

CONTENTS

Acknowledgments

viii

Introduction

1

ELANA SHOHAMY AND DURK GORTER

PART I

Theoretical Perspectives

11

1 Linguistic Landscaping and the Seed of the Public Sphere

13

FLORIAN COULMAS

2 Prolegomena to a Sociolinguistic Theory of Public Signage

25

BERNARD SPOLSKY

3 A Sociological Approach to the Study of Linguistic Landscapes

40

ELIEZER BEN-RAFAEL

4 Language Economy and Linguistic Landscape

55

JASONE CENOS AND DURK GORTER

5 A Framework for the Linguistic Analysis of Linguistic Landscapes

70

THOM HUEBNER

6 Language Ecology and Linguistic Landscape Analysis

88

FRANCIS M. HULT

CONTENTS

PART II	
Methodological Issues	105
7 Authorship in the Linguistic Landscape: A Multimodal-Performative View	107
DAVID MALINOWSKI	
8 A Mapping Technique and the Linguistic Landscape	126
MONICA BARNI AND CARLA BAGNA	
9 What's in a Name? Classification of Proper Names by Language	141
LOULOU EDELMAN	
PART III	
Language Policy Issues	155
10 Rules and Regulations in Linguistic Landscaping: A Comparative Perspective	157
PETER BACKHAUS	
11 State Ideology and Linguistic Landscape: A Comparative Analysis of (Post)communist Belarus, Czech Republic and Slovakia	173
MARIÁN SLOBODA	
12 Language Ideology and Linguistic Landscape: Language Policy and Globalization in a Regional Capital of Ethiopia	189
ELIZABETH LANZA AND HIRUT WOLDEMARIAM	
13 Local Policy Modeling the Linguistic Landscape	206
SILVIA DAL NEGRO	
PART IV	
Identity and Awareness	219
14 Languages on Display: Indexical Signs, Identities and the Linguistic Landscape of Taipei	221
MELISSA L. CURTIN	

CONTENTS

15 Constructing National Identity in Mixed Cities in Israel: Arabic on Signs in the Public Space of Upper Nazareth	238
NIRA TRUMPER-HECHT	
16 Linguistic Landscape and Language Awareness	253
DIANE DAGENAIS, DANIELÈ MOORE, CÉCILE SABATIER, PATRICIA LAMARRE AND FRANÇOISE ARMAND	
17 Tourism and Representation in the Irish Linguistic Landscape	270
JEFFREY KALLEN	
 PART V	
Extensions and the Way Forward	285
18 Science and the Linguistic Landscape: A Genre Analysis of Representational Wall Space in a Microbiology Laboratory	287
DAVID I. HANAUER	
19 Linguistic Landscapes and the Transgressive Semiotics of Graffiti	302
ALASTAIR PENNYCOOK	
20 Linguistic Landscape as an Ecological Arena: Modalities, Meanings, Negotiations, Education	313
ELANA SHOHAMY AND SHOSHI WAKSMAN	
<i>Notes on Contributors</i>	332
<i>Index</i>	340