

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

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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



References

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