

Contents

Preface	vii
1 Conceptualizing Linguistic Landscape: Language, Space and Place	1
Research on Linguistic Landscape: Towards an Ethnography of Representation	2
Space, Place and Language: An Interdisciplinary Movement	7
Locating the Linguist's Place	11
Situating Linguistic Landscape in Time and Space: An Integrative Framework	14
Situating Linguistic Landscape in Time: Nexus Analysis and Discourse Trajectories	19
Summary	22
2 Approaching Chinatown: Background and Methodology	24
An Integrative Research Design	29
Summary	38
3 Chinatown as Heterotopia: Urban Revitalization Through Linguistic Landscape	39
Geosemiotic Characteristics of Chinese Stores' Signage	39
Geosemiotic Characteristics of Non-Chinese Stores' Signage	50
Chinatown as Heterotopia	57
Summary	58
4 Situating Linguistic Landscape in Time	60
Text and History, History of Text: Tracing Discourse Trajectories on Multiple Timescales	61
Changes in Chinatown over a Century: People, Economy and Politics	64

	Civil Rights, Downtown Revitalization and the Re-making of Chinatown	67
	Chinatown Design Review: The Case of AT&T's Flagship Store Design	79
	Summary	86
5	Situating Linguistic Landscape in Space	88
	Contrast Between Ritual Place and Lived Place	89
	Chinatown: Tourist Destination or Ethnic Enclave?	122
	Linking Chinatown with China	126
	Summary	130
6	Conclusion and Reflection	131
	Practical Application of the Research Findings: The Researcher as Activist	134
	Theoretical Contributions	135
	Appendix A	137
	Appendix B	138
	Appendix C	139
	Appendix D	140
	References	141
	Index	149