Prolegomena to the Field of Linguistic Landscape: The-State-of-the-Art Paper*

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Abstract

The aim of this paper is to get comprehensive insights into the epistemology of the new field of enquiry, linguistic landscape, which deals with language visibility in both physical and virtual public spaces. The existing literature has been scrutinized to define the field in terms of the scope of the field, theory and methodology. Special emphasis has been placed on the perspectives taken by researchers during its two-decade-long history. These perspectives have been categorized under certain umbrella terms among which are theoretical, methodological, ideological, and others. It is hoped this paper will help especially those new to the field see the whole picture rather than discrete fragments.

Keywords

Linguistic landscape, public signs, language policy, language ideology, language awareness.

Introduction

Linguistic landscape (LL), visibility of language in the public space, is a relatively young field of quest which is at the stage of establishing its epistemology. Therefore, it seems to have fuzzy boundaries, a theory shared with other fields of enquiry and a methodology borrowed from neighboring fields. In fact, its history as a field of enquiry dates back to late 1990s when Landry and Bourhis (1997) published their article about the relationship between language and vitality. Since then, a special issue of a journal, half a dozen of books have appeared and many conferences have been organized on linguistic landscapes on various aspects of the issue. Besides, a good number of articles have been published.

The literature survey shows that the scope of the focal points is very diverse. In addition to static signs, (e.g. artifacts of material culture, brand names or menus, post-cards, billboard advertisements, and paintings of utility boxes), studies also focus on mobile ones: protests, marches, parades, demonstrations, art and culture events and many others. Moreover, the physical size of the focal point can be as big as a corridor, coffee shops, a school, a university, a company or a national mall. In recent years the field of linguistic landscape has significantly broadened its frontiers by including virtual landscape or - as it is called now - cyberspace as well. The geography of the focal points covers tens of countries in various continents.

Concerning terminology, *landscape* seems to compete with *cityscape*. Those who favor *cityscape* emphasize that the focus of linguistic landscaping is on urban places rather than rural ones. However, there are also studies which focus on rural locations or provinces. Later, the element *scape* gave rise to many combinations dependent on the locations that researchers have focused on. Among them are *roadscape*s, *soundscape*, *cyberscape*, *linguascape*, *mediascape*, *streetscape*, etc.

In the jungle of terms, it seems more logical to see the whole picture in which linguistic landscape is placed. In this regard, the model proposed by Ivković (2012:75) seems to be useful as it shows the distinction between physical geography and virtual/linguistic landscape (see Figure 1).
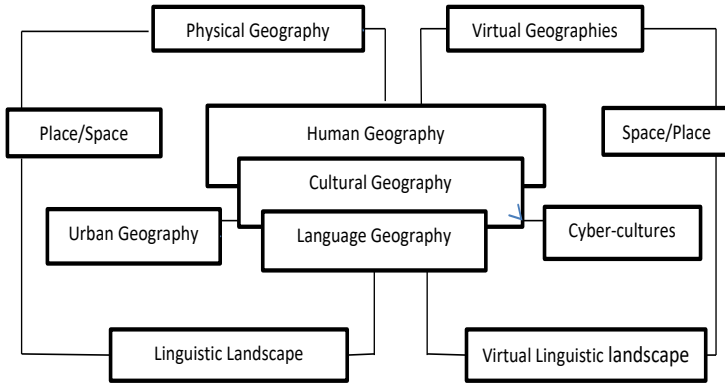
Figure 1. *Virtual/Linguistic landscape and geography* (Ivković 2012:75).

The deficiency of this model is that it includes only urban geography although linguistic landscape can also be part of rural linguistic landscape as the presence of many studies point at. Later, the author proposes another model and suggesting the term *linguascape* as an umbrella concept for all the instantiations of semantic spaces linguistically and semiotically created by human agency in the different embodiments of primarily public spaces, physical and digital (see Figure 2).

