

Linguistic Landscape and Its Implication on Language Pedagogy

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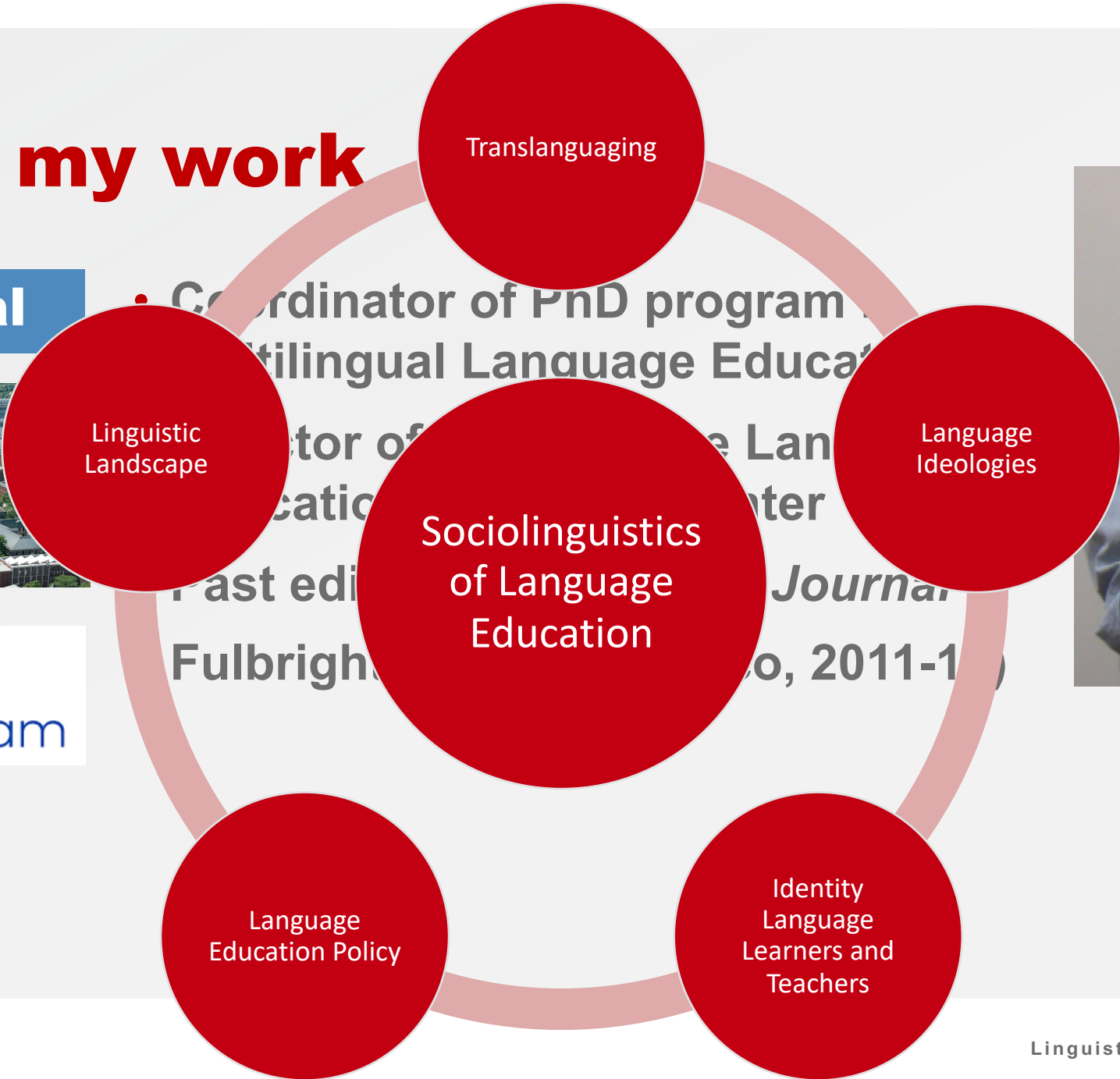








Locating my work



Outline

- LL: Definition and theoretical framework
- LL as sociolinguistic research
 - Example of project in Ohio
- LL and language pedagogy
 - Example of project in Mexico

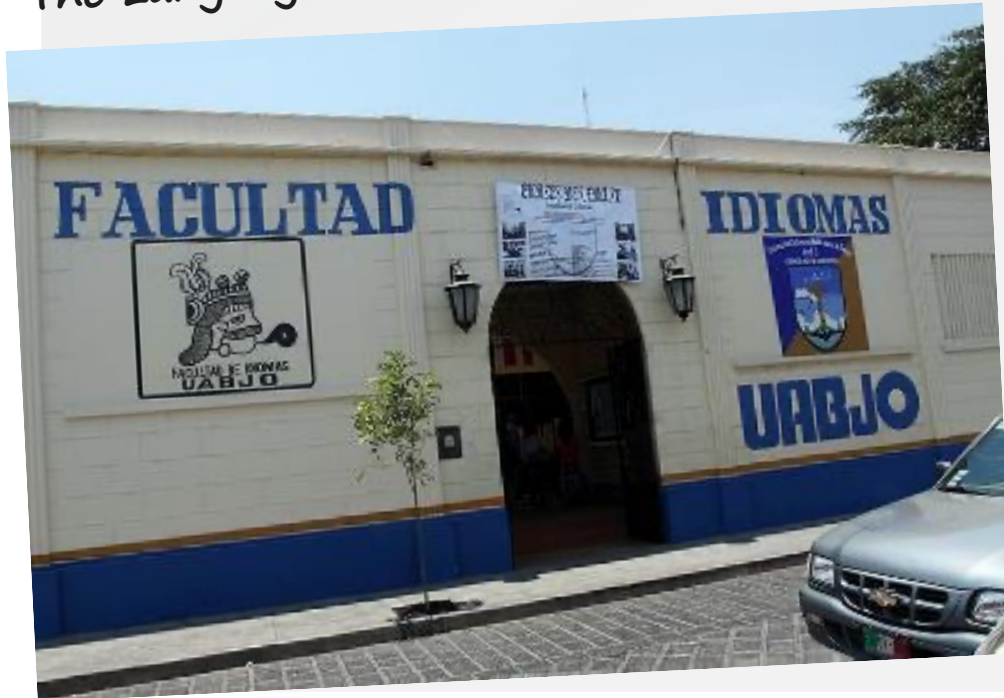


1997



1997

The Language Center in Oaxaca, Mexico



Audio-lingual techniques for foreign language teaching

Grebanier, Karl J

Note: This is not the actual book cover

EXAMPLE OF THE AUDIOLINGUAL METHOD

Unit I DESCRIBING THINGS AND PEOPLE

Lesson One

THINGS IN THE SCHOOL



I This is a book. That's a door.
This is a book, and that's a door.

