed to have a high competency in academic English. Moreover, with the exception of Historically Black Colleges and Universities, MSIs were not originally designed specifically for the minority students they serve; the overwhelming majority of HSIs and AANAPISIs began as predominantly white institutions whose student body was assumed to speak English as a first language. Both HSIs and AANAPISIs are growing in number in the United States. The Hispanic Association of Colleges and Universities website currently lists 600 (up from 572 in 2023) HSIs and 412 (up from 400 in 2023) emerging HSIs. The US Department of Education states that there were 192 AANAPISIs in 2022 (up from 133 in 2021).

Building on data gathered by Author and Co-Author (2023) and Author and Another Co-Author (forthcoming) that found that NEIU only used emblematic/symbolic Spanish in its LL, this presentation re-examines the linguistic landscape of NEIU as it adds another identity to its MSI designations. Given that the Asian American/Pacific Islander student population includes over 300 languages, according to the Postsecondary National Policy Institute (pnpi.org), a gross underestimation, NEIU will have much work to do to transform its LL to be inclusive of AANAPISI identities in the ways that, say, the University of Hawai‘i Mānoa is.

**Notes:**

Thursday, 04/Sept/2025 2:15pm - 2:45pm

## Signs of survival: the role of endangered languages in the Linguistic Landscape of crises.

**Jess Hampton**

University of Liverpool, United Kingdom

The impending loss of over 50% of the world's spoken languages signifies not only a cultural collapse but also a critical transformation in how communities sustain resilience and stability, particularly in times of crisis when a strong sense of identity and connection is needed most. This paper explores how endangered languages foster resilience by reinforcing shared identity amid growing environmental challenges, revealing their transformative potential for navigating collapse and reimagining a sustainable future (Fine et al. 2023). Employing Labov's (2013) concept of the vernacular as a mode of expression amid emotional intensity, I demonstrate how endangered languages and non-standard varieties re-emerge during crises, grounding communities in familiar landscapes. Data from the Gallo-Italic varieties of Emilia Romagna illustrate this phenomenon, showing how local languages appeared in public spaces following the 2012 earthquake, the 2019 pandemic, and recent floods, offering solace and stability (Hampton & Soukup 2021). Regional branding, such as *a stam bein* ("we are well") on shop awnings and public benches, was used to promote unity after the earthquake, while pandemic-related merchandise such as *stam so da dos* ("stay away from me") reinforced safety measures, and during recent floods, messages like *tin bota* ("hang in there") were spelled out in sand on a beach in Rimini to boost morale. These examples resonate with recent studies documenting the emergence of endangered languages and non-standard varieties in public spaces during the pandemic. Guerini (2021), for example, observed Bergamasco on public signage to inform customers about services, while Douglas (2022) and Zhou (2022) showed how local varieties in official communication fostered solidarity and compliance through shared culture. Despite their endangered/minoritised status, I argue that these varieties foster resilience by anchoring communities to cultural roots, serving not merely symbolic but essential roles in solidarity and identity formation in times of crisis (Mendes 2020).

**Notes:**



Thursday, 04/Sept/2025 1:45pm - 2:15pm

**Transforming Collapsed Spaces: The Revival of Nazareth's Ancient Market**

**Rawia Hayik**

Sakhnin College, Israel

The ancient market of Nazareth has long suffered from negligence. Limited governmental investment in Palestinian Arab localities and the rise of large shopping centers have left an abandoned market with decaying, mostly shuttered stores. Distressed by the collapse of a once thriving market bustling with shoppers from Nazareth and neighboring villages, a local activist group decided to launch a revitalization campaign. The narrow market alleys were cleaned, old rusty doors were repainted in bright colors, vibrant murals were added to the peeling walls, and new shops, cafes, and cultural hubs were opened. Noticeable in the newly revitalized public space was the absence of the Hebrew language. Challenging the hegemonic dominance of Hebrew in the Israeli linguistic landscape and nationalistic political ideologies that marginalize the Palestinian ethnolinguistic minority (Hayik, 2017/2024; Ben Rafael et al., 2006), Hebrew was almost absent from the transformed market while Arabic and the local Palestinian culture were dominant. This study explores this semiotic landscape, the motives behind its transformation, and the perceptions of the local visitors. Adopting a sociolinguistic framework that underscores the political nature of language (Ben-Rafael 2009), it delved the perspectives of the local business owners and passers-by through narrated walking tours (Stroud & Jegels, 2014). Content analysis of the recorded narratives divulged information about the micro as well as macro Israeli reality. The locals underscored the role of Arabic as a marker of their national identity with deep symbolic connotations (Suleiman, 2013). They reacted with contestation (Shohamy, 2017) to the silencing atmosphere, asserting ownership of the local space and recreating an alternative reality in which their language, culture and national identity are respectfully represented and celebrated. The study exemplifies how identifying the motives and ideologies surrounding the creation of linguistic landscapes can uncover the sociopolitical character of a given territory (Gorter, 2006).

**Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

## **Linguistic Landscapes as Sites of Contestation**

**Rawia Hayik**

Sakhnin College, Israel

In an age of nationalism, language and geography are considered critical resources in a nation's identity construction process and the cultural production of the Other as excluded from the national identity (Azaryahu & Golan, 2001; Dahamshe, 2017). The display of explicit authoritative narratives via the linguistic landscape creates contested and negotiable spaces that are instrumental in differentiating those who belong from the others (Coulmas, 2009). As such, it can serve as an activist space for multiple narratives to be voiced, discussed, and negotiated in dynamic ways (Waksman & Shohamy, 2010). As the visual space is shaped by human activities, and in turn influences human actions (Pietikäinen et al., 2011), it can invite alternative voices to gain access to the public sphere, voices that craft, through varied genres, another type of geography and history of the space. This session introduces examples of bottom-up activism that contests and protests the authoritarian exclusion of the indigenous Palestinian voice and narrative from the Israeli public space. These alternative voices were collected from social media and local news websites as well as the researcher's ethnographic photography journey. Countering unjust representations, they shed light on how the marginalized locals "talked back" to dominant linguistic landscapes using multiple semiotic devices (Shohamy, 2017). They gave presence to often-muted voices as an act of political resistance challenging the authoritarian government and its forced silencing of freedom of speech, an act affirming ownership of the local public space and a strong identification with the Palestinian identity, which Israeli colonial policies continually attempt to suppress. The findings highlight that issues of (mis)representation can initiate bottom-up resistance that subverts unidimensional narratives, imposing a new redefinition of a space that challenges the pre-existing order.

### **Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

**The Spatial Production and Symbolic Interaction of Linguistic Landscapes: A Case Study of Chinese Linguistic Landscapes in Commercial Districts of Southeast Asian Countries**

**Shanyan He, Zehao Chen**

Guangxi Minzu University, China, People's Republic of

The article explores the interaction between language and space, as well as the interplay among linguistic symbols, within the commercial districts of Southeast Asia through linguistic landscapes. Employing fieldwork and corpus linguistics methods, the study analyzed 5,043 linguistic landscape samples from commercial districts in countries such as Vietnam, Laos, Myanmar, Indonesia, and Thailand, categorized into 5,169 analytical units, alongside in-depth interviews with local residents. The findings reveal a prominent multilingual coexistence in these districts, featuring English, local languages, and widespread incorporation of Chinese and Korean. In some tourist spots or specific areas, Japanese and Russian also appear. Most linguistic landscapes in commercial districts are bottom-up private signs, reflecting a particular language ecology shaped by the dynamic interplay between human activities and spatial production. Chinese is highly active in this fluid space of Southeast Asian commercial districts, achieving spatial production through the practice of space, the representation of space, and representational space. It constructs nationality and locality through interactions within linguistic landscapes, which are practical processes and outcomes influenced by multiple forces of capital, culture, and power. This not only reflects the enhanced economic function of Chinese but also embodies the international dissemination and acceptance of Chinese cultural elements and characteristics. Linguistic landscapes serve as tangible carriers of spatial cultural features and crucial media for information expression, image construction, and communication. The languages and symbols involved in the spatial production of Southeast Asian commercial districts exhibit distinctive language contact and variation phenomena, reflecting the unique ways of integration and cultural interaction between Chinese and Southeast Asian languages. This study provides a new perspective for understanding the complex relationship between language and space in the context of globalization.

**Notes:**

**Semiotic ideologies in text-based art**

**Adam Jaworski<sup>1</sup>, David Karlander<sup>2</sup>**

<sup>1</sup>University of Hong Kong; <sup>2</sup>Uppsala University and SCAS

Handwriting, analogue print, and digital text mediate myriad ideological and connotative meaning potentials attributable to their shape, font, colour, and layout. In this paper, we scrutinize some critics' and artists' claims about text-based art with reference to notions of 'authority', 'temporality' (apparent timelessness or ephemerality), and 'universality'. To this end, we analyse artworks by selected four linguistically invested artists, namely Jenny Holzer's *Truisms* (1978–1987), Gillian Wearing's *Signs That Say What You Want Them to Say and Not Signs That Say What Someone Else Wants You to Say* (1992–1993), Barbara Kruger's advertising inspired slogans, and Tracy Emin's 'confessional' art. These works consist of short phrases and pithy maxims such as PROTECT ME FROM I WANT (*Truisms*), I'M DESPERATE (*Signs*), I SHOP THEREFORE I AM (Kruger, 1987), or I DON'T WANT TO HAVE SEX BECAUSE MY BODY FEELS DEAD (Emin, 2024). In our analysis, we attend to the interplay of *semiotic universalism* and *semiotic particularity*, drawing on conceptual impulses from linguistic anthropology (Woolard, 2016; Gal & Irvine, 2019), intellectual history (Hirschkop, 2019), and culture studies (Messling, 2023). We scrutinize tensions between senses of rootedness and cosmopolitanism, between authenticity and anonymity, and between personal and public communication. By engaging with the artworks and associated metadiscourses (reviews, criticism, interviews, artist statements, etc.), we address the relationship of visions of semiosis (semiotic ideologies) to the materiality, emplacement, visual properties (shape, font, colour, layout, etc.), and mediational means of these artworks (billboards, photography, painting, etc.). Against this backdrop, we reflect on the interfaces of art theory, writing, and visual sociolinguistics (SL/LL).

**Notes:**

Wednesday, 03/Sept/2025 12:30pm - 1:00pm

**Mapping Multimodality with ArcGIS: Exploring the Linguistic Landscape of Honolulu Chinatown**  
**Song Jiang**

University of Hawai'i at Mānoa, United States of America

The study of linguistic landscapes (LL) explores how place names, shop and public signs, and advertising are combined to form the linguistic landscape of a given public sphere. Adopting the recent methodological innovations (Cipria & O'Rourke, 2024; Cocq et al., 2024), this project aims to map, quantify, and analyze the linguistic landscape of Honolulu's Chinatown through the ArcGIS Field Maps app. Honolulu Chinatown, a historic enclave established in the 19th century, reflects a vibrant fusion of ethnicities, languages, and cultures. Predominantly featuring Chinese heritage, its linguistic landscape incorporates Chinese, English, and other Asian ethnic languages. Given its distinct history and cultural diversity, it is a unique site for LL research, which contrasts with other Chinatowns in the U.S. previously studied in LL literature.

Videos and photographs capturing street scenes and signage in Honolulu Chinatown were gathered and geolocated using the ArcGIS app, allowing for detailed tagging of linguistic and visual features. These features were analyzed through a multimodality framework (Cipria & O'Rourke, 2024), exploring how linguistic elements interact with other modes of communication, including signage designs, symbols, colors, font styles, and cultural references. The analysis focuses on the content of the texts, the spatial arrangement of signage, their communicative purposes, and the strategies employed to convey the identities of the creators and target audiences.

The findings will showcase the linguistic landscape of Honolulu Chinatown's cultural heritage and the interplay of Chinese, English, and other Asian languages. They will also highlight how multimodal elements highlight the goals of preserving historical heritage and engaging locals and visitors. This study is intended to advance our understanding of how linguistic landscapes in Honolulu Chinatown reflect cultural identities and fulfill their communicative roles. Additionally, the database developed with the ArcGIS app will offer the potential for linguistic landscape analysis, research collaboration, and language education.

**Notes:**

Friday, 05/Sept/2025 12:00pm - 12:30pm

## **Temporality and artistic resistance in the semiotic landscape of an urban arctic city**

**Ragni Vik Johnsen**

UiT The arctic university of Norway, Norway

Linguistic landscape studies (LLS) have recently been engaging in semiotic processes of temporality, investigating how signs emerge and shape the linguistic landscape for a limited time (Urribarri 2023, Karlander 2019) and interpreting semiotic landscapes as spaces of contestation where dominant ideologies are challenged or subverted (Rubdy 2015). This presentation contributes to these lines of research and investigates how pop-up art spaces and art-activist projects shape the semiotic landscape temporarily. The study takes place in Tromsø, a city located in the Arctic region of Norway, in the traditional homeland of the indigenous Sámi people. The presentation draws on data from photo-documentations and ethnographic walks as well as digitally obtained photos of a pop-up performance art tourist shop and (remnants of) art projects in public space. The examples illustrate how such projects challenge hierarchical and stereotyped language representations and makes the multicultural diversity of the city visible. Additionally, the presentation explores the duality of how these projects both critique the commodification language and indigenous symbols for commerce-driven agendas (Leeman and Modan 2009), while also reflecting a neoliberal logic of temporality that implies a non-binding or temporary commitment to language minorities. Ultimately, the presentation highlights the complex interplay between art, commerce, and linguistic representation, and argues that art-projects contribute to a multivocality of the semiotic landscape that may provoke sociolinguistic changes (Coupland 2016).

**Notes:**



Thursday, 04/Sept/2025 2:15pm - 2:45pm

## **Searching for Home: The Impact of Spanish Linguistic Landscape and Language Policies on Immigrants**

**Heather Judd**

Brigham Young University, United States of America

Over the past two decades, Spain has welcomed a significant influx of immigrants, now ranking second in Europe only to Germany in its foreign-born population, a trend that continues to increase annually. This has inevitably led to a melting pot of ideologies, cultural practices, and languages wherever these migrants settle, requiring local and national policymakers to adjust policies if they wish to avoid the assimilation into a homogenized culture. The aim of my study is to evaluate the ethnolinguistic diversity and vitality of the immigrant population in Alcalá de Henares, Spain, where I have lived and studied for several months. To achieve this, I photographed available exterior top-down and bottom-up signage on a central commercial street, then used a combination of the coding schemes developed by Amos (2016) and Barni & Bagna (2009) to assess the visibility of minority language. I also compared the visible languages on six surrounding, less frequented streets to determine whether or not the minority languages would appear in the same proportions off of the main road. My findings suggest that the visibility of minority languages on peripheral streets is significantly less than on the central street. To complement this quantitative approach, I conducted interviews with five immigrant shop owners to explore their perception of the support they receive in maintaining their culture and language. Additionally, I consulted peer-reviewed articles, official language and immigration policy sources, and current local news outlets to understand current language policy, social attitudes, and the historical context that informs these developments. In my evaluation of these secondary resources, I applied the comparative organizational methods of Östlund et al. (2011) (convergent, complementary, divergent) to contextualize the linguistic landscape and provide a more complete view of a larger societal phenomenon.