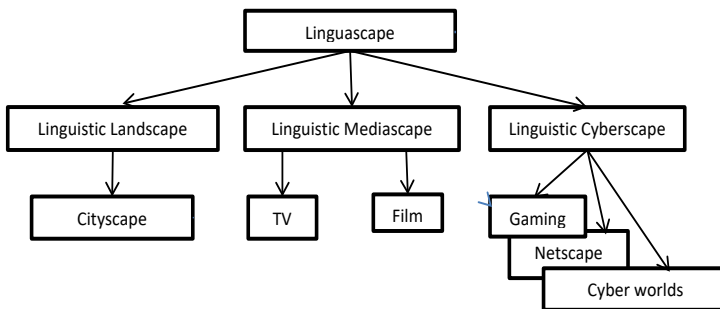**Figure 2**. *Linguascape: language in the public space* (Ivković 2012:78).

The concept of Linguistic Landscape originates from sociological theories of social action with three hypotheses one of which proposed by Bourdieu (cited in Ben-Rafael, Amara & Trumper-Hecht 2006) implies that social reality should be treated as fields of interconnected and more or less autonomous facts which are structured by unequal power relations.

Moreover, each of these categories or facts needs to be analyzed in terms of its own mutually affected dynamics. According to the second sociological theory of social action hypothesis proposed by Goffman (see Ben-Rafael, Amara & Trumper-Hecht 2006), social action is determined by the desire of presentation of self. In fact, this approach is preferred by researchers studying the importance of ethnic communities who desire to assert themselves in the public space. Finally, the theory is based on the idea that social action is accounted for the rational considerations of alternates. In other words, actors' considerations inform about choices which are determined by interests in obtaining goals. As Ben-Rafael, Amara & Trumper-Hecht (2006) note, each of these hypotheses is significant for LL research in three perspectives. The first perspective can be helpful when dealing with power relationship among various groups and the second one can be appropriate in focusing on linguistic landscapes as identity markers. The third perspective can be used when considering landscapes in terms of the interests of linguistic landscape actors in relation to the public.

Concerning the definition of Linguistic Landscape, the definition proposed by Landry & Bourhis (1997: 25) seems to be the most referred one: "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region or urban agglomeration."

Perspectives

The literature review shows that linguistic landscape has been studied from various perspectives. Although public signs may seem chaotic for passers-by, they are inevitable elements of symbolic construction of the public space. Therefore, inevitably, there are various forces behind these signs, and this might be one of the reasons why the topic has so frequently been focused on from various perspectives. In this section, these perspectives will be categorized and discussed.

Theoretical perspective

Addressing the issue theoretically seems quite logical since the field is at the stage of establishing its theoretical framework. In fact, studies have focused on linguistic landscape with emphasis on various constructs. Among them

are the relationship between public signage and literacy, agency in public space (Spolsky 2009), the relationship between language and the economy by using the contingent valuation method from environmental economics (Cenoz & Gorter 2009), functions that written words displayed publicly in a historical perspective (Coulmas 2009), language ecology and many others. Researchers also deal with the importance of the social science viewpoint (Ben-Rafael 2009), and propose a theoretical framework for thinking about the various political and economic interests (Leeman & Modan 2010).

Methodological perspective

The issue of the linguistic landscape has also been considered from a methodological perspective with emphasis on various paradigms. The scope of the present perspective is actually very wide. For instance, emphasis is placed on the classification of proper names by language (Edelman 2009), analysis of linguistic landscape as "a confluence of systems by proposing a framework defined by the functions of discourse entered by the interlocutors and by the language choices and forms of expression available to these interlocutors" (Kallen 2010: 43).

Among the scope of issues concerning the methodological perspective is authorship in the linguistic landscape with emphasis on a multimodal-performative view (Malinowski 2009) and addressing public signs from the perspectives of agency, readership and the dynamics involved in shaping the linguistic landscape (Kotze 2010). Adopting a Nexus analytical approach (Pietikäinen et al. 2011) has also been suggested. Describing the spatial distribution of languages (Rivera & Lluch 2012) and using a multimodal critical discourse analysis (Milani 2013) are also among the scope of the present perspective.

The view proposed by Shohamy and Waksman (2012) is also important since it concerns the limits of linguistic landscapes. In fact, they propose focusing on neighborhoods as smaller urban entities with their specific unique identities rather than the municipal notion of the city.