- 1.1 Practice statements with *This is a (book)* and *That's a (door)*. Use the pictures above or objects in the classroom.
- | | | | | |
|-------|---------|------------|--------|-----------------|
| nouns | book | 1. book | a book | This is a book. |
| | box | 2. box | _____ | _____ |
| | chair | 3. chair | _____ | _____ |
| | door | 4. pencil | _____ | _____ |
| | map | 5. table | _____ | _____ |
| | pencil | 6. door | a door | That's a door. |
| | picture | 7. map | _____ | _____ |
| | table | 8. picture | _____ | _____ |
| | wall | 9. window | _____ | _____ |
| | window | 10. wall | _____ | _____ |
- that + is = that's
- 1.2 Practice statements with *This is a (book)*, and *that's a (door)*.

book/door

1. This is a book, and that's a door.

chair/map

2. _____



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Rafa's project



*Banner protesting plan to build a McDonald's
in the main plaza in Oaxaca*



Linguistic Landscape: Definition

Landry and Bourhis (1997): Linguistic Landscape (LL) as “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings” (p. 25)

Shohamy and Gorter (2009): LL as not just static representations of print, but as a multifaceted interactive medium with manifestations of language choice, status, contestation, group vitality, ideology, and mediations of culture and knowledge.



Linguistic Landscape: Definition

Definition: The linguistic landscape is all of the environmental print – on signs, storefronts, etc. – that sounds us.



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Linguistic Landscape in Java

- How many languages has Pak Peter seen in the LL in Java since he arrived last week?

“This is a good deal of sushi.” = a lot of sushi

“This sushi is a good deal.” = the sushi is cheap

- Indonesian
- English
- Arabic
- Javanese
- Japanese
- Chinese
- Korean
- Spanish
- French



Linguistic Landscape: Social meaning

Why is the top sign in Indonesian but the bottom sign is in English?

What is the function or value of each language in this context?



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Audience: Foreigners
Functional: Informational



Audience: Javanese
Functional: Symbolic



Linguistic Landscape: Theoretical Framework

- LL research centers on understanding the motives, ideologies, and contestation of languages displayed in public space
- Examining the LL provides the opportunity to critically engage with multiculturalism and multilingualism through authentic local space, **utilizing the physical space as a mutual connection point between teachers, students, and the community.**



Linguistic Landscape: Theoretical Framework

- Social semiotics: a theoretical framework that examines the ways in which meaning is created and communicated through various forms of texts, including language, images, and other semiotic systems.
- It is concerned with the social and cultural contexts in which these meanings are produced, interpreted, and circulated.



MAK Halliday (1925-2018)
British linguist



Social function of English in the LL in Indonesia





Example 1: LL Research Project in Columbus, Ohio



Linguistic Landscape, linguistic diversity, and socioeconomic status in Columbus, Ohio

- Studies in LL often acknowledge that the LL is significantly shaped by SES of different urban areas. However, SES itself has not been systematically incorporated into LL research design or methodology (Gorter, 2019)

