1. Adnan Ajšić

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The convergence of physical and virtual semiotic landscapes of the UAE: Ideological implications

The ubiquity of digital media in contemporary social life necessitates an examination of online semiotic landscapes – "the linguistic cyberscape" (Ivković & Lotherington, 2009), which continues to produce and deploy increasing numbers of digital multimodal signs in both virtual and physical landscapes (Jaworski & Thurlow, 2011). Following the incorporation of semiotic multimodality and an emerging focus on the virtual world in LL research, we must now consider all semiotic activity in "any (public) space with visible inscription made through deliberate human intervention and meaning making" (Jaworski & Thurlow, 2011, p. 2). This includes online semiotic landscapes and the nascent online-offline nexus (Blommaert, 2019; Blommaert & Maly, 2019; Theodoropoulou, 2019), with a particular focus on the colonization of physical landscapes by multimodal digital signs originating in the virtual world. United Arab Emirates (UAE) represents a prime example of rapid economic and cultural globalization, as well as dynamic technological and urban development, featuring a sociolinguistic superdiversity. The rapid pace of development has meant intensifying interaction between the online and offline worlds, as well as increasing interaction between the virtual and physical linguistic landscapes. While previous LL research in the UAE primarily focused on the status of English and linguistic hybridity in terms of English and Arabic translingualism (Hopkyns & Zoghbor, 2018; Seimund, Al-Issa, & Leimgruber, 2020), this study expands the investigation of LL in the UAE by focusing on multimodal signs, and how they flow between physical and virtual semiotic spaces. Using recent examples from around the UAE, I examine the ideological implications of this convergence.

2. Jacob Algrim

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Metaphor and Media Discourse: Interpreting Honolulu Chinatown's Linguistic Landscape

This study scrutinizes the metaphorical nature of the "top-down" notion prevalent in Linguistic Landscape research, a concept used to categorize signage based on the social authority of its authorship (Kallen, 2010). Drawing on Conceptual Metaphor Theory (Lakoff & Johnson, 1980) and Scollon & Scollon's (2003, 2004) frameworks of emplacement and places as nexuses of discourse cycles, this paper experimentally probes the socio-cognitive validity of the top-down metaphor for interpreting public signage. In Experiment 1, participants organized images of public signage according to their perception of the social authority possessed by the individual or entity behind the sign's production. Preliminary findings suggest an intuitive preference for vertical organization, prompting Experiment 2's design, which includes a vertical Likert scale and a discourse-based manipulation. Here, a control group learnt about the historical and cultural significance of the Wo Fat Building in Honolulu

Chinatown. The treatment group received additional media discourse from the building's current developers which portrayed their ongoing renovation project as a catalyst for wider economic rejuvenation of Chinatown. Each participant then organized texts according to perceived social authority from various authors and gathered from the public-facing walls of the Wo Fat Building. The study aims to discern if and to what extent this developer-promoted discourse sways participants to attribute greater social authority to the group. By experimentally examining the interpretive influence of spatial metaphor, this research contributes novel insights into the socio-cognitive dimensions of Linguistic Landscaping and media discourse's role in shaping public perceptions of social hierarchies in public spaces.

3. Mahnaz Aliyar

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The linguistic landscape of Iran
Iran is a culturally and linguistically diverse country that houses various ethnic groups and over 40 languages. Nonetheless, in the modern era, many attempts have been made to change the linguistic landscape of Iran in order to exert control over people in society and build a homogenised nation-state. Accordingly, Persian has received the status of official and national language, while other languages have been minoritised and stigmatised (Hayati & Mashhadi, 2010). The successive governments' homogenising policies have deemed language diversity to be deleterious and a major threat to the national unitary identity and social cohesion (Saleh, 2013). Thus, the Iranian authorities have employed different mechanisms and forms of language policies to regulate the use of first languages.
Using a qualitative research design, the study investigates how such policies have marginalised ethnic groups' languages through assimilative agendas and Persianisation. To be specific, adopting a document analysis approach, I will discuss how top-down mechanisms are used in the context of Iran to implement linguistic assimilation. The findings will be presented, according to the Onion Model of Language Policy (Ricento & Hornberger, 1996), at national, institutional, and interpersonal levels. Furthermore, I will discuss the findings from semi-structured in-depth interviews and talk about the beliefs of Iranians living in diaspora regarding Iran's current linguistic landscape, the situation of minority languages and language issues, as well as their attitudes about Iran's current language policies.

4. Daniel Andersson

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The Settler Colonial Linguistic Landscaping of Northern Sweden
The landscapes explored in linguistic landscape research typically diverge from the natural inland sceneries that inspire painters and poets and are instead metaphorical landscapes created by visual language. When discussing linguistic landscapes in this paper, I deviate from the established use of the term in two significant ways: first, by actually taking natural landscapes as the starting point, and second, by focusing not primarily on the visibility of language within these landscapes.

The settler colonization of Northern Sweden during the 18th and 19th centuries can be depicted as a form of linguistic landscaping: the perceived natural landscapes were transformed into new units and grids using specific socio-ideological languages. Simultaneously, other linguistic structures and resources were overwritten, and languages previously present in the lands were concealed or forgotten.

To exemplify these processes, I focus on a very specific place, namely the small village of Grytsjö in Northern Sweden, which currently has approximately 30 registered inhabitants. I select this village because it, like many others, resulted from the colonization of Northern Sweden in the 19th century, and because O. P. Pettersson, a diligent folklore collector, has compiled various source materials that provide a rich context for discussion.

This paper starts with the initial settlement of what would become the village of Grytsjö, established on July 17, 1826, illustrating how the landscapes were transformed—landscaped—through language. It begins with the general terminology used to describe the lands targeted for settlement, where an older system of Sami tax lands was set aside. Following this, a network of named localities is connected through an economic discourse—where the logic of farming transforms natural localities and even specific distances into expenses and assets.

I then return to contemporary Grytsjö to explore the physical results of the linguistic landscaping, namely the rectangular agricultural landscapes visible from above, which can be easily accessed today through Google Maps and other online resources. Viewing these landscapes, the straight lines and cleared areas speak a language of their own, telling a story about the society in question and—most certainly—impacting it.

Furthermore, I investigate other linguistic resources of the landscapes, such as folklore and oral history tied to specific places, exploring whether such language could be considered part of the linguistic landscapes and if it could play a role in reclaiming indigenous landscapes today.

5. Precious Arao

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The digital enregisterment of unboxing balikbayan boxes
This study examines the digital enregisterment (Heyd, 2014) of unboxing balikbayan boxes—corrugated containers filled with packaged foods and second-hand items—from abroad to the Philippines. In alignment with semiotic landscape research that examines how objects, embodied actions, and online contexts work to create semiotic assemblages in offline worlds (Pennycook, 2019; Sharma, 2021; Thurlow & Jaworski, 2014), I analyze how the items in the box and the act of unboxing help to form and enregister (Agha, 2005) diasporic relationships. I start with a linguistic landscape analysis of balikbayan commerce in Filipino communities in Hawai'i, and I trace how these boxes transport elements of American experience, emotion, and aesthetics to the Philippines, as digitally enregistered through YouTube videos. Through an analysis of the embodied actions of different families who unbox these boxes, the study demonstrates how diasporic relations become enregistered through language, affect, and engagement with objects across physical and digital space. By conceptualizing digital space as public space, the objective of this study was to look at the role of materials in interpreting

a space. Guided with an ethnographic lens, this study investigated three unboxing videos, by paying close attention to the linguistic and non-linguistic elements surrounding the box. The findings reveal that the boxes and items create and maintain relationships with Filipinos abroad. Additionally, the study called to attention how balikbayan boxes unconsciously pack an imagined community of America, through the embodied actions of the recipients. The study prompts us to comprehend the connection between semiotic and material resources.

6. Rafael J. Jimenez Baralt

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Deciphering Sign Sections in Puerto Rico's Linguistic Landscape Shifts
Recent research has spotlighted the linguistic landscape of political borders, with particular interest in areas experiencing linguistic shifts, such as Puerto Rico—a U.S. unincorporated territory. This study examines the coexistence of English and Spanish in public signage within this context. Despite the evident linguistic interplay, comprehensive quantitative analyses of the motivations behind these choices are limited. Integrating the Geosemiotic framework (Scollon & Scollon, 2003) and Labov's Sociolinguistic model (2010), this study delves into the dynamics of language selection in signage. Employing ArcGIS and advanced statistical techniques, a notable inverse relationship was identified between the prevalence of Spanish-speaking households and English usage in signage informative sections, especially in predominantly Spanish-speaking regions. Contradicting prior assumptions (Franco-Rodríguez, 2008, 2009; Carr, 2017) about simplistic symbolic and communicative values in public signage sections, this research posits that signage components possess multifaceted meanings. I introduce an innovative perspective that interprets sign sections as functional categories with complex sociolinguistic, semiotic, and discourse connotations. The study redefines sign content through varied formal contrasts based on criteria like Focus, Prestige, and Nominality. This recontextualization challenges conventional classifications and underscores the importance of external validation. Ultimately, the findings emphasize the need for a comprehensive understanding of sociolinguistic determinants influencing a community's linguistic choices, illuminating the intricate balance of communicative and symbolic intents in Puerto Rico's public signage.

7. Ryan L. Barnes

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Exploring Linguistic Landscapes in the Sacred Spaces of a Shinto Shrine
Focusing on the underexplored domain of LL in sacred spaces, this study examines the Atsuta Shrine, one of the three principal shrines in the Japanese indigenous religion of Shinto. It explored what constitutes sacredness in a community, the non-commercial values conveyed therein, and who the intended audience is in this revered environment. Employing Scollon and Scollon's (2003) theory of geosemiotics as a framework, it delves into the intricate cultural meanings intertwined within the linguistic elements of this space.

Extending beyond written elements, this inquiry also encompasses the semiotic meanings embedded in material forms, such as the sacred torii gates and the untouched forest within the shrine's precincts. Additionally, it delves into sociospatial theories to unravel the intricate connection between space, power relations, and semiotic representations within the shrine's context. Findings underscore emphases on ritual, spirituality, community identity, and historical narratives materialized through symbolic language representations, varying linguistic choices across translations, deliberate linguistic omissions, and the interplay of sacredness, mass tourism, and nationalist sentiments within this cultural landscape.

8. Robert Blackwood

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Walking the mountain border: the Linguistic Landscape of Sgurr nan Coireachan
Walking is well established as a methodology in the humanities and social sciences with its application in Linguistic Landscape research clearly attested over the past two decades. In this paper, I explore walking in a remote, rural setting as a bordering practice, considering questions of place-making, posthuman engagement, and the consumption of nature. The site of this investigation is Sgurr nan Coireachan, which is categorised in Scotland as a Munro, or a mountain over 3000ft (914m) and recognised as such by the Scottish Mountaineering Club. Sgurr nan Coireachan stands in Scotland's northwest Highlands, overlooking the Glenfinnan Viaduct, and is accessible by a number of routes, starting with tarmacked roads, then rough lanes, ending with a series of paths. The walk invites interaction with borders characterised by their materiality, their historical representations, and their linguistic legacy within (formerly) Gaelic-speaking Scotland. The analysis is multimodal, drawing on the range of phenomena that make borders; these include mapping practices, geological and nonhuman borders, texts and images, as well as the physical activity of ascending and descending Sgurr nan Coireachan. As a leisure pursuit, walking the 282 Munros is increasingly popular, and brings with it economic, ecological, and exclusionary consequences which – in different ways and to varying extents – contribute to this alternative understanding of borders.

9. Matthew Book, Sunny Guo, & Sophie Wang

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Linguistic Landscapes in Virtual Reality: A Study on Student Presentations
This study delves into the exploration of linguistic landscapes in virtual reality (VR) environments, with a specific focus on enhancing student presentation skills. As students transition from academic learning to professional settings, the ability to effectively present ideas and communicate in various contexts becomes critical. However, this transition often presents linguistic challenges, as students need to navigate different communicative norms and expectations.

VR technology is utilized to create immersive, simulated environments where students can practice and refine their presentation skills. These virtual environments are designed to mirror various contexts, thus creating a "virtual linguistic landscape". This offers a unique platform for exploring how language is perceived and adapted in different communicative scenarios.

Employing a quasi-experimental design, we compare the performance of students who receive VR-based presentation training over six weeks against a control group using traditional methods. The primary focus is on how students interpret and navigate the linguistic landscapes within these VR environments, and how these experiences shape their presentation skills and linguistic adaptability.

Data collection includes pre- and post-tests to evaluate shifts in presentation performance, linguistic competence, and communicative confidence. Observations and interviews were also conducted to provide qualitative insights into students' perceptions of the virtual linguistic landscape.

This study aims to illuminate the potential of VR in studying linguistic landscapes, and its effectiveness in improving students' presentation skills and linguistic adaptability. By examining the fluidity and fixity within these virtual linguistic landscapes, our research contributes to an evolving understanding of linguistic landscapes and communication training in virtual spaces.