Multidisciplinary approaches for the linguistic landscape

It has been suggested that the issue be examined by involving sociological, sociolinguistic, psychological and geographic factors for a better understanding of the linguistic landscape (Gorter 2006). In fact, one of the

disciplines involved in the study of linguistic landscapes is the economics of multilingualism (Mpendukana 2009).

On the other hand, Backhaus (2009) places emphasis on geographical, political, and linguistic characteristics of public signs whereas Bever (2010) treats the issue as a juncture of three closely related phenomena namely as linguistic, social and ideological phenomena. Linguistic landscapes have also been treated from the perspective of the genre or text analysis in linguistic landscaping (Coupland 2010).

Language Policy and Ideology Perspective

In many studies, emphasis has been placed on the relations between language learning and environmental print (Bever 2012), changes prompted by past and current language policies (Brown 2007), linguistic landscape vis-à-vis language policy in the past and present, and the reflection of the actual number of speakers of different communal languages, etc. In the similar vein, Negro (2009: 206) considers linguistic landscape "as the instrument through which a new course in language policy is made immediately apparent and a new sociolinguistic scenario is being shaped" and Wang (2013: 40) shows "how the multilingual linguistic landscape is constructed under the current language policy of China".

There are cases when the linguistic landscape of a university campus or an intuition has been treated in relation to language policy (Wielfaert 2009, Yaveri 2012). Emphasis has also been placed on the perception and use of public sings by policy makers to shape linguistic landscapes (Barni & Vedovelli 2012), the role of the rules and regulations of the government to control and steer the linguistic landscape (Janssens 2012), etc. The effects of language policy on linguistic landscapes (Dunlevy 2012) are also among the issues considered in this regard.

The issue of linguistic landscape has also been considered from an ideological viewpoint with emphasis on linguistic landscape as an instrument for competing ideologies or ideological struggles (Dray 2010); state ideology and linguistic landscape (Sloboda 2009); reflections of ideologies in the linguistic landscape (Waksman & Shohamy 2010); regulation of the linguistic landscape with emphasis on language rights.

Linguistic landscape as an instrument to analyze language situation or multilingualism

Linguistic landscape has been treated as an instrument to analyze language situation in a certain context or multilingualism. In other words, it has been seen as key to understand the balance of languages, their functional hierarchy and attitudes towards languages. In fact, many studies find it beneficial in getting insights into language situation and multilingualism.

As Blommaert (2013: 14) mentions, linguistic landscape studies can "be turned into a tool for dissecting the various forms of sociolinguistic complexity that characterize our contemporary societies." The author immediately warns that there are conditions that need to be met before linguistic landscape studies can do that. It can also provide valuable information about the sociolinguistic context as is shown in Cenoz & Gorter (2006). Among the issues, in this regard are the functional domains, prestige, status and spread of languages in bi- and multilingual settings.

Linguistic landscape analysis has been used in mapping multilingualism. For instance, Botterman (2011) uses linguistic landscape to focus on the degree of multilingualism. Similarly, De Klerk and Wiley (2010) speak of the benefits of mapping in interpreting the data. This technique has also been applied by Hult (2003), who deals with mapping the sociolinguistic situation with emphasis on language policy impact on the relationship among the teaching, learning, and use of English. In this regard, Barni and Bagna (2009) speak of the need to define the boundaries of linguistic landscape in terms of theoretical models and methodological approaches.

Linguistic landscapes of minority-, community- and endangered languages have also been focused on from various viewpoints. Among these are considering the presence of minority languages, and the reasons for their inclusion in or exclusion from the linguistic landscape (Coluzzi 2012).

Attitudes towards public signs in minority languages have also been one of the focal points in this respect. In some cases, the nature of current policies of minority language place names are considered to be controversial when "the ever-shifting landscape of a mass protest can use a landscape of dissent to change erasure into visibility" (Puzey 2007:90).