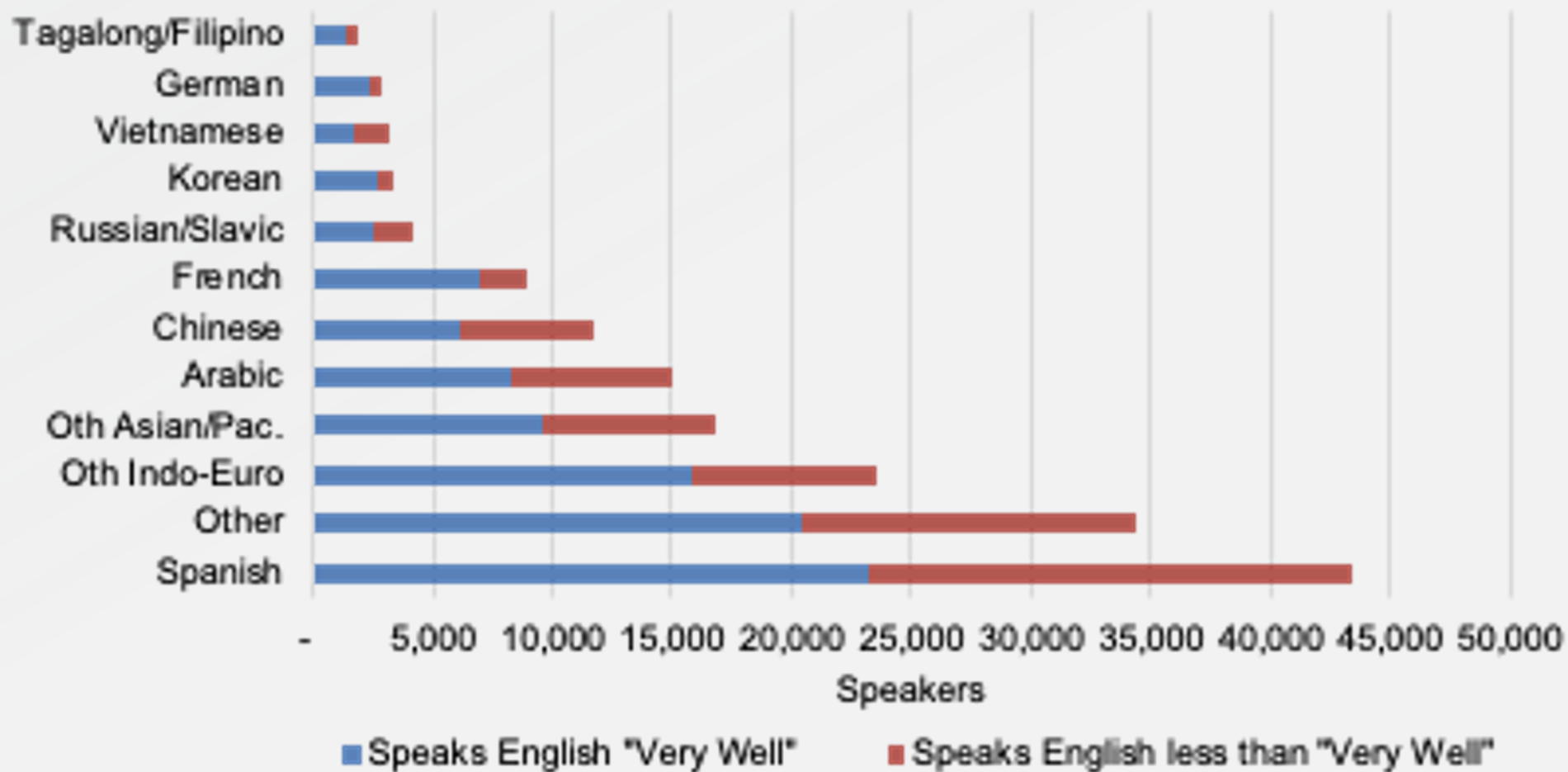


Context

- Columbus, Ohio, pop. 905,000
- Demographics: White (59%), Black (28%), Latinx (6%), and Asian (4%).
- 10% foreign-born population
- Immigrant groups: Mexicans, Salvadorians, Somalis, Nepali/Bhutanese, Arabic speakers from Syria and other Middle Eastern countries. West and Central Africa.



Number of Speakers in Franklin County by Language Other than English



Research Questions

RQ1: How is the linguistic diversity of neighborhoods in Columbus, Ohio represented by the linguistic landscape?

RQ2: What is the relationship between linguistic diversity and SES?

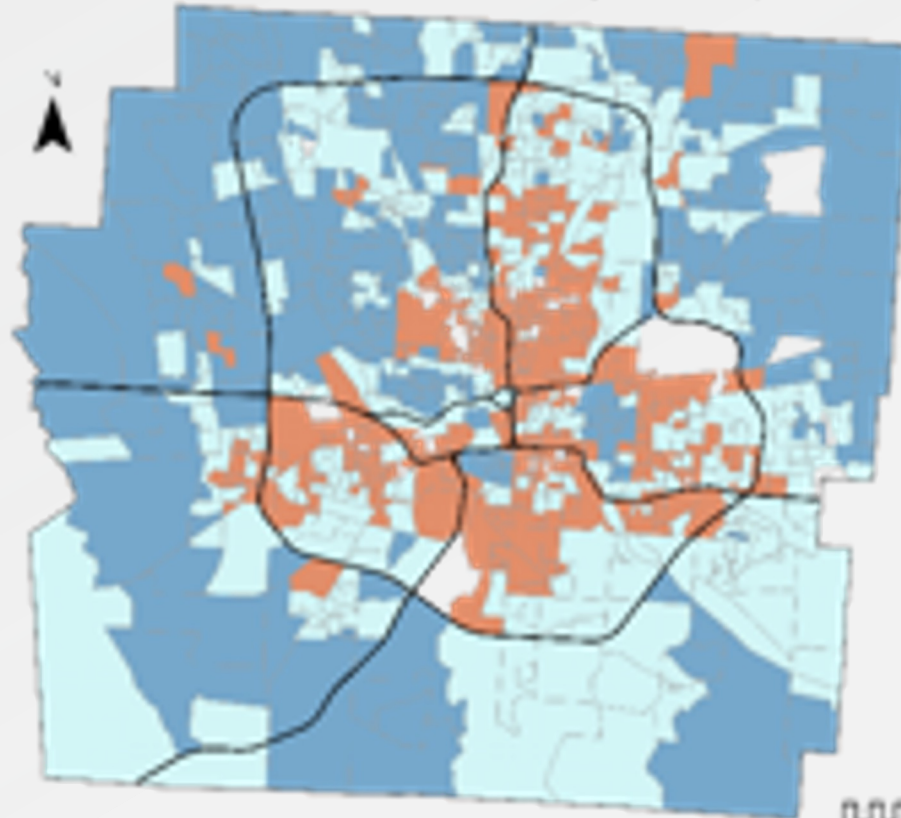


Research Design

	SES High	SES Mid	SES Low
LingDiv High	H-SES+H-LD	M-SES+H-LD	L-SES+H-LD
LingDiv Med	H-SES+M-LD	M-SES+M-LD	L-SES+M-LD
LingDiv Low	H-SES+L-LD	M-SES+L-LD	L-SES+L-LD