10.   Yvette Buerki

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Voice, resistance and mediation in social networks with regard to the Afro-Peruvian community

In this talk we will address the analysis of a series of events of citizen resistance as a consequence of a racist painting that appeared on October 5th 2022 on the wall of a main street in the district of Barranco in the Peruvian capital (Lima). Known as a highly touristic district, Barranco has traditionally one of Lima's largest Afro-descendant population, an ethnic group that in Peru has been socio-historically stigmatized and also invisibilized. Unlike another racist event against this community that occurred a year earlier in the same district and which did receive coverage by the capital's news media, the same did not happen with this painting. Instead, social media played a vital role in publicizing the event and the different acts of resistance that took place around this wall in the following days, giving a voice (hooks, 1999) to the Barranco's Afro-Peruvian community. Voicelessness is often a product of the intersectionality (Crenshaw, 1989) of various social factors, such as class, race and gender, as is the case for Afro-Peruvians. The last two factors demonstrate the importance of taking into account the bodies themselves in the analysis (Bucholtz &Hall, 2016; Oostendorp, 2021). Given that the Afro-descendant community does not have a distinct language that identifies and indexes them in Perú, it is other modes (Kress, 2009) such as image, music and color that play an essential role as indexicalizing semiotic repertoires (Pennycook, 2021) of the ethnic group as will be shown.

11. Louisa Buckingham, Pulak Barua, & Jian Huang

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Autonomous Language Learning with the Linguistic Landscape: A socio-cognitive inquiry into learning Māori

This study examines the pedagogical use of the linguistic landscape (LL) for autodidactic language learning from a socio-cognitive perspective, employing the four-phase model of interest development proposed by Hidi and Renninger (2006) as a conceptual framework. Two language learners (absolute beginners), co-authors of this presentation, undertook a four-month project to learn sufficient te reo Māori to understand public signage in Auckland, using a purpose-built corpus of public signs.

Taking an autoethnographic approach, we focus on the learners' interest and ability to self-regulate. We documented the learning progress, challenges, and strategies employed during the learning process using a variety of methods and data collection instruments. The learners tracked their daily time investment in the learning task, measured their individual interest and self-efficacy monthly by employing questionnaires adapted from Rotgans (2015) and Ruelens (2019), kept fieldnotes of their learning experience, and discussed their learning in regular meetings.

The study provides theoretical and methodological insights into the potential of the LL to support language learning. Findings provide instructional guidance to learners of te reo Māori in New Zealand (potentially applicable to other languages and contexts), and to teachers who wish to integrate the LL into their teaching curriculum or develop didactic materials from the LL (following Xie and Buckingham, 2021). We present a framework for the linguistic classification of signs according to their pedagogical difficulty level. Finally, we highlight the limitations of autonomous learning with the LL in contexts where formal guidance is absent.

12. Adcharawan Buripakdi & Thidaporn Jumpakate

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Decolonizing Multilingualism and Transnationalism in a Mono-Cultural and United Land: Narratives and Linguistic Landscapes from Language Education in Thailand

English language teaching, language teaching, and teacher education in Thailand have experienced a struggle of manifestation in policy and practice. The multicultural turn does not appear to be possible in Thai education. This research focuses on multilingual landscapes in Thailand in response to the gap of the literature in English education and cultural studies in Thai contexts. Therefore, this study aims to shed light on the status of multilingualism, pluralism, transculturalism, and transnationalism in the context of English education; and to examine how the participants conceptualize, imagine, or reimagine these issues. Two sets of data from in-depth interviews with thirteen English and language teachers in higher education in Thailand, and a walking tour to examine 80 public signs in real landscapes of Thailand reflect the relationship between everyday multilingualism and transcultural flow in Thailand and current teaching practices in Thai higher education.

13. Jessie Burnette

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Words on Walls - Māori loanwords in New Zealand primary school classrooms
The unique language contact situation within Aotearoa New Zealand has informed a range of studies of the defining and increasingly salient feature of New Zealand English (NZE): the integration of loanwords from the Indigenous, donor language, te reo Māori, into the dominant recipient language, English (Hay et al. 2008). As NZE is experiencing a state of great lexical flux, it is important to establish which (loan)words children are regularly exposed to and what social meanings they may be acquiring in relation to these. One relevant domain that can be examined for this purpose is that of the classroom.   The classroom is educational in the traditional sense, but also in the developmental sense, in the acquisition of broader social meaning. Previous schoolscape research has highlighted not only the pedagogical importance of these spaces, but their influence in the construction and transmission of language ideologies (Pzymus and Huddleston 2021; Brown 2012). The present study aims to answer two questions: RQ1) Which (loan)words are children regularly exposed to through schoolscapes in Aotearoa (and do these words align with the loanwords identified as frequently appearing in previously collected corpora)? RQ2) What implicit language ideologies does the presentation of loanwords display (e.g. are loanwords presented as 'flagged'/foreign (Levendis and Calude 2019))? This study brings together quantitative and qualitative analysis methods in an in-depth investigation of nine classrooms within three separate primary schools, and aims to provide a broad and operationalizable framework for conducting LL.

14. Jining Chen

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Cognitive Prominence Mechanism of Linguistic Landscape: A residential area based ethnography in China
As semiotic resources, linguistic landscape (LL) can produce and transmit social meaning when combined with space, and this function is realized through the cognitive process of both the sender and the receiver. LLs in residential areas contain complex semiotic elements, providing a vast source of information for residents' cognitive construal activities. This research attempts to introduce the socio-cognitive perspective into the study of the LL to investigate the conditions, effects, and implied psychological patterns of the cognitive prominence mechanism. Prominence is the salient part of human perception. Frequency of occurrence, spatial location, multimodality, syntactic structure, and semantic content of LLs are conditions for the realization of prominence. Combining the ethnography, semi-structured interview, and questionnaire survey, fieldwork data collected from Beijing's four residential areas will be analyzed to explain a contradiction between the sender's intentional prominent settings and the receiver's cognitive focus of LLs in real social contexts. I find that the ideology propaganda poster that the sender intends to highlight does not match the genre of notification that the receiver prioritizes to read. This implies that information about affairs and concepts is prioritized in people's cognitive mode. I also show that there is a

complex interplay between LL, space, and human cognition. The space, modality, syntactic, and semantic factors of LL influence the realization of the cognitive prominence mechanism. Furthermore, people's cognitive pattern of LL does not exist stably in mental structures but is formed flexibly in interaction with society. The symbolic power held by the sender can change the original social cognitive pattern of LL and people's awareness of the nature of space. I will conclude by discussing that the realization of the LL's prominence mechanism needs to consider the unique nature of residential space as the transition from public space to private space.

15. Gan Yee Chin

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Preserving Cultural Identity: A Linguistic Landscape Study of Kimberley Road in Multicultural Malaysia
Kimberley Road in Penang, Malaysia is a charming and historic venue named after the Earl of Kimberley in the 1870s. Home to Teochew immigrants and famous for its traditional rice noodles and vermicelli, it has developed into a vibrant center with hawker stalls and restaurants preserving the culinary tradition. Within this cultural context, this study aims to explore the language proficiency that exists at the intersection of heritage languages and national language policy along the Kimberley Road. This study will use a linguistic landscape approach to analyze signage for restaurants and street food vendors on Kimberley Road. Emphasis will be on language choice and expression, with the aim of revealing how heritage languages co-exist with or potentially compete with national language policies. By examining language practices, preferences, and abilities in this unique multicultural context, the study attempts to reveal the complexities and nuances of language use. Research will reveal how heritage languages contribute to cultural identity and community cohesion, while guiding and sometimes challenging language frameworks set by national policy. The findings will provide valuable insights into the dynamic ways in which language diversity is negotiated, language choices are made and cultural identities are expressed within the context of wider national language frameworks in the multicultural landscape of Kimberley Road.

16. Coppélie Cocq & David Kroik

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Signage, Legal Support and Linguistic Citizenship in Saepmie and Flanders: A Comparative Study
This presentation will take its point of departure in two distinct linguistic and geographical contexts in order to examine how different prerequisites influence processes and discourses about signage. The first context is Saepmie, the traditional area of settlement of the Indigenous Saami people. For more than 20 years, the Saami languages have had a specific status in the Nordic countries thanks to national legislations and through the European Charter for Regional and Minority Languages – contributing to specific language rights and formal responsibilities on authorities and municipalities for promoting the Saami languages.

Signage indicating the name of municipalities is a long process involving many actors. Infected debates about the choice of languages, damaged signs or a lack of decision about signage are recurring examples that hinder the establishment of official signs (Andersson 2020; Edlund 2018; Karlander 2017).   The second context is Flanders, the French-Belgian border area where the West Flemish language is undergoing initiatives for revitalization. With no support from legislation and no ratification of the ECRML, Flemish speakers in France rely on the efforts of a few actors and NGOs. Despite this lack of official support, structures and resources, the number of signs in Flemish displaying the names of municipalities is flourishing.   Based on this comparative study, we will discuss linguistic citizenship (Milani 2015; Lim et al. 2018) and the role of formal and informal actors in shaping and populating linguistic landscapes in physical and digital spaces, with the hypothesis that a lack of formal structures triggers community engagement.

17.   Joseph Comer

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Touring landscapes, landscaping security:
Passports as semioscaped homelands at and across borders
Passports capture the imagination perhaps more than any other banal identity document or sign of political belonging. As 'mobile borders' (Keshavarz 2018) which transport bearers' minds elsewhere (as well as bodies) passports exemplify the unfixed, moving 'sites of engagement' (Scollon 2005) which many LL researchers have advocated for investigating more keenly (Sebba 2010, Jaworski and Thurlow 2010). Yet they carry a constant paradox – lock and key at once. They constrain as they release, strictly securing individuals' belonging within the borders of legitimised states (for all states' benefit) even as they allow borders to be transcended. The manner in which passports perform this exclusionary-yet-inclusive role in the contemporary world invites critical sociolinguistic investigation into their affordances as material texts, as well as socialsemiotic and metapragmatic appraisal which unpacks ideological and aesthetic sensibilities underlying their design. After all, passports are profoundly valued not just as linchpins of international rulesbased order and sovereign control, but in their representational form as painstakingly-crafted, heavilymediatized nation-branding. In this presentation, I undertake a multimodal critical discourse analysis orienting to passports' inherent contradictions and iterative (re-)scalings of national identity. With data drawn from the metadiscourse of 4 recent passport re-designs/competitions, and documents themselves, I focus on recent trends toward foregrounding nature and landscape. As one global identity management and passport printing firm claimed, they are a "window for exploration". Yet in manifesting complex concatenations of place, identity and securitised sociality, passports ultimately entrench of state control and immobilisation – even as (or in how) they promise spectacular, evocative journeys.

18.   Torsten Dörflinger

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Between a Rock and a Hard Place: Debates about Public Signage in Ireland's Gaeltacht Areas

Government policy regarding the Irish language has always aimed at both language maintenance and revival. While official census figures have shown an increase in language competence ever since, there is a dramatic decline in the language use in Gaeltacht areas, accompanied by the fear that Irish will soon cease to exist as the ordinary means of communication in its native heartland. Within the Gaeltacht Act 2012 – which puts much more emphasis on community-driven approaches regarding language planning initiatives – public signage is attributed an important role in strengthening the position of Irish. In predominantly Irish-speaking areas, placenames and road signs, for instance, are supposed to display only the Gaelic version of a given village or landmark. While this practice is largely welcomed by language activists, other community members – for example English speakers or local businesses relying on tourism and (inter-)national visibility – are pleading for bilingualism. Cases are regularly reported where English versions of placenames are painted over, while it also occurs that people add the English placename next to the original Irish version to provide guidance for those not able to navigate along the Gaelic inscriptions. My paper aims to offer both an evaluation of the complex language situation in Ireland's Gaeltacht areas as well as to provide a visual and tangible way to explore the linguistic dimensions of such spaces. It might lead to a better understanding of the dynamics of language conflicts in minoritized settings and to a depiction of the consequences for the larger political and societal setting.

19.　Eli-Marie D. Drange

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Do schoolscapes influence students' well-being and involvement in learning?

A small case study of upper secondary schools in the main cities along the southern coast of Norway showed an absence of multilingual signs in the main areas of the schools. The study also found that there were a limited number of signs in general, and that these signs mainly contained mandatory information and indications of school policies. The only information found that communicated directly to the students were on information screens. These findings raised questions about attitudes towards multilingualism and the inclusion of students. To shed light on these questions, a follow-up study was designed. This presentation will describe the follow-up study and the main findings. The study will use the tourist guide technique (Szabó 2015) and invite students to walk around their school, discussing how they experience the environment and documenting the schoolscape. The signs, writings and other artifacts will further be analysed with a combination of multimodal analysis, conversation analysis and discourse analysis. The main findings from this first phase of the study will inform a second phase, consisting of interviews with school leaders about school policies, attitudes towards multilingualism and the students' well-being. Finally, the combination of methods and data will contribute to a better understanding of how schoolscapes influence students' well-being, attitudes towards multilingualism and involvement in learning.

20.   Faith Esera & John Macalister

Victoria University of Wellington

Gagana olo'o fa'aaogā i Sāmoa: Post-colonial language practices in the Samoan linguistic landscape

LL studies among the fifteen Pacific countries are rare, and those that do exist tend to focus on a minoritised language (Māori in New Zealand) or the LL in dependent territories (New Caledonia, Tahiti, Hawai'i). In this paper, by contrast, we investigate the LL in Sāmoa, an independent nation where Samoan is the official and national language, and ask:

> How do language practices in two distinct LLs in Sāmoa convey an independent Samoan identity?

> What external influences shape language practices in two distinct LLs in Samoa?

We investigate a LL in Apia, the capital city on the island of Upolu, and another in Salelologa, the main entry point and town on the adjoining island of Savai'i. We begin our analysis quantitatively in order to determine which languages are present and used by whom, before proceeding to more qualitative considerations. English played a larger role in both LLs than we had anticipated, and may in part be explained by tourism and ties with NZ, while languages other than Samoan and English were largely absent which may in part be linked to anti-migrant societal discourses.

21.   Richard Feddersen, Grit Liebscher, & Jennifer Dailey-O'Cain

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Still divided? Ideologies of commodified English in Germany

Linguistic Landscape research can inform our knowledge of language in society by contributing to an understanding of the ideologies of language that underpin its use. This may be especially the case with respect to the ways that English is used in the LLs of places where it is not primarily a first language, and where it has come to represent–and be used to communicate–value, both sociologically, i.e. as an expression of what is desirable or good, and economically, i.e. in terms of a commodity that can be traded on both figurative and literal marketplaces (see Heller, 2003). A qualitative analysis of the use of English in a place's LL can be a rich source of data for investigations of this nature, since, as Park and Wee (2012, p. 124) argue, "understanding the nature of English as a commodity with value [in the global market] requires looking at the broader semiotic processes that construct the meaning of English."

Using tools from both geosemiotics (Scollon & Scollon, 2003) and Blommaert's (2013) ELLA, we analyze different ways that English is commodified in the commercial LL in eastern and western Germany, and examine the ideologies underlying its use. Our corpus consists of about 5000 photographs collected in Leipzig and Mannheim, two mid-sized German cities in eastern and western Germany, respectively, between 2019 and 2021–about 30 years post-reunification. Preliminary results indicate illuminating differences between the cities. We discuss these in light of ongoing social and cultural divides between eastern and western Germany.

22. James Fong

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Hong Kong's metro stations as fluid borderlands of Chineseness
This paper describes how the linguistic landscapes of metro stations in Hong Kong emerge as fluid borderlands where the linguistic and logographic imagery of Chineseness is negotiated and contested. The stationscapes were identified as a major source of imagery, as the places offer various forms of signage in which the Chinese language predominates advertising and marketing discourses and is prioritized over the English language in written regulatory discourses. Through a walking ethnography of the concourses, platforms and passageways of major interchange stations, I observed and documented the Chinese text of both types of discourses. I noticed that the Chinese-language advertising and marketing discourses exhibit a hybridity of modern standard Chinese text and written Cantonese interspersed with English terms and phrases while Chinese-language regulatory discourses use modern standard Chinese text. Principally written in traditional Chinese characters, both types of Chinese discourses should be read more precisely as informing and accentuating the linguistic construction of Chineseness in stationscapes. Such construction, however, has been complicated with the increasing and anomalous presence of simplified Chinese characters, the national common script from across the border of mainland China, in the discourses themselves. Chineseness as evinced in the stationscapes in Hong Kong is a fluid social construct which reflects the negotiation and contestation between the endonormative and exonormative varieties of the Chinese language. The exonormative practice, which extends beyond the fixed political border separating Hong Kong from mainland China, contributes to the fluidity of Chineseness within Hong Kong linguistically.

23. Rebecca Todd Garvin

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Blurring boundaries: Re-dressing the past in the LL
Tennessee Historian, Dr. Carroll West, asserted that the time immediately following the US Civil War was a missed opportunity for writing a transformative narrative of reconstruction in the public sphere. Although Tennessee was a divided state with a strong Unionist faction, in the key moments after the war, government officials and local community leaders were unwilling to face, explore, and discuss what white supremacy meant in a former slave society. There was a significant delay in marking many of Tennessee's battlefields until after the turn of the 20th century. The time gap opened memory space for revisioning and romanticizing the Confederate Lost Cause and produced linguistic landscapes which honored beloved ancestors, many who were Confederate soldiers. A hundred years later, a new battle is raging over the public presence and removal of these statues. History Professor, Karen Cox, argues that "the real history of these statues and markers is about their impact as objects of reverence for many white southerners…and as painful reminders of slavery and Jim Crow for generations of black southerners" (p. 14). In particular, this paper and presentation will explore representations of Confederate War hero, Nathan Bedford Forrest, in LLs across the state, the current debate, and instances of removal of his memorials and

statues in the LLs of both Memphis and Nashville. As well, the paper will investigate recent initiatives by national, state, and local communities to re-dress the past in the linguistic landscape.

24.   Jill Hallett

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Managing and Imagining Borders: Making Sense of a Plurilingual Landscape
Outside an elementary school, a sturdy plastic sign directs morning traffic with large blue arrows and text in English, Spanish, Arabic, and Urdu. A Rohingya man bypasses the Korean red bean bread in the Chin grocery store, heading straight for the homemade fried coconut snacks as he chats up the proprietor in Burmese. Scenes such as these are common in this famously international Chicago neighborhood, displaying how the linguistic landscape (LL) reflects residents' home language literacies, unique needs, assets, and level of community integration (Moll et al. 1992; Short & Boyson 2012; Vieira, 2016; Brooks 2017; Fishman, 2021; Hallett, 2023). This study expands previous research to include responses to the LL from members of the target audiences who navigate the landscape every day. Participants from immigrant/ migrant/ refugee groups are shown ten photos illustrating a variety of neighborhood contexts (Blommaert, 2013), including a school, a library, ethnic businesses, and non-profit agencies, and asked four questions about the purpose of the sign and the feelings evoked. While the research is ongoing, preliminary results indicate differing orientations toward the salience of a sign based on the inclusion of the reader's language and/ or English, even when the sign is not targeted toward that reader.   This study adds to the canon of LL research by including a variety of responses to texts targeted toward members of different immigrant communities, but encountered by non-members as well. It aims to uncover and amplify hyperlocal perspectives often obscured or erased by those of the researcher.

25.   Richard W. Hallett

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The LL of the borders of a 'blue state'
In American political terminology, 'blue state' and 'red state' have become shorthand for liberal (read, Democrat) states and conservative (read, Republican) states, respectively. Even though the demographics of the voters in each of the 50 states are usually much more complex and nuanced, entire states are viewed as liberal or conservative monoliths due to the nature of the electoral college. For many years, but definitely since the election of one of its former senators, Barack Obama, to the presidency in 2008, the State of Illinois has been consistently classified as a blue state even when its bordering states, Indiana, Kentucky, Missouri, Iowa (2016), and Wisconsin (2016), were red. Based on Hult's (2014) LL study of San Antonio, this presentation provides an analysis of the billboards near the borders of this blue state. Some billboards near the borders, i.e., state lines of Illinois, capitalize on conservative and libertarian fears of governmental overreach in the state as in (1).   (1)

Illinnoyed by higher taxes? Come to Indiana A State that Works. Other billboards reference the U.S. Supreme Court's 2022 overturn of Roe v Wade, which allows some states to outlaw abortion. Abortion is still legal in Illinois, as is advertised in (2). (2) If you can get to Illinois, we can get you safe abortion care. Individual billboards at the Illinois borders spread over the state's 1268-mile perimeter. However, taken in total, these texts construct a social identity for an American in opposition to the states beyond its borders.

26.   Jessica Hampton

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Coming full circle: analysing bordering practices in the construction of schoolscapes through an ecolinguistic lens

This study delves into the intricate interplay of borderscapes, environmental identity, and ideology considering the schoolscape as a pivotal arena where beliefs are cultivated, perpetuated, and transformed (e.g.: Troyer 2023). The research focuses on the semiotic practices of students, teachers, and the school in its totality, aiming to unravel the ecological ideologies embedded in the linguistic landscape (LL) of schools and in the everyday encountering of green space in educational establishments. The investigation leverages the significant role of schools in relation to the meaning-making processes of ideological construction and resistance (Gorter 2018). This study adopts a spatio-temporal approach to explore language practices as semiotic resources at play in the construction, transformation and resistance of the imaginary border between artificial and natural spaces.

Adopting methods of co-creation (e.g.: Szabó et al 2023, Nielsen et al 2020), students are introduced to concepts of LL and ecolinguistics (Stibbe 2021), paving the way for a project where they articulate their environmental identity (Clayton 2003) through objects encountered in their daily school experiences. The study concentrates on how the natural world is represented within the schoolscape and how students interact with this space. Emphasis is placed on understanding the aspects of natural spaces that evoke memories of other places, fostering a nuanced comprehension of immigrant students' local identity formation. Factors such as weather, restrictions on outdoor activities, engagement with forest school practices, herb gardens, and encounters with animals are integral components of the exploration. The primary goals include bridging the conceptual realms of borderscapes and schoolscapes with ecolinguistics and environmental identity. The findings serve as a foundation for creating educational resources that seamlessly integrate the natural world into the classroom and vice versa. Additionally, the study seeks to inform school policies by offering a nuanced understanding of the effects of natural spaces within the educational environment, and of their contribution to the generation of schoolscapes.

27.   Sharon Harvey

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Bordering on English only again in Aotearoa's linguistic landscapes?
This paper offers a Foucauldian discursive analysis of the political debates in the early days of the 2023 Aotearoan National-led right-wing government as they seek to roll back te reo

Māori in public places, calling for English only instead. A noticeable shift to incorporating more te reo Māori, an official and indigenous language of Aotearoa, has occurred in Aotearoa's public linguistic landscape since about 2017. This was in response to: the Labour-led coalition government's stated commitment to work towards a more Tiriti (Treaty)-led society, the ongoing effects of the 2016 Māori Language Act which required institutions to promote and use te reo Māori in all their dealings with the Aotearoan public, as well as the Maihi Karauna (the Crown's strategy for Māori language arising from the 2016 legislation). In line with these legislative initiatives the Aotearoan geographical society has been assigning more topographical features their original Māori names. Recently Waka Kotahi (the Aotearoan transport agency) commissioned a report on bilingual (te reo Māori and English) road signs and has begun the process of instating such signs around the country.   Over the course of the 2023 national election, however, Aotearoa's founding document, the Treaty of Waitangi, and its role in contemporary society became a focus of electioneering debates. In addition, attention fell on the increasing amount of te reo Māori in public places with allegations that many were unable to understand public signage. In analysing the discourse of these debates, I extend our international project examining the interface between indigeneity, linguaracism, citizenship subjectivities and education.

28.   Christina Higgins, Anne McCarrey-Tobon, & Kristen Urada

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Towards public linguistic landscape research: Citizen science in multilingual Hawai'i
In this presentation, we share how we have worked to engage citizen scientists in contributing linguistic landscape data to an online, public corpus. Inspired by Matras's (2019) Multilingual Manchester projects, and following Purschke's (2017) work on crowdsourced linguistic landscape data, we designed Multilingual Hawai'i to invite people to publicly post geo-tagged linguistic landscape (LL) photos that document the various forms and functions of multilingual practices across the islands. The project embraces citizen sociolinguistics principles (Svendsen, 2018) by inviting the public to not only collect and contribute data, but also to use the corpus to analyze multilingualism, to share their analyses online, and to foster dialogue about multilingualism in public spaces outside of educational contexts. This presentation will present the strategies we have used to engage citizen scientists, sharing the challenges we have encountered in attempting community-engaged sociolinguistic work. We also provide an overview of the public response to LL posts in social media spaces, where discussions of a citizen sociolinguistics nature (Rymes, 2020) have emerged. We analyze these discussions, focusing on how people express their epistemic and deontic stances about the use of Pidgin (Hawai'i Creole) and Hawaiian in signage. These stances are useful gauges for understanding whether and to what degree the use of these languages in the LL are seen as forms of linguistic vitality, commodification, and symbolic power. We end by considering the implications of the co-presence of citizen science views on language alongside more linguistically-informed debates for future public, LL-based engagements with multilingualism.

29.   Naoko Hosokawa

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Japanese linguistic landscape: Script type variation and borders of identities
The paper explores the symbolic representation of the urban linguistic landscape in contemporary Japan by placing a particular focus on the variation of script types. Many think that Japanese society is monolingual, as linguistic diversity in Japan has not been actively discussed. However, in any Japanese city, one immediately notices the diversity of scripts on signs, advertisements, posters, building and shop names. Indeed, there are five script types constantly used in the Japanese language, Chinese characters, two sets of syllabaries, the Roman alphabet and Arabic numerals. In the conventional writing system, each script type has a distinct function, and in most cases, the type of script is decided according to the part of speech and the etymological origin of the word without any flexibility in choice. However, in the urban linguistic landscape, these script types are used creatively sometimes through an unconventional choice of script. Such a phenomenon is commonly seen in signs and logos of shops and businesses. Since each script type is associated with certain values and qualities, such as friendliness, freshness, seriousness, and internationalness, the choice of script type can be considered to be an indicator of group identity. The paper analyses such script type variations in Japanese public space in order to unearth various motivations of choosing a specific script type. It is concluded that in contemporary Japanese society, the choice of writing plays an important role in drawing borders of values, beliefs, and identities in a visual manner.