**Notes:**

Wednesday, 03/Sept/2025 11:00am - 11:30am

## Small languages and digital brandscaping - transforming consumption?

**Helen Kelly-Holmes**

University of Limerick, Ireland

Small languages refer generally (but not only) to indigenous, minoritized languages, such as, for example, Irish (Pietikäinen et al 2016). Their smallness, in terms of speaker numbers relative to 'big' national and global languages, affords them certain attributes (Pietikäinen et al 2016), which position them favourably for branding sustainable consumption. Using virtual ethnographic and discourse analytic methods and applying the theoretical framework of Appadurai's concepts of 'enclaved commodities' and the 'luxury register', this paper reports on a number of businesses that use Irish as part of multimodal brandscaping to market green consumption. Building on its conventional usage in relation to physical space, digital brandscaping can be understood as the organisation of digital space as an extension and communication of brand identity. A small language brandname requires a high degree of scaping to support it in the form of visual multilingualism, image, colour, font, and stories (Sjöblom 2024). Brandscaping with small languages also involves a high degree of reflexivity, identity work, and 'body and personality' involvement (Appadurai 1988) on the part of consumers and producers. The perceived authenticity of a small language name enables it to index place and locality / localness, which is a key attribute in contemporary sustainability marketing. Small language brandscaping also often transgresses prescriptive language norms, playing with words, mixing and challenging structuralist concepts of language and speakerhood. In the paper, I explore how small language brandscaping navigates the tensions inherent in an era of both intensifying commodification and the threat of ecological collapse from over-consumption.

**Notes:**

Friday, 05/Sept/2025 11:30am - 12:00pm

**Exploring Psychoscapes in Linguistic Landscape Studies: A Methodological Triangulation with Cognitive and Critical Discourse Analysis**

**E. Dimitris Kitis**

Xi'an Jiaotong-Liverpool University, Suzhou

This article introduces the concept of *psychoscapes* into Linguistic Landscape (LL) studies, extending its analytical focus to include the psychological and discursive construction of urban spaces. Traditionally, LL studies examine public signage and semiotics to understand social identities, hierarchies, and power dynamics in urban environments (Gorter & Cenoz, 2024). Here, we propose a novel integration of Cognitive Linguistic Critical Discourse Studies (CL-CDS) and Corpus-Assisted Discourse Studies (CADS) into LL methodologies to analyse the mental representations and affective imaginaries that shape perceptions of urban spaces.

The article applies this approach to media representations of two Johannesburg neighbourhoods, Hillbrow and Sandton, drawn from a 141-million-word corpus of South African broadsheets. Using tools like collocation analysis (Baker, 2023) and conceptual blending (Fauconnier & Turner, 2002; Hart, 2020), the study uncovers stark contrasts in how these neighbourhoods are discursively constructed. Hillbrow is predominantly framed through crime, urban decay, and poverty, perpetuating stereotypes of danger and disorder. In contrast, Sandton is represented through consumerism and affluence, reinforcing its identity as a commercial hub of luxury and power.

By conceptualizing *psychoscapes*, this study highlights how discourse shapes urban imaginaries, influencing public perceptions and social practices. The findings demonstrate the utility of triangulating LL research with cognitive and corpus-based methods to offer a comprehensive understanding of urban spaces as cognitive, semiotic, and material constructs. This approach has implications for addressing urban inequality and reevaluating dominant narratives about place in LL research.

**Notes:**

Thursday, 04/Sept/2025 4:15pm - 4:45pm

**From coordinates 39.848939, 22.516633 to 'Tempi': The signification of a fatal train collision through a heterotopic linguistic landscape**

**Roula Kitsiou, Stella Bratimou**

University of Thessaly, Greece

On February 28, 2023 a head-on collision between two trains occurred, south of the Tempi Valley in Thessaly-Greece; 57 people were killed by the train-crash in a formerly insignificant place, in the 'middle of nowhere'. This traumatic event was experienced as a moment of structural dislocation (Laclau, 1990), exposing institutional corruption and governmental cover-up tactics. As a result, an in-situ grassroots-memorial was created by the 'Association of Tempi Victims' Relatives 2023', whereas multiform protests were realized all over the country, mourning the dead and asking for justice. In this paper, we reflect on the transformation of the collision site from an uninhabited, non-urban space to a meaningful place of public grief, remembrance and protest through what we construe as a 'heterotopic linguistic landscape' that immobilizes the accident day as a chronicle (Foucault, 1967/2008). In order to explore the place-making processes, we analyze a corpus of onsite and digitally collected pictures, and we build on the notion of the linguistic landscape as a means of semiosis (Kosatica, 2023) that signifies an event as a place, articulated through a grassroots memorial (Hanauer, 2024; Kailuweit & Quintana, 2020). Specifically, this heterotopic linguistic landscape turns a set of coordinates into *the* Tempi, a metonymically used toponym that becomes an index of a specific chronicle, i.e. the event of the train collision. Additionally, the transformative power of public grief (Butler, 2004) resignifies this toponym/event into 'Tempi', a protest sign appearing all over Greece as a symbol of state corruption. As a result, the symbolic value of the word 'Tempi' is upscaled by translocal protestscapes, becoming a discursive element that enacts an assemblage of political discourses. Therefore, heterotopic linguistic landscapes disrupt hegemonic narratives of contested events, the suppression of facts and state injustice.

**Notes:**

Friday, 05/Sept/2025 1:45pm - 2:15pm

## **Plurilingual and pluricultural awareness through children's eyes: Language detectives, a linguistic landscape citizen-science project for Dutch primary schools**

**Eva Knopp<sup>1</sup>, Massimiliano Spotti<sup>2</sup>**

<sup>1</sup>Radboud University, Netherlands, The; <sup>2</sup>Tilburg University, Netherlands, The

Due to its relative methodological simplicity, Linguistic Landscaping lends itself to citizen science (Purschke, 2017). Initiatives, such as the LOCALL-project (Brinkmann, McMonagle & Melo-Pfeiffer, 2022), also emphasize the educational role that Linguistic Landscaping can play, particularly in raising plurilingual and pluricultural awareness in children and young adults. However, few studies have empirically investigated how children – in the process of developing their plurilingual and pluricultural awareness – perceive the diverse linguistic landscape (LL) around them and to what extent they can make sense of it.

Aiming to close this gap in research, we present findings from the citizen science project “Language detectives” with 10-12 year-old children we conducted with primary schools across the Netherlands. Children received an introduction into Linguistic Landscaping based on the MODIPLAC-model by Kerschhofer-Puhalo (2022) and subsequently collected 3.580 photographs documenting the Linguistic Landscape around their schools. In an online environment, they conducted an in-depth analysis of a subset of 780 photographs in which they were asked to reflect on different dimensions of meaning (i.e., Where? Who? What? Why?) in order to make sense of the roles that diverse languages play in the environment they investigated. The results that the children provided are analyzed in terms of background variables, such as degree of urbanity, linguistic diversity and socio-economic background of the school. Analysis is ongoing.

We expect that our results will provide deeper insights into the degree to which children from different backgrounds in the Netherlands make sense of the linguistic and cultural diversity in their environment. To this end, we expect to find out how Linguistic Landscaping activities can contribute to raising plurilingual and pluricultural awareness in primary school classrooms.

**Notes:**

Wednesday, 03/Sept/2025 11:30am - 12:00pm

**Mapping “laundry routes”: The discursive and spatiotemporal transformation of value in hotel work**

**Charmaine Kong**

University of Bern, Switzerland

Taking as its starting point laundry work as one of the most mundane but consistently overlooked activities (Pink, 2012), this paper considers the discursive and spatiotemporal processes by which value is produced and transformed across a commodity chain (Graber, 2023; Thurlow, 2020). The specific commodity or object under examination is a hand towel from a hotel bathroom. In tracing the biography of this otherwise banal object, my goal is to surface cleaning and laundry work/workers ordinarily obscured and/or disregarded. To that end, the current study is grounded in discourse-ethnographic fieldwork and semi-structured interviews with hotel managers, room attendants, and laundry providers from two luxury hotels in Hong Kong. Specifically, my analysis considers how this single laundry item is handled, evaluated, and talked about across three different *timespaces* (cf. May & Thrift, 2001): (1) linguistic-material framing and categorization in hotel rooms; (2) embodied performances of washing, drying, and folding in laundries; and (3) the afterlife practices and narratives around “condemned” linen. In each of these timespaces, my focus is on discourses of cleanliness/dirt and concomitant registers of value (e.g. economic, social, moral). Following Graber (2023), I also pay special attention to how sensory or “qualic” evaluations unfold in everyday talk and documentation practices. In this way, I demonstrate how hotel “laundry routes” (Pink, 2012) — especially in the context of leisure/luxury consumption — expose the tight interconnection between language and regimes of waste (Gille, 2010) and, in turn, neoliberal economies of labor.

**Notes:**



Thursday, 04/Sept/2025 4:15pm - 4:45pm

## **Multilingualism at secondary schools in Germany and Poland: Challenges, obstacles and unused potentials**

**Monika Kowalonek-Janczarek<sup>1</sup>, Michael M. Kretzer<sup>2,3</sup>**

<sup>1</sup>Adam Mickiewicz University, Poland; <sup>2</sup>RWTH Aachen University, Germany; <sup>3</sup>University of the Western Cape (UWC), South Africa

Schools are among the most important institutions for (language) learning and have far-reaching social and socio-cultural impacts on societies. Within the European Union (EU), with its open borders, growing migration, and globalization, multilingualism is increasing in the education systems. The project “MEhrSprachigkeit an Schulen in EuropA: Einblicke in Sprachlandschaften (schoolscapes) in Hessen und GroßpolEn (MESSAGE)” focuses on investigating schoolscapes of selected secondary schools in Germany and Poland. The study pursues a holistic approach by considering the research questions mentioned below:

1. How is multilingualism conceptualized within selected subject curricula?
2. To what extent do schools and classrooms reflect multilingual realities?
3. How do teachers deal with multilingualism at schools?

A three-dimensional approach has been employed in this project: curricula content analysis, photo documentation of schoolscapes, and semi-structured interviews with selected teachers. Firstly, the relevant text passages related to multilingualism have been analyzed using selected keywords. The subsequent investigation involved a more profound reading beyond the semantic level and focused on the contextual meanings in the analyzed curricula. Secondly, schoolscapes photo documentation is based on an inductive approach, examining the languages visible in the selected classrooms and the school's institution that accompanied the study. Lastly, semi-structured interviews have been conducted in German and Polish with subject teachers. The preliminary results show that multilingualism as a concept is present in the selected subject curricula in both countries. Regarding the visibility of multilingualism at schools, a clear dominance of German and Polish has been observed. Nevertheless, instances of other languages, e.g., bi- or multilingual and multimodal boards, could have also been stated. The interviews revealed various challenges, obstacles, and unused potential. Overall, this comparative study takes a multidimensional perspective of the current school situation in Greater Poland and Hesse and offers new insights.

### **Notes:**

Thursday, 04/Sept/2025 2:15pm - 2:45pm

## Official top-down communication in the public space during the German occupation in Italy (1943-45)

**Simona Leonardi**

Università di Genova, Italy

My proposal aims to present preliminary results from a study examining language contact between German and Italian in the context of wartime and occupation. This analysis focuses on the appropriation of public space through the use of German-language and bilingual German/Italian signs, writings, and notices during the German occupation of Italy from 1943 to 1945.

The corpus comprises historical archival materials, including photographs, images from magazines, and documentary film footage. Notable works in the area of historical landscape research include Gilles and Ziegler (2021), who analyse public announcements in the city of Luxembourg during the 19th century, and Borning (2021), who examines announcements and their translations in the Warsaw and Łódź ghettos. As such, this corpus can be classified as a secondary linguistic landscape (Badstübner-Kizik 2018), because the records are situated beyond the current chrono-topological boundaries. Additionally, this archival material can be supplemented with evidence from staged or reconstructed linguistic landscapes, as shown in the feature film *Achtung! Banditi!* by Carlo Lizzani (1951).

The main research questions are as follows: How do power relations shape these linguistic landscapes? Can different text types be clearly distinguished? What models do they follow? Who were the intended recipients of the respective texts? Can linguistic hierarchies be identified, and if so, what are they? (see Shohamy et al. 2010)

Methodologically, this study is situated within a qualitative approach, specifically within a linguistic landscape research which aims to integrate (socio)linguistic perspectives with concepts that highlight the interrelation between visual communication and space, as well as its place-bound nature (cf. Domke 2014). This research perspective thus incorporates insights from geosemiotics and emplacement (cf. Scollon & Scollon 2003), as well as spatialization (cf. Jaworski & Thurlow 2010).

**Notes:**

Thursday, 04/Sept/2025 1:45pm - 2:15pm

**Positioning Chineseness in-between: Assemblage thinking and the political economy of Peranakan-scape in Singapore**

**Zhixin Liu**

National University of Singapore, Singapore

Peranakans are 'locally born' Chinese decadents in Southeast Asia, who create their own ethnoracial identity and hybridized cultural practices distinct from so-called Chinese people. Within Singapore's government-led racial classification system known as the CMIO model (Chinese, Malay, Indian, and Others), the Peranakan identity is taken as a threat to the essentialized 'pure' and 'authentic' Chinese identity, thus assimilated into the homogenous 'Chinese race' category. Yet, under recent tourism development and landscape transformation, Peranakan heritage becomes rebranded as 'cultural diversity' and 'national pride', thereby reconfigured as a new interplay of pride and profit.

In this study, I examine how LL elements become networked and (re)ordered to position Peranakans as a disruptive, radical form of Chineseness and to produce value regimes like state multiracialism on a local space. Drawing upon assemblage theory (Deleuze & Guattari, 1987; Pietikäinen, 2021, 2024; Pennycook, 2024), the presentation intends to show its significance in LL research, discuss limits of its neo-materialist (or posthumanist) adaption, and suggests its critical orientation to broader political economy. Then, I will analyze three different yet intertwined assemblages—the language assemblage, the sociomaterial assemblage, and the affective assemblage. Each assemblage reveals different facets of Peranakan identity, positioning the community as both descendants of Chinese speakers who have created their own linguistic practices, a distinct ethnoracial group with unique practices and values, and patriotic Singaporean citizens with their own cultural heritage recognized on the national scale.