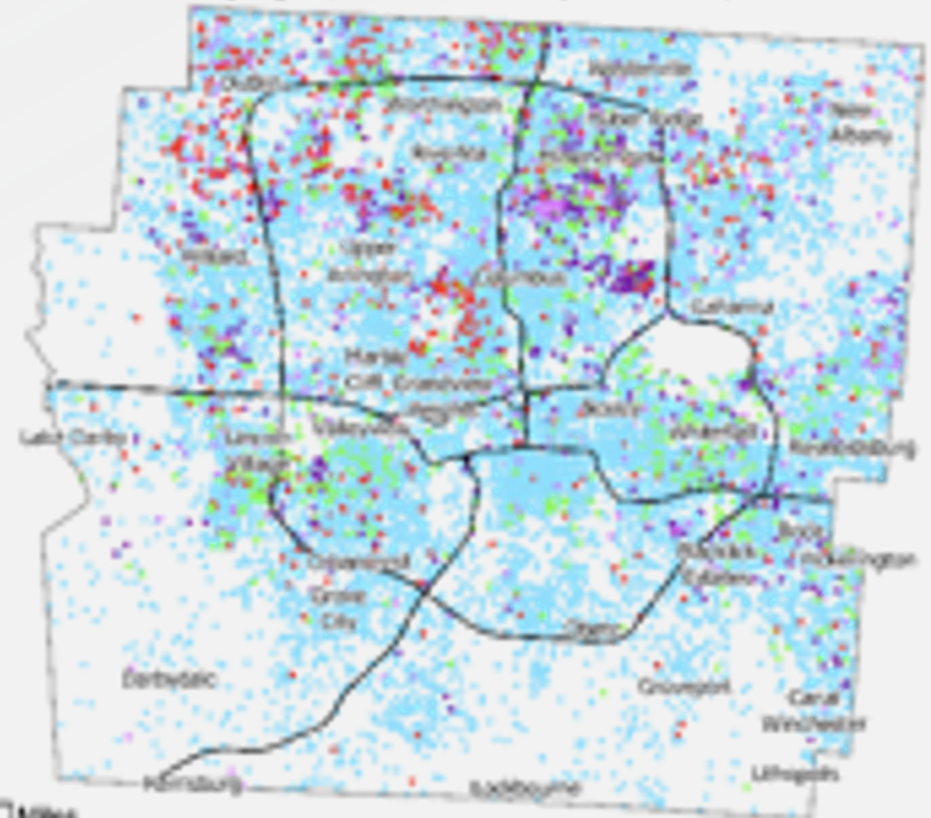
Distribution of Income and Language in Franklin County

Annual Median Household Income by Block Group in 2017



Household Income in Thousands
 Below 37K 37K to 71K Above 71K

Language Spoken at Home by Block Group in 2017



Language Spoken at Home
 1 Dot = 50 Speakers
 English Asian & Pacific Other
 Spanish Other Indo-European

0 1 2 4 6 8 Miles



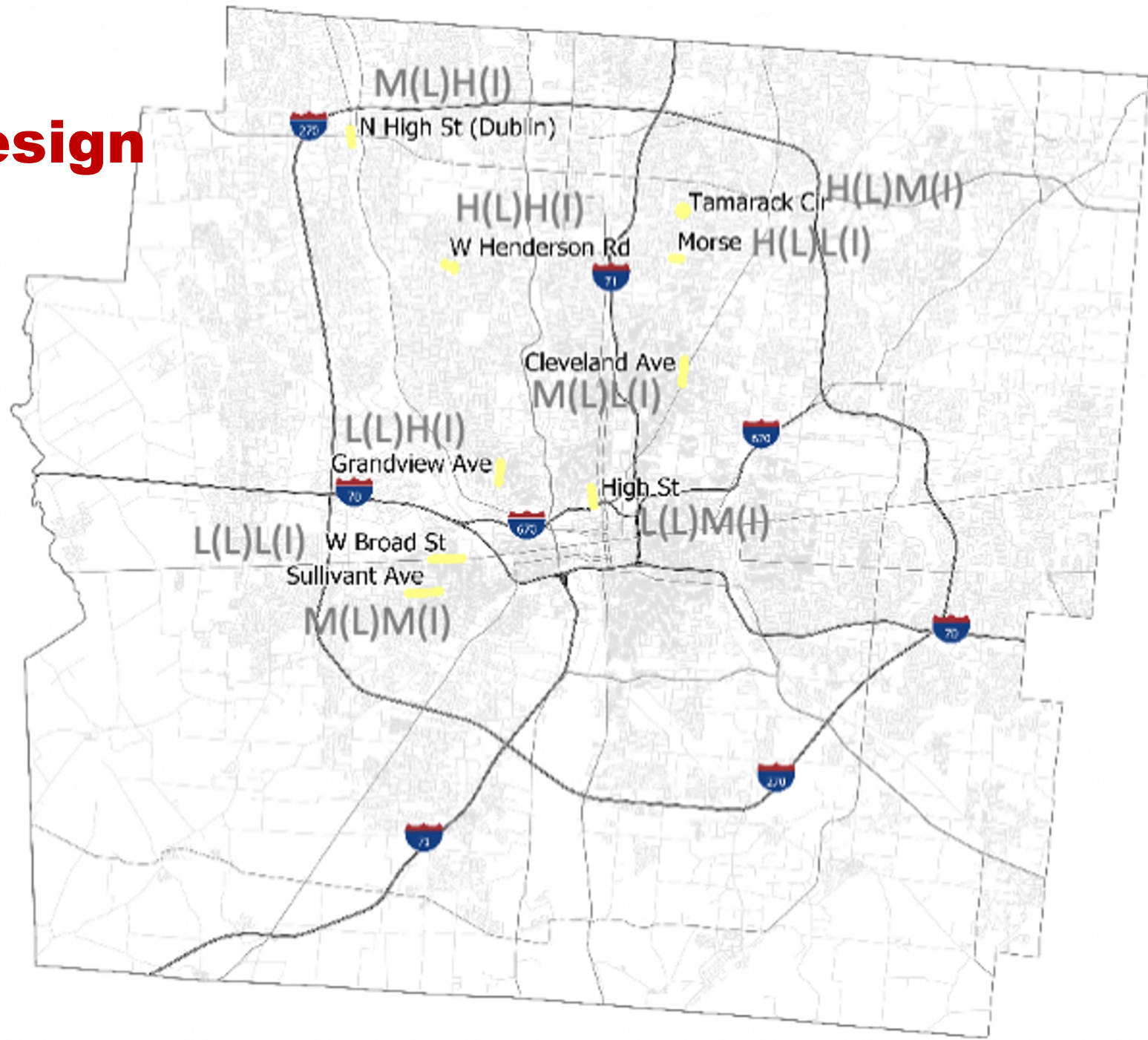
By Blake Acker - Population Monitor - Sources: ACS 2017 by Estimates



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Research Design



Data Collection: Survey 123 and ArcGIS

×

My Survey

Sign Location:

40°4'N 83°2'W ± 65 m

Sign Photo:

Is English Included or Excluded from this segment of the survey?

