Martin Pütz and Neele Mundt: Expanding the linguistic landscape: linguistic diversity, multimodality and the use of space as a semiotic resource

(Bristol: Blue Ridge Summit; Multilingual Matters. 2019. 302 p.)

For the past few years, the linguistic landscape (LL) has been the centre of interest of many multilingualism researchers who seek to get a grip on the aspects of languages on the social, cultural, and political level by studying the use of languages in public spaces. Gorter and Cenoz cited that "linguistic landscape can certainly contribute to the knowledge about language in different ways" (Gorter and Cenoz, 2008: 10). The edited volume by Martin Pütz and Neele Mundt is a collection of 12 chapters streamed into three parts that offer theoretical, methodological, and empirical contributions to the field of LL. This volume is intended to be an asset contribution to the rapidly growing field of research into the linguistic landscape (LL), and to advance new ways of understanding the sociocultural, ideological, and historical role of communication practices and experienced lives in a globalized world.

The volume starts with an introduction (pp. 1-22) that focuses on some of the major LL concepts such as multilingualism, translanguaging, semiotic assemblage, multimodality, and linguistic ideology, along with a brief overview of the various chapters of the book. The introduction is streamed into 6 subtitles where the authors pointed out some issues related to language policy, ideology, the invisibility of languages, and super-diversity in the city that targets language contact, language attitudes, and language perceptions along with deepening the readers' understanding of the LL research by offering a new methodology approach that consists of qualitative methods.

Part 1 ' General issues, methodology and linguistic landscapes as a pedagogical resource' consists of 3 chapters. In Chapter 1 (pp. 25-37) 'Linguistic Landscape after a Decade: An Overview of Themes, Debates and Future Directions', the author Elana Shohamy gives an overview of some of the developments in the field of LL over the past decade (2006-2016) that is explained by the emergence of the internet and the evolution of the technology by focusing on major researches and findings from books, papers, publications, and activities. The author in this chapter identifies five key themes in LL research: LL and representation, LL and multimodality, LL in cities neighbourhoods and entities, LL and contestations in public spaces, and LL and education, and suggest novel directions for future research on the field of LL. In Chapter 2 (pp. 38-57), 'Methods and Techniques for Linguistic Landscape Research: About Definitions, Core Issues and Technological Innovations', Durk Gorter discusses three of the most pertinent and urgent topics central to LL research. First, the author argues about a recently formulated definition of the linguistic landscape. Second, he discusses the methodological framework by pointing out the importance of photographs and the

quality of picture in LL research and third from a technological innovation perspective the author provides a collection of new advanced and innovative technological developments such as digital screens in the urban landscape, QR codes, mobile signage, VR (virtual reality) and AR (augmented reality), and their impact and influence on LL studies. In Chapter 3 (pp. 58-71), 'Learning to Translate the Linguistic Landscape', David Malinowski identifies the importance of translation in LL studies as "a technique by which bi - or multi-lingual signage presents itself in the urban scene" (Malinowski, 2019: 59). The author gives a translational approach to the interdisciplinary LL studies by focusing on the pedagogical benefits of LL, he deploys 'translation' as a symbolic action in the LL as well as an asset for language learning in order to offer new possibilities to LL research.

Part 2, 'Broadening the Field of Semiotic Landscapes: Semiotic Assemblages, Multimodality and Contemporary Urban Spaces' consists of four chapters. In Chapter 4 'Linguistic Landscapes and Semiotic Assemblages' (pp. 75-88), Alastair Pennycook speaks of his analysis of semiotic assemblages and spatial repertoires in a Bangladeshi owned corner shop in Sydney, in order to offer an understanding of how different trajectories of people, languages, objects, senses, and semiotic resources meet at a particular time and place to achieve communicative goals. In Chapter 5 (pp. 89-114), 'The Art of Silence in Upmarket Spaces of Commerce', Adam Jaworski demonstrates the value of nonverbal communication in commercial landscapes by showing the importance of silence in creating symbolic added value for goods and services and in being an asset marketing tool that indicates luxury and elite spaces in commercial markets as well as in fashion industry. In Chapter 6 (pp. 115-131), 'Multimodality in the City: On the Media, Perception, and Locatedness of Public Textscapes', Christine Domke analyses different kinds of communicative forms by focusing on the interplay between modes of perception and by discussing the use of media and its differentiation in public texts. The author draws attention to the importance of using not only visible but also tactile and audible communicative forms such as digital screens, QR codes, and traffic lights. In Chapter 7 (pp. 132-149), 'Multilingual Audio Announcements: Power and Identity', YingHsueh Hu expands LL studies from visual signs (billboards, commercial street signs…) to [sound] signals by investigating the multilingual public audio announcement in Mandarin Chinese, Holo, Hakka and English of the Taipei Mass Rapid Transit System in Taiwan. The author analyses the language attitude and perception of different ethnic groups by focusing on the sounds. This study shows that multilingual announcement builds from one hand the Taiwanese identity and from another hand helps to put into light invisible languages such as minority languages through the linguistic soundscape.