In this way, assemblage thinking provides a critical lens to understand semiotic resources in flow as historically contingent. It unveils identities like Chineseness as a fluid, constantly changing subject position ordered by material-discursive arrangements on locale.

**Notes:**

**Wednesday, 03/Sept/2025 11:00am - 11:30am**

**Inflight identities: Barf bags and other semiotic resources**

**John Macalister**

Victoria University of Wellington, New Zealand

The airline industry transects many areas of interest to LL scholars: discourses of commodification and consumption; the notion of borderscapes as passengers are moved rapidly from one place to another; and potential societal collapse through air travel's contribution to human-induced climate change, to name but three. The extent to which these 'big' topics are acknowledged by airlines in creating their inflight identities is one question that will be discussed towards the end of this determinedly light-hearted presentation that begins with analysis of a convenience sample of air sickness, or 'barf', bags and extends to other semiotic resources encountered by air travellers on an international flight, particularly focusing on menus. The analysis is undertaken through a modified form of audience and referee design (Bell, 1984; Bell, 1999, 2001) to investigate how airlines respond to passengers as known addressee in order to create a sense of solidarity with them, and how they draw on other resources to show alliance or empathy with those non-present groups. Given that the data analysed is primarily text-based, the principal units of analysis are code choice and lexical choice.

**Notes:**

Wednesday, 03/Sept/2025 12:30pm - 1:00pm

**Linguistic Landscape as Gateway to Linguistic Citizenship in Language Teacher Training**

**David Malinowski**

San Jose State University, United States of America

Building upon a growing body of research on education in Linguistic Landscape Studies, and in dialogue with the LL16 call to imagine “new ideas, values, and technologies that potentially enable us to avoid variations of collapse,” this presentation reports on the potential of linguistic landscape-based pedagogies to cultivate future teachers’ practice of *linguistic citizenship*. As Williams and Stroud (2015) argue, linguistic citizenship “entails rethinking the relationships of power underlying particular practices and understandings of language(s)” (p. 409), while aiming to elevate the voices of the most marginalized. In the context of (language) teacher training (e.g., Melo-Pfeifer, 2023), a linguistic citizenship focus foregrounds concerns such as the differential valuation of languages and language users, and the politics of language use across everyday settings and contexts.

The presentation shares results from an action research project that took place from Fall 2024 to Spring 2025 in an 8-person graduate TESOL (Teaching English to Speakers of Other Languages) seminar at a public university in California, USA. The course required students to learn basic concepts and methods of LL research, analyze the LL in nearby communities, and then designing and presenting small educational projects that would serve local needs. Recorded interviews with student participants addressed the preconceptions, critical learning moments, and transformed beliefs that accompanied their work in this class; these transcripts, as well as the students’ artifacts and the teacher’s/researcher’s analytic memos, are analyzed with respect to a significant challenge: How can teachers in translingual classrooms and communities adapt their practice to elevate “the variety of semiotic means through which speakers express agency, voice and participation” (Williams & Stroud 2015, p. 408)—that is, how can they develop a teaching approach that sees linguistic acts as *acts of citizenship*?

**Notes:**

Wednesday, 03/Sept/2025 4:15pm - 4:45pm

**Lived experiences in a newly regulated universityscape**

**Hiram Maxim**

Emory University, United States of America

In spring 2024, protests against the war in Gaza took place on university campuses

across the United States. In the majority of instances, university administrations responded with forceful policies and actions to limit the protests and then followed during the summer months with further restrictive guidelines regarding freedom of expression and assembly on campuses. Such was the case at one U.S. university where, three months after the removal and arrest of protesters from campus by state police, the university president issued new rulings, all in violation of existing university open expression policies, that limited the type, location, and duration of protests on campus. Part of these rulings included new “posting guidelines” that regulated the type of signage (e.g., posters, flyers, banners) on campus. Focusing on this one university, this paper will present the initial findings of an ongoing two-semester longitudinal pilot study that investigates the visible texts on campus following these recent regulations. Specifically, the project invokes Lefebvre’s (1991) triadic spatial paradigm as applied to the linguistic landscape by scholars (Trumper-Hecht, 2010; Malinowski, 2015) to examine the conceived, perceived, and lived spaces of the university. Data sources include university policy documents and mission statements for the conceived space, regular photographic documentation of campus over the two-semester period for the perceived space, and semi-structured interviews and walking tours with students, staff, and faculty for the lived experiences on campus. Mediated discourse analysis (Norris & Jones, 2005) is used to analyze the layered simultaneity of the different discourses that permeates the actions in this newly regulated universityscape. Particular attention is placed on campus members’ interactions with the new regulated landscape during which they both respond to the regulation’s effect on semiotic practices on campus as well as share their aspirations for a universityscape committed to open expression within a politically polarized climate.

**Notes:**



Thursday, 04/Sept/2025 10:30am - 11:00am

**Linguistic “productscape” and ethnolinguistic vitality: Arabic and Hebrew on milk products in Israel**  
**Maria Mazzoli<sup>1</sup>, Deia Ganayim<sup>2</sup>**

<sup>1</sup>University of Groningen; <sup>2</sup>Special Education Department, Al-Qasemi Academic College of Education

This paper examines the relationship between the ethnolinguistic vitality of the Arabic language and the linguistic landscape of dairy products in Israel, which we label the linguistic “productscape” of milk products (Gorter 2018; Papen 2012; Leeman & Modan 2010; Schlick 2003; Buckingham 2015). The research stems from the following research questions: What is the social and political meaning of the printed language(s) on dairy products in Israel? How do they reflect the linguistic diversity of the country and how do they impact the visibility and, therefore, the vitality of Palestinian Arabic in Israel? Based on the analysis of ethnographic data of language on milk products and advertising campaigns from Tnuva, Tara and Yotvata, collected in Israel between 2015 and 2023, we argue that Arabic is branded as a language useful for providing basic information to the consumers and for attracting the consumers in order to consolidate specific sectors of the market, but not as a language to be celebrated. We claim that this analysis is coherent with the narrative put forward by the firm itself about the companies' history and vision. We also argue that the realm of commercial products (and crucially of basic necessities, like milk products) has a prominent role in shaping the symbolic capital of languages within multilingual societies. Specifically, we highlight the responsibility of private dairy company managers, specifically in their choices of language on products and advertising campaigns, which contribute to the linguistic landscape, influence ethnolinguistic vitality, and ultimately play a role in the Israeli-Palestinian conflict. We argue, therefore, that the concept of the productscape frames effectively the issue of language visibility on commercial goods and, most importantly, helps in framing the prominent responsibility of company managers and CEOs in policing the use of the languages in multilingual contexts.

**Notes:**

Wednesday, 03/Sept/2025 4:15pm - 4:45pm

**Re/de Landscaping Paris in the 2024 Olympics**

**Erin McInerney, Peiru Bai**

Université de Strasbourg, France

Drawing from a corpus of promotional material, on-site photography, social media posts, and smartphone application interfaces, this paper identifies and investigates the project of re/de landscaping undertaken by the city of Paris in preparation for the 2024 Olympic Games. Three key phases of this landscaping are identified: (1) "social cleaning" measures, during which unhoused individuals were relocated to Marseille to "declutter" the streets of Paris; (2) the strategic addition of ephemeral and permanent signage across the city; and (3) the development and release of the Paris 2024 ticketing app.

Specifically, we analyze how public signage, digital interfaces, and semiotic regimes serve as tangible representations of French identity and language policy in both physical and digital landscapes. Findings suggest that the Paris 2024 LL reflects France's efforts to assert its national identity through pristine, uncluttered landscapes and elevate French within an evolving global linguistic hierarchy. Simultaneously, data underscore how the visibility of other languages in Paris is curated through digital interfaces to maintain the city's cosmopolitan image while centering French as an index of national prestige.

**Notes:**

Friday, 05/Sept/2025 2:45pm - 3:15pm

## **Linguistic Landscapes as Tools for Education for Sustainable Development in the Foreign Language Classroom: Perspectives of Student Teachers and Language Learners**

**Silvia Maria Melo-Pfeifer**

Universität Hamburg, Germany

The foreign language classroom (FLC) offers unique potential to foster education for sustainable development (ESD) (Surkamp, 2022). The concept of *linguistic landscapes* (LL) has gained traction as an innovative tool for language educators to promote ESD, understood as empowering people “with the knowledge, skills, values, attitudes and behaviors to live in a way that is good for the environment, economy, and society” (Unesco website). This presentation examines how LL serve as effective instruments for education for ESD by enabling foreign language teachers and learners to critically analyze the LL, uncovering issues of gender, social and linguistic inequalities (Shohamy & Pennycook, 2021; Zas Vela & Prego Vazquez, 2018). Through the critical multimodal analysis of “bits of LL”, those educational actors have the possibility of discussing issues of social injustice present in the LL, also addressing the transformative potential of LL through intervention and social activism (Gorter & Krompák, 2024).

Following the pedagogical modeling of ESD from awareness raising to evaluation and acting (Schreiber, 2016), this presentation analyses pedagogical activities using LL to enhance ESD. These activities were both discussed in a seminar for foreign language teachers and implemented in a secondary school in Hamburg, in winter semester 2024. Data collected include seminar and classroom oral interactions and worksheets filled by both student teachers and the students, and are analyzed following a comparative content analysis of data in the two cohorts.

Results reveal that engaging with LL for developing ESD helps student teachers and language students alike to identify and critically analyze instances of social injustice and inequality, potentially empowering them to engage in social action. Data suggest that both groups find these activities impactful. Student teachers additionally valued the incorporation of ESD in the FLC, embracing LL and the language classroom as spaces of transformation, beyond instrumental perspectives of language learning.

**Notes:**

**Friday, 05/Sept/2025 12:00pm - 12:30pm**

**Controversies in streetscapes commemorating the Yugoslavian past in Croatia, Serbia, and Slovenia: beyond post-socialist transition?**

**Piotr Mirocha**

Jagiellonian University in Krakow, Poland

The collapse of the real-socialist order in 1989 transformed the commemorative streetscape of Central and Eastern Europe; this was also the case in the Yugoslavian republics, where the ensuing wars in the 1990s only accelerated this process. Although most street names referring to the former state and system were changed by the 2000s, in recent times, some social actors have called for a more radical erasure of socialist Yugoslavia from the streetscapes.

As a starting point, the study discusses the well-known case of the 2017 renaming of the square in Zagreb, Croatia, which previously commemorated Yugoslavia's long-time president, Marshal Josip Broz Tito. Discourses contributing to the meaning-making of the square's streetscape are analysed within the framework of discourse historical approach. Fieldwork documentation of the post-renaming semiotic landscape on-site adds to the analysis, revealing bottom-up perspectives on the naming controversy and spatialised meaning-making processes (mostly, 'ideological fatigue'). This is followed by insights from three lesser known case studies: the Croatian spa town of Varaždinske Toplice and the Slovenian spa village of Radenci, where local authorities tried to or managed to de-commemorate Tito, and the Serbian capital, Belgrade, where streets referring to locations in other Yugoslavian republics were renamed.

In Croatia and Slovenia, since their entry into the European Union, these activities have been undertaken by right-wing and far-right sectors of society. In doing this, they go beyond the post-transition consensus on historical memory, aiming to influence mainstream memory politics and drawing inspiration from the former Polish and current Hungarian illiberal regimes. In Serbia, changes are driven by the populist right-wing government of the Serbian Progressive Party, but at the same time, they represent a departure, in terms of commemorative streetscapes, from the post-2000 emulation of the 1990s Central European liberalisation.

**Notes:**

Friday, 05/Sept/2025 11:30am - 12:00pm

### **Soundscapes as analytical tools for language attitudes: A case study from Trondheim, Norway**

**Susanne Mohr, Rikke van Ommeren, Yoland Ribbens-Klein**

Norwegian University of Science and Technology, Norway

Semiotic landscapes involve the discursive construction of public space, encompassing both visible signs and the auditory environment of a given location (Jaworski & Thurlow, 2010). While the visual aspect has received considerable attention in research, the auditory component – referred to as the soundscape – remains comparatively underexplored, with a limited focus on, for example, the linguistic diversity in urban soundscapes (e.g., El Ayadi, 2022).

This paper proposes that the study of soundscapes offers unique insights into language attitudes, enriching traditional methodologies in sociolinguistics. This study draws on data collected from monthly soundwalks conducted in the city of Trondheim, Norway, from April 2024 to 2025. Soundwalks, as a method, offer immersive insights into the linguistic diversity and dialectal variation within the Norwegian sociolinguistic landscape. By engaging both Norwegian and foreign speakers, this approach uncovers attitudes towards dialectal variation and multilingualism in a dynamic urban space. Soundscaping and soundwalks thus align with “societal treatment approaches” to language attitude research (Garrett, 2010), providing a fresh lens through which the auditory dimension of public spaces can be understood. This presentation will specifically engage with the methodological aspects of soundscaping and soundwalks in semiotic landscape research with examples of insights from the data collected.

The preliminary findings indicate that soundwalks are influenced by the specific environmental and temporal contexts in which they take place. Changes in time of day or even season can significantly alter the acoustic environment of the city, posing challenges for consistency across studies. These insights underscore the importance of considering temporal variability in soundscape research.

#### **Notes:**

Wednesday, 03/Sept/2025 12:30pm - 1:00pm

**Transforming toiletsapes in Northern Europe**

**Marie Nelson<sup>1</sup>, Sofie Henricson<sup>2</sup>**

<sup>1</sup>Stockholm University, Sweden; <sup>2</sup>University of Helsinki, Finland

In this paper, we present a study with focus on gender aspects of public toiletsapes in a selection of capitals in Northern Europe (Helsinki, Mariehamn, Stockholm, Tallinn, and Tórshavn), thus contributing to a rich field of previous studies taking a gender-approach to public toilets (e.g. Banks 1991, Levi & Riedman 2010, Greed 2019). Our data consist of about 600 documented toilet doors, each including one or more signs indicating specific target customers or conveying information about the facility.

The gender division of public toilets has been a topical issue in Northern Europe, and this has also led to an increase in gender neutral public toilets in Finland and Sweden, for example (Henricson & Nelson, submitted). This shift towards a greater proportion of gender-neutral toilets is materialized in the linguistic landscapes as replacive or additional toilet signs. Changing the toiletscape in a way that mirrors the modern societal take on human diversity is a complex and challenging task, which is reflected in our data. We find evidence of transforming actions, where signs have been removed, replaced, duplicated, or modified.

Transforming the public toiletsapes also gives rise to reactions from potential users. In our data this can be seen in traces of contestation against both binary signs (e.g. drawing a moustache on a female silhouette) and non-binary signs (e.g. erasing unisex symbols), for example. Our study on toilet signs and modifications of them gives insight into how gender issues are key aspects of the transformation of toiletsapes and how these changes are perceived and responded to in capital cities in Northern Europe today.