☐ English Excluded

☐ English Included

Sign location:

☐ Government

☐ Business

☐ Religious

☐ Non-Profit

☐ Education

☐ Private/Residential

☐ Informal

☐ Unknown/Abandoned

☐ Other

×

My Survey

Sign purpose is to...

☐ Advertise

☐ Decorate

☐ Inform

☐ Caution

☐ Other

Is only English present?

☐ Yes

☒ No

Number of Languages

☐ 1

☒ 2

☐ 3

☐ 4

☐ Other

Language #1:

☐ English

☐ Spanish

☐ Chinese

☐ Arabic

☐ French

☐ Hindi

☐ Vietnamese

☐ Japanese

☐ Korean

☐ Thai

☐ Somali

☐ Greek

☐ Turkish

☐ Italian

☐ Other

×

My Survey

☒ English

☐ Spanish

☐ Chinese

☐ Arabic

☐ French

☐ Hindi

☐ Vietnamese

☐ Japanese

☐ Korean

☐ Thai

☐ Somali

☐ Greek

☐ Turkish

☐ Italian

☐ Other

Prominence of English:

☐ 25%

☐ 50%

☐ 75%

☐ 100%

Prominence of Somali

☐ 25%

☐ 50%

☐ 75%

☐ 100%

Additional attributes:

☐ Translation

☐ Code switching

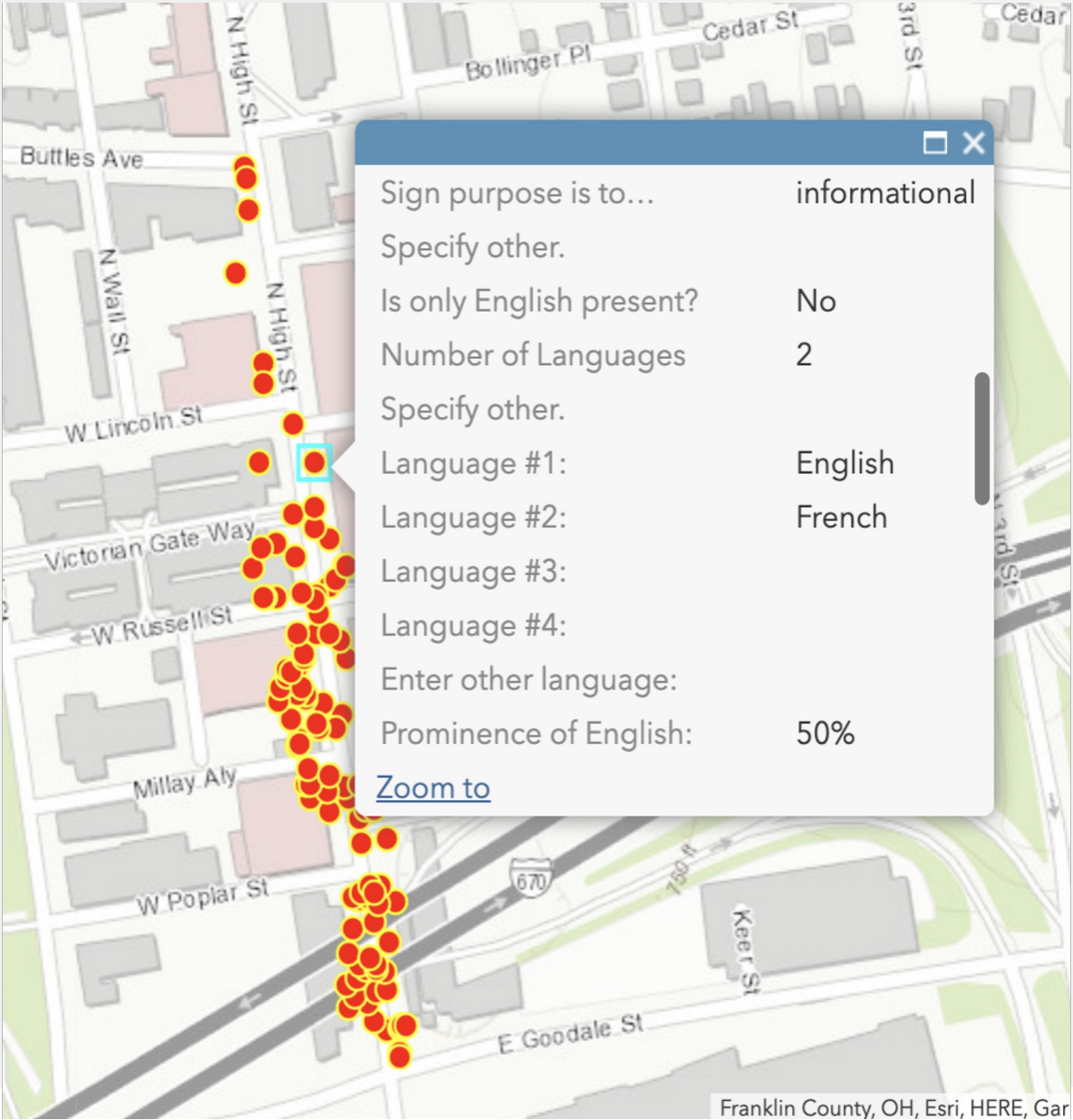
☐ Brand/Trademark/Proper Noun

☐ Loan word

☐ Transliteration



Data Collection: Survey 123 and ArcGIS



Data Analysis



- Sign location: business
- Type of business: finance
- Sign purpose: inform
- Number of languages: 2
- Language 1: English
- Language 2: Spanish
- Prominence of English: 50%
- Prominence of Spanish: 50%
- Additional attributes: translation