30.   Kathryn Marie Hudson

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Linguistic Landscaping as Identity Construction in Central America's Cultural Borderlands
This paper draws on the author's ongoing ethnographic and linguistic fieldwork to explore how processes of linguistic landscaping – which is defined here as active engagement with and utilization of linguistic landscape spaces – articulate with the (re)construction and (re)assertion of indigenous heritage and identity in the cultural borderlands of postcolonial Central America. This process is particularly significant in communities that have experienced cultural and linguistic attrition or death in the centuries since the Spanish invasion, though it is also central to identity maintenance and negation in other indigenous populations. In both cases, linguistic landscaping draws on the region's archaeological and cultural heritages as well as its economic and ethnopolitical landscapes to intertextually develop, refine, and/or assert indigeneity. Participating in this landscaping process – and existing within the physical and conceptual spaces and borders created by it – validates local and regional heritages and identities, regardless of whether they align with academic and political perspectives or etically-imposed categories. Considering the mechanisms, implications, and consequences of linguistic landscaping processes in indigenous Central America and the ways in which they articulate with systems of sociocultural semantics thus offers insights into (1) postcolonial dynamics, (2) indigenous engagement with academia and tourism, and (3) processes of ethnogenesis and resistance within and across communities

along cultural frontiers. These insights, in turn, demonstrate the parallel importance of intextual framing and Leeman and Modan's (2009) contextualized historical approach in linguistic landscape studies.

31. Upeksha Jayasuriya

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Expression, Contestation, & Negotiation in the Covid- 19 Linguistic Landscape of Sri Lanka
The linguistic landscape (LL) in most parts of the world has been reconfigured by health precautions and commercial ventures exclusive to the Covid-19 pandemic. In view of that, this study focuses on the signage on shopfronts of two selected cities in Sri Lanka - Pettah and Gampaha. With the intention of discovering multilingual realities visible in this context, the current study explores how and why the loanword 'mask' has been appropriated by producers of bottom-up signage and how these signs are decoded by the sign readers. Data collected by means of photographs are analysed using Scollon and Scollon's (2003) framework of Geosemiotics. Additionally, follow-up interviews were conducted with both producers and readers of signage. The findings highlight that sign makers have appropriated the loanword 'mask' and variations of its transliteration, often prioritising intelligibility over the use of multiple languages, accuracy of wording, and policy requirements. Furthermore, the study reveals how readers of these signs decode meaning by reading within and beyond the borders of the sign and semantics. Accordingly, this study calls for a need to perceive the LL in this context as a site of free expression, contestation of language ideologies, and meaning negotiation.

32. Magdalena Karolak

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Exploring the Linguistic Landscape of border holiday spaces: An analysis of the Hoora district in Bahrain
The aim of this paper is to analyze the linguistic landscape (LL) of a selected area within the Hoora district in Bahrain. Hoora is a populous urban neighborhood easily accessible from neighboring Saudi Arabia through the King Fahd Causeway. It is known for a variety of small businesses and a large presence of short-term rental apartment buildings. The latter have been the preferred stay option for bachelors driving from the neighboring Saudi Arabia and Kuwait in order to spend their weekend in Bahrain, away from the restrictions they experience in their home countries. Consequently, the urban landscape has been shaped by low to mid-range apartment options that often combine a variety of services such as parlors, bars and clubs. The weekend cross-border arrivals to Bahrain are a major pillar of its tourism economy (Karolak, 2015). The area has significantly grown since the opening of the King Fahd Causeway linking Bahrain and Saudi Arabia in 1986. Nonetheless, it came as a double-edged sword as in the past, Bahrain was informally ranked one of the "Sin City capitals" (Al Arabiya News, n.d.) and the Hoora neighborhood earned an infamous reputation as the "red

light" district (Gulf Daily News, 2009) and was part of a cleansing campaign by the authorities. It is interesting to analyze how the language used in public spaces has been shaped to appeal to the cross-border tourist arrivals. The paper will be based on a mixed methods' study of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings (Landry & Bourhis, 1997). In the process of data collection, the researcher proceeded through the selected area, street by street, and documented all the signs of LL through photography. Subsequently, the LL signs were catalogued and analyzed. So far there have not been any comprehensive studies of such a unique area within the Arabian Gulf, hence this paper will provide important insights on the linguistic landscapes of such border holiday spaces.

33.   Dianah Kitiabi

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Language Ideologies in the Linguistic Landscape of Kakamega County, Kenya
This study analyzes the linguistic landscape (LL) of Kakamega County, Kenya to examine the relationship between observed patterns of language use on public signs and the underlying language ideologies. Kakamega County, Kenya is multilingual, with English, Swahili, and the local Luyia language used for communication. Using photographic documentation and semi-structured interviews, 995 signs across towns and trading centers in the county were analyzed. The identified signs were categorized as official top-down and non-official bottom-up categories. Findings of the study reveal that English dominates the LL, while Luyia has very low visibility, contrasting with actual language use due to perceived higher utility and status of English, and its association with modernity and globalization. Multilingualism, code-switching, and the use of emergent hybrid codes like Sheng were also observed. Differences in authorship influenced code choice, highlighting negotiation of linguistic hierarchy in context. The study concludes that multiple language ideologies shape the LL, including hierarchies based on the instrumental value of languages in context; the prescribed standardization of lingua francas; selective purism, prejudicing hybrid codes; emblematic use of language to signify values; the changing identities of new language generations; and strategic alignment with consumer needs. These findings suggest the need for further research to understand the bidirectional relationship between LL ideologies and real-life language use over time.

34.   Michael M. Kretzer & Monika Kowalonek-Janczarek

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Multilingualism at schools: Insights into schoolscapes in Poland and Germany
Schools are one of the most important institutions for (language) learning and they have far-reaching social and socio-cultural impacts on societies. Within the European Union (EU), with its open borders as well as growing migration and globalization, multilingualism is increasing among others in the education systems. The question is to what extent schools

and classrooms reflect such multilingual realities. The planned project focuses on this challenge for the first time by investigating schoolscapes of two secondary schools in Poland (Greater Poland) and in Germany (Hesse). The study pursues a holistic approach by examining the conceptualization of multilingualism within the respective selected subject curricula (Geography, German / Polish and Foreign Languages). This is followed by an intensive investigation of the respective schoolscapes, i.e. which languages are used to what extent in the selected classrooms and the institution of the school as a whole. In order to take a multidimensional perspective of the current school situation in both neighbouring countries the project aims to explore the approaches of teachers through interviews to unfold the challenges they are facing. The comparative study of schools in Greater Poland and Hesse enables new insights since such a mixed-method research design allows us not only to analyse the current situation but also to conceptualise ideas to create an inclusive learning environment for all pupils.

35.   Rickey Larkin

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Poke (bowl): an analysis of poke restaurants throughout the BENELUX
Poke has exploded in recent years as a worldwide culinary phenomenon. Poke bowls have been transformed into poke burritos, poke nachos, poke salads, poke tacos, poke pasta, and other poke derivatives. Previous studies on Hawaiʻi poke bowls have mostly been limited to culinary tourism or the consumer demand within the United States. Instead, this study is based in Belgium, often referred to as the "Heart of Europe." It examines how the metropole, at its heart, strips, transforms, and recreates cultural artifacts in its own image through its linguistic landscape. This study reports on a six-month ethnographic research project conducted in Belgium via a Fulbright research grant. Photographic data and interviews are presented to show how poke is constructed throughout Belgium. Semiotic references are used by poke restaurants to point toward a variety of geographic places and idealized spaces, including Hawaiʻi, Japan, Modernity, and Health. I demonstrate how this appropriation/transformation is a (un)creative process, how it supports immigrant livelihoods, and how poke is ultimately deconstructed to bowl. Issues such as the commodification of language and cultural appropriation will be discussed.

36.   Yu Li

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Synergetic contradictions: How disciplinary distinctions propel interdisciplinary linguistic landscape research
This presentation argues that contradictory disciplinary assumptions may serve to propel synergetic interdisciplinary explorations in LL research. Interdisciplinary research is inherently challenging given that researchers must reconcile theoretical divergences, methodological variations, as well as differences in perceived understandings of what counts as worthwhile research. Linguistic landscape (LL) research is by nature interdisciplinary

(Scollon & Scollon, 2003; Gorter, 2006, 2013; Barni & Bagna, 2015; Carr, 2019), and LL researchers have bridged and navigated diverse fields including linguistics, anthropology, sociology, semiotics, political science, media, education, and urban studies (Shohamy & Gorter, 2009, Jaworski & Thurlow, 2010; Shohamy, 2012; Gorter, Marten, & Van Mensel, 2012). Yet little dedicated attention has been paid to how disciplinary contradictions may impact LL research work and its dissemination. This presentation traces the evolving stages of one LL project to illustrate the didactic effect of opposing disciplinary expectations on how such research may unfold and may be perceived. The project brings together theoretical and methodological approaches from linguistics, sociology, semiotics, and history to investigate the typographical ideologies of business signage in Los Angeles during the 1880s-1930s. Although the disparate disciplinary foci on descriptive, interpretive, and/or critical analysis brought about initial confusion, they propelled the project to open up to additional dimensions that ultimately strengthened and enriched its intellectual claims. The presentation ends with practical suggestions for LL researchers, especially for relatively new scholars conducting explorative interdisciplinary work.

37. Ke Liao

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Borderlines between Physical and Virtual Linguistic Landscapes in Public Transport Hubs: Comparisons and Contrasts
This study examines the borderlines between physical and virtual Linguistic Landscape (LL) in public transportation hubs in Chongqing, a megacity in Southwest China. While online signage is an emerging topic in LL research area, little research has paid attention to comparing and contrasting physical and virtual signs in the same places. This study employs a mixed-method approach, incorporating both quantitative and qualitative research methods. Its primary objective is to investigate the similarities and differences of the roles of physical and virtual signs in public transport hubs, and to interpret how they interact with public spaces separately or together. The quantitative analysis, drawing from Spolsky and Cooper's taxonomy (1991), provides an overarching view of the relationship between these two types of signs and public spaces. The qualitative analysis applies Scollon & Scollon's (2003) Geosemiotics to explain how these two types of signs shape passengers' experiences and construct the social functions of public transport hubs. The findings of this study suggest that there are commonalities but also distinctions which are aligned with their natural essences. However,both physical and virtual LLs plays a vital role in expanding social functions of public transport hubs as modernized and technological places, which sheds light on the significance of physical and virtual signs as critical factors in constructing a public place and citizens' daily lives.

38. Ke Lin

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Ethnographic linguistic landscape analysis of Uyghur restaurants in the DMV

This pioneering project is the first scholarly endeavor to investigate the language atmosphere and identity construction of Uyghurs abroad, focusing on three Uyghur restaurants in the DC metropolitan area. Employing an ethnographic linguistic landscape approach (Blommaert & Maly, 2015), this study examines the nuanced interplay of linguistic and visual signage and its impact on cultural representation. We consider the following data for the analysis: audience, signage, restaurant music, and customer-owner interactions. Utilizing the Linguistic Landscape framework by Landry and Bourhis (1997), enriched by insights from sociolinguists like Scollon & Scollon (2003) and Blommaert & Maly (2015), we assess how the aforementioned elements contribute to the narrative of the past, the present, and the future. Our ethnographic approach extends beyond the quantity and distribution of signs, focusing on their strategic placement and functions relative to audiences. Through Bucholtz and Hall's (2005) Principle of Relationality, we also explore how signage influences each business's identity construction, particularly via adequation, distinction, authentication, and authorization. Our findings reveal notable differences in semiotic usage across the restaurants, reflecting their strategies to accommodate diverse clientele. The D.C. restaurant stands out for its linguistic diversity and elaborate visuals aimed at attracting customers unfamiliar with Uyghur culture. Conversely, the Fairfax location adopts a more localized, instructional approach, utilizing English-only signage to resonate with the immediate community. Both locations uniquely interpret the past, present, and future, utilizing relational strategies to forge connections with their respective neighborhoods and effectively appeal to their target clientele.

39.   Zhixin Liu

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Transcending Affective Borders in Transformed Urbanscape: An Assemblage Thinking
Inspired by the notion of affective regime, linguistic landscape researchers increasingly take affect as a central issue. However, current scholarship still needs to address issues of temporality and subjectivity concerning heterogeneous (re)production and circulation of affect with both orientations of stasis and fluidity. This sheds light on dynamic interplays between different indexical orders of affect in linguistic landscape research. To approach total semiotic facts of such affective works, this study attends to an assemblage thinking, positioning linguistic landscape as an open-ended ecology constituted by material, historical, discursive, and bodily elements. To foreground how different assemblage constituents engage role alignments to produce or transform affective assemblages, affective regime is expanded as affective stancetaking. Drawing upon photographic data from a longitudinal ethnographic fieldwork at the 'commercial port area' in China, my analysis focuses on how affective assemblages become interactively and interdiscursively (re)constructed as a result of stancetaking between different linguistic and semiotic constituents, from xiaozi assemblage to Party loyalty assemblage. Such linguistic landscaping processes thereby illuminate dynamic interplays between the material and discursive aspects of assemblage, subject to historical and sociopolitical conditions of commodification and Chinese Communist Party's ethical-political governance.

40. Mmatlou Jerida Malatji

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Profiling the usage of unwritten semiotic resources in Maruleng Local Municipality's Linguistic Landscape
South Africa is dominated by villages with little to no official written signage in public spaces. This is mainly in rural space in comparison to towns or urban space. This leads to a complex navigation of the Linguistic Landscape (LL) in most communities. Using the social semiotic theory, data collected in a South African district municipality instigated the aim of the paper to profile official municipal signage in the local municipality within the district. Secondly, to explore the use of non-written semiotic resources as linguistic markers by members of communities in the local municipality. Data indicates that there is disparity between signage in the local town and the surrounding villages. Municipal residents residing in the rural arears have creatively resorted to non-written linguistic markers such as water tanks, enacting flags, building materials and individual created parks as markers. All these have built a linguistic landscape that enables members of the community to navigate their spaces and boarders while also establishing a mode of communication. This paper contributes to the limited literature on the LL of both the Limpopo province, the district and local municipality. Lastly, this paper accounts for LL that is inclusive of other publicly displayed semiotic resources other than displayed written texts. Keywords: Linguistic landscape, village, municipality, official signage, semiotic resources

41. Hiram Maxim

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Affective border crossings in the linguistic landscape
Recent years have seen significantly increased attention directed towards language and literacy teaching in the linguistic landscape (Dubreil, et al., 2023; Krompak, et al., 2021; Niedt & Seals, 2020). A common feature of student involvement in the linguistic landscape has been to have them conduct small-scale field work as fledgling ethnographers in locations that have a high incidence of visible multilingualism. While pedagogical scholarship typically recommends introductory lessons, readings, and discussions to familiarize students with the research sites and linguistic landscape-based methodologies, one feature of this student-focused ethnographic approach that has received limited attention is the affective experience of students who enter a multilingual space in order to collect data, particularly if that space is unfamiliar and differs demographically from them. Drawing on affective approaches to literacy education (Leander & Ehret, 2019), this presentation responds to this situation by reporting on a study into the affective experiences of 15 undergraduates who carried out small-scale research projects in the multilingual linguistic landscape of a large city in the United States. Specifically, student reflections about their interactions with two multilingual locations in the city are examined for the affective intensities of their experiences, focusing in particular on the levels of (dis)comfort that they experienced depending on the different assemblages of bodies, signs, objects, and spaces (Deleuze & Guattari, 1987) that arose from their encounters. Results highlight the affect-laden

experience for students who cross borders into unfamiliar multilingual settings and raise important implications for designing student-centered explorations of the linguistic landscape.

42. Erin McInerney

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Offloading power, uploading agency: Control as an 'invisible line' in the online/offline Linguistic Landscape of Café de Flore

This paper examines the boundaries of control in the online/offline linguistic landscape (LL): how far it stretches, how clearly it is dictated, and the thresholds at which it is given over to other stakeholders. This 'invisible line' (Blommaert & Maly, 2019) is traced on the social media website Instagram, whose networked affordances render actors of all varieties active contributors to its numerous online linguistic landscapes (OLLs). Of late, the frame of LL studies has expanded as scholars have given greater credence to the ephemeral linguistic and semiotic resources that pass through a space; moving from a fixed (c.f. Backhaus, 2007) to a fluid perspective (Maly & Blommaert, 2019). Changing stakes have thus emerged for the study of public space as it is constituted by social actors with differing levels of power. Building on these theoretical premises, this paper considers how control in the LL is amplified or diminished at the Café de Flore (CDF) geotag on Instagram. Amidst the café's shifting boundaries, who is given power, and to what ends is it un/equally distributed? What strategies are employed to circumvent the relinquishing of control in a participative space? Findings, drawn from a corpus of 415 posts, suggest that tensions arise when an individual's agency to inscribe a space with their chosen signifiers is privileged over the voice of a physical space's proprietor. Visibility thus emerges as a game of power as Café de Flore implements creative tactics to excerpt control over its analogous representation and, ostensibly, "user-generated" OLL on Instagram.

43. Zhang Mengli

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From Stancetaking to Identity in Linguistic Landscape: A Case Study of Non-Commercial Slogans in Zhengzhou, China

Stance represents a significant area of interest within the third wave of sociolinguistics. The field of linguistic landscape (LL) has emerged as a significant topic in sociolinguistics in recent years. However, there has been a paucity of studies that have focused on the specific topic of stance within the context of the LL. This article attempts to address this gap by extending from the stance triangle theory (Du Bois 2007) to the study of LL, especially the identity in LL, with a particular focus on the types of stance acts and identities reflected or constructed by them. It aims to examine the stances and identities commonly expressed in physical spaces under the contemporary strategy of integrated urban-rural development in China, and to summarize urban-rural similarities and differences. To this end, one type of distinctive LL commonly found in both urban and rural areas in China is taken as the research object: outdoor non-commercial slogans. Six typical urban and rural streets in Zhengzhou City, the capital of Henan Province in

China, are selected as the research areas. The data indicate that by multimodal means, the majority of such slogans tend to take the object-centered evaluative stance and intersubject-centered (in)alignment stance, but less often subject-centered positioning stance. Moreover, these representations of stances reflect the dynamic and diverse identities of the subjects, thereby constructing their identities as evaluators and the collective identities among the subjects. They also contribute to the formation of local and translocal identities, of which translocal identities, as a product of the current urban-rural development, should be given more attention. Additionally, it is found that there are more negative evaluations and inalignment stances in rural areas than in urban areas, and there are fewer multimodal means of expressing various stances in rural areas than in urban areas. This is likely due to the influence of educational and economic factors, respectively. In conclusion, as a public discursive practice, these slogans not only express information, but also convey stances, identities, and socio-cultural values; therefore, it is possible to start from the stances employed in the LL of public space to the social identities embodied behind them, in order to perceive, entangle, and balance the complexity and diversity of identities among different subjects in the process of urban and rural social development.

44.   Micah Mizukami

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The LL of Diasporic Returns to Okinawa thru a Community-Based Archival Approach
This presentation examines an exploratory community-based archival approach (Roeschley & Kim, 2019) to collecting linguistic landscape data in the form of photos, videos, and oral history recordings, that parallels citizen sociolinguistic approaches to collect and contribute data while also sharing their analyses (Svendsen, 2018). The data documents the 7th Worldwide Uchinaanchu Festival (WUF) held in 2022, held once every five years in Okinawa that invites diasporic community members around the world back to the homeland. Following Scollon & Scollon (2003), I take a geosemiotic approach to analyze the photographs and video recordings shared to demonstrate how signs, symbols, and social actors all constitute the linguistic landscape through the lenses of participants. The linguistic landscape is further understood and complexified through participant narratives. Drawing on six hours of semi-structured oral history recordings, I use Bamberg's (1997) positioning theory to consider how participants position themselves within their narratives, to myself within the storytelling context, and to larger Discourses on language and multilingualism within the Okinawan diaspora. I focus on the evaluations made in these narratives to highlight the ways in which diasporic identities are de/reterritorialized (Higgins, 2017) through a complex web of language ideologies, place, and space that simultaneously unifies and segregates members of the diaspora. I consider the official language policies and gatherings at the WUF, along with more organic, unsanctioned gatherings, and reflect on the limits and possibilities for how community-based archiving as an approach can help to inform future multilingual engagements in Okinawa and diaspora groups more broadly.

45.   Satoshi Nambu

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Immigrant languages in Japan: Exploring strategies by schools and governments
This study investigates the linguistic landscapes of Japanese-Brazilian return migrant communities in Japan, aiming to examine proactive local efforts to address two key issues: (1) challenges in education of immigrant students in elementary schools, notably the national trend of placing them into special-needs classes for physically and intellectually challenged students due to insufficient Japanese language proficiency; and (2) challenges of illegal dumping due to the lack of understanding among immigrants of diverse municipal regulations (Nambu 2021). These issues have arisen due to a lack of detailed guidance from the national government, leaving resolution to local authorities. Data includes photographs of signs and postings from fieldwork in Suzuka and Toyota cities in 2021 and 2023, and interviews with local residents, city hall officials, teachers, and city education board members. Photographs were taken at three elementary schools, and at various garbage collection points. This study revealed dual functions of LL in elementary schools: (1) an informational function helping immigrant students in better understanding school systems and rules while also offering opportunities to Japanese students to learn about foreign languages and cultures, and (2) a symbolic aspect that became part of a multilingual and multicultural program in one school, which promotes understanding and acceptance of immigrant students as part of the community, aligning with the findings of Menken et al. (2018). At garbage collection points, prohibition signs deployed by the city halls to communicate rules to the immigrants may be perceived negatively by locals or passers-by.

46. Ha Nguyen, Christina Higgins, & Kaiwipunikauikawēkiu Lipe

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At an Epistemological Crossroads: International Students' Experiences with a Decolonizing Campus Tour
This presentation examines student responses to a decolonial campus tour (huaka'i) at the University of Hawai'i at Mānoa (UHM). While linguistic landscape (LL) research has used walking tours to analyze the reception of LLs (Garvin, 2010; Jocuns, 2021; Michalovich et al., 2021), we viewed the huaka'i as a means to engage participants in learning about less visible aspects of the campus, focusing on significant contributions of Native Hawaiian scholars and leaders. Building on engaged linguistic landscape scholarship (Malinowski, Maxim & Dubreil, 2021), we draw on the Indigenous conceptual framework of mo'okūauhau, or genealogy (Wilson-Hokowhitu & Meyer, 2019), and narrative analysis (De Fina & Georgakopoulou, 2012) to investigate 12 international students' experiences in learning about their campus, drawing from post-tour interviews. International students were the focus of the study because of their unique positioning in higher education. From a neoliberal lens, international students attend universities in the global north to acquire cultural capital that will enhance their competitiveness (Connell, 2017; Kim, 2023; Luke, 2001). However, at UHM, international students might find themselves at an epistemological crossroads between Discourses of global competitiveness and Indigenization, since multiple stakeholders have called for more engagement with Native Hawaiian ways of knowing. The huaka'i is thus an invitation to jointly resemiotize the University's schoolscape. Our findings suggest that the huaka'i redirected the participants' gaze (Pennycook, 2019) and allowed them to see the campus as adorned in layered meanings; moreover, students expressed critical

consciousness (Freire, 1970) about (de)colonization not only about UHM, but also in relation to their homelands.

47. Greg Niedt

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Non-places: Semi(o)scapes on the Edges of Experience
Linguistic landscapes enable viewers to help make sense of places. Their interpretation is inflected by an observer's ethnolinguistic background, ideological views, and personal experience. Yet the spaces referred to—sometimes dismissively—as "non-places" (Augé 2020), largely defined by the transience of their occupants, can have LLs as rich and imbricated with meaning as "true" anthropological places, beloved by their communities. How are the semiotics of texts understood differently in spaces where presence is assumed to be temporary (or at most, recurrent) and functional more than emotional? A person's individualized LL is also built up each day by engaging with one landscape after another in succession. How do they incorporate the sense of a non-place into their experience, in relation to other landscapes? The effects experienced from encountering a heterotopia where semiotic worlds collide have been documented in previous research both in formal LL studies (see for example Lou, 2016) and critical autoethnography (Stewart, 2007). This project combines both of these methodologies with a mobilities paradigm approach to explore the impact of landscapes encountered briefly and situationally. Examples collected from non-places in multiple U.S. cities show the similarities and differences of how those processes play out when compared with "proper" places. While non-places might not have the significance of a home or work environment for those passing through, there is nevertheless a logic to their construction, subject to various forms of capital across multiple scales. Their liminal nature necessitates a different investigative approach, but they are no less worthy of critique.

48. Lieselott Nordman

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Visibility of Sign Language in Finnish official virtual linguistic landscapes
Majority language groups are often privileged in the sense that their language is more visible in society than other groups, whilst minority language groups might be denied access to visibility (cf. Durk & Cenoz 2023). Struggles for language visibility and access to language are not only political struggles, but also matters of equal rights and equal opportunities to participate in society. Finland has two recognised Sign Languages: Finnish Sign Language (FinSL) and Finland-Swedish Sign Language (FinSSL) (The Finnish Sign Language Act 359/2015). The Act states "authorities must promote in their activities the opportunities of sign language users to use their own language and receive information in their own language". In 2013, FinSSL was labelled a severely endangered language according to UNESCO's criteria. This study explores the implementation of the act in public space in terms of visibility and access to FinSSL. As access to and visibility of Sign Languages (SL:s) in physical

linguistic landscapes is nearly nonexistent in Finland, this study explores virtual linguistic landscapes (VLL, Ivkovic & Lotherington 2009) with a focus on the VLLs represented by national authorities that are subject to the Sign Language Act. The focus is set on webpages of the Social Insurance Institution of Finland (Kela), The Finnish Tax Administration and Finland's national public service broadcasting company Yle. The study aims at describing FinSSL visibility and presence in public spaces, and implications of applied language policies. The study furthermore sheds light on modality borders between spoken and signed languages in linguistic landscapes.

49. Margarita Olnova

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Schoolscape in Norwegian primary classrooms
The study explores the semiotic landscapes of five primary school classrooms in Norway. The classrooms belong to classes where many pupils are speakers of minority languages, meaning that they have a different mother tongue than Sámi or Norwegian. In this study, semiotic landscape (SL) refers to the visual linguistic environment, encompassing various semiotic resources, such as texts, symbols, drawings, or pictures (Pesch, 2021). The SL in schools transforms pedagogical aims as well as different voices of the actors: teachers', pupils', or authorities. Semiotic or linguistic landscape inside an educational setting, or schoolscape (Brown, 2012, 2018; Sollid, 2019), can also be understood as an arena where the "hidden curriculum" of linguistic values materializes and linguistic hierarchies become visible (Biró, 2016; Laihonen & Szabó, 2017, 2018). To discover them, one can look at signs' language, function (Gorter & Cenoz, 2015) and authorship/agency (Amara, 2018; Shohamy, 2006; Wedin, 2021). The data material for this study was collected during ethnographic fieldwork at five primary schools. Using an analysis of semiotic landscape, the study explores whose voices are represented and which language ideologies transfer in the semiotic landscape. The investigation shows that most of the signs are monolingual, and just two classrooms have some signs in English. Most signs inform viewers about subject content and classroom management. The linguistic landscapes transform pupils' and teachers' voices to a small degree but represent the school's discourse of control and information.

50. Yecid Ortega

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Post(semiotic) landscapes of the diver[city]
The Peace Walls are a series of separation barriers in Belfast, Northern Ireland that separate predominantly Irish republican and nationalist Catholic neighborhoods from predominantly British loyalist and unionist Protestant neighborhoods. They have been built as symbols of history and identity that currently are in danger of extinction due to sociopolitical tensions and citizens' concerns about uprising violence. This research project aims to create awareness of the cultures and languages that inhabit the city by showcasing how the Peace Walls and other surrounding spaces are part of its history as well as pictorial symbols of

symbiotic identity through time and space. This research utilizes innovative audio-visual methods such as walking methodologies, linguistic landscape, and visual ethnography to capture and document how Belfast citizens' hopes, expectations, and experiences have been reflected as they move towards post-conflict years during the post-Brexit times. Emerging themes from the preliminary multimodal analysis show evidence that the city is not an isolated and siloed space but a sentient living being in which histories, languages, and cultures emerge, interweave, and synergistically live together, bringing life to communities and providing spaces for learning and understanding about others (post[semiotics]). Ultimately, this research directly leads to the achievement of impact to motivate emerging researchers and practitioners in the field of applied linguistics and language education to promote the importance of cultures and languages at the centre of pedagogical approaches, amplifying the knowledges of diverse communities and celebrating their identities in order to foster a more welcoming society for all.

51. Jayson D. Petras

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Assessing Multilingual Visibility at the University of the Philippines Diliman
The University of the Philippines (UP), as the National University mandated by Republic Act No. 9500, serves as a hub for students, teachers, researchers, and employees who speak various Philippine languages. In relation to this, since 1989, UP has formulated a multilingual policy, which has emphasized the use of Filipino language, alongside English and local languages, as the primary medium of instruction, research, and official communication. This study aims to examine and analyze the implementation of UP's language policy through the visibility of Filipino, English, and local languages within its campus in Diliman. Building upon initial observations that English remains the more prominently visible language, the study employs linguistic landscape analysis, informal interviews, and examination of official communications and signages. The findings provide valuable insights into the practical realization of a multilingual landscape at the university and how language-related institutions based at UP can respond to it.

52. Susan Price

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Unexpected multilingualism and other anomalies in Chinatown landscapes: what's the point?
Building on research of Chinatown landscapes (Leeman & Modan 2008, 2009, 2010; Lou 2007, 2009, 2010) as well as studies of the LLs in other ethnic enclaves (Barni & Bagna, 2010; Blommaert, 2013; Kallen, 2009; Trinch & Snajdr, 2020), this investigation focuses on less-examined roles of code choice on LLs in Chinatowns where borders are often fluid, locals and tourists coexist, and demographics differ markedly from those in adjacent communities. The presentation highlights surprising usage of languages that might seem out of place, confusing and/or gratuitous and suggests possible rationales for the appearance of

multilingualism where bilingualism is assumed. Data for the study consist of several thousand shop signs in 20 Chinatowns in 5 countries collected 2013-2024. Using an inductive grounded theory approach (Stern & Porr, 2011) and following in the ethnomethodological tradition, the mixed-methods study documents instances of expected language(s) used in unexpected ways as well as the appearance of unexpected languages on shop signs in Chinatown landscapes. In addition to indexing information, decoration and commodification, atypical code choice can also signal stratification, accessibility and occasionally wordplay, exemplified here through a multimodal analysis of help wanted and COVID signs as well as a few outliers. While geosemiotics (Scollon & Scollon 2003) provide the analytic frame, it is the work of Puzey (2012) and others on bidirectionality that helps account for the presence of languages in contexts in the LL that do not typically appear in Chinatown landscapes. Preliminary results point to a multifaceted presence of multilingualism where it is least expected.

53.   Piotr Romanowski[1] & Ioannis Karras[2]

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Mapping the linguistic landscape of London: Investigating signage of Polish and Greek food establishments
This presentation focuses on the linguistic composition of food establishment signage in the linguistic landscape of London. England is characterised by official monolingualism, which suggests that apart from tourist areas, one would expect that languages and scripts other than English would not be as visible as in contexts characterised by official or de facto multilingualism. On the other hand, it is well-known that London has projected an image of the world in one city, rich in various cultural ethnicities and their corresponding languages. We concentrate on Polish and Greek, intertwined in the endlessly fascinating and vibrant linguistic mosaic of London. Polish is the second most often heard language, present in the UK since the beginning of the 19th century, whereas Greek is one of the twenty most spoken languages in London due primarily to the large Greek-Cypriot expatriate community. Both of them carry remarkable identity and cultural capital. They construct invisible borders marking the territories of the established groups, whom they equip with a much needed sense of belonging.
A total of 244 signs representing Polish and Greek food establishments were collected and analyzed quantitatively and qualitatively. The findings indicate that a significant number of shops employ only the respective languages, or in combination with English emerging as the strongest linguistic player, mark their sociopolitical and cultural situation. The results strongly suggest that the monolingual or bilingual character of signage is not primarily informational, but also symbolic, reflecting a desire to demonstrate a cosmopolitan, sophisticated, and trendy outlook typical of the 21st century.

54.   Melody Ann Ross

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National language representation and Timor-Leste's exclave
Recent work on Linguistic Landscapes in Timor-Leste (Macalister 2023, Ross 2024) has shown increasing visibility of Portuguese (replacing English as 'global' index) and near-invisibility of national languages (dominated instead by Tetun as 'local' index). These trends indicate the solidification of a national identity which prioritizes the two official languages in the linguistic landscape. These observations can be further interpreted in the specific realm of street-naming. Timor-Leste's 2016 decree law on toponymy prohibits "foreign words or foreign expressions, except when there is no corresponding word in any of the official languages." The lack of named languages here necessitates reliance on the term "official languages", which is legally precise. However, this foreign-official opposition precludes the possibility of toponyms in the "national" languages (another legally-precise term). The linguistic borders of this logical puzzle will be explored in a context which is an outlier in all ways: Timor-Leste's exclave of Oecussi-Ambeno. Quite differently than other places in Timor-Leste, Oecussi-Ambeno's toponymy includes explicit reference to the dominant indigenous language, Baikeno, a cross-border language that it shares with much of Indonesian West Timor. It was also, importantly, the final recipient of three 'waves' of toponymy officialization. Following Fabiszak et al. (2021), this presentation will compare the ideological trends within Oecussi-Ambeno's toponymy to Timor-Leste more broadly, showing that the three waves reflect different ideological 'moments', and that Oecussi-Ambeno's unique (linguistic and administrative) geography also strongly contributes to its 'outlier' status in the story of Timor-Leste's street-names.

55. Benedict J.L. Rowlett

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Participatory research in the linguistic landscape of the Gay Games
This talk will report on how participatory fieldwork methods, in this case a research/pedagogical collaboration between undergraduate students and their instructor, allowed for a diverse and wide-ranging exploration of the linguistic landscape (LL) of the 2023 Gay Games Hong Kong. This is a large-scale international sporting and cultural LGBTQIA+ event, which took place in Asia (Hong Kong) for the first time in its forty-year history. With the understanding that the event, as it travels across cultural and sociopolitical borders, will be shaped by diverse semiotic actions in its LL, the present study aimed to investigate those actions from the perspectives of the research team, who interacted with the LL by participating as on-site volunteers during the event. Trained in LL fieldwork methods, the student team gathered data via filming/photographic methods, by engaging with other participants, and by providing reflective accounts of their volunteer/research experiences. As such, these collaborative methods, by crossing the borders between LL research and pedagogy, were aimed at capturing and reflecting on the emergence of particular discursive, symbolic, and spatial formations via interactions with the LL of the Games. These formations are therefore examined, on the one hand, with respect to how Hong Kong as Asia's self-styled world city is (re)territorialized as a space of LGBTQIA+ visibility and inclusivity. On the other hand, they are also examined through the experiential

lens of this group of Hong Kong citizens (the students), whose learning is integral to an understanding of the event's potential reach and impacts.

56. Corinne Seals[1], Shanara Wallace[2], & Mary Bucholtz[3]

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'Ānei te maunga': Socialising the Geographical Self through Play

Much has been gained in linguistic landscape theorisation in recent years by incorporating insights from other disciplines and epistemologies (e.g. giving voice to concepts such as 'soundscapes', 'skinscapes', etc.). Contributing to this expansion of understanding, we draw upon the work by Māori geographer Brian Murton (2012a) who suggests that even the term 'landscape' itself privileges the visual experience while "Indigenous research is intensely aware of the importance of thought and sound (the spoken word) in bringing the world into being for humans, as well as enabling the world and everything in it to communicate with humans," (p. 17). As such, Murton suggests the term 'storied places' as being more appropriate than 'landscapes' when discussing the interactions between people and the world. It is from this perspective that we engage with our current exploration into the socialisation of the 'geographical self' (Murton, 2012b) within storied places during play. Our presentation focuses on recorded interactions from a Māori puna reo (early childhood education centre) in Aotearoa New Zealand, which was part of our five year ethnographic engagement in this space (2020-2024). In particular, we focus on a discourse analysis of interaction between tamariki (children) and kaiako (teachers) during play time in an outdoor sandpit. We show how the kaiako make use of the visual and the auditory in this storied place to connect with Māori sociocultural knowledge of introducing oneself through heritage connections to the land (an aspect of Māori pepeha introductions). We show how the reconceptualisation of the linguistic landscape as storied places and people as having geographical selves enables a much deeper understanding of enduring connections between people and places.

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57. Paul Sebastian

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The Linguistic Landscape of Spain's Northern Regional Languages along the Camino del Norte

Robust linguistic landscape analyses have been carried out in Spain's northern autonomous regions, including examinations of the Basque language in the Basque Country (Cenoz & Gorter, 2006), the Asturian language in Asturias (Sebastian, 2019), and the Galician language in Galicia (Regueira Fernández, López Docampo, & Wellings, 2013). Because of the imbalance of linguistic power and prestige observed in these contexts, linguistic landscapes in these areas tend to be rooted in themes related to conflict, exclusion, and resistance (Blackwood, Lanza, & Woldermariam, 2016; Rubdy & Ben Said, 2015). In this session, I will present linguistic landscape data collected from all three of these geographic contexts that were collected in the summer of 2022 during a month-long trek along the Camino del Norte, an 865-kilometer branch of the Camino de Santiago in Spain that cuts through the regions of the Basque Country, Cantabria, Asturias, and Galicia. Specific data collection sites include trail markers (official and unofficial), pilgrim hostels, and other various points of interest along the route. Photographs, journal entries, and research sketches were analyzed using Scollon and Scollon's (2003) theory of geosemiotics to examine the (in)visibility of Basque, Asturian, and Galician in their respective contexts and as encountered along the Camino del Norte. Previously identified themes of resistance and contestation (Sebastian, 2019) are examined with particular attention to layered, asynchronous dialogue as found along the Camino.

58.   Milang Shin, Rickey Larkin, & Ha Nguyen

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From fish pond to fountain: On the continued gentrification of a Honolulu neighborhood
This talk discusses how placemaking occurs in Kakaʻako, a neighborhood of Honolulu, through its semiotic resources. Architecture, artwork, and place-naming are examined to show how this process is enacted through conflicting scapes (Appadurai, 1990). On the one hand, a large portion of land in Kakaʻako belongs to Kamehameha Schools (KS), an organization dedicated to creating educational opportunities for people of Hawaiian ancestry per Princess Pauahi Bishop's will. KS has made considerable efforts to honor Hawaiian language and culture in Kakaʻako through place names and signs. On the other hand, KS plays an important role in the continued gentrification of the area through its commercial initiatives. Gentrification has turned Kakaʻako from an area rich in fishponds and salt flats, an industrial center and home for blue-collar workers, into one of the most expensive neighborhoods in Honolulu. This presentation highlights the ways Kakaʻako represents tensions between commodification and dispossession. We discuss how social changes are reflected and shaped through Kakaʻako shifting semiotic resources.

59.   Sarah Smail

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Linguistic Inequalities in the Post-Colonial Algerian Public Sphere: Exploring Semiotic Landscapes
An extended body of research within the semiotic landscape domain has concentrated on discerning the sociolinguistic situation in Algeria through shop names analysis. The current

study contributes to the existing literature by introducing a new perspective to the analysis of signs by combining both physical and digital semiotic landscaping. The noteworthy presence of oil, gas and food industries in Algeria renders it specificity to scrutinize the linguistic commodification of natural resources for the sake of identifying the language and semiotic resources deployed in the Algerian public scene in addition to the identification of the visibility of linguistic inequalities and minorities in the business domain. Besides adding particularity to the semiotic landscape domain, this study uses Gorter's multilingual inequalities in public space (MIPS) model (2021) to classify methodologically the data gathered and Irvine and Gal's language ideology and linguistic differentiation (2000) framework for analysis and discussion. The study discusses the semiotic landscape of three trade cities: Bejaia, Setif and Hassi-Messaoud. In addition to interviews conducted with business owners and graphic designers, the study draws on questionnaires with business employees. The initial findings underscore the sociolinguistic injustice existing in the business domain, e.g., exclusion of the official languages, dominance of foreign language. Subsequent analysis of the findings has yielded additional semiotic landscape concepts, notably the manifestation of semiotic fetishism and the Arab-French/ French-Arab blends that symbolise the post-colonial influence in Algeria.

60. Hilary Smith

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Gamilaraay language in the linguistic landscape in Gunnedah, NSW
A traditional way of marking the borders between Aboriginal lands in New South Wales was with various types of dendroglyphs. Over two hundred years of European invasion, settlement and language loss later, how do Aboriginal people identify the areas that are still clearly identified as belonging to them through the linguistic landscape? Additionally, how does the wider community acknowledge the traditional ownership of the lands they are living on through the linguistic landscape? This exploratory study investigates the linguistic landscape in Gunnedah, a small rural town in northern inland New South Wales where I have been supporting a Gamilaraay language reawakening project for the last seven years. From the name of the town itself, to twentieth century organisational names, the different layers of meaning evident in the linguistic landscape represent some of the issues for the reawakening process.

61. Ge Song

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Translating disappearance: Hong Kong's neon signs revisited
Hong Kong's neon signs represent a fusion of Chinese and Western influences, embodying the essence of the city as a translational hub. Despite their dwindling numbers over the past two decades, these signs remain potent symbols of Hong Kong's hybridized history and bilingual encounters. This article employs translation as a conceptual tool to delve into the mechanisms of cultural convergence in the city's unique neon sign scenes. Translation

facilitates connections among diverse urban practices. The interplay between translation and disappearance, influenced by urban redevelopment, adds a theoretical layer to understanding these signs in a changing urban context. The analysis encompasses three dimensions: bilingual discrepancies, where Chinese and English texts coexist on neon signs; visual complexities reflecting diverse cultural aesthetics; and intercultural inventions, thriving in Hong Kong's culturally hybrid "third space". It argues that translation, beyond linguistic communication, negotiates cultural identities, emphasizing its role in preserving cultural diversity and countering forgetfulness amid globalization and modernization-induced disappearance. This study highlights the validity of explaining a culturally hybridized city through the lens of translation studies.

62. Jason Stegemoller

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Shaping Linguistic Landscapes to Foster Belonging at Hispanic-Serving Institutions
Language is often excluded from diversity initiatives at U.S. universities (Wolfram, 2023), a trend evident in the equity plans of 16 Hispanic-Serving Institutions (HSIs) in the state of Illinois, which overlook language diversity despite targeting racial achievement gaps (PCC, n.d.). HSIs, with at least 25% Latinx undergraduates, receive federal grants to increase Latinx enrollment, but García (2023) argues for moving beyond enrollment to be Hispanic-serving, emphasizing the need for research on the role of students' languages in belonging/retention. Swift's research (2022) addresses this by describing the significance of linguistic landscapes, inclusive language ideologies, and language policies in fostering belonging among Latinx students at an HSI. The current study extends this inquiry, investigating the impact of micro language planning (Baldauf, 2006) in grant-funded activities at an HSI (student centers, university networks, faculty study groups) on university linguistic landscapes. Data include photographs documenting language use at one private HSI, and interviews with grant staff and participants. Initial analysis of 88 photographs shows languages other than English serving primarily emblematic roles (Hallett & Quiñónes, 2021), except in a grant-funded space where 12 out of 18 signs were in Spanish or Spanish/English with content conveying shared heritage and solidarity. This divide reflects Anzaldúa's (1987) description of borderlands, between two worlds, in which grant personnel engaged in micro language planning to create inclusive language ideology, countering monolingual norms of the broader university. This study elucidates how language policy/planning and grant initiatives may impact HSI linguistic landscapes, potentially enhancing students' sense of belonging.

63. Madeleine Strait

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Transforming Linguistic Landscapes within Museum Spaces
Museums, especially those tied to settler-colonial projects, are challenging sites in which to construct indigenous linguistic landscapes. However, such undertakings have the potential

to reshape the narrative power of museum spaces in favor of communities whose voices are otherwise absent. This paper describes one such case study detailing the process and results of collaborative efforts to create and install exhibit labels written in indigenous languages throughout the Field Museum of Natural History in Chicago. Grounded in the theoretical framework developed by Pratt (1992), adapted by Clifford (1997), and expanded by Onciul (2015), this study conceptualizes the museum as an 'engagement zone': a site wherein disparate subjects converge in dialogue across entrenched temporal, geographical, and cultural borders—with the recognition that previously established power dynamics are ongoing and present-day collaborations between the institution and communities must necessarily navigate this reality.

The installation of object labels written in indigenous languages throughout the museum's public exhibit space was a project undertaken within this engagement zone and resulted in the transformation of a hyperlocal linguistic landscape, following Landry and Bourhis's (1997) definition of the concept. Using ethnographic interviews with the speakers and artists who designed the labels as well as museum staff, this paper illustrates the diverse viewpoints and relationships involved in negotiating the alteration of this particular linguistic landscape. Emphasizing the sociohistorical dynamics of these interactions, the study highlights how the museum as a site simultaneously constrains the specific form and function of the linguistic material while amplifying the landscape's overall symbolic power.

64. Väinö Syrjälä

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Fluid borders around names in the LL of Stockholm archipelago
Proper names are central features of most linguistic landscapes, not least in spaces where signs are overall fewer in number. Indeed, in a dataset I have collected from the Stockholm archipelago in Sweden, names of the islands themselves are the most common linguistic items. In addition to their use as references to the location, or as parts of company names, they also appear in the physical and virtual LLs commodified as labels for specific local businesses. In this paper, I will investigate the role of names in LL as reflections of wider societal issues in the context of smaller local communities (such as the different islands in the Stockholm archipelago). A small number of examples from the Stockholm archipelago will be discussed in relation to several notions of borders in order to address the complexity of names in the LL. Firstly, the borders between different name categories (place names, commercial names), and secondly, the borders between physical and virtual LL, will be explored in order to understand how (in reference to what), by, and for whom the names are used. Thirdly, the borders between public and private are problematised to critically discuss how perceptions about the names (and indeed, places) can be affected by processes such as commodification. Lastly, the aim is also to open up the borders between onomastics and LL research to highlight methodological and theoretical notions with potential to advance both fields of research.

65. Alexander Fukin Tang, Baorui Xu, Ruge Zhao, & Jacob Algrim

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Language, Culture, and Commodification in SALT: Hawaiian Linguistic Landscape
This study delves into the linguistic landscape of SALT, an area in Honolulu, Hawaii, where the Hawaiian language is inextricably linked to the commodification of Native Hawaiian culture. As a linguistic landscape analysis, it seeks to shed light on the intricate relationship between language use and the commercialization of cultural symbols, revealing the problematic nature of how Native Hawaiians are represented.
SALT, a thriving hub for tourism and commerce, is a microcosm of the challenges faced by indigenous languages. This research employs the "dynamic linguistic landscapes walking tour" methodology, combining observation, documentation, and analysis. Through this approach, we explore the tangible presence of the Hawaiian language within SALT, as well as its nuanced and often understated use.
Our initial findings indicate a striking sparsity in the use of the Hawaiian language around SALT, despite its prominent position in the commodification of Native Hawaiian identity. We interrogate how this commodification compromises the genuine representation of Native Hawaiians and their linguistic heritage.
This study is crucial in the context of cultural preservation and respect for indigenous languages. By unraveling the complex interplay between linguistic landscapes and commodification, we hope to raise awareness about the challenges facing the Hawaiian language and Native Hawaiian culture. This research contributes to the broader discourse on linguistic landscapes, providing insights into the dynamic relationship between language, culture, and economic interests in a rapidly changing world.

66.   Jessica Velásquez Urribarrí

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Linguistic landscapes and state collapse: Reflections from Venezuela
For several years, Venezuela has been facing an unparalleled socio-economic and political collapse, marked at different moments by hyperinflation, rampant violence, limited access to basic services, deadly protest waves and, more recently, a mass exodus of its population (Corrales, 2023). Inevitably, the consequences of such a progressive collapse are felt in the country's public spaces – though these consequences are uneven across space, with some communities feeling the impact of the crisis more greatly, and visibly, than others. Focusing on the western state of Zulia (the country's most populous state), this study explores the impacts of the crisis – and the corresponding responses to these – that are apparent in the linguistic landscape of two of its most important cities, Maracaibo and Cabimas. It discusses two main processes of change through which we can consider the effacement and re-imagining of these cities and their contours. On the one hand, processes of ruination (Stoler, 2013) are perceivable in the cities' abandoned businesses and houses "for sale", in desolated streets, as well as in the debris, fading signs and barren landscapes. On the other hand, we focus on a survival strategy reshaping the cities through different informal practices (Harris, 2018; Roy, 2005) undertaken by residents (those who remain) where new small businesses (mini-markets, eateries, pharmacies) pop up within neighbourhood areas that used to be restricted to dwellings only. The paper follows an autoethnographic approach, involving

observations and reflections of two researchers who returned to their hometowns in 2023 after a long period of living overseas.

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Linguistic landscape within a community-based heritage Chinese school
Community-organized heritage schools play a critical role in preserving linguistic and cultural diversity in the US. However, these schools remain a significantly underrecognized, underfunded and understudied constitute of language education in the country. Notably, linguistic landscape (LL), an overlooked aspect of the schools, semiotically constructs an educational space that shapes and indexes people's identity, positions and actions in the heritage language learning and teaching contexts. The present study documents and explores the visual environments in a local community-based heritage Chinese school in the Northeastern US. Visual data were collected from the school's public space, complemented by in-depth interviews with school administrators. Drawing on nexus analysis (Scollon & Scollon, 2004; Hult, 2009), this study reveals how the confluence of social actors, space, discourses, and practical challenges mediated the symbolic construction within a Chinese heritage language school where Chinese language becomes an absolute secondary presence, and the visual use of Chinese is only employed to deliver explicit instructions to parents, failing to serve as a repertoire for enhancing language and cultural learning and input. The findings reflect the realistic challenges such as professional, administrative and financial constraints faced by community-organized heritage language school in the US. Additionally, it also mirrors the pervasive discourse surrounding English casting a shadow over other languages. This study challenges the social realities that are constructed by linguistic hierarchy, and calls for ideological space for multilingualism as well as policy changes in supporting heritage language education.

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Linguistic Landscape in Four Adjacent Ethnic Counties in Southwest China
This study investigates the linguistic landscape of four contiguous counties within the Aba Tibetan and Qiang Autonomous Prefecture, located in the northernmost part of Sichuan Province, China. Specifically, the counties—Hongyuan, Heishui, Jiuzhaigou, and Mao—are home to Amdo Tibetan, Rgyalrong Tibetan, Baima Tibetan, and Qiang communities, each with distinct languages and cultural heritages. The primary objectives of this research are twofold. Firstly, it explores how the linguistic landscape, encompassing written scripts, visual images, auditory semiotics, and sensory elements associated with signage, defines cultural borders given the diverse major inhabitants across the four counties. Secondly, the study investigates how the linguistic landscape, particularly its top-down design, blurs cultural boundaries, influenced by the implementation of language policies and the promotion of the concept of "zhonghua mingzu" (Chinese nation) to represent all ethnic groups (Zhou, 2020).

The study corpus includes 1,068 photographs and 20 resident interviews conducted in May and August 2023 in Aba Prefecture. The findings reveal that graphic elements have emerged as the most crucial factor in delineating boundaries due to the oral nature of certain languages such as Baima Tibetan and Qiang. In top-down signs, the use of Chinese-Tibetan bilingualism demarcates Aba Prefecture while blurring the boundaries between individual counties. Furthermore, in the signage of private businesses, proprietors employ non-verbal elements to accentuate their distinct cultural heritage.

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From the Alps to the Adriatic Sea: The Study of the Alpe Adria Trail Signage Across Borders
Hiking is not only an appreciative recreational activity (Dunlap & Heffernan, 1975), consisting of shorter or longer walks in natural/cultural landscapes (Nordbø & Prebensen, 2015), but it is also a social practice (Spitzmüller, 2015), within which semiotic signs, located along trails, are used by social actors (hikers). In the linguistic landscape research, little attention has been paid so far to the study of hiking trails. Therefore, this study aims to present the Alpe Adria Trail as a cross-border social practice.
The Alpe Adria Trail is a long-distance hiking trail created in 2012 as a "pleasure trail" starting at the Kaiser-Franz-Josefs-Höhe in Salzburg (Austria) and ending on the seacoast in Muggia in the Province of Trieste (Italy). The trail is a result of the cross-border cooperation between Carinthia (Austria), Slovenia, and Friuli Venezia Giulia (Italy). The latter is known to have close cross-border relations with Austria and Slovenia (Tufi, 2021).
This paper investigates how the Alpe Adria Trail is semiotically constructed. Precisely speaking, it tries to find out what (non)verbal means are used to construct unity across borders, and in what ways the emplacement (Scollon & Scollon, 2003) of a sign changes its mediality (Habscheid, 2000) and materiality (Spitzmüller, 2015) along the trail. Adopting the ethnographic approach to linguistic landscapes (Blommaert, 2013), the data samples (pictures of route signs, maps, and information boards) were gathered in the scope of the participatory research using volunteer-employed photography (Balomenou & Garrod, 2010). The introspective data analysis revealed similarities and discrepancies in the materiality (e.g. use of colours, and font types) and mediality of signs within a country and between three countries. Interviews with research participants expanded the understanding of hiking as a social practice and revealed the perceived unity across borders. This paper hopes to contribute to studying borderscapes (Tufi, 2021) in linguistic landscape research by providing new insights into signage along hiking trails.

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Welsh Identity and Dominance in Commercial Signage in Northwest Wales

In recent years Gwynedd, a county in Northwest Wales that has traditionally had the highest percentage of Welsh speakers in the country, has experienced an influx of non-Welsh-speaking transplants that are seen by some as a threat to the identity of the area. Although official signage in Wales is bilingual, and in some cases monolingual Welsh, and although policy mandates equality or even dominance for Welsh in official signage, private and commercial signage is not subject to the same legislation, and businesses can choose what language dominates. This study compares the dominance of Welsh and English in private commercial signage in five communities in Northwest Wales: Bangor, Beaumaris, Caernarfon, Llangefni, and Pwllheli. It analyzes which types of businesses are most likely to use Welsh-dominant or Welsh-monolingual signage and identifies factors that may play a role. Preliminary results suggest that while English is definitely present and tends to dominate in some tourist-focused businesses or in communities with a lower percentage of Welsh speakers, Welsh-language dominance is often employed as a way to emphasize the quality of local products and to underscore the Welshness of everyday life in several communities. In addition, many business owners may choose to supplement their dominant signage in one language with smaller or less permanent signage in the other language, therefore offering services to speakers of both languages while still expressing a preference for one language over the other.

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Transcending borders in "fanscape": Thai K-Pop café landscape through geosemiotics
Contemporary linguistic landscape studies increasingly explore the intersection of fandom and the fan identity territorialization in public spaces (e.g. Monaghan, 2020). However, the connection between fandom and public spaces in the context of Korean popular music (K-Pop) remains scarcely investigated. As K-Pop fandom enables interactions between artists and fans regardless of physical distances by functioning as a cultural bridge transcending geographical borders, this study intends to examine the interplay between fans, semiotic elements, and physical spaces, focusing on K-Pop fan cafés, fan-organized café events celebrating special occasion such as artists' birthdays. Focusing on the construction of a "fanscape" in fan cafés of (G)I-DLE, a K-Pop girl group, this research employs the framework of geosemiotics (Scollon & Scollon, 2003). Over a 6-month ethnography from May to October 2023, incorporating participant observation and interviews, linguistic and visual components shaping the fanscape are investigated. The results suggested that color is a foundational element, visually indexing (G)I-DLE as a K-Pop group, with representations and compositions as secondary elements. Red and purple, the official group colors, represent (G)I-DLE during anniversary celebrations in the café, creating a sense of the members' presence with attending fans. Semiotic elements, such as life-sized artist figure, significantly contribute to the routinized practices within the café setting. The dialogicality of semiotic elements within the fanscape allows the interaction among fans, and between fans and the artists regardless of geographical boundaries. This study illuminates how fan practices create meaning in places through semiotic elements, exploring the interplay between fans, artists, and spaces.

72.   Huang Xinyi

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A Comparison of the Semiotic Construction of Hong Kong-style Tea Café in Hong Kong and the UK

Public signs in a tourist destination speak more than the language presents. The Hong Kong-style café, also known as Cha Chaan Teng in Cantonese, can be found throughout the streets of Hong Kong. With the urban development over the past few decades, Cha Chaan Teng has gradually transformed from a daily eating habit into a vital symbol of Hong Kong culture. However, little is known about the semiotic processes that have accompanied this transformation. This study aims to first conduct an in-depth semiotic landscape study on 8 local Cha Chan Tengs in three different levels (revitalized and modern, natural-like, and economically oriented) in Hong Kong to reveal how this unique Hong Kong cultural label is constructed and how it represents the collective identity of Hong Kong people.

With the immigration waves of Hong Kong people in recent years, many Cha Chaan Tengs have emerged outside Hong Kong to provide Hong Kong people with a place to reunite overseas. Therefore, investigating the semiotic landscape of overseas Cha Chaan Teng becomes meaningful. The study then compares the analytical data of local Cha Chaan Tengs with four examples in London and Manchester. By examining their historical development and current situation through semiotic landscape studies, the research reveals how temporal and spatial changes reflect both the transformation of Cha Chaan Teng into a cultural symbol and the wider transformation of Hong Kong society.

This study will adopt research methods from linguistic landscape studies and ethnographic studies, such as digital photography and field notes, to document the semiotic elements of Cha Chaan Teng, including but not limited to menu and signboard design, and all indoor visible inscriptions. The research framework of Geosemiotics proposed by Lou (2017) will be combined with the Ethnography Linguistic Landscape Analysis (ELLA) by Blommaert and Maly (2016) to analyse how the visual semiotics, interaction order and place semiotics of Cha Chaan Teng points out the past, present and future of this unique Hong Kong culture. Significantly, although previous scholars have conducted research on the linguistic landscape in Hong Kong from various perspectives, this will be the first study to use the lens of linguistic landscape studies to compare the Hong Kong-style restaurants in local place and the overseas area. The main objective of my research is to provide a new perspective to the field of sociolinguistics in Hong Kong, and at the same time to raise people's awareness and knowledge of Cha Chaan Teng – the cultural symbol of Hong Kong with a rich history and social significance, and more importantly, the formation and evolution of Hong Kong collective memory as well as the Hong Kong society.

73.   Jinming Yuan

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Signs, tourists and tourist destinations: the linguistic landscape of the Humble Administrator's Garden in China

Public signs in a tourist destination speak more than the language presents. This paper delves into the bilingual Chinese and English signage of tourist destinations with a case study of the Humble Administrator's Garden in Suzhou, China. Based on the data collected during the fieldwork, this paper analyses the distinctive characteristics of both Chinese and English linguistic landscapes of this destination. The Chinese linguistic landscape endeavours to present the historical background, traditional Chinese cultural elements and architectural essence of the tourist destination. Meanwhile, the English linguistic landscape attempts to navigate the linguistic and cultural boundaries by translating selected parts of Chinese linguistic landscape, albeit with traditional Chinese cultural elements that are lost and retained. These two linguistic landscapes elicited different perceptions from Chinese tourists and international tourists. Based on the interviews with tourists, the efforts invested in creating bilingual signage are generally acknowledged for crossing linguistic and cultural borders and presenting a good destination image. However, this study also reveals that tourists advocate for a more dialogical and communicative approach between linguistic landscapes, tourists, and tourist destinations. The results of this study contribute to the intricate dynamics of public signs in tourist destinations, emphasising the importance of improving tourists' experience with communicative linguistic and cultural presentations and representations.

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Authenticating Tibetan-ness through Smellscapes
Linguistic landscapes are increasingly engineered across sensory registers to produce positive affective responses in spectators. Smells, in particular, serve as a crucial semiotic resource for activating cultural memories (Brox, 2019), invoking belonging and comfort (Weldemichael et al., 2019), and authenticating the ethnic senses of space (Karrebæk, 2017; Pennycook & Otsuji, 2015). Despite so, smellscapes remain a relatively under-researched area in linguistic landscape research. Drawing on ethnographic data from a Han-Tibetan multi-ethnic neighbourhood in Chengdu, China, this paper shows how smells constitute the materialities of space that orient people's perceptions of Tibetan authenticity. Combining photographic data of the streets and walking narrations of Tibetan students, the study reveals a range of culturally and ethnically specific smells that serve to authenticate the Tibetan-ness of the community. These include the metal scent of handicraft copper vessels, the coniferous and herbal stuffing in hollow buddha figures, the paper and ink odour of scriptures in prayer wheels, the wool smell of Tibetan blankets, as well as the aroma of Tibetan food specialities such as raw Yak meat, saffron, and sweet tea. The plethora of ethnic smells, however, co-exist with fake scents such as the scentless palm shortening (as opposed to the fishy smell of genuine shortening), resulting in a layering of authentic and inauthentic scents in the smellscapes. By turning attention to one of our much-ignored senses, the study sheds important light on how the intersection of smells, visuals, people, and objects materialise the Tibetan-ness of this multi-ethnic space in a Chinese metropolis.

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'Being cosmopolitan' in Shanghai: metrolingual habitus & the 'folding' space
Previous linguistic landscape studies explicitly working on individual's cosmopolitan identities have more or less focused on people's fetishization of linguistic and semiotic resources (Kelly-Holmes, 2014), such as the projection of cosmopolitan worldliness into public signage in English (Baudinette, 2018) or ethnic foodscapes (Abas, 2019). From a more 'spatial' perspective, this study concerns itself more with how individual's cosmopolitan identity is enacted and curated in their 'metrolingual habitus' (Bourdieu, 1977; Pennycook and Otsuji, 2015), i.e., their spatial, linguistic and social dispositions in everyday consumptive encounters with language and urban space. Drawing upon LL data, participant observations and in-depth interviews collected through extended ethnographic fieldwork in Shanghai, this paper zooms in on the semiotic landscapes of some 'cool' restaurants and bars (serving foreign cuisines and beverages) that participants would associate 'cosmopolitan' with. Agglomerated in the former French Concession area which represents the gist of the 'real Shanghai' as once-and-now-again cosmopolis (Zhao, 2022; Zhao & Lou, forthcoming), places of this type can be seen as 'folding' space (Deleuze, 1988): experientially deviant yet ecologically connected to the situated urban texture. In this sense, in addition to the experience of cosmopolitan omnivorousness, these folding 'chucks' also provide an identity space accommodating people's expectation and imagination of 'being cosmopolitan' in a locally relevant way. By engaging these fluid borderland spaces, this paper hopes to keep on with the understanding of cosmopolitanism 'in the plural' (Featherstone, 2002) in view of complex local-global dynamics.

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Multiple place naming, blurring linguistic borders: The fluidity of identity and belonging in a multilingual linguistic landscape
This study examines the co-existence and simultaneous use of a complex range of place names in a multilingual linguistic landscape. It proposes that multiple place naming can (re)produce, trouble and overturn established norms of understanding and behaviour. I draw on scholarship in linguistic landscapes to argue that the concurrent use of different names for the same place indicates the ongoing negotiation, contestation and articulation of diverse identities based on history, age, class, race, gender, ideology, language, culture, communication, and power. Based on fieldwork conducted in 2018, archival research, semi-structured interviews and document analysis, the study addresses the nature of toponyms in Bindura and focuses on how certain communities react to the place names of their farms, streets, townships and villages in their everyday lives. Results show that toponyms can reflect a place's long and contested social and political history. Fragments of different toponymic regimes and hegemonic discourses that took over one after the other over time remain inscribed in these toponyms, thus originating "a complex tapestry" in which different pasts, histories and present-day experiences revive and conflicting ideologies and identities

co-exist (Tucci, Ronza, & Giordano, 2011, p. 370). In essence, the names and naming practices of a place give us windows into the events or behaviours of a particular place and its inhabitants.