ÖLT 2017
Workshop
Linguistic Landscaping

Description
The workshop ‘Linguistic Landscaping’ focusses on language use in multilingual urban settings. The interest in and accessibility of the linguistic landscape data has dramatically increased since the rise of digital media. As a result, landscape has been treated as “a flickering text displayed on the word-processor screen whose meaning can be created, extended, altered, elaborated and finally obliterated by the merest touch of a button” (Daniels & Cosgrove, 1988:8). The main focus of research on linguistic landscapes has always been on the study of writing on display in the public domain, i.e. the analysis of “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on governmental buildings … [in] a given territory, region, or urban agglomeration” (Landry & Bourhis 1997: 25).

The LL workshop will examine linguistic cityscapes from multiple perspectives - theoretical, methodological, and critical. Papers, proposing various approaches to the study of semiotic landscapes, i.e. multimodality, ethnography, multilingualism, discourse analysis, and/or heading in the following directions: linguistic soundscapes, portable LL, virtual landscapes, LL in SLA, schoolscapes, LL and language attitudes, geosemiotics, place semiotics, museum landscapes, etc. are cordially invited.

Number of participants: 10-12

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