Findings

Commerce




Entertainment

Food



Findings

Job opportunities



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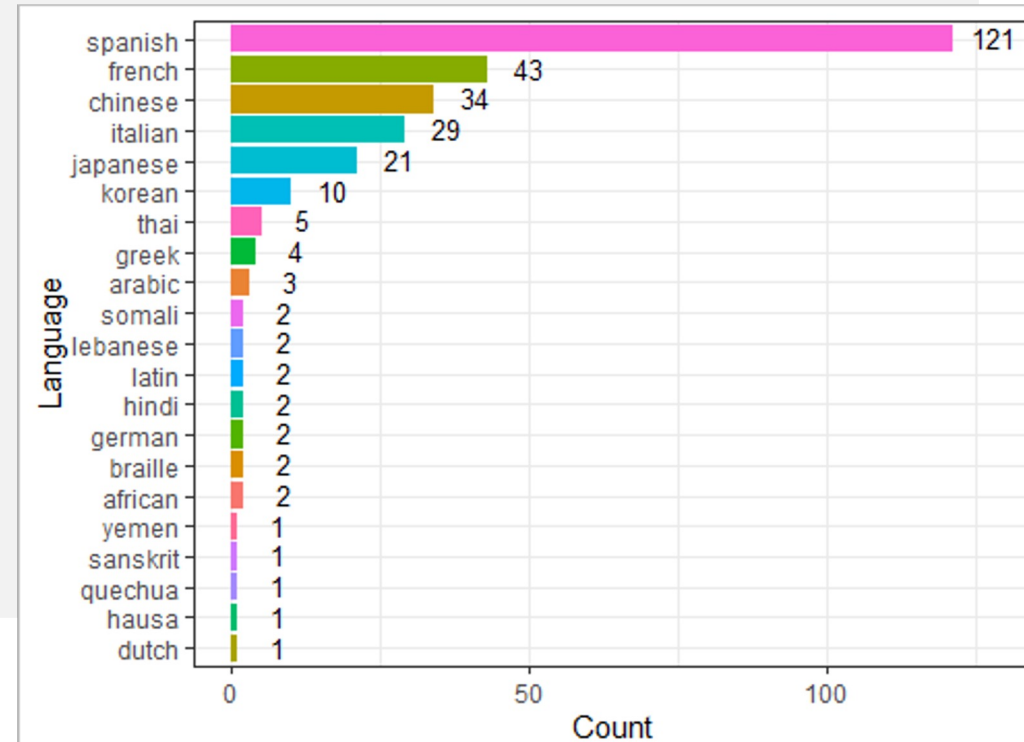
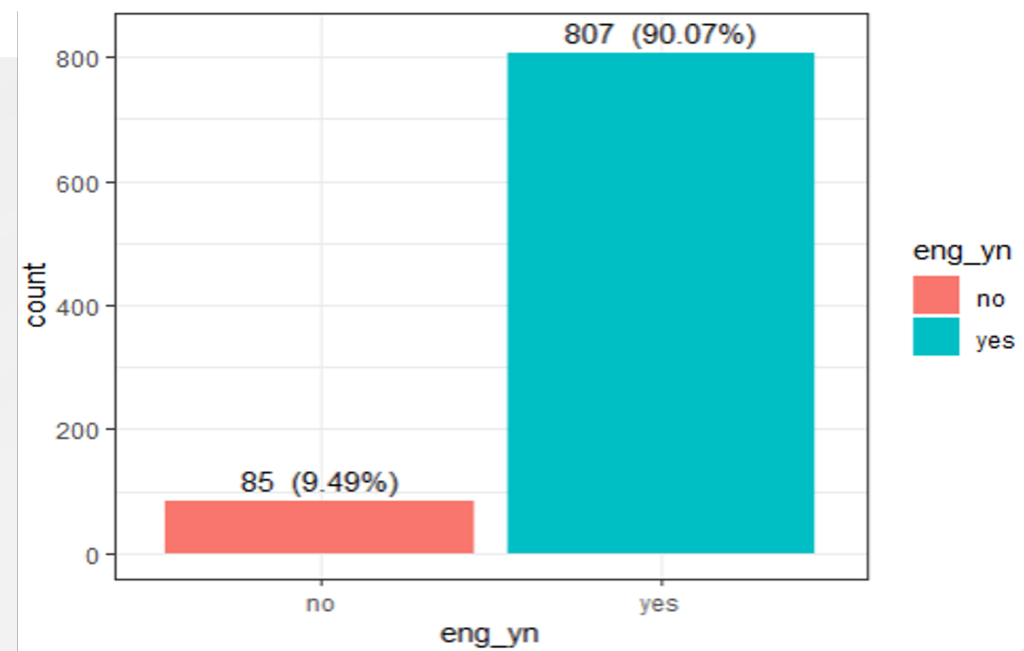


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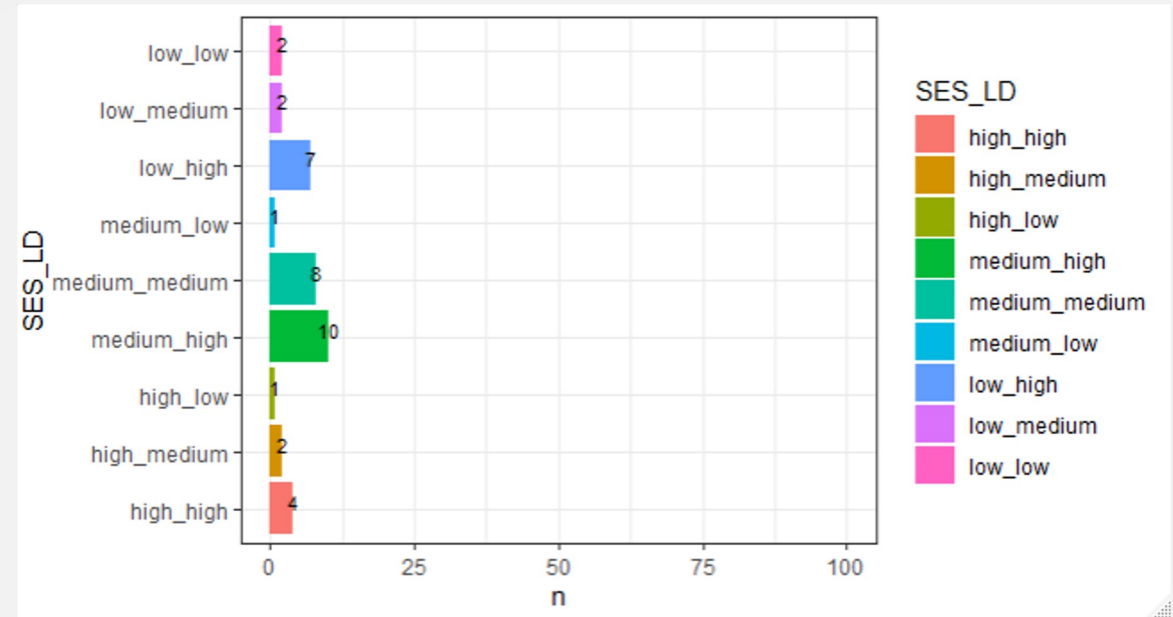
Findings

