LANGUAGE LANDSCAPE
An innovative tool for documenting and analysing language use & linguistic landscapes

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Structure

1) What is Language Landscape (LL)
2) Defining linguistic landscapes
3) LL as a tool for studying language use
4) Demonstration
5) Plans for the future
6) Questions
Language Landscape

• An online platform mapping language use where & when it occurred
• Aims: mapping languages, raising awareness of linguistic diversity
• Free and easily accessible

www.languagelandscape.org
Defining linguistic landscape

‘the language of public road signs, boards, street names, place names, commercial shop signs, and public signs on government buildings’
Landry & Bourhis 1997:25

‘language that is visible to all in a specified area’
Gorter 2006
Defining linguistic landscape cntd.

• Gorter’s (2006) definition allows inclusion of all forms of (visual) use of language
• This includes ‘mobile’ expressions of language: leaflets, flyers, clothing (cf. Torkington 2009).
• Linguistic landscape is always geographically and temporally grounded
• Methodology of studying linguistic landscapes needs to reflect this grounding
• Implications e.g. for the types of collected metadata
LL as a tool for studying linguistic landscapes

Metadata about ‘language visible in a specified area’:

- Language(s)
- Creator(s)
- Location
- Target audience
- Type of language expression (mobile/fixed)
- Time observed
- Transcription
- Translation
- ........
LL as a tool for studying linguistic landscapes contd.

• Analysis of linguistic landscape should allow for its visualisation

• LL is a powerful tool that allows such visualisation

• It can facilitate the analysis

• Useful for presentation of research results, teaching and public engagement
Demonstrations

The ‘projects’ tool on LL is particularly useful for the purposes outlined above.

Linguistic Landscapes

Language, Identity & Migration
Plans

• We are open to new research collaborations related to research and teaching

• We organise outreach activities and workshops on topics related to our aims

• The next big milestone will be the creation of the LL app, making upload easier
Questions

We’d like to hear your comments, questions, or suggestions.

• Would LL be useful for you in your current research/teaching?
• Can we do anything to make it useful for your aims?
Thank you! Grazie! Gracias! Gràcies!

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#mapyourlanguage
References