**Notes:**



Friday, 05/Sept/2025 11:00am - 11:30am

## **Acts of citizenship and identity in multilingual prison graffiti in a deportation site in East Berlin**

**Khoi Nguyen<sup>1</sup>, Maithu Bui<sup>2</sup>**

<sup>1</sup>Universität Wien; <sup>2</sup>Akademie der Künste, Berlin

The prison building in East Berlin known as "Keibelstraße" has historical ties to both the Holocaust and the East German surveillance apparatus, both of which are now being addressed by turning the building into a memorial site. While this could be read as an oppressive spaces being transformed into a place of commemoration and growth after the collapse of authoritarian regimes, this memory work by the contemporary German government chooses to elide continuities of imprisonment and displacement that continue to this day. Part of the prison in question continued to operate after reunification as a detention and deportation site between 1992 and 1996, in a deportation wave largely affecting former exchange workers from socialist countries. While the prison cells thus served to remove undesirable bodies from public visibility, this talk will illustrate how the prisoners used the communicative instruments at their disposal to inscribe themselves on the spaces meant to erase them. By applying multimodal mediated theory (Scollon, 2002) and multimodal (inter)action analysis (Norris, 2004; 2013) to multilingual prison graffiti left by deportees, the graffscapes (Pennycook, 2010) are examined as frozen actions connected to the identity discourses on multiple levels (Norris & Makboon, 2015). This analysis will be viewed through the lens of embodiment in relation to spaces and control. Although prison spaces have been argued to produce a undesirable class of docile bodies (Foucault, 1979), this talk will examine the prison graffiti as evidence of turbulent interactions between bodies and spaces, and thus as ways for undesirable bodies to actively affect spaces in acts of citizenship (Stroud, 2016). Those findings will be discussed in relation to wider questions of how violence, conflicting memory and trauma are materialised in graffiti landscapes (Bilkic, 2018; Kosatica, 2023), with an outlook at continued detainment and deportation practices in Germany today.

### **Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

**Stories of collapse and transformation in the Linguistic Landscape (LL) of a heritage tramway**

**Wendy Louise Anita O'Neill**

University of Liverpool, United Kingdom

Seaton Tramway in Devon, UK, is a heritage tramway which runs on a railway line closed in 1966 and is a significant contributor to the local economy with 90,000 visitors annually. Bringing together theories and methodologies in LL, Transport and Mobilities, and Heritage Studies, the paper discusses the social impact of closure and afterlives of branch lines to exemplify a story of collapse and transformation.

Recent LL work has called for a focus on historicity and sought to expand LL diachronic analysis to contribute to a nuanced understanding of its role in social change over time (Buchstaller et al., 2024). Using the temporal dimension of semiotic processes in the LL to propose an innovative methodology which examines archival material to investigate the forces that shape social order during periods of change, this paper explores how social impact of the closure of the branch line and creation of the tramway is indexed in the LL and Semiotic Landscape (SL).

The comparison of the historic and present-day LL and SL of current, abandoned and repurposed infrastructure using Historic LL Surveys created from archival material takes an interdisciplinary approach to examining how collapse and transformation that impacts society is indexed in former railway landscapes and the towns they serve(d) (Björkvall and Archer, 2022), demonstrating how the LL and SL 'explicitly and implicitly manifests past consumptions and previous social interactions' (Thurlow, 2022, p.833).

Adding value to recent work on affect exploring ways in which emotions come to be emplaced in landscapes (Peck et al., 2018) and challenging traditional narratives about the social and cultural impact of transformation in transport infrastructure on marginalised communities, the paper considers how nostalgia (Strangleman, 1999) and approaches to memorialisation of decline and transformation of these routes (Betts, 2019) impact traces of the past available to researchers.

**Notes:**

**Wednesday, 03/Sept/2025 4:45pm - 5:15pm**

## **Danger and safety on Covid-19 signs**

**Eva Ogiermann**

King's College London, United Kingdom

This paper examines the transformation of the public space during the Covid-19 pandemic. The public signs that appeared during the pandemic completely took over existing linguistic landscapes as they communicated new legislation and documented social change. These signs not only regulated behaviour and transformed the social practices enacted in public spaces but also served as a constant reminder of the threat posed by a global health crisis, while ensuring that containment measures were followed.

Drawing on a collection of over 3500 Covid-19 signs photographed in London between March 2020 and October 2021, this presentation shows how the threat posed by the pandemic is reflected in the signs and used to motivate protective behaviours.

It follows work in linguistic landscape studies, which has shown that public signs “reflect and regulate the structure of the space in which they operate” (Blommaert 2013: 39) and organize “spatial practices as well as social practices enacted in the spaces” (Jaworski & Thurlow 2010: 8). At the same time, this paper scrutinises the messages communicated via the signs, following work on Covid-19 signage, which has increasingly paid attention to the linguistic and pragmatic (as well as visual) aspects of public signs (e.g., Androutsopoulos 2022, Ogiermann & Bella 2021, Wei 2023).

The data show that explicit references to the danger posed by the virus were largely absent and visual depictions of the virus were rare and mostly appeared on official signs. Enclosed spaces were, however, marked as dangerous through occasional use of ‘stop’ and ‘no entry’ symbols, red colour and strategic placement of (yellow and black) hazard tape.

Rather than referring to danger, the messages communicated on the signs included an abundance of references to safety, either by explicitly telling the readers to stay safe or by referring to safety as the reason for introducing containment measures.

**Notes:**

Wednesday, 03/Sept/2025 12:30pm - 1:00pm

## Fraktur and Antiqua in the Linguistic Landscape of Berlin in the first half of the 20th century

**Sunan Okura**

Freie Universität Berlin, Germany

Until the mid-20th century, Germany experienced a dual-script situation, with Fraktur (one of the blackletter) and Antiqua. Fraktur has had a distinct cultural-ideological significance, even though it was widely used in daily life, particularly in printed materials such as books and newspapers, in the first half of the 20th century until its prohibition by Nazism in 1941. Fraktur and other blackletter typefaces are now widely associated with nationalism and Nazism in Germany. Similarly, they hold a “traditional” and “conservative” image and are used on restaurant signs and beer labels. This raises the questions: what was the actual situation of letter use in public spaces in Germany in the first half of the 20th century? How were Fraktur and other blackletter typefaces perceived at that time? How did those perceptions differ from today's, and how did they evolve historically?

In analyzing urban letterforms, I will apply the four levels of textual form as defined by Stöckl (2004) and adapted for urban contexts by Wachendorff (2019). To examine the connections between identity and the connotations assigned to letterforms, I will reference previous studies by Spitzmüller (2013) and Wachendorff (2019) on the interplay between contemporary society and typefaces. Using a historical-sociological approach, this study will reconstruct the perception of Fraktur at that time, based on the discourse surrounding blackletter. Furthermore, I will analyze the use of letterforms in public spaces of the period by examining photographic materials sourced from German archives and related collections.

According to my pilot study, while Fraktur was commonly used in printed materials in the early 20th century, its use in the streets of Berlin was relatively rare. It is likely that “legibility” was one of the factors influencing the choice of script.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

## **Making the city into a tourist product through bottom-up interventions in the linguistic landscape**

**Antonio Oštarić**

University of Zadar, Croatia

In the last 15 years, Zadar in Croatia has experienced a steep rise in tourism activity that has directly influenced the economy of the area but has also significantly transformed the linguistic landscape (LL) of the city, substituting the traditional languages of tourism with the globally useful English (Oštarić, 2020). The rise has simultaneously resulted in an increase in the number of tourism-related businesses, whose signage has produced a diverse LL. This paper provides an ethnographic linguistic landscape analysis (Blommaert, 2013; Blommaert & Maly, 2016) of Zadar, aiming to describe the processes behind the creation of that new LL. Namely, over the last century Zadar underwent numerous societal transformations, particularly population changes, political system changes, deindustrialisation, and three wars. Due to that continuous transformation, at some point Zadar lost its unique urban identity and recognizability, which became a challenge for tourism-related industries, as they need to draw on uniqueness and authenticity to add value to their products. Consequently, these industries started to exploit the image of 19<sup>th</sup>-century Zadar, when the city was at its cultural and economic peak. The ethnographic approach used in this study enables us to understand the historical processes behind the creation of the contemporary LL of Zadar (Leeman & Modan, 2009) for the purpose of making the city a tourist and cultural product in the age of urban cultural tourism (Tomić-Koludrović, Tonković & Zdravković, 2014). The data has been collected through semi-structured interviews, photographic observation of souvenirs and naming practices in catering industry, as well as through a critical discourse analysis of publicly available statements of politicians, public figures, and cultural activists. The findings point to bottom-up commodification processes of the revived image of the city's golden era performed by private actors in the LL, yet entirely neglected by official actors, such as the municipal authorities.

**Notes:**

Thursday, 04/Sept/2025 10:30am - 11:00am

## Toponyms in the linguistic landscape of a hawker bazaar in the context of Hong Kong's urban renewal

Shufen Ou

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

While Hong Kong is renowned as a vibrant cosmopolis, some districts of the city have been experiencing urban decay in recent decades. To address this pressing issue, the Urban Renewal Authority (URA) of Hong Kong has initiated a number of urban renewal projects, which often involve large-scale demolition and reconstruction. In view of the socio-spatial transformations brought by these undertakings and the relative lack of attention from linguistic landscape researchers, I situate my study in Yue Man Hawker Bazaar, a permanent indoor area designated for the displaced hawkers as part of the URA's largest single project (K7) thus far. Given the leading role of the authority and the engagement of residents with their living conditions targeted for improvement (Urban Renewal Authority, n.d.), this study employs Lefebvre's (1991) spatial triad as its theoretic framework, and the collected data comprise photographic signs, language policies and official documents related to the research site, and walking interviews with residents living in the neighborhood. Drawing on Scollon and Scollon's (2003) geosemiotic framework, I explored how language and other semiotic resources are utilized in this place-remaking. A key finding is the public signs that are aesthetically reminiscent of traditional street signs in Hong Kong and use names derived from former landmarks and buildings in the vicinity to identify aisles in the hawker bazaar. However, interviews reveal varying recognition of toponymic ideology among residents, significantly reflected in their entitative associations of the names, and also disapproving attitudes toward the intended nostalgic affect, with some viewing the symbols as pointless in consideration of the now-demolished places they reference. The findings indicate that toponyms have the potential to revive and reshape individual and collective memories. Hence, more thoughtful and nuanced strategies are needed to cultivate meaningful and affective connections through semiotic practices in the course of urban renewal.

**Notes:**



Wednesday, 03/Sept/2025 2:45pm - 3:15pm

**Out of sight, out of mind, but never out of place: Landfills and/as spectres of waste**

**Alessandro Pellanda**

Universität Bern - University of Bern, Switzerland

In this presentation, I follow Deumert's (2022) invitation to adopt spectral thinking as a new way of attending to the margins of what is speakable/hearable or what is visible/invisible. This is my starting point for examining how landfills exist as "leftover spaces" (Dibazar, 2016) shaped by specific waste regimes and technologies of mundane waste governance (cf. Pellanda, 2024). In this regard, my empirical focus is the decommissioned landfill of *il Pizzante* in Ticino, Switzerland. To investigate how this "hygienic enclosure" (O'Hare, 2022) is articulated, contested, and experienced, my analysis is organized around three sets of data: interviews with different waste-management stakeholders; mediatized discourse; and fieldwork observations collected on multiple visits to the site between April 2024 and May 2025. Ultimately, and following Kerfoot & Hyltenstam (2017), I argue that these types of spectral landscapes nicely expose the (un)knowability of waste and how, in turn, this is fundamentally a semiotic matter.

**Notes:**

Thursday, 04/Sept/2025 1:45pm - 2:15pm

## Diachronic Analysis of Linguistic Landscapes in Historical Film Footage: The Example of Vienna before and after the Anschluss

Ramona Pellegrino

Università di Genova, Italy

Research into the diachronic dimension of Linguistic Landscapes (LL) remains relatively limited (cf. e.g. Backhaus 2005; Pavlenko 2009, 2010; Spalding 2013; Komorowska 2014; Pavlenko/Mullen 2015; Gilles/Ziegler 2019; Blackwood/Macalister 2020; Kallen 2023: 218ff.), although LL elements can be captured and 'fixed' in time through photographic and video images, enabling retrospective analysis (cf. Badstübner-Kizik 2018: 242).

When it comes to video imagery, existing LL research has primarily focused on fiction films, especially feature-length productions, where LL elements are often deliberately (re)constructed to fit narrative needs (cf. Badstübner-Kizik 2018; Kajszczarek 2022), while little attention has been given to authentic historical footage (cf. Ganzha 2021). This paper addresses this gap by analyzing film materials that document Vienna in the years immediately before and after Austria's 1938 *Anschluss* with Nazi Germany.

The study investigates three primary research questions: 1) What functions can the LL assume in authentic film material? Specifically, to what extent do the functions identified by Badstübner-Kizik (2018: 246) for feature films – illustrative, commenting, plot-relevant, and orienting – also apply to non-fiction films? 2) What shifts in the discourses conveyed by the LL (cf. Scollon/Scollon 2003) are observable following the *Anschluss*? 3) What linguistic strategies are evident in Nazi propaganda within top-down official communication (cf. Ben-Rafael et al. 2006) in Vienna's public spaces?

To answer these questions, I will first demonstrate the functions that LL can assume in feature films with examples from films set in Vienna during the Nazi era, such as *Der Trafikant* (2018). I will then present findings from a qualitative analysis of 43 non-fictional short films from the mid-1930s to the mid-1940s – including amateur, institutional, and educational productions – sourced from the *Ephemeral Films Project: National Socialism in Austria* (<https://efilms.at/>) and the *Filmarchiv der media wien* (<https://mediawien-film.at/>).

**Notes:**

**Wednesday, 03/Sept/2025 11:00am - 11:30am**

## **Transforming linguistic landscape into affective skylscapes: Critical Assemblage analysis of Northern Lights Tourism**

**Sari Pietikäinen**

University of Jyväskylä, Finland

The Northern Lights and their Southern counterparts, the Southern Lights, are celestial nature phenomena visible in the polar regions around the Arctic and Antarctic borderlands. Recently they have become part of the bucket list for tourists fascinated by the mystical and magical lights in the sky. To profit from this interest, a growing number of Northern Lights businesses design various kinds of Aurora products, such as Northern Lights hunts and Aurora camps. These products reconfigure the borders between commons, people, and markets, on the one hand, and between material, discursive, and affective, on the other. For linguistic landscape research, these transformations raise important questions regarding fixidity and fluidity between various scapes and meaning-making resources, with implications for theoretical and methodological transformations in the field. In this paper, I examine this ambivalent and incomplete moment of transforming the Arctic skyscape into an extractive tourism landscape. I draw on my long-standing ethnography on the development of the Northern Lights business in Finland and explore the transformations with the help of two concepts: affective Aurorascape and Assemblage (Deleuze and Guattari 1984, Pietikäinen 2024). Similar to affective landscape (Berberich, Campbell, and Hudson 2013), affective aurorascape helps us to encounter the importance of both the construction of a hunting mood and a hunting terrain in order to transform the materiality of driving in the dark Arctic night and taking pictures into multisensorial, successful tourism experience. Assemblage, in turn, draws our attention to the politics of selecting and organizing material, discursive and affective elements of the hunt, and the constant discursive labor needed for connecting the various elements together. I conclude by discussing some of the implications of expanding linguistic landscape studies towards blue-sky research.