- 9.5% of signs are multilingual
- With the exception of Spanish, the multilingualism of the LL in Columbus is not representative of the languages spoken by the population



Findings

- Linguistic diversity is a stronger predictor than SES of multilingualism in the LL



Discussion

- Areas with high linguistic diversity have more multilingual signs.
- Functional role of multilingualism for recently arrived immigrants



Discussion

- High number of multilingual signs in middle SES areas often indexes higher status languages

Restaurants



Hotels

Menus



Example 2: LL Pedagogical Project in Oaxaca, Mexico



Source: Sayer (2010) “Using the linguistic landscape as a pedagogical resource.” *ELT Journal*



LL for pedagogical purposes

- LL in education has been used to develop critical perspectives, challenging students to question deeper meanings of society including issues of diversity, discrimination, exclusion, controversies, ideologies, and justice (Shohamy, 2019).
- The LL can be utilized as a pedagogical resource for teaching English as an international language (Sayer, 2010; 2021)



The Premise and Purpose

- Using linguistic landscape as a pedagogic resource
- Learners as “language detectives” = students as sociolinguists
- Extend learning beyond classroom walls
- Basic question: *Why do Oaxacans use English in public places?*



LL and language teaching: Focus on language forms



Students noticed that signs in Spanish often used the English possessive [-'s]



LL and language teaching: Focus on language forms



Signs often combined English and Spanish to create new words

LL and language teaching: Focus on language forms



Student found “innovative” spellings



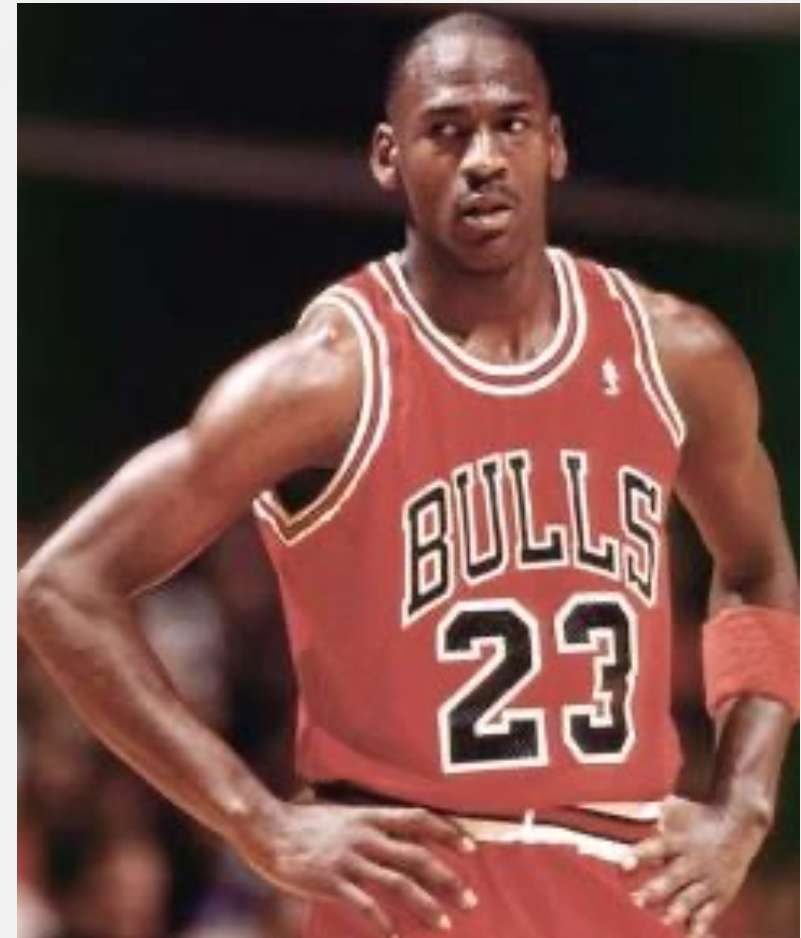
Indexicality: How signs “point to” meaning



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Linguistic landscape: Intertextuality



Linguistic landscape: Intertextuality



Linguistic landscape: Social meaning

- Look at all the photographs you have collected.
- Remember the research question: Why do Oaxacans use English in public places?
- Organize your photos in categories. Each category represents a social meaning.
- You can have as many or as few categories as you need to explain your data.
- Choose 2-3 photos from each category, and prepare a presentation for your classmates which explains your categories and the rationale for your organization.



Example: Social meanings of English in an international context

English is...

- ... advanced and sophisticated
- ... fashion
- ... cool
- ... for expressions of love
- ... for subversive identities
- ... for political resistance



Theme 1: English is advanced, sophisticated



**APPLE GREEN
CIBER & CAFE**



Ciber Local-Host



Theme 1: English is advanced, sophisticated



Theme 1: English is advanced, sophisticated



Theme 1: English is advanced, sophisticated



SANTA CRUZ COFFEE & GALLERY



SARUSA
Working Women



Theme 2: English is fashion



SATIS-FASHION



GOSH: IN FASHION

WE TRUST



Theme 2: English is fashion



Linguistic Landscape | Sayer

Theme 3: English is cool



Theme 3: English is cool



Theme 3: English is cool



Theme 3: English is cool

ASTRO BOY

RAM-RAM

SHOCKERCITO

LADY APACHE



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Theme 4: English for expressions of love



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Theme 5: English for subversive identities



*SICK METAL PRODS.
ANTICHRISTIAN WAR FEST*

*SUPPORT THE
UNDERGROUND*

*FESTIVAL DE METAL MAS DEVASTADOR
DEL SURESTE*

TERROR GORE AND SICKNESS 5



Theme 5: English for subversive identities



FASHION REBEL SHOP



TATTOO BODY PIERCING



Theme 5: English for subversive identities



URBAN STUDIO GHETTO

ARTE Y CULTURA URBANA

GRAFFITI – BREAK DANCE – BMX – CAPOEIRA – HIP HOP



Theme 6: English for political resistance



¡YANKEES, GO HOME!
CIA AND FBI



Theme 6: English for political resistance



Theme 6: English for political resistance



Theme 6: English for political resistance



Social meanings of English in Mexico

LANGUAGE IDEOLOGIES



English is...

- ... advanced and sophisticated
- ... fashion
- ... cool
- ... for expressions of love
- ... for subversive identities
- ... for political resistance

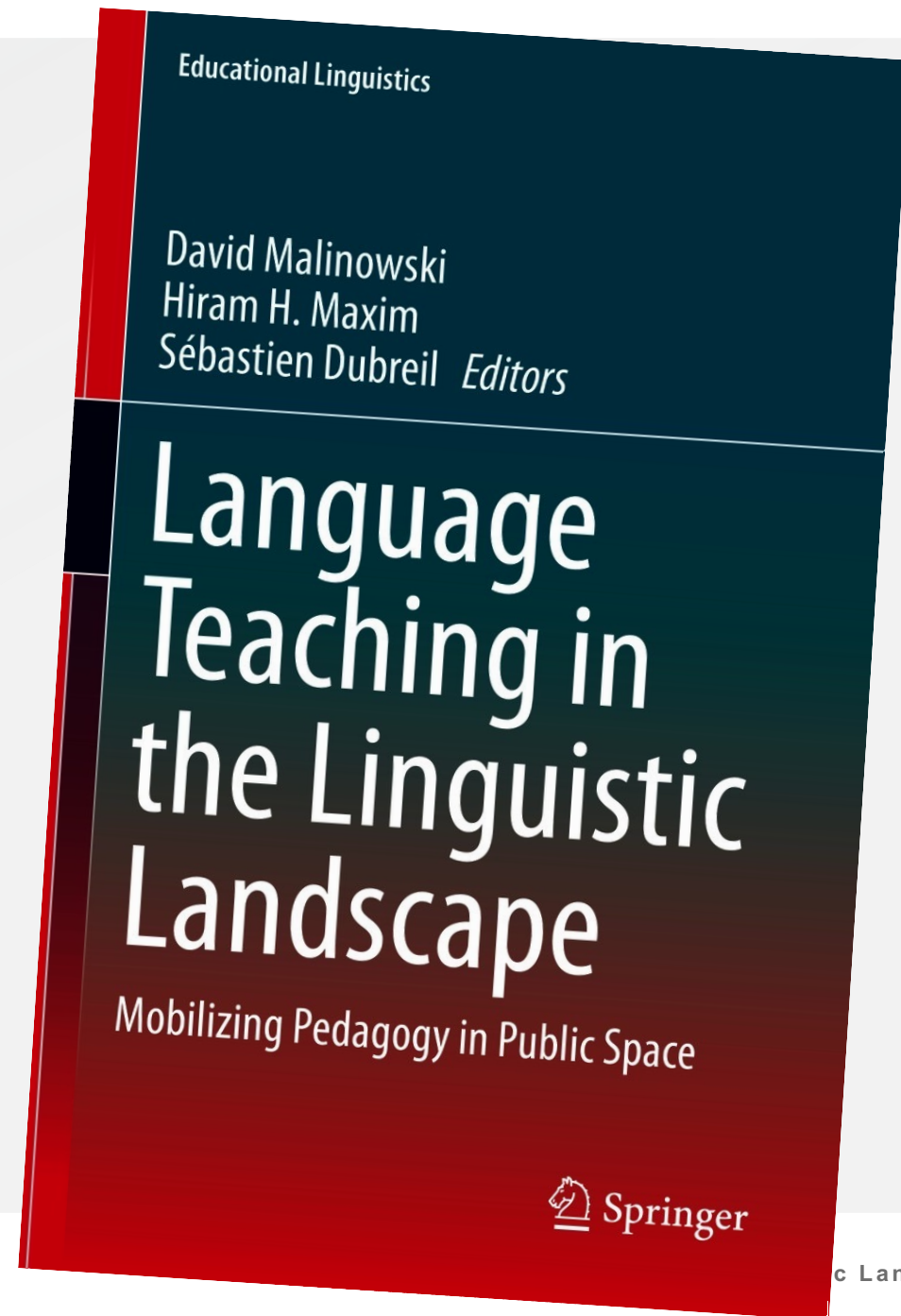


Social meanings of English in Indonesia

LANGUAGE IDEOLOGIES



See: Sayer (2020)
“Ethnographic
Language Learning
Projects Through the
Linguistic Landscape”
(p. 327-347)



Summary

- LL: Definition and theoretical framework
- LL as sociolinguistic research
 - Example of project in Ohio
- LL and language pedagogy
 - Example of project in Mexico



A photograph of a tree-lined path on a university campus. The path is paved and leads into the distance, flanked by large, mature trees with dense green foliage. A person is walking away from the camera on the path. A large, semi-transparent red rectangle is overlaid on the upper half of the image, containing white text.

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