Among the topics addressed in studies, in this respect, are establishing

the extent to which ethnolinguistic communities mark the public space (Blackwood 2010) and focusing on purposes or functions of a community language displayed on the public signs (Litvinskaya 2010). Emphasis has also been placed on the representation of an endangered language in the public signs (O'Connor & Kroefges 2008). Thus, the short survey shows, many studies have used linguistic landscape as an instrument to have better insights into language situation and multilingualism with emphasis on various constructs.

Linguistic landscape as an instrument for semiotic and linguistic analysis

Landscape has been used as an instrument for semiotic and linguistic analysis of various objects with emphasis on specific features. Among these are carrying out semiotic and linguistic analysis of signs concerning brand names or menus (Bagna & Machetti 2012) from different socio-cultural aspects or within global landscapes, exploring the semiotic properties of language use distinct from most other forms of written and spoken communication (Backhaus 2007), and focusing on the factors that influence linguistic and semiotic properties of signs. Emphasis has also been placed on semiotic systems as a basis for organizing the functions of silence in communication focusing on two meta-level uses of silence (Jaworski 2010), semiotic properties of signage with emphasis on the relationships between the languages of individual units of signage (Kallen & Dhonnacha 2010), etc.

The scope of topics within this category is extremely wide. For instance, among focal points are the relationship between the semiotics of the sex industry and the semiotics of Swiss tourism (Piller 2010), the consequences of considering script choice as part of a given 'language' (Sergeant 2012), and re-conceptualization of linguistic landscape as temporally situated cultural text and spatially contextualized semiotic-material object.

One of the perspectives in the field is considering linguistic landscape as material culture. For instance, Abousnnouga and Machin (2010: 220) focus on British war monuments by using four-model discourse analysis to show how authorities attempt "to use specific visual semiotic resources to disseminate and legitimize particular discourses of war, to communicate

particular values, identities, goals and motives, placing these in everyday public spaces". Aronin (2012: 179), on the other hand, draws "attention to material culture as a powerful, but mostly neglected source of data on the use and acquisition of languages, and demonstrates the close and intricate links between affectivity and material culture".

Chmielewska (2010) prefers focusing on the material objects of semiosis and on specific places where meaning is manifest rather than exploring meaning-making practices, modalities of discourse and types of semiotics, whereas Guilat (2010) considers the relationship between linguistic landscapes and visual-culture. On the other hand, Aronina and Laoire (2013: 125) offer to expand the epistemological paradigms of multilingual landscape research to include "materialities that are linked with the ways of life in multilingual homes, places of works and socialization and time-spaces of wider society".

Emphasis has also been placed on a material ethnography of multilingualism; that is, signs as re-semiotized, socially invested distributions of multilingual resources, the material, symbolic and interactional artifacts of a sociolinguistics of mobility. For instance, Stroud and Mpendukana (2009: 363) argue that "more refined notions of space coupled to a material ethnography of multilingualism could provide a theoretically more relevant and methodologically refocused notion of (multilingual) linguistic landscape".

Linguistic landscape of change

Linguistic landscaping is a dynamic process. It is never static since processes taking place in the society inevitably are reflected in language and leave traces in language visibility. These changes can be radical or gradual depending on the processes that lead to the change of language visibility. In fact, the scope of these changes may range from a radical system changes to gradual demographic changes due to population relocations. Also, just changing time may leave traces in language visibility. As Hélot et al (2012: 17) mention "the extraordinary diversity of the LL all over the world can be seen as the linguistic mirror of the dynamics of our globalized society" which is "moulded in fluid and dynamic ways by different historical, social, political, ideological, geographic and demographic factors…"

The Eastern bloc countries, including post-Soviet ones have been among

the key points in the studies. This can be explained by the assumption that the recent radical changes taking place in the geography cannot but reflect in the language visibility in public space. In other words, it can be assumed that radical changes in socio-political or economic orientations inflict radical changes in the linguistic landscape. As Du Plessis (2010: 74) mentions, "a change in regime can bring about a change in the linguistic landscape" and "the linguistic landscape then becomes one of the most 'vocal' and concrete indicators of consequential language regime change". In the same vein, Gendelman and Aiello (2010: 257) consider building façades as "a communicative event that tells stories through its changing materiality, representing the building and its contents, but also the particular ideologies and power dynamics of the city in relation to its inhabitants and broader economic and political processes".

