Before we get started...

Por favor no tirar toallas ni papel en el toilet; gracias.

...please write something you notice about this sign in the chat.
Using the Language Around Us: Teaching Spanish Linguistics with Urban Signage

Dr. Jhonni Carr
Department of Spanish & Portuguese
Presentation Outline

Introduction to Linguistic Landscape Studies

Overview of the 4 modules of the course

Final module on social justice and identity in the linguistic landscape

Challenges and next steps in the development of the course
“The field of Linguistic Landscape (LL) attempts to understand the motives, uses, ideologies, language varieties and contestations of multiple forms of ‘languages’ as they are displayed in public spaces”
In 2007...
Spanish in the Linguistic Landscape: Implications for Linguistic and Sociocultural Study
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 wks 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

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
Social Justice Module: Learning Objectives

• 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
Social Justice Module Outline

• Readings → homework, discussions
  • Piller (2016) *Linguistic Diversity and Social Justice: An Introduction to Applied Sociolinguistics*
  • Antena’s *Cómo construir la justicia del lenguaje*
  • Forthcoming chapter from *Linguistic Social Justice* (Eds. Ramos Pellicia, MacGregor-Mendoza, and Niño-Murcia)

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
Social Justice Module Outline

• Class activities
  • Students work in small groups to breakdown the readings
  • Sample LL text + analyses

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
YOU (plural) MUST (singular) HAVE A PERMIT TO PLAY IN THIS FIELD. RAPISTS WILL BE SUSCEPTIBLE TO POLICE ACTION.
Social Justice Module Outline

• Class activities
  • Students work in small groups to breakdown the readings
  • Sample LL text + analyses
  • Practice analyzing LL texts

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
Pappy’s owner responds to discrimination charges

https://www.berkeleyside.com/2016/02/03/pappys-owner-responds-to-discrimination-charges
Social Justice Module Outline

• Class activities
  • Students work in small groups to breakdown the readings
  • Sample LL text + analyses
  • Practice analyzing LL texts
  • Debate

• Homework: interview questions
Social Justice Module Outline

- Review interview questions in pairs
- Review questions as a class, select 10
- Fieldwork preparation
- Fieldwork in the Mission District: interviews with passersby
- Reflection activity

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
Social Justice Module Outline

• A few groups briefly present their findings and reflections

• Class discussion: debriefing/reflection of experiences

• Assessment: apply theory + practice to analyze a sign using a language justice approach

Days 1-3: Theory
Days 4-5: Real-world application
Days 6-7: Reflection
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Challenges and Next Steps in the Development of the Course
Acknowledgements


Thanks for listening!

Comments? Questions?