



COURSE DATASHEET

Semester:	2021/22/1
Course:	Linguistic landscape
Code:	PEDITNY020
Responsible department:	
Department code:	DITNY
Responsible instructor:	Szilvia Bátyi

Course objectives:

Linguistic Landscape is multidisciplinary and is present as a research area in many disciplines and branches including, psychology, communication studies, sociolinguistics, applied linguistics, etc. The goal of the course is to describe the main directions and tendencies of linguistic landscape studies in the areas of linguistics where it is an important element and to explore the qualitative and quantitative methods which can help to study linguistic landscapes.

Course content:

- 1) The concept of linguistic landscape and its disciplinary position
- 2) Historical development of Linguistic Landscape Studies
- 3) Methodology in linguistic landscape
- 4) Linguistic landscape and language policy: societal multilingualism, minorities
- 5) Linguistic landscape in schools: multilingualism, translanguaging, multilingual awareness
- 6) The commodification of language

Requirements, evaluation and grading:

Empirical research and writing a report of the research.

Required and recommended readings:

Compulsory reading:

Gorter, D. (Ed.). (2006). *Linguistic landscape: A new approach to multilingualism*. Clevedon: Multilingual Matters.

Pavlenko, A. (2009), Language Conflict in Post-Soviet Linguistic Landscapes. *Journal of Slavic Linguistics* 17(1-2): 247-74.

Gorter, D. and Cenoz, J. (2017). Linguistic Landscape and Multilingualism. In J. Cenoz et al. (eds.),



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Required and recommended readings:

Language Awareness and Multilingualism, 233-245.

Optional reading:

Shohamy, E. (2015). LL research as expanding language and language policy. *Linguistic Landscape* 1(1), 152-171.

Lanza, E., & Woldemariam, H. (2014). Indexing modernity: English and branding in the linguistic landscape of Addis Ababa. *International Journal of Bilingualism*, 18, 491–506.