In their comparative study of the linguistic landscape of six medium-size towns in the Baltic States with regard to language of tourism and to the role of English and Russian as linguae franca Marten et al (2012) attempt to find out how the linguistic landscape reflects the societal transformation from the Soviet world to an orientation towards Western Europe.

Pavlenko (2009), who is of the opinion that the study of linguistic landscapes can benefit from viewing them as dynamic phenomena, focuses on the changes in the post-Soviet space since 1991 to identify and examine five processes with regard to language change and language conflict.

Slightly a different approach has been used by Yurchak (2000: 406) who analyses new names given by Russian businessmen that emerged after the collapse of the USSR and shows how "members of the new business class attempt to privatize public space not only legally but also symbolically and linguistically".

One of the angles, in this regard, is the role of relocations in language visibility. Among the subtopics addressed in this regard are the role of script choice (Angemeyer 2005), the relationship between linguistic landscape and language presence and vitality; and the impact that different languages can have in different urban territories on the linguistic landscape and the factors that can influence its configuration (Barni & Bagna 2010), and linguistic landscape in respect of migration-based multilingual language

contact (Collins and Slembrouck 2007).

Thus, as can be seen from the survey, the issue of linguistic landscape has been treated from many standpoints including the relationship between socio-political changes and its reflections, dynamics of the change, change and conflict paradigm and resultant relocations.

Linguistic landscape from language awareness perspective

One of the perspectives recurrently addressed by researchers is language awareness perspective focusing on the issue from various viewpoints like identity, perceptions, attitudes, etc. Although there are studies focusing on linguistic landscapes merely from the identity perspective as a case study, most of them have more specific targets. Among these specific points are the role of linguistic landscape in the construction of national identity (Murphy 2002); language choice as an index of social and national identity (Taylor-Leech 2012); linguistic landscape as a socio-symbolic phenomenon in a case study (Trumper-Hecht 2009), and the relationship between social identities and properties of indexicality of language scripts in the public space, etc. (Curtin 2009).

Perceptions of the addressees of languages on signs and their preferences have also been considered with emphasis on education. Researchers find it important to understand the consequences of attitudes towards diversity and suggest developing linguistic, cultural and scientific competences in education (see Clemente, Andrade & Martins 2012). Those researchers who approach the issue with emphasis on education focus on elementary school children to document their literacy practices in activities examining multilingualism and language diversity in their communities (Dagenais et al 2009), teenagers' perception of the ethnolinguistic make-up of their linguistic landscape and their language attitudes (Dailey, Giles & Jansma 2005), and student teachers' response to the linguistic landscape (Hancock 2012).

In fact, the scope of the issues addressed in this perspective is not limited with the ones mentioned above. For instance, Aiestaran, Cenoz & Gorter (2010) deal with the non-market value of the linguistic landscape in terms of the willingness to pay for the preferred way of having language on the signs. On the other hand, Garvin (2010) focuses on individual cognitive and

emotional responses to the linguistic landscape in urban communities. In the same vein, Trumper-Hecht (2010) focuses on the visibility of a language as it is perceived by the related community and by others in mixed cities.

Emphasis has also been placed on the influence of various factors in the perception of public signs. For instance, van Bochove (2011) focuses on the influence of the Chinese written language on English whereas Juffermans and Coppoolse (2012) attempt to define the relationship between the recipients' level of literacy competency and their perceptions of visual messages in the public space. Similarly, Raga (2012) investigates linguistic landscape inscribers' attitude a specific language and their effects on writings whereas Finzel (2012) considers relations between the linguistic landscapes of two ethnically and socially diverse research areas and the linguistic competence of their inhabitants with emphasis on the reflections of multilingualism in the linguistic landscape attitudes to language legislation and their motivations.

Also, among the scope of issues considered within this perspective are examining "how the informational and symbolic messages conveyed through the Linguistic Landscape portray the personality, language attitudes, and culture of a rural town" (Phillips 2011: 9), considering how language choice indexes social and national identity in the linguistic landscape (Taylor-Leech 2012). Thus, as can be seen, many studies have focused on the issue of linguistic landscape from awareness perspective. However, all of them differ in terms of their emphasis.

