



# Università per Stranieri di Siena

## **The Siena Linguistic Landscape Workshop** **“Linguistic Landscape: expanding the discussion”**

**Università per Stranieri di Siena**

**Piazza Rosselli 27-28**

**Room 18, 2° Floor**

**15-17 January 2009**

MAIN SPONSOR





## **Program**

**Thursday, January 15, 2009**

**9.30 – 10.30** Gathering and Registration and coffee

**10.30 – 13.00 Opening session**

**Chair: Massimo Vedovelli, Monica Barni**

Università per Stranieri di Siena, Italy

*Greetings and opening*

**Francis M. Hult**

University of Texas, San Antonio, US

*The Application of Nexus Analysis to an Ecological Study of Linguistic Landscapes*

**Eliezer Ben-Rafael, Miriam Ben-Rafael**

Tel Aviv University, Israel / Independent researcher

*The linguistic-landscape dimension of dual homeness*

**Shoshi Waksman, Elana Shohamy**

Levinsky college of Education and the Kibbutzim College of Education, Technology and Arts, Israel / Tel Aviv University, Israel

*The manifestation of multiple and competing narratives via the linguistic landscape: Tel Aviv-Jaffa approaching its centennial*

**François-Xavier Bogatto, Christine Hélot**

Groupe de Recherche sur le Plurilinguisme Européen: EA Lilpa 1339, Université de Strasbourg, France / Professeur des Universités, Strasbourg, France

*What does the Linguistic Landscape tell us about Language Diversity in Strasbourg (France): A case study of the area called “Quartier gare”*

**13.00 -14.30 Lunch break**

**14.30 – 16.30 Session 2: LL and language policy (part 1)**

**Chair: Adam Jaworski**

**Aneta Pavlenko**

Temple University, US

*Linguistic landscapes in Ukraine: Yesterday, today, tomorrow*

**Svitlana Shakh**

University of Freiburg, Germany

*The Study of the Linguistic Landscape in Ukraine: The Case of Kharkiv*

**Thom Huebner**

San José State University, US

*A Rose by Any Other Name Would Trigger a Recall Election*

**David Ian Hanauer**

Composition and TESOL English Department Indiana University of Pennsylvania, US / Educational Researcher and Assessment Coordinator Bacteriophage Institute of Pittsburgh PHIRE (Phage Hunting Integrating Research and Education) Program Hatfull Laboratory Biology Department University of Pittsburgh, US

*Transnationalizing, Nationalizing and Historicizing Contested Place: Graffiti at Abu Dis Partially in the Municipality of Jerusalem*

**16.30 – 16.45 Coffee break**

**16.45 – 18.15 Session 3: LL and language policy (part 2)**

**Chair: Elana Shohamy**

**Yael Guilat**

The Art Institute, Oranim Academic College of Education, Israel

*The Ark in the street: Sacred and secular painting in the public space on electric boxes in Migdal Haemek-Israel*

**Dennis Kurzon**

Department of English Language and Literature, University of Haifa, Israel

*Kosher Landscape*

**Aura Mor-Sommerfeld**

The Jewish-Arab Centre & The Department of Sociology and Anthropology, University of Haifa, Israel

*LL in bilingual schools in Israel: language, politics and space*

**18.15 – 19.00 Poster discussion**

## **Friday, January 16, 2009**

### **9.15 – 11.15 Session 4: LL and user perceptions**

**Chair: Eliezer Ben-Rafael**

#### **Jokin Aiestaran, Jasone Cenoz, Durk Gorter, Marieke Hanenburg**

Faculty of Philosophy and Education Science, Department of Research Methods and Diagnosis in Education,  
University of the Basque Country, Spain

*Multilingual cityscapes: preferences of the inhabitants of SanSebastian/Donostia*

#### **Marián Sloboda**

Institute of Linguistics and Finno-Ugric Studies, Faculty of Arts, Charles University, Prague, Czech Republic  
*Behaviour towards public signs and the issue of power*

#### **Rebecca T. Garvin**

Teaching Associate (C&T program) English Department Indiana University of Pennsylvania, US

*The postmodern Walking Tour interview: a Method for Exploring Local and Transnational Responses to the Linguistic Landscape in Memphis, Tennessee*

#### **Nira Trumper-Hecht**

Kibbutzim College of Education Technology and the Arts, Israel

*LL in Mixed Cities in Israel from the Perspectives of 'Walkers': the case of Arabic*

### **11.15 – 11.30 Coffee break**

### **11.30 – 13.30 Session 5: LL in multilingual / immigrant settings (part 1)**

**Chair: Christine Hélot**

#### **Rudi Janssens, Alex Housen**

BRIO-VUB, Belgium / Dept. of Linguistics & Literature, University of Brussels, Belgium

*Linguistic landscapes in Belgium (1): The Capital Region of Brussels and its Peripher*

#### **Laurence Mettewie, Luk Van Mensel**

University of Namur Belgium

*Linguistic landscapes in Belgium (2): Imperfect mirror images from Flanders and Wallonia*

#### **Akemi Yamashita**

Meikai University, Japan

*The Linguistic Landscape of the new born Nikkei-Brazilian town in Japan*

#### **David Barton**

Lancaster University, UK

*What ethnographic studies of literacy contribute to linguistic landscapes research*

### **13.30 – 15.00 Lunch break**

**15.00 – 16.30 Session 6: LL in multilingual / immigrant settings (part 2)**

**Chair: Elizabeth Lanza**

**Patricia Lamarre**

Centre d'études ethniques et Faculté des sciences de l'éducation, Université de Montréal, Canada

*Bilingual winks in the linguistic landscape of Montreal*

**Sari Päivikki Pietikäinen**

Department of Languages, University of Jyväskylä, Finland

*Systems of Sami language visibility in landscapes of Northern Finland*

**José M. Franco Rodríguez**

Fayetteville State University, US

*Interpreting the Linguistic Traits of LLs as Ethnolinguistic Vitality and Globalization*

**16.30 – 16.45 Coffee break**

**16.45 – 18.15 Session 7: LL and Market**

**Chair: David Malinowski**

**Georges Lüdi**

Institut für Franz. Sprach- und Literaturwissenschaft / Institut d'Etudes françaises et francophones, Universität Basel, Switzerland

*Linguistic landscaping of an international company: the (lack of) influence of the local context*

**Robert Blackwood, Stefania Tufi**

French Section, School of Cultures, Languages and Area Studies, University of Liverpool, UK

*Similarities and differences around the Mediterranean coast; a contrastive study of the LL in French and Italian urban centres*

**Monica Barni, Carla Bagna**

Università per Stranieri di Siena, Italy

*Italian language and LL in the market of languages*

**Saturday, January 17, 2009**

**9.15 - 11.15 Session 8: Media and LL**

**Chair: Thom Huebner**

**Ayelet Kohn**

Hadassah College Jerusalem and The David Yellin College, Israel

*Visual irony in Israeli political Photojournalism*

**David Malinowski**

Graduate School of Education, University of California, Berkeley, US

*Riding the Google van: Transformed semiotic ecologies in the digitized linguistic cityscape*

**Adam Jaworski**

Cardiff University, UK

*Linguistic Landscapes on Postcards*

**Mira-Lisa Katz**

English Education, English Department, Sonoma State University, US

*Moving Bodies as Linguistic Landscape: Dance as a Multimodal Form of Writing*

**11.15 – 11.30 Coffee Break**

**11.30 - 13.30 Session 9: LL and language change**

**Chair: Georges Lüdi**

**Fumio Inoue**

Meikai University, Japan

*Economical principles for multilingual signs in Japan*

**Jeffrey Kallen, Esther Kallen**

Centre for Language and Communication Studies, Trinity College Dublin 2, Ireland / Independent Scholar

*Rising Sun, Celtic Tiger: Language and inter-language in Japanese and Irish linguistic landscapes*

**Anastassia Zabrodskaja**

Tallinn University, Estonia

*Linguistic Landscape in Post-Soviet Estonia: Linguamosaic of Russian, Estonian, English and Finnish*

**Hirut Woldemariam, Elizabeth Lanza**

Department of Linguistics, Addis Ababa University, Ethiopia / Department of Linguistics, University of Oslo, Norway

*Language contact in the linguistic landscape: The case of Ethiopia*

**13.30 - 15.00 Lunch Break**

**15.00 – 16.30 Future Prospects for LL studies**

General Discussion

**20.30 Farewell Dinner**

## **POSTER SESSION**

### **Kasper Juffermans**

Tilburg University

*Literacy for a diverse audience: Multimodality in the linguistic landscape of urban Gambia*

### **Guy Puzey**

Edinburgh University

*Minority Languages on “Top-Down” Signs: Controversies Compared*

### **Giulia Grosso**

Università per Stranieri di Siena

*Linguistic Landscape in Barcelona urban area. Two case studies: el Barrio del Raval and Santa Coloma de Gramenet*

### **Francesca Gallina, Anna D’Urso, Valentina Flora**

Università per Stranieri di Siena

*Siena and its Linguistic Landscape*

### **Sabrina Machetti, Mika Maruta and Simone Casini**

Università per Stranieri di Siena

*Italian Language in foreign urban contexts: Linguistic Landscape in Tokyo and Nicosia*

### **Raymond Siebetchu**

Università per Stranieri di Siena

*Italian Language in Africa: between linguistic rights and linguistic freedom*