Part 3, 'Expanding Linguistic Landscape Studies: Power Relations, Acts of Resilience and Diachronic Changes' is composed of five chapters. In Chapter 8 (pp. 153-179), 'Linguistic Landscapes and the African Perspective', Karsten

Legère and Tove Rosendal bring an ethnographic perspective in LL studies by focusing on LL demonstrations that have been traced in three east African countries of Tanzania, Uganda, and Rwanda. The authors give examples illustrating both the top-down and bottom-up approaches by examining the empowerment of the national and local languages of Swahili and Rwanda and of the English and the French languages as official languages and their use for commercial interest.

In Chapter 9 (pp. 180-202), 'Slogans as Part of Burkina Faso's Linguistic Landscape during the Insurrection in 2014', Sabine Diao-Klaeger and Rosalie Zongo analyse the slogans written on graffitis, urban walls, buildings, t-shirts, posters, and monuments in the mass political demonstration at Ouagadougou, the capital of Burkina Faso in October 2014 against Blaise Compaoré. Based on the references the slogans were classified into four different categories; revolutionary reference, current/foreign political facts or events reference, reference using virus/illness metaphor, and reference with abbreviations as a rhetorical means of the sign. In Chapter 10 (pp. 203-228), 'Investigating the Bilingual Landscape of the Marshall Islands', Isabelle Buchstaller and Seraphim Alvanides report their geospatial analyses using Google Maps, Python, Geographical Information System (GIS) as tools to investigate the LL in the Republic of Marshall Islands (RMI) that has recently proposed a bilingual strategy for public signage. The authors examine the language policy of the island as well as the public perception by analysing the distribution of the English language and the Marshallese language. In Chapter 11 (pp. 229-263), 'Linguistic, Ethnic and Cultural Tensions in the Sociolinguistic Landscape of Vilnius: A Diachronic Analysis', Irina Moore analyses the post-soviet process in Vilnius, the capital of Lithuania from 1864 to 1991. By adopting a multimodal diachronic framework that is combined with a historical diachronic approach, the author investigates the changes in Vilnius' linguistic and sociocultural landscape that consist of new language policies, language removal, and language replacement. The author shows how written languages interact with the physical features of the cityscape and the ideological power change sheds into light the emergence of new memory landscapes that express ethnic tension. In Chapter 12 (pp. 264-299), 'Attitudes towards Visual Multilingualism in the Linguistic Landscape of the Ruhr Area', Evelyn Ziegler, Ulrich Schmitz, and Haci-Halil Uslucan investigate the attitudes and the perception of the urban population towards visual multilingualism in four cities in the Ruhr region, Germany where migrant from different origins such as Romanians and Syrians refugees have settled down. The authors use a multi-method approach that consists of two types of interviews as well as geocoded digital photographs, the results first show that the larger the population ethnical diversity, the greater the diversity of visual multilingualism is, and second informants with or without migrant background widely embrace multilingualism in public spaces and regard it as enrichment.

The volume is well-structured and highlights 12 chapters of fascinating must-read articles, it offers an expanded contribution to the field of LL within its multifaceted rich key topics in LL studies. The language is represented from a new perspective that consists of a wider set of semiotic resources in several domains such as; (commerce, politics, economy, education, transportation, and protest) from various geographical places and environments (Europe, Asia, Africa, and the Pacific). This volume takes the LL studies into another whole new light, it broadens the scope of LL studies from written multilingual signs to semiotic assemblage by shedding into light the importance of virtual, tactile, and audible forms in public places. Moreover, it offers outstanding yet innovative theoretical and methodological contributions to LL research by adopting an interdisciplinary framework that has moved away from a quantitative approach that involves collecting and analysing public signs to a qualitative method that consists of participant observation, language use observation, participant attitudes and perception, interviews and sociolinguistic questionnaires as well as collecting data from historical archives and different early studies.

However, only one critical issue has caught my attention. The authors within this book provide a wide range of new innovative methodology tools and approaches that may be of a greater contribution for future studies in LL, though, there is not a well defined and clear theoretical and analytical framework presented within this volume in order to be adopted in future studies, which may be a challenge for some researchers.

All in all, the book is a piece of art with its 12 featuring chapters that grant a new approach to multilingualism, it will be useful for scholars interested in LL studies and in how languages are used and interpreted in urban public spaces, as well as for sociolinguists who are working on language policy and ideology, language attitudes and sociocultural diversity in the city.

References

Gorter, D. and Cenoz, J. (2008) Knowledge about language and linguistic landscape. In: J. Cenoz and N. H. Hornberger (Ed). *Encyclopedia of language and education 2nd Edition, Volume 6.* Berlin: Springer Science. 343-355.

Malinowski, D. (2019) Learning to Translate the Linguistic Landscape. In: Pütz, M., & Mundt, N. (Ed.) *Expanding the Linguistic Landscape: Linguistic Diversity, Multimodality and the Use of Space as a Semiotic Resource.* UK/USA: Multilingual Matters. 58-59.

TAYSIR DRIDI
Doctoral School of Multilingualism
University of Pannonia
dridi.taysir@phd.uni-pannon.hu