Linguistic landscape as an instrument of conflicts and collaboration

The literature review shows that the appearance of a certain sign in a public space is never arbitrary; it does not appear there to fulfill a certain informative function. It has certain symbolic functions and therefore, it needs to be considered as a reflection of competition, cooperation, negotiation, power relations, among many others. Specifically, researchers focus on multilingualism to define the relationships of power both at the social and symbolic level between the different languages displayed by two approaches: linguistic landscape and sociolinguistics (Bogatto & Hèlot 2010). They may also address "the complexity of linguistic landscape in a complex urban environment through a multi-level analysis of the bilingual commercial signage" (Lou 2010: 96). In the same vein, the focus may be

on the "distinction between official and nonofficial signs and the different impacts of the two types of signs on the linguistic landscape" (Backhaus 2006: 52).

Considering linguistic landscape of protests and conflicts is not limited with the ones mentioned above. In fact, researchers have also focused on the linguistic landscape of the National immigration Reform March to discover how abstract space can become re-appropriated and reinvented to create a voice for a suppressed minority (Seals 2012), and political demonstrations to explore the role of signage in constructing symbolic and representational meanings during political demonstrations of different types (Hanauer 2012).

There are some other studies in this regard that are worth mentioning. For instance, Mor-Sommerfeld and Johnson (2012:155) examine "how language and art offer a key to spatial practices, negotiating elements of top-down and bottom-up relationships and visual communication". However, quite a different angle has been focused on in Woldemariam and Lanza (2012) who deal with the linguistic landscape in an openly manifested tension between different religions.

Muth (2013) demonstrates how linguistic landscape can be used to eradicate culture. More specifically, the author establishes the link between the removal of Azerbaijani from the public sphere and the eradication of Azerbaijani culture in general in the occupied territories.

Thus, as Landry and Bourhis (1997: 23) demonstrate, "the linguistic landscape may serve important informational and symbolic functions as a marker of relative power and status of the linguistic communities inhabiting the territory".

Use of English as a language of globalization in the public space

With the advent of globalization not only economical or socio-political processes began to be fed from one and the same source, but also cultural processes became unidirectional. In fact, the globalized world introduced its own language: English.

One of the angles is considering English signs in relation to those in other languages as is done by van Alem et al (2007: 2) who compare two shopping

streets in two different cities to see "whether the amount of English signs in the main streets of the shopping areas in the town differed from each other and if so, in what way".

There are also studies focusing on the visibility of English in the public space in a certain physical context. For instance, Dimova (2007:18) "investigates the extent to which English is used in shop signs and windows as part of the names of businesses and other premises, and of notes, advertisements and slogans". On the other hand, Karapalo (2011) charts the role of English and searches answers to questions concerning the content that English is used for, the users or actors of English, the content preferred by different actors and the sectors that utilize English.

The approach taken by Kroon, Dong and Blommaert (2011:2) who focus on English in tourist hotspots seems to be prompted by their belief that "in a globalizing world, we need to consider language as a complex of mobile resources, shaped and developed both *because of* mobility – by people moving around – and *for* mobility – to enable people to move around". On the other hand, Sayer (2010) in a classroom-based project focuses on the social meanings of English considering intercultural and intracultural uses, as well as iconic and innovative uses of English on signs.

Expansion: going beyond the traditional scope

Virtual linguistic landscape and linguistic cyberecology are the fields that have been addressed in recent years. For instance, Ivković and Lotherington (2009) aim to delineate and exemplify the concepts of virtual linguistic landscape and linguistic cyberecology in a variety of applications and environments. Similarly, Ivković (2012:124) purports "to conceptualize and delineate the virtual linguistic landscape as an extension of the linguistic landscape, but with a distinctive character and a unique trajectory; and, to illustrate the possibilities and constraints that cyberspace presents as a multilingual LL". Virtual linguistic landscape has also been focused on by Jones (2010) who speaks about cyberspace and physical space with emphasis on the role of discourse and other mediational means, and by Troyer (2012) who deals with Netscape by including online newspapers.

