

Die Professur für Linguistik des Deutschen/Medienlinguistik (Prof. Androutsopoulos), das Projekt *LinguaSnappHamburg* und das Zentrum für Sprachwissenschaft laden ein zu einem Vortrag im Rahmen des Linguistischen Forschungskolloquiums am Institut für Germanistik

Mittwