Using the Language Around Us: 
Teaching Spanish Linguistics with Urban Signage

Dr. Jhonni Carr
Berkeley Language Center

Course Objectives
• Identify and explain basic methods of analysis from core areas of Linguistic Landscape Studies
• Describe key developments, theories, and methodologies in the field
• Reflect on the use and functions of particular languages in the linguistic landscape with reference to basic linguistic concepts
• Understand the importance of language in cultural life, and develop sensitivity to the observation of language phenomena in daily experience
• Appreciate the diversity of language forms and usages around the world, especially in local settings
• Consider power dimensions regarding the presence and absence of different languages and their translations

Course Modules (~ 3.5 weeks each)
• Module 1: Introduction to Linguistic Landscape Studies: Origins, Advances, and Methodological Approaches
• Module 2: Multilingualism and Language Attitudes and Ideologies of the Linguistic Landscape
• Module 3: Linguistic Variation in Urban Signage
• Module 4: Social Justice and Identity in the Linguistic Landscape

Structure of Each Module
• Days 1-3: Theory (Intro to module topic, relation to LL, sample LL text + analysis, practice)
• Days 4-5: Real-world application (Field trip preparation, field trip + guided activity, reflection)
• Days 6-7: Reflection (2-3 brief presentations, class discussion, debriefing)

Sample Module Learning Objectives: Social Justice and Identity in the Linguistic Landscape
• Identify and explain basic concepts of social justice and language justice
• Understand how social justice can relate to the linguistic landscape
• Reflect on how these concepts can be applied to their own communities
• Hear first-hand from local community members about their view of the LL
• Analyze the effect language and power can have on individuals’ identity, sense of belonging, and social solidarity

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Sample image of urban signage: 
"SE NECESITA PERSONAL PARA COCINA, LAVADOR DE TRASTES 
APLICACIONES EN EL INTERIOR"

"NOW ACCEPTING APPLICATIONS FOR CASHIERS AND BARTENDERS"

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"PARENTAL OR GUARDIAN SUPERVISION IS REQUIRED FOR THE USE OF THIS PLAYGROUND EQUIPMENT. PLAY AT YOUR OWN RISK. 
USTEDES DEBE TENER UN PERMISO PARA JUGAR EN ESTE CAMPO. VOLADORES SERAN SUSCEPTIBLES A ACCION POLICIAL."
References


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