**Notes:**

Thursday, 04/Sept/2025 4:45pm - 5:15pm

**"You will Never Walk Alone" - Memorial Stickers in Public Spaces as Expressions of Sudden Social Transformation**

**Yarden Polak<sup>2</sup>, Tami Yair<sup>1</sup>**

<sup>1</sup>Beit Berl College, Israel; <sup>2</sup>Tel-Aviv University, Israel

The massacre of October 7, 2023, claimed numerous lives and caused deep trauma that affected all aspects of life in Israel. It was followed by the "Swords of Iron" war, leading to further casualties. Sudden social changes, particularly in contexts of conflict, can influence the linguistic landscape of public spaces, transforming them into tools for conveying messages and reflecting societal upheaval (Amin and Zarrinabadi, 2022). The addition of personal content within this landscape highlights the intersection of collective memory and personal grief (Guilat & Waksman, 2014). In public spaces across Israel and abroad, clusters of memorial stickers began to appear on walls, poles, bulletin boards, and benches, playing a key role in the linguistic landscape as a reflection of trauma and loss. Considering the role of globalization and conflict in linguistic landscape studies (Groter & Cenoz, 2024), this study employs a multimodal content analysis approach (Kress & Van Leeuwen, 2020) to explore the role of these stickers in navigating both personal and collective trauma within public spaces in Israel and around the world. We classified the stickers into several themes of memorialization. These included longing, strength and heroism, the imperative to continue, nationalism, and calls for action. The findings suggest that the collective act of placing these stickers serves as a social mechanism for processing trauma, fostering shared narratives that relate to Israel's ongoing collective trauma since the October 7 massacre. The public space thus becomes not only a site for mourning but also a platform for transformation, reflecting social resilience and adaptation in the face of collapse.

**Notes:**

Thursday, 04/Sept/2025 11:30am - 12:00pm

## **Wordplay, puns and winks in Chinatown landscapes: what's so funny?**

**Susan Price**

CUNY, United States of America

Incorporating linguistic landscape (LL) research of Chinatowns [Lou, 2007, 2009, 2010; Leeman & Modan, 2008, 2009, 2010; Pietrantonio, 2020; Lin, 2022] with studies of wordplay [Schmitt, 2018; Trinch & Snajdr, 2020] and especially multilingual wordplay [Lamarre, 2014; Winter-Froemel, 2016; Peng et al, 2019] in urban settings, this investigation examines the roles of wordplay in the placemaking/remaking of Chinatown landscapes.

Data for the multimodal study are extracted from a larger base of several thousand digital photos of shop signs, billboards and other features in LLs of 18 Chinatowns in 15 locations in the US, Canada and the UK collected 2013-2025. Framed by work in geosemiotics [Scollon & Scollon 2003] and bidirectionality [Cenoz & Gorter 2006; Puzey 2012] and using a grounded theory approach [Stern & Porr, 2011], the study documents and describes the frequency, composition and impact of English-dominant wordplay, puns and winks in the landscape and highlights how nonstandard language, suprasegmental features and graphics contribute to the formation of humor in the public space. But as humor created by puns and winks is at times funny, provocative or transgressive for some, it can also be confusing, inaccessible or exclusionary for others.

It is an analysis of this dichotomy that forms the crux of the study, which examines the importance of cultural and linguistic competence in the decoding and comprehension of linguistically complex/background dependent humor. Preliminary results suggest that, though infrequent and not always funny, wordplay is a significant component of representation and transformation in otherwise transactional Chinatown landscapes.

**Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

## **International Tourism and the Transformation of Linguistic Landscapes: Negotiating Global, National, and Local Identities in Education(scapes)**

**Anatoli Rakhkochkine**

Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany

Recent research into linguistic landscapes has explored their impact on children and youth while reflecting on their use for educational purposes. Touristic places, such as historical sites and cultural heritage locations, traditionally serve as learning spaces where teachers engage students with narratives and traditions to support identity development. International tourism significantly transforms the linguistic landscapes of these sites, increasing multilingualism while challenging the balance of languages in areas with minority languages. This paper examines how international tourism influences linguistic and semiotic landscapes as educational settings for negotiating global, national, and local identities among children and youth. The theoretical framework for this presentation is interdisciplinary and draws on:

- a) studies on the internationalization of educational landscapes and the development of international and intercultural competences (Lourenço et al., 2023; Rakhkochkine, 2017);
- b) research into linguistic and semiotic educationscapes as “...mutually constitutive material and social spaces in which linguistic and symbolic resources are mobilised for educational purposes” (Krompák, Fernández-Mallat, & Meyer, 2022);
- c) studies on the impact of linguistic landscapes on identities (Blackwood et al., 2017); and d) research on the effects of tourism on linguistic landscapes (Hasni et al., 2022; Moriarty, 2014).

The paper draws on data from interviews with teachers in a touristic region in Spain as part of a research project investigating the impact of international tourism on pupils’ international competences and school development. It also presents reflections from exploratory observations of semiotic landscapes in touristic areas of Sardinia (Italy) and Corsica (France) through an educational lens. The findings are examined for their implications for negotiating global, national, and local identities in educationscapes.

**Notes:**



Wednesday, 03/Sept/2025 11:30am - 12:00pm

**Leaving one's mark: Self-authorized commemorative practices in a rural semiotic landscape**

**Gertrud Reershemius**

Aston University, United Kingdom

This paper introduces the concept of “self-authorized commemorative practices” to the analysis of semiotic landscapes. It aims to draw attention to commemorative practices by which individuals assert their presence within the semiotic landscape, beyond the influence of powerful authorities that typically determine the visible commemorative aspects of public space. The multimodal practices employed include the use of language, images and artefacts, and their emplacement in the semiotic landscapes. The study is based on two complete photographic inventories of all signage in public space in a rural community in northwest Germany, taken over a ten-year period, in addition to more than twenty years of participant observation. The results reveal layers of self-authorized commemorative practices, often concealed in plain sight, interwoven with the local narratives associated with the semiotic landscape. Individuals, through their own means, leave lasting marks that commemorate their existence, achievements, deceased loved ones, or social traditions. These self-authorized practices contribute to the rich tapestry of the semiotic landscape, challenging and expanding our understanding of commemoration beyond the influence of traditional authorities.

**Notes:**

Friday, 05/Sept/2025 1:45pm - 2:15pm

## **Identity, alterity and alienity in the visible linguistic landscape of Passau's historic city centre**

**Julia Ricart Brede**

University of Passau, Germany

In semiotics, a distinction is made between alterity and alienness in relation to foreignness as opposed to identity (cf. Lotman 1990, Turk 1990). Alterity refers to foreignness that can at least still be understood with one's own background, whereas alienness remains 'untranslatable' and thus incomprehensible.

Against this background, I would like to explore which foreignness is visible in the linguistic landscape of Passau's historic city centre. The basis for answering this question is a corpus of almost 300 'linguistic landscaping'-findings. As German is the official language in Passau, the data collection only included lettering on which languages other than German are (also) visible. The analysis included not only the type of languages found, but also the discourse types to which the findings can be assigned. This categorisation was carried out on the basis of an adapted version of the discourse types proposed by Scollon/Sollon (2003: 167) and Ziegler et al. (2018: 79).

The analysis shows at least three things: Firstly, it reveals a clear dominance of English, which can hardly be considered a foreign language in Passau, especially in the transgressive area. However, some of these English-language findings show learner-language usage, which indicates that English is not (only) used by native speakers as an expression of their own identity. Secondly, numerous Latin-language findings are conspicuous in the episcopal city. Surprisingly, Latin and Greek are not only present in the clerical sphere, since there are also some transgressive language-findings in these languages. Thirdly, looking at the commercial sector, it can be stated that languages that do not normally use the Latin alphabet are always transliterated; often the typeface in question is typographically imitated instead (e.g. through calligraphic design). It is discussed to what extent this is done in order to 'fence in' the linguistic foreignness and avoid presumed alienness.

**Notes:**

Friday, 05/Sept/2025 11:00am - 11:30am

## **Rainbows from Ruins: Queerness in Contemporary Post-Industrial Spaces**

**Hannah Sawall<sup>1</sup>, Felix Bergmann<sup>2</sup>**

<sup>1</sup>Europa-Universität Viadrina, Germany; <sup>2</sup>Universität Duisburg-Essen, Germany

Precarity and collapse are part of the main principles of living amidst sweeping economical, societal and ecological change (see Tsing 2015). Queer people have always occupied this position of precarity, often finding themselves in unsafe conditions that necessitate creative and subversive social praxis to claim space and assert their rights.

Employing linguistic landscape methodology, investigating signs and language in public space (see Landry & Bourhis 1997), we explore how queerness is constructed in public environments. In this study, we compare data from four different cities in the Rhein-Ruhr Area (Duisburg, Essen, Bochum & Dortmund) to examine queer placemaking in post-industrial spaces and establish a conversation with other research studying the same places with different foci (see Ziegler et al. 2018).

In our research we find that queer people employ transgressive acts like placing stickers (see Reershemius 2018) to call attention to their presence. Such stickers draw on semiotic resources like the rainbow (flag) and demands for “Liebe für alle” ‘love for everyone’ to encode queer messages in urban spaces. Additionally, these signs are in constant and public conversation with forces aiming to erase this placemaking through destructive practices like crossing (see Schmitz & Ziegler 2016; Feddersen, Liebscher & Dailey-O’Cain 2024). Our research shows that a subversion of heteronormative expectations of the cityscape is possible through queer signs, which simultaneously claim queer people’s right to space and create a sense of belonging and community. While those practices can be observed across the varied and changing cityscapes of the Rhein-Ruhr Area, there are also movements that threaten these precarious queer spaces. Queer placemaking itself thus becomes a process of constant transformation.

### **Notes:**

**Wednesday, 03/Sept/2025 11:00am - 11:30am**

## **Hope and Despair in Israeli Public Space after October 7th: A Multimodal Analysis of the signage in the rallies in Tel Aviv**

**Onna Segev**

Haifa university, Israel

This paper reports research results which explore the manifestation of two opposite emotions, hope and despair, as they are displayed in the rallies held in Tel Aviv since October 7th. Led by the families of the hostages, these rallies call for a cease fire and for the release of all hostages from captivity in Gaza. The research examines signage and various visual artifacts, as seen in the rallies, amongst: signs, flags, T-shirts and diverse objects used by the protestors. Thus, the main research question is concerned with the ways visual means convey the narrative of the hostages and the ongoing war, and seeks to encapsulate how hope and despair look like in current Israeli public space.

Exploring public space as a semiotic landscape, which constitutes as a historically, culturally, and geographically social practice (Jaworski & Thurlow, 2001), the analytic framework of this research draws from socio-semiotics and geo-semiotics, following the concepts of indexicality and dialogicality (Scollon and Scollon, 2003) as well as the principles of multimodal methodology (Kress and van Leeuwen, 2006). The research presents a thorough multimodal analysis which examines the use of colors, images (photographs and illustrations), typography, symbols, musical instruments and body gestures. Unveiling how each mode by itself and all modes together construct narratives of hope and despair.

The research explores varied forms of expression, amongst: expressions of humanity and inhumanity, violence and vulnerability. Following Barthes (1977), it detects key visual rhetoric means including exaggeration, repetition, specification, inclusion and the use of humor. Altogether, it portrays a place which is hanging in the balance. Collapsing or recovering, only time will tell.

**Notes:**

Thursday, 04/Sept/2025 2:15pm - 2:45pm

**Linguistic landscape in New York City in the shadow of war**

**Elana Shohamy<sup>1</sup>, Sharona Moskowitz<sup>2</sup>**

<sup>1</sup>Tel Aviv University, Israel; <sup>2</sup>City University of New York, United States of America

A number of studies in LL focus on conflicts within societies in forms such as of contestations, demonstrations and wars. It is within these conflicts that LL provides a unique lens to gain deep understanding of the nature of the conflict in terms of agents, locations and contextual variables. It is often the case that conflicts in one space are transformed differently in other situations of homelands and diasporas. In this paper we report on research that documented and interpreted LL as it displayed in New York City with regards to the Israel-Hamas war (2023-current). In the early phase of the war a large number of signs displaying the faces and ages of the Israeli hostages were displayed in many neighborhoods in NYC; these triggered a large number of LL signs that represented both pro-Israel or pro-Palestinian perspectives. Attempts to reprimand and shame opposing viewpoints were expressed through written responses, contestations and various forms of intertextuality. The data were collected in frequent visits to these neighborhoods resulting in 300 photographs of signs, graffiti, and multimodal artifacts. A secondary data collected sporadic LL found incidentally while walking in the city. Thematic analysis was performed on the two sets of data from the two data sets disclosed emotional reactions of both sides serving as expression of conflicting views about the war in terms of empathy and hostility, tensions and defiance and catalysts for marking identity and in-group affiliation. Conclusions will be discussed in terms of the role that the Israeli -Palestinian conflict is dynamic and alive as LL serves as weapons in this on-going war as it is being transformed in NYC. It also shows that the LL serves as a dialogue for negotiations between the groups, ultimately leading to transformation and possibly reconciliation.

**Notes:**

Wednesday, 03/Sept/2025 11:30am - 12:00pm

**A Virtual Dystopia: Exploring Cyberbullying Targeting Marginalised Bodies on TikTok**

**Zoe Small**

University of the Western Cape, South Africa

Cyberbullying has been studied from different perspectives, which include psychological, educational and social perspectives. As a contribution to scholarship on cyberbullying, this study will provide a new lens for analyzing cyberbullying by introducing the notion of mediated bodyscapes in virtual linguistic landscapes. This study will investigate how individuals use various semiotic materials, such as memes, images, sound, and discourse on the body, to create representations of negative "bodyscapes" mediated online. Various body typographies are studied to observe and understand a pattern of where cyberbullying can occur in this space. The researcher will look more closely at what on the body provokes harmful discourse to occur in the comments sections, as well as in videos of people that are transformed into memes. The body is reshaped and transformed for humorous purposes through these narratives, usually creating a hostile environment for victims of cyberbullying. This study will analyze trajectories of networked semiotic material; and how these are shared and interpreted, to deepen our understanding of semiotic representations of cyberbullying and their role in shaping new meanings in the online space. All relevant data are gathered from TikTok, including videos and user comments. The semiotic materials used in the videos combined with the comments section are viewed as providing rich multi-semiotic data and multimodal contexts for studying the semiotisation of cyberbullying and hate speech into bodyscapes. A Multimodal Discourse Analysis (MDA) is most suited as the theoretical framework to analyze, in its natural setting, the cyberbullying data as multimodal semiotic assemblages. It is hypothesized that a virtual dystopia is created by harmful discourse and ushers in the future collapse of humanity through apathy, negativity and verbal assault.

**Notes:**



Wednesday, 03/Sept/2025 12:00pm - 12:30pm

## **Infrastructure: a transformative keyword for semiotic landscapes?**

**Sean Smith**

Tilburg University, Netherlands, The

Is infrastructure semiotic? The human-built environment has throughout the history of linguistic and semiotic landscape scholarship constituted the primary site of analysis. Yet the language and other forms of meaning-making which produce space (Lou, 2016) are so often emplaced in the landscape as a function of infrastructure, the material networks that facilitate the flow of people, goods, and ideas throughout space. This paper responds to a now-vibrant discussion in geography, anthropology, and other disciplines, in which infrastructure is described as a transformative feature of meaning-making within a landscape – or, in Larkin's (2013, p. 329) influential words, as "concrete semiotic and aesthetic vehicles oriented to addressees." The proliferation of infrastructure scholarship in recent years should demand the attention of scholars who study the road signs, placemarkers, and other inscriptions which demarcate infrastructure and even enable it to function in both physical and digital spaces. Key findings emerging from the transdisciplinary study of infrastructure indicate concerns highly salient to our field: infrastructure steers communication and the political economy, making it a primary means of exercising power (Anand et al., 2018); infrastructure is temporal, speeding up, slowing down, and delivering imaginaries of the future (Pasternak et al., 2023); infrastructure is linked to war and securitization but also recreation (Adey & Lisle, 2024); and digital infrastructure shapes communication and is ideologically sustained (Plantin & Punathambekar, 2019). Linguistic and semiotic landscape scholarship is already adjacent to many of these discussions, as in the focus upon mediatization and "online" linguistic landscapes, political economy, temporality and absence, and war. This paper explores the linkages between linguistic/semiotic landscapes and perspectives on infrastructure that have so far been grounded in other disciplines, asking how an infrastructure perspective might transform the study of linguistic and semiotic landscapes and what our field can contribute to the interdisciplinary study of infrastructure.

**Notes:**

Thursday, 04/Sept/2025 11:30am - 12:00pm

**Linguistic Landscapes in Transition: English as a Mediator of Transformation in Southeastern Türkiye**

**Osman Solmaz, Ece Halime Nazlı, Kadri Nazlı**

Dicle University, Türkiye

This study explores the transformative role of English in the linguistic landscape (LL) of Diyarbakır, a city situated in southeastern Türkiye at the crossroads of historical resilience and contemporary change. Drawing on a dataset of 300 LL signs collected from diverse neighborhoods, the study examines how English, in its dual capacity as a global and multilingual lingua franca, interacts with the city's dynamic socio-spatial realities. Our findings reveal a contrast between traditional urban spaces, where English serves primarily as a lingua franca for functional and instrumental purposes, and the newer, economically vibrant districts, where it emerges as a multilingual mediator embedded within hybrid linguistic practices.

Employing a sociolinguistic and semiotic framework informed by concepts of code-switching, translanguaging, and language hybridity, the analysis highlights the interplay between Turkish, English, Kurdish, and other languages. This interplay reflects broader processes of transformation and negotiation in Diyarbakır's linguistic identity, driven by factors such as globalization, migration, and shifting socio-economic structures. The use of English in the LL is not merely a marker of global connectivity but also a site where linguistic diversity and sociocultural tensions converge (İnal et al., 2020).

Situating these findings within the theme of "Spaces of collapse and transformation," the study underscores how Diyarbakır's LL serves as a lens to investigate the dual forces of decline and renewal in multilingual urban spaces. The incorporation of English alongside local and regional languages reflects both the pressures of globalized linguistic norms and the emergence of new, localized practices that resist monolithic paradigms. By analyzing the transformative semiotic practices visible in the city's LL, this study offers critical insights into how linguistic landscapes mediate structural and cultural shifts, particularly in settings that straddle the boundaries between tradition and modernity, collapse and transformation.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

## **Neighbours with the enemy: indexicality, materiality and transformation on the Arctic border**

**Olga Solovova**

University of Coimbra, Portugal

A quaint little town of Kirkenes (approx. 8000 inhabitants) in the trilateral borderland (Norway-Russia-Finland) got placed on the world's geopolitical map back in 2015, amidst the so-called refugee crisis. TV images of Syrian refugees riding bicycles across the snowy Norwegian-Russian border were widely broadcasted then across the international media. Later in 2022, Russian men fleeing a conscription adopted a similar strategy to avoid being sent off to Ukraine.

Once an area of visa-free travel to the residents of the 50-km-zone around the border (2012), when the borderland area was a site of regular transborder movements - for shopping, services and sightseeing -, the Storskog border point near Kirkenes has been the last one in Europe to close off to the Russian visitors. Several decades of cross-border cooperation in culture sports, professional training and ecological monitoring collapsed in May 2024, giving rise to the discourses of mutual suspicion, spyware, military threat and nuclear danger. Once porous, the borderland is undergoing transformation, being at the forefront of the NATO-Russia contestation.

Drawing from the data collected over several onsite ethnographic missions (2018-2021) and a digital ethnography (2023-2024), this paper explores the complex linguistic and cultural dynamics of the border town of Kirkenes in Northern Norway, focusing on the interplay between local, national, and transnational identities, particularly relevant in the context of increasing geopolitical tensions. As it combines the analysis of linguistic landscape, participant observations, and interviews with Norwegian and Russian residents, the study employs a sociolinguistic and neomaterial approach to investigate the use of Russian and other languages in the region. The study highlights the concept of border indexicality, where physical and symbolic borders influence the lived experiences and linguistic practices of the community. The border acts as a semiotic landscape where the tension between local belonging and global interconnectedness is constantly negotiated.

**Notes:**

Friday, 05/Sept/2025 11:00am - 11:30am

## **Semiotic traces of political and social transformation in public spaces**

**Melanie Steffens<sup>1</sup>, Wolfgang Imo<sup>2</sup>**

<sup>1</sup>Universität Hamburg, Germany; <sup>2</sup>Universität Hamburg, Germany

The aim of this paper is to look at the semiotic traces of political and social transformations which are manifested in public spaces. The analysis is based on a micro-diachronic corpus of 2500 documented unauthorized signs (graffiti, stencils, stickers etc.) on walls, wastepaper baskets, bridges and other locations in an inner-city area of Hamburg. These locations were re-visited regularly over a period of four years, so that the changes of the unauthorized signs could be documented in progressive series, i.e. comments, overwritings, repairs, erasure by public authorities, re-claiming of the spaces by new unauthorized signs etc. The topics of these signs revolved either around singular events such as Covid, the Russian attack of the Ukraine and the Israel/Palestine crisis or around long-term topics such as animal rights, climate, fascism/anti-fascism, capitalism, feminism or police violence (see Rojo 2014 and Ziegler 2023 for an analysis of protest communication in public spaces).

In our presentation we will first focus on the structural aspect of how unauthorized signers interact within the written medium by repairing, erasing, commenting on or expanding previous signs. We will show that by combining the theoretical and methodological approaches of *Linguistic Landscape Studies* (e.g. Scollon/Scollon 2003; Androutsopoulos 2024; Schmitz/Ziegler 2016; Ziegler 2023) and *Interactional Linguistics* (Imo 2016; Couper-Kuhlen/Selting 2018; Mostovaia 2018; Busch 2021) especially work on sequential structuring and repair mechanisms (Sacks/Schegloff/Jefferson 1977), the dynamics of these written interactions can be systematically described (Steffens in prep.). A special focus within these processes of interactional and sequential (re)structuring will be on the use of pronouns by the unauthorized writers: Pronouns play an important role in these written interactions as they are used to express stance, create communities, include and exclude groups, address criticism and perform 'witness' (Dammel/Imo/Lanwer in prep.).

### **Notes:**

Thursday, 04/Sept/2025 4:45pm - 5:15pm

## **The Guinean challenge: visible nation-building efforts in a fragile ethnic and linguistic pluriverse**

**Gardy Stein**

Universität Hamburg, Germany

Guinea is a West-African country that has seen several forms of governmental rule, including socialist, authoritarian and democratically elected. Tribalism, cronyism and corruption (in 2006, Guinea was ranked among the three countries with highest corruption worldwide, cf. Transparency International 2024) were widespread and hindered economic progress. The resulting social and economic injustices lead to strikes and protests which were violently suppressed by armed forces, bringing the state to the brink of civil war and collapse.

In 2021, a military regime arrested the then-ruling president Alpha Condé and seized power, making its leader Colonel Mamady Doumbouya president of a transitional government under the CNRD (National Committee of Reconciliation and Development). It aims to transform the country, is currently drafting a new constitution and promotes national unity to counteract inter-ethnic conflict. By decorating streets and public places with national colors, the introduction of the “Nimba” as a national symbol in all official affairs, using indigenous languages in political communication as well as the improvement and renaming of streets, the new rulers seem to have managed to create more social cohesion than previous governments.

These nation-building efforts (Mylonas 2017; Bandyopadhyay & Green 2013) are reflected in the linguistic and semiotic landscape of the country. The planned presentation shows examples of how this landscape is deliberately altered by officials, but also by private actors like artists and business owners. Photos taken before, during and after the Guinean Independence Day celebrations (October 2<sup>nd</sup> 2024) include both top-down and bottom-up signage and will be discussed against the socio-historic and cultural background of the country. This analysis includes the results of several interviews conducted with sign creators and socio-cultural actors.

The data presented was collected during a recent 6-weeks field research in Conakry and is part of a DFG-sponsored research project about linguistic landscapes in Guinea.

**Notes:**

Friday, 05/Sept/2025 11:30am - 12:00pm

### **This station is temporarily closed – signs of before, now and then**

**Väinö Syrjälä**

Södertörn University, Sweden

In this paper, I will take a look at what happens with the linguistic landscape when the use of a place is disrupted for an extended period of time. Traffic on the *Saltsjöbanan* commuter rail line in Stockholm, Sweden has been completely suspended due to various reconstruction projects since the beginning of 2023. A replacement bus service is operating nearby, but otherwise the time has stood still on the stations not directly affected by construction work. The LL has also to varying degrees sifted from informing daily commuters to communicating about the ongoing projects or promises of future improvements. Thus, different kinds of signs, both up to date and several outdated ones, coexist in the LL in a seemingly haphazard way. My aim is, therefore, to analyse the composition of the LL in order to discuss how it reflects disruptions to the usual function of the places in question, and if it is utilised to communicate only local circumstances or also about the ongoing urban development behind the disruption in general.

I'll present a qualitative analysis based on a data set of signs collected from a number of temporarily closed stations on the line. I will be focusing on 1) What kind of temporal and thematic layers can be identified in the LL? and 2) Who communicates in the temporarily disrupted LL and to whom? Examples from different categories of signs, i.e. signs with old information (about the rail service), signs with current information (about the closure of the line, or specific works going on), and signs focusing on the future (on the reopening of the line, or other future developments), will be highlighted. Theoretically, both concepts of *layering* and *model reader* will be applied to discuss the signs from different perspectives.

**Notes:**



Thursday, 04/Sept/2025 10:30am - 11:00am

**Memories of a Traumascape: Exploring how Greek-Cypriot and Turkish-Cypriot citizens experience the transformation of Nicosia's UN-controlled buffer zone**

**Christiana Themistocleous<sup>1</sup>, Çise Çavuşoğlu<sup>2</sup>**

<sup>1</sup>University of Reading, United Kingdom; <sup>2</sup>Ataturk Teacher Academy, Cyprus

Time and space as analytical dimensions are becoming increasingly central in LL research. Through this lens, public spaces can be seen as 'emerging from the assemblage of historical events, memories, and narratives reflecting these events, often handed down over generations' (Kroon, 2021: 275). The fact that space can be conceptualised as a 'sequence of happenings' is also encompassed in Bakhtin's (1981: 7) theorisation of chronotopes. In this project we use these ideas to study a space that has been dramatically transformed through the years due to traumatic events of war.

Cyprus and Nicosia, its capital, have been divided by a UN-controlled buffer zone since the 1974 war. The ease of movement restrictions in 2003 saw a number of crossing-points opening across the buffer zone, enabling Greek-Cypriots and Turkish-Cypriots to cross into each other's community after 30 years of complete separation. The Ledras/Lokmaçi crossing-point in central Nicosia is the focus of this investigation. This space has been transformed through the years from a buzzing market before the war, to a 'dead zone' since the war and recently to a 'portal' that connects but still divides the two communities. Abandoned buildings, physical borders and army patrols make this space a dystopic 'traumascape' (Kosatica, 2022).

This ethnographically-informed study focuses on memories of the past as expressed through the LL. Walking-tour semi-structured interviews were conducted with 36 Greek-Cypriot and Turkish-Cypriot participants representing three generations (60+; 30-40; 18-23). Participants walked along the Ledras/Lokmaçi crossing-point in pairs, and as they moved across the space, they observed the LL and discussed with the researcher their memories, feelings and attitudes. A qualitative analysis unveiled the temporal layers of this unique public space, as this traumascape brought up not only memories from the brutality and atrocities of the war, but also nostalgia and hope for a better future.

**Notes:**

Friday, 05/Sept/2025 2:45pm - 3:15pm

## **Waste as public pedagogy: Reading the "Throwaway" exhibition as a spatial text**

**Crispin Thurlow**

University of Bern, Switzerland

Orienting to the sociolinguistics of waste (Thurlow, 2022), I report an ethnographically informed social semiotic analysis of the 2023 *Throwaway* exhibition at the Museum of European History in Brussels; as such, I follow the lead of Kosatica (2019), Ravelli & Heberle (2015), and Stenglin (2009) in approaching the exhibition as a multimodal spatial text. For my purposes, it is the exhibition's compositional and interpersonal meanings rather than its representational "content" which are the primary concern. Specifically, I demonstrate how waste and waste-making are narratively produced through a range of different visual-material resources; for example, (a) diegetic and extra-diegetic framing, informational value, and salience, (b) stylistic and aesthetic design choices, and (c) tactile, auditory, and spatial structures. By reading the *Throwaway* exhibition as a spatial text, we witness how it functions as a form of public/political pedagogy which unfortunately encodes an over-determined (cf. Hird, 2012), sometimes contradictory way of (un)knowing waste.

### **Notes:**

Thursday, 04/Sept/2025 1:45pm - 2:15pm

## **Transformative LLs and the power of recognition**

**Stefania Tufi**

University of Liverpool, United Kingdom

The paper focuses on an area in the historic centre of the city of Genoa (Italy), Via Prè, that in recent decades has been characterised as an increasingly diverse transnational space. Migrants coming from different parts of the world live and work in Via Prè and have contributed to the configuration of the local LL as a precarious assemblage (Otsuji and Pennycook, 2024). Broader discursive practices (including policy documents) have consolidated the status of permanent periphery of Via Prè, in spite of its centrality in urban terms, thereby normalising forms of marginalisation and processes of erasure of the area as a microcosm of undesirability. The latter can be seen as equivalent to a lack of recognition (Fraser, 2009) through the invisibilisation of racialised individuals and groups. The apparent collapse of infrastructures of sociability (e.g. as a real Italian institution, coffee bars are entirely absent on the whole of the 500m-long Via Prè), however, is countered by forms of resistance enacted through the transformative power of LL and practices of reconciliation of the multiple self. This emerges from narratives of multiple connections and belongings.

While comparing LL data generated over a period of 15 years, and with a focus on dynamics of change (Blommaert, 2013), the paper incorporates observations offered by research participants. Foregrounding the affective entanglements between the researcher and the researched (Tufi and Peck, forthcoming), the paper will also offer a methodological contribution through the concept of the researcher as a memorialising agent. This emphasises the active engagement of the researcher as an interlocutor in the dialogic process of storytelling and sharing, and their becoming part of the landscape.

**Notes:**

Wednesday, 03/Sept/2025 2:45pm - 3:15pm

**Elite bi/multilingualism pervading primary grades in Turkey: An Exploratory Schoolscape Study**

**Melike Ünal Gezer**

TED University, Türkiye

The present study investigates the schoolscape of several public and private primary schools to bring children's right to equitable language learning opportunities to the fore. In an expanding circle country (Kachru, 1992) with no colonization history, Turkey, exemplifies the functions of English with specialized domains as a non-native variety (Doğançay-Aktuna, 1998). The introduction of this mandatory foreign language starts as early as pre-primary for private and primary levels (Grade 2) for public schools in Turkey. Turkey's contemporary English instruction is failing in access policy (Baldauf et al., 2011) as quality of English instruction is not equally accessible for those pupils attending public and private primary schools. This is visible through resource (e.g., expenditure), methodology, curricula, and materials policies (e.g., limited number of hours, locally produced coursebooks, traditional methodology) for foreign language education in the two ends of dichotomy: public and private.

Schools are reflections of complex social settings and thus play a vitally important role in constructing elite bi/multilingualism. The privilege of middle-class, well-educated members of most of the societies (De Costa, 2018), elite bi/multilingualism taps into acquisition of prestigious international languages. The study of written, semiotic (i.e., picture-like) input revealed through the signs located in foyers, classrooms of the schools is called the schoolscape study (Brown, 2012). The present schoolscape study comprised public and primary schools in the capital city (n: 10), Ankara and it adopted a multimodal examination of schoolscape for pupils' bi/plurilingual development (Gorter et al., 2021) and sociocultural reflection and engagement for equity, power dynamics, and language ideologies on prestigious languages and elite bi/multilingualism reflected via schoolscape. It found elite bi/multilingual practice was a common practice across private primary schools, but not public ones. Study's implications are for language educators and policymakers on the presence of prestigious languages and schoolscape studies as an exploratory tool.

**Notes:**

Thursday, 04/Sept/2025 2:45pm - 3:15pm

**The fading linguistic landscape of Greko in Calabria**

**Hans Van de Velde<sup>1,2</sup>, Charlie Robinson-Jones<sup>1</sup>, Laurence Mettewie<sup>3</sup>**

<sup>1</sup>Fryske Akademy; <sup>2</sup>Universiteit Utrecht; <sup>3</sup>Université de Namur

Greko is a moribund variety of Greek spoken in Southern Calabria (Italy). In the 20<sup>th</sup> century, due to environmental and socio-economic factors, many people moved from these mountain villages to coastal towns, other parts of Italy, and abroad. The stigmatization of Greko, the political situation, and Italy's language policy also contributed to language shift towards Calabrian dialects and Italian. The first revitalization initiatives date back to the late 1960s, followed by the exploitation of the Greko heritage in tourism, as illustrated by Micali's (2024) analysis of the linguistic landscape in Bova.

Our primary research questions are:

- What can we learn from the linguistic landscapes in (nearly deserted) rural areas?
- To what extent is the linguistic landscape a reliable indicator of the vitality of the Greko language?
- How does the linguistic landscape reflect the long-standing debates between language activists?

Photographic data were collected in 2023 in the mountain villages Amendolea, Bova, Condofuri Superiore, Galliciano, and Roccaforte, the ghost village Roghudi Vecchio, and the coastal villages Bova Marina (est. 1870) and Roghudi (Nuovo) (est. 1973).

Our quantitative analysis focuses on Bova and Galliciano, where tourism, with a strong emphasis on the Greko cultural heritage, is the principle economic activity, and on Bova Marina, a central place in the region with its beach as the main tourist attraction. The qualitative analysis incorporates evidence from the other villages.

In addition to answering our research questions, results indicate that:

- The traditional distinction between bottom-up and top-down signs does not give credit to the efforts of local activists.
- Greko and other languages are used in cultural heritage tourism.
- Materiality should not be limited to the physical properties of signs but include their (changing) interaction with the audience.
- The fading linguistic landscape is influenced by the complex socio-political environment and the poor economic situation in Calabria.

**Notes:**

Wednesday, 03/Sept/2025 11:30am - 12:00pm

**Conducting Linguistic Landscape Research in an Authoritarian Context: What I Learnt from Studying Venezuela's Linguistic Landscape of Protest**

**Jessica Velasquez Urribarri**

La Trobe University, Australia

This paper presents a reflective analysis of the methodological challenges encountered when conducting linguistic landscape research within an authoritarian context: Venezuela, a country marked by deep socio-economic crises and undergoing a process of authoritarian consolidation (Corrales, 2023; Polga-Hecimovich & Sánchez Urribarri, 2024). Researching increasingly restrictive environments pose unique challenges for fieldwork, particularly in securing access to sites, obtaining data, and ensuring the safety of both researchers and participants (Koch, 2013). Drawing on my PhD experience researching changes in the linguistic landscape of protest in Venezuela over seven years (Velásquez Urribarri, 2024), I explore how mobility restrictions, limited access to firsthand documentation, controls on mainstream media and participant safety concerns influenced the research design, ethical considerations, and participant selection. To address these obstacles, I discuss specific strategies used to adapt the research, such as leveraging Instagram and conducting online interviews at a distance. I also emphasise the importance of continually reassessing and adjusting research plans as governmental restrictions intensify, ensuring that the study remains viable and ethically sound amid shifting political dynamics. By offering insights into conducting research in tightly controlled environments, this paper serves as a resource for scholars and researchers working in or preparing for studies in areas affected by geopolitical instability, authoritarianism, or crises. These insights underscore the importance of developing adaptable, ethically sound linguistic landscape methodologies in contexts where conventional approaches may be untenable.

**Notes:**

Wednesday, 03/Sept/2025 4:15pm - 4:45pm

## **'Libertimenduak' and the Basque semiotic landscape: transgressive carnival voices taken to the streets**

**Samara Velte, Jokin Aiestaran, Agurtzane Elordui**

University of the Basque Country (UPV/EHU), Spain

We hereby present a case study of the cultural practice *Libertimenduak*, which takes place in Basque language, as an ephemeral semiotization of space that transforms the sociolinguistic norm in a significant way for its participants and the community involved, in contexts where the use of Basque is usually marginal.

*Libertimenduak* are creative performances enacted during the carnival period that integrate theatrical parody, music, dance and oral improvisation. They are innovative metalinguistic and metacultural acts organized and performed by people between the ages of 18 and 30, and they reflect, with claims to the Basque language and culture at its core, other aspects young people consider important today, such as gender, ecologism and ethnic and class relations. Therefore, these performances are particularly significant when analyzing the semiotic ideologies (Jaworski & Thurlow 2010, Keane 2018) that have recently emerged among young Basques.

We will focus on the theatrical parody or *camivalesque transgression* (Pietikäinen 2016) of the *Libertimendua* in Pamplona. Its performers do not just evoke conventional semiotic indexicalities known by the Basque local audience, but take up a reflective position deploying them as comic material (Bakhtin 1986, Coupland 2017, Elordui 2020, Jaffe 2000, 2015, Urla 2012). We analyze those semiotic indexicalities in language uses within carnival multimodality. The data analyzed stems from the staging, as well as from rehearsals and both previous and posterior interviews and focus groups.

This study reveals how young people make use of semiotic elements to proclaim their own voices in the public space by reclaiming a youth culture in Basque throughout the performance and criticizing the marginalization of Basque language in Pamplona. But they are also transgressive insofar they reclaim their own Basqueness as a legitimate 'peripheral' voice. The whole performative experience reflects tensions and power struggles around the Basque language in the area of Pamplona.

### **Notes:**



Thursday, 04/Sept/2025 11:30am - 12:00pm

**Language in motion: Transforming Intercultural Learning through Linguistic Landscapes in Germany and Canada**

**Katharina von Elbwart<sup>1</sup>, Bill Dunn<sup>2</sup>, Dagmar Keatinge<sup>1</sup>**

<sup>1</sup>Paderborn University, Germany; <sup>2</sup>University of Alberta Canada

This paper examines the role of linguistic landscapes (short LL) in facilitating intercultural learning and transformation, focusing on how visible language use in two public spaces, Germany and Canada, influences understanding and engagement across cultures. Linguistic landscapes—comprising signs, advertisements, and symbols in diverse languages—offer unique opportunities for learners to experience cultural and linguistic diversity firsthand. Recent studies highlight how linguistic landscapes can be utilized as educational tools to foster intercultural awareness and learning (Gorter, Cenoz & van der Worp, 2023; König & Schildhauer 2023; Melo-Pfeifer, 2023) and how digital communication influences LL in on- and offline settings (see Androutsopoulos 2013; Xue & Zoe, 2023); little has been done to examine LL in digital intercultural learning arrangements as an educational tool. Thus, the study at hand explores how linguistic landscapes can enrich intercultural education by providing real-world contexts that deepen learners' understanding of language diversity, enhance cross-cultural communication skills, and promote linguistic awareness in multicultural societies.

Data were collected from 2022-2024 among 38 Canadian and 27 German students who each brought two examples of their linguistic context to class: thus comprising 130 LL examples in total. By comparing two linguistic spaces of transformation, Canada and Germany, we showcase that learners have, depending on their social and linguistic context, differing ideas of their linguistic landscapes: Canadian students show a high awareness for linguistic diversity, illustrated by multiple signs in various heritage languages across the entire community; German students, on the other hand, focus on more personal and local forms of bi-/multilingualism and primarily show awareness towards English language displays. The paper thus contributes to discussions on language visibility as a marker of power and social transformation in intercultural learning. It aims to encourage students to analyze the social meanings of language in diverse contexts and enhance their intercultural competence.

**Notes:**

Thursday, 04/Sept/2025 12:00pm - 12:30pm

**Be Familiar, Be Foreign: The Role of Linguistic Landscapes in Sydney's Chinese Neighborhoods**

**Sha Wang, Wai-Mun Leung**

The Hong Kong Polytechnic University., China, People's Republic of

The diverse origins of Chinese immigrants have significantly enriched Australia's cultural and linguistic landscape, with Sydney emerging as a primary hub for these communities. This city offers a unique setting to explore the conditions of cultural integration and language retention among Chinese immigrants.

This study was conducted across four major Chinese communities in Sydney: Hurstville, Chatswood, Eastwood, and Burwood. We collected 1,478 digital photos and 10 video clips of commercial signage, public notices, job ads, and street art to observe and analyze. Our study utilized three analytical frames—"Greater China Identity," "Regional Identity," "Generational identity," and "Commercialized Other"—to understand how Chinese immigrants from various backgrounds use public spaces and semiotic resources to communicate and engage with the Chinese diaspora and the broader community.

The findings reveal significant disparities in linguistic preferences across these communities, reflecting their diverse migratory histories. Some predominantly use Simplified Chinese, while others favor Traditional Chinese, each signifying distinct cultural identities. Additionally, the frequency of Chinese language usage across various commercial sectors highlights the economic diversity within these areas.

Burwood's newly commercialized Chinatown is particularly noteworthy. It sets itself apart by adopting internet-popular Chinese phrases and visual imagery, which resonate deeply with newly arrived Chinese immigrants. However, these contemporary expressions also create a sense of distance among older immigrants. As other communities become more integrated, there is a growing need for a dynamic and appealing environment to attract both locals and tourists. Burwood Community leverages these linguistic elements as tools to enhance the area's commercial attraction. This strategy exemplifies the complex nature of Sino-Australian cultural exchanges.

This comparative examination of Sydney's Chinese communities provides valuable insights for similar studies in global urban settings, illustrating how linguistic landscapes not only reflect the vitality of migrant minority languages but also influence the transformation of immigration patterns.

**Notes:**

Friday, 05/Sept/2025 12:00pm - 12:30pm

### Changes to the linguistic landscape of Tomsk, Russia from 2007-2024

Miriam Whiting, Kinley Siebert, Jocelyn Jensen

Brigham Young University, United States of America

A 2007 linguistic landscape study of three streets in Tomsk, Russia found that of the 1895 businesses studied, 16.86% of businesses had names that would appear foreign to an L1 speaker of Russian, while 14.30% of businesses had names that were a hybrid of Russian and foreign lexical, morphological, and graphic elements. Since 2007, a variety of social, financial, and political circumstances, including Russia's invasions of Ukraine in 2014 and 2022, have made Russian policy increasingly anti-Western. Is this tension reflected in Tomsk's linguistic landscape in 2024?

This study reexamines the streets surveyed in the 2007 study and uses Google Street View, Yandex Maps, and other online resources to analyze how the linguistic landscape has changed over the past seventeen years. It maps the linguistic landscape at two points—in August 2021, about six months before Russia's second invasion of Ukraine, and in spring 2024, two years after the invasion. The linguistic landscape in August 2021 shows a considerable increase in the percentage of foreign names, while the percentage of hybrid names fell. A look at changes from 2021-2024 does show the closing of some foreign businesses and *scattered* examples of businesses renaming themselves or changing the alphabet on their sign from Latin to Cyrillic, but the general trends do not indicate any drastic shift away from foreign names to Russian ones. This would seem to support the idea discussed by Aristova (2016), Hasanova (2010) and others that English is now seen less as a sign of pro-English or pro-Western sentiment than it is a sign of prestige, modernity, and in some cases, a way to assert local identity by tying it to a global identity.