The scope of linguistic landscapes has significantly widened by focusing on such issues as the crucial visual and verbal politics of contextualization of

multimedia images of the city and its linguistic landscape, reflecting gender and sexuality in the linguistic landscape (Milani 2013), an understanding of graffiti as transgressive urban semiotics (Pennycook 2009) and considering a site to show how linguistic landscape texts are situated and displayed in a changing public space which is being redefined and reshaped (Shohamy and Waksman 2009).

Conclusion

The survey of the literature concerning Linguistic Landscape has shown that the concept has been in the center of attention of many researchers who have contributed to its establishment as field of enquiry with its epistemology. During the period of less than two decades that lapsed from the date when Landry and Bourhis (1997) published their article, a new field of enquiry at the juncture where language, social psychology and politics meet.

In fact, during this period, the concept has significantly widened its scope and this has made its boundaries fuzzy. This paper endeavored to focus on the scope of the concept of linguistic landscape and the directions taken during this period. These directions have been categorized and discussed briefly. Such perspectives as theoretical, methodological, attitudinal have been mentioned among others.

This is quite inevitable since time imposes its challenges. First of all, with the acceleration of the pace of globalization, integration of world economic system and free movement of goods and technology will further widen the functions of the language of globalization and this will make it inevitable part of visibility of public signs. Also, with globalization, mobility of population will increase and this will create new minorities and fusion of cultures. It is also inevitable that immigration will leave its imprints in linguistic landscape.

The political processes taking place in the world shows that the global political map is under reconstruction and this will result in the emergence of nation-states. It is important to see how these entities manage language issues and how this will be reflected in public spaces. Also, technological innovations seem to make modifications in the orientations of linguistic landscape studies. Moreover, technological changes will make 'corrections' in data collection procedures and instruments.

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Genel Hatlarıyla Dilsel Görüntü Kuramı: Durum Değerlendirmesi*

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Öz

Makalenin amacı yeni bir araştırma alanı olan *Dilsel Görüntü* alanının epistemolojisini irdelemektir. *Dilsel Görüntü*'den kastedilen dilsel işaretlerin fiziksel ve sanal kamu alanlarındaki kullanımıdır. Bu doğrultuda, mevcut literatür kullanım alanı, kuramı ve yöntemi çerçevesinde irdelenmiştir. İrdeleme özellikle Dilsel Görüntü perspektifleri üzerinde yoğunlaştırılmıştır. Bu perspektifler kuram, yöntem, ideoloji, v.s. gibi ana başlıklar altında toplanmıştır. Buradaki esas amaç, bu güne kadar parçalar halinde sunulan bir alanın bir bütün olarak resmini okurlara sunmaktır. Araştırmanın bir diğer amacı ise Türk Dünyası araştırmacılarının dikkatini bu konuya çekebilmektir. Bu konu onlara *dil ve g*üç, *dil politikası*, *dilsel küreselleşme*, *dilsel farkındalık* gibi kavramların kamu alanındaki yansımalarını daha derinden inceleme imkanını sunacaktır.

Anahtar kelimeler

Dilsel görüntü, kamu alanında kullanılan dilsel işaretler, dil politikası, dil ideolojisi, dilsel farkındalık.

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Пролегомены к теории лингвистического ландшафта: оценка ситуации[*]

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Аннотация

Целью данной работы является современное приближение к эпистемологии нового поля исследований, лингвистическому ландшафту, который имеет дело с проявлениями языка в физических и виртуальных общественных пространствах. Существующая литература была тщательно изучена, чтобы определить данную область с точки зрения сферы применения, теории и методологии. Особый акцент был сделан на итогах, достигнутых исследователями в течение двух десятилетий истории вопроса. Все точки зрения были классифицированы по определенными группам, объединяющим теоретические, методологические, идеологические и другие вопросы. Надеемся, что эта статья поможет особенно тем, кто только приступает к изучению данной науки, увидеть картину целиком, а не отдельные ее фрагменты.

Ключевые слова

Лингвистический ландшафт, общественные знаки, языковая политика, языковая идеология, языковая осведомленность.

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