**Notes:**

Wednesday, 03/Sept/2025 5:15pm - 5:45pm

## Linguistic landscapes and socio-spatial practices in waterfront regions

**Carmen Widera, Susan Reichelt, Sarah Warchhold**

University of Konstanz, Germany

While in history the location near water has led to economic advantages, it increasingly has become a threat from natural disasters. As environmental crises intensify, linguistic landscapes in waterfront regions – coastal towns or lakeside communities – become vital records of both historical and contemporary responses to ecological threats.

This project introduces data gathered from waterfront regions, specifically Konstanz on Lake Constance and Nantes near the Atlantic coast, and investigates the toponymic interplay between language and water representations (cf. Petkova 2017). Through commercial signage, place names, and transgressive texts, we analyse how cities construct their identities through their waterfront locations both in past and contemporary meaning-making. Signs indexing a sense of belonging with reference to the waterfront are, for instance, commercial names such as *Seezeit* ('lake time' for student services) or *Seehas* ('lake rabbit' for local trains). Inscriptions and place names indicate a former function in relation to the water that are no longer in use today, such as *Fischmarkt* ('fish market') or *Hoher Hafen* ('high harbour'). Flood markings serve as reminders for water threats, while transgressive *Leave No One Behind* signs located on bridges reference perilous water crossings and (fatal) consequences of failed migration policies.

Our research questions are

- How and to which extent do coastal and lakeside towns create an identity through linguistic reference to water in public spaces?
- Has the relationship with water changed, and how?
- What similarities and differences can be identified between different cities near the water?

To address these questions, we are introducing a coding framework that aims at differentiating signs in their function and contextual references. The goal of this project is to compile a systematic review of linguistic landscapes across waterfront places to investigate the role of natural water in the construction of past and present identities.

**Notes:**

Thursday, 04/Sept/2025 3:45pm - 4:15pm

## The Linguistic Landscape of *la place de la Bastille* in Paris: A Case Study of Collapse(s) and Transformation(s)

Lawrence Williams

University of North Texas, United States of America

The overarching objective of this presentation is to provide a historical analysis of *la place de la Bastille* in Paris by analyzing the linguistic landscape of this spot (and the surrounding area). Even though the photos of linguistic landscape artifacts used for this study were taken at/around *la place de la Bastille* in 2024, the linguistic landscape tells stories spanning over the past two centuries. The analysis in this presentation relies on the construct of emplacement, which has been defined and refined by Scollon and Scollon (2003, 2004), Blommaert and Huang (2009), Tufi (2020), and others. The motivation for this type of analysis stems from work that emphasizes the importance and complexity of contextualization (Blommaert, 2013; Kallen, 2009; Vertovec, 2007). In his writings on superdiversity, Blommaert recognized that linguistic landscape studies “compel us towards *historicizing* sociolinguistic analysis” (p. 3). From a linguistic landscape perspective, *la place de la Bastille* is an ideal site for historical analysis. This site represents collapse and transformation in different ways; it also demonstrates how collapse and transformation can occur in cycles in any given century. The analysis of the linguistic landscape (including images, objects, and words) of *la place de la Bastille* reveals that at least one cycle of collapse and transformation has happened there during each century since the French Revolution (in addition to prior transformations). With each cycle of collapse and transformation, *la place de la Bastille* is re-semiotized, which affects how the site is perceived and used. The most recent transformation (2018-2020) is perhaps the easiest one to notice and analyze because it is the most recent transformation and also because the city government used the linguistic landscape (and social media) to make explicit how the **new** *place de la Bastille* is intended to be experienced and perceived.

**Notes:**

Wednesday, 03/Sept/2025 12:00pm - 12:30pm

**From Neglect to Attraction: The Linguistic Landscape and Transformation of a Chinese Heritage Tourist Space in Bangkok**

**Nannapas Wisaisophonkul, Pavadee Saisuwan**

Center of Excellence in Southeast Asian Linguistics (ChulaSEAL) and Department of Linguistics, Faculty of Arts, Chulalongkorn University, Thailand

The linguistic landscape has been found to play a crucial role in shaping tourist areas, particularly in terms of the internationalization of English (Alomoush, 2023; Bruy  l-Olmedo & Juan-Garau, 2020; Xiao & Lee, 2022) and the authenticity of local languages (Bruy  l-Olmedo & Juan-Garau, 2015; Moriarty, 2015). Aligning with previous studies on the linguistic landscape in tourist spaces, we examine the role of the linguistic landscape in the gentrification of Talat Noi in Bangkok. Specifically, we seek to understand how linguistic and visual choices on signage in this neighborhood—once a residential and commercial hub for Chinese immigrants since the 1700s and later a neglected area—contribute to its transformation and development as a tourist destination.

The data include over 200 signs within the 450-meter alley which serves as the main route of Talat Noi, where most landmarks are located. Informed by a sociolinguistic approach to linguistic landscape (e.g. Amos & Soukup, 2020; Kallen, 2023), the analysis reveals the prominence of Thai, English, and Chinese, along with key visual features like color, material, and font type. We argue that these linguistic and visual elements construct different kinds of tourist spaces. Signs at attractions connected to Chinese heritage or those renovated from traditional Chinese buildings incorporate the Chinese language, the red color, wooden materials, and fonts associated with Thainess to evoke a sense of heritage and create a Chinese cultural tourism space. In contrast, more recent establishments, such as restaurants and coffee shops, use English, metal and glass materials, and contemporary fonts to create a modern, international tourism space.

This study underscores the complex ways in which tourism development interacts with local heritage and modernization in culturally rich, gentrifying neighborhoods. It highlights the potential for linguistic landscape studies to uncover broader socio-cultural dynamics within tourism, urban development, and cultural representation.

**Notes:**

Wednesday, 03/Sept/2025 2:15pm - 2:45pm

**The cellar as heterotopia: Identity positioning and value regimes in micro-landscapes of storage**

**Laura Wohlgemuth**

University of Bern, Switzerland

To date, little attention has been paid to how people spatially organize and talk about their cellar (or attic), a quintessential domestic micro-landscape (Juffermans, 2019) where ideas about storage, value, and waste are negotiated. This paper demonstrates how the cellar operates materially and discursively as a backstage zone for managing the stuff people relegate but do not discard. In Thompson's (1979) terms, this is the stuff of rubbish. Drawing on interviews, photographic evidence, and fieldnotes, I use a mediated discourse analysis (Scollon & Scollons, 2003) approach for documenting how participants articulate their attachment to things. My analysis is structured also by the "tactics of intersubjectivity" (Bucholtz & Hall's, 2005) they use for positioning themselves vis-à-vis their cellars, objects, and other people. In doing so, I highlight tensions between order/excess, knowing/unknowing, and value/waste. Ultimately, I propose that the cellar is an ideal example of what Foucault (1986) famously characterized *heterotopias*: places that "are simultaneously represented, contested, and inverted." As such, the cellar is not simply a storage space but an invaluable spatio-semiotic resource in the maintenance of domestic order.

**Notes:**



**Wednesday, 03/Sept/2025 12:30pm - 1:00pm**

**Constructing Transnational Queerness: Linguistic Landscapes of the Chinese LGBTQ+ community at UK Pride Protests**

**Ashley Xing**

University of Edinburgh, United Kingdom

Transnationalism has long been at a central focus of Linguistic Landscape (LL) scholarship (e.g., Ben-Rafael & Ben-Rafael, 2010; Woldemariam & Lanza, 2015; Lee & Lou, 2019), as LL “contributes to the establishment of stance and formulation of identities” (Huebner, 2021, p. 125) within diasporic communities. However, no research so far has explored the construction of the LL in queer diasporas. This project foregrounds the transformative potential of transnationalism to examine the semiotic practices of diasporic queer communities. Specifically, it explores how transnational experiences of the Chinese LGBTQ+ community in the UK reshape LLs at local Pride protests.

This paper draws on data that was collected from a sociolinguistic ethnography with the UK-based Chinese LGBTQ+ community. It focuses on Pride protests in London and Edinburgh in 2024 where I marched with members of the community and collected photographic data of over 60 protest signs. These signs were initially categorised into “local”, “domestic”, “global” and “glocal” themes, providing a framework to explore the layering of transnational queerness. Data analysis is guided by the decolonization emphasis of Queer theory and Mediated Discourse Analysis (Scollon, 2001; Scollon & Scollon, 2004). Data analysis is also contextualized by ethnographic understanding which is informed by post-pride focus-group interviews with 8 participants as well as observations from other community events (e.g., sign-making workshops). Findings reveal a range of discursive, embodied and other semiotic strategies employed by the community to enact queer spatial politics. The signs tactically resemiotize Chinese queer culture references into rebellious discourses that challenge heteronormativity and White-centric notions of queerness. This research highlights the importance of LL as a research entry in understanding the queer diaspora, and their semiotic practices as a radical attempt to decolonize, (re)politicalize and reframe Western Pride protests.

**Notes:**

Thursday, 04/Sept/2025 11:00am - 11:30am

## Chinese Migration and the Making of Linguistic Spaces in Portugal: Transformations in Urban Landscapes

**Yuanyuan Zhang, Olga Solovova**

University of Coimbra, Portugal

According to the GEE 2022, the Chinese population in Portugal has reached 23,025, making it the country's tenth largest ethnic minority. Historically, this migration includes the waves from Macau and Mozambique between 1975 and the 1990s, influenced by decolonization and political transitions. A post-2000s wave brought migrants, especially from Zhejiang province, attracted by economic opportunities in sectors like textiles and restaurants. Overall, this heterogeneous group contributes significantly to Portugal's economic and cultural landscape, encompassing entrepreneurs, skilled workers, and their families (Rodrigues 2012, López 2005, Gaspar 2017 and Matias, 2007).

Portugal's strategic position as a gateway to Europe and Africa ties Chinese migration to broader initiatives like the Belt and Road Initiative (2013) and the Greater Bay Area (2017). These frameworks position Chinese immigrants as pivotal in fostering economic integration and cultural diplomacy. In particular, the 'Telling China's Story Well' initiative emphasizes the immigrants's role as cultural ambassadors to shape/promote positive global perceptions of China and soft power to assert its narrative against Western-dominated discourse (Chan & Song, 2020), while the growing far-right rhetoric in Portugal underscores anti-immigrant sentiment, while sectors like retail and hospitality, struggling post-COVID-19, expose economic fragility amid tourism resurgence.

The paper uses nexus analysis (Scollon & Scollon, 2003) and spaces of representation (Lefebvre, 1991) to focus on the changing role of Chinese immigrants in Portugal's linguistic landscape. Their participation reveals ongoing discursive adaptation, resulting in power dynamics and social hierarchies which highlight the broader visual and symbolic dimension of how spaces are perceived, experienced, and negotiated, moving beyond language to consider how public symbols, and other non-verbal signs create meaning in a space undergoing change. Linguistic landscape in-between intercultural integration and 'Telling China's Story Well' seems to indicate how the visible and linguistic aspects of spaces (Gorter et al. ,2012) reflect processes of decay, renewal, resistance, and adaptation.

**Notes:**

Friday, 05/Sept/2025 2:15pm - 2:45pm

## **Orders of (in)visibility in the online-offline nexus: How do we memorize and forget COVID?**

**Fengzhi Zhao**

Xi'an Jiaotong-Liverpool University, China, People's Republic of

In his book 'America's forgotten pandemic: the influenza of 1918', environmental historian Alfred Crosby traces how the previous global pandemic had been misrepresented and forgotten, giving way to other more 'critical' events such as World War I, until the outbreak of COVID in 2020. In a seemingly very similar scenario, with the current resolution of the worldwide health crisis (at the cost of collective pain and trauma), COVID has gradually lost its moments in our everyday lived experiences, and could eventually being buried at the corner of our memories as well.

Taking up the enterprise to explore this 'peculiarity' of human memory, this paper reflects on the orders of (in)visibility (Kerfoot and Hyltenstam, 2017) of 'COVID' traces in our everyday life experienced and practiced in the online-offline nexus as extended 'social resonance space' (Lindemann and Schünemann, 2020, p.639), with the aim to observe how we memorize and forget about COVID while the once disrupted and collapsed social orders are restored and rebuilt.

Zooming in on the social and cultural context of China, the study draws upon empirical data collected for a larger research project, including photos of linguistic landscapes and their mediations on popular Chinese social media, personal narratives and comments mediated in various forms, interview with participants and their self-reflective research diaries, etc.

In so doing, the study hopes to provide more accurate account of people's discursive and social practices, as well as understandings, beliefs, and ideologies associated with the global incident in a 'post-COVID' era.

**Notes:**

Wednesday, 03/Sept/2025 12:00pm - 12:30pm

## Lavatories as linguistic landscapes: Comparing transgressive sticker topics and language choices by gender

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Gendering of space is seldom considered in multilingual linguistic landscapes (Milani, 2014). Yet, speaker gender impacts multilingual speakers' language choices (Burck, 2011) and Coats (2019) observes gendered differences in same-gender discourse topics. But how does topic interact with language choice in gendered spaces? This linguistics landscapes study draws on Ellen Sewell's (2011) characterization of physical, imagined, and experienced gendering of space and Reershemius's (2018) understanding of transgressive signage as localized communicative events. Topic frequencies under gendered conditions over time are compared by means of transgressive stickers in women's lavatories (WLs) and men's lavatories (MLs) in a German university. By means of data collected in December 2022 and December 2024, relationship transformations are explored regarding 1) gender of space and topic frequency and 2) topical monolingual language choices by gender. Stickers featuring monolingual German ( $n = 113$ ) and English ( $n = 41$ ) text were documented in 2022. German was the overall dominant language, and WLs yielded a higher absolute and relative monolingual English sticker count than MLs. Adapting Kastner et al.'s (2018) topic taxonomy, subtopics are inductively developed for political stickers. Whereas most monolingual stickers placed in MLs were advertisements, monolingual stickers in WLs predominantly feature political messages. Environmental issues was the largest subtopic in political stickers in WLs, and most political stickers in the MLs featured anti-right-wing messaging. A significant gender difference was indicated in the use of English in advertisement stickers, but not political stickers. While transgressive signage is used as an act of protest (Riskedahl, 2022), women specifically have been observed to instrumentalize L2 English in their liberation from patriarchal systems (Pavlenko & Piller, 2001). Considering the growing political gender gap and anti-feminist sentiment on the right, an increase in monolingual English transgressive stickers from 2022 to 2024 is predicted in WLs but not in MLs.

**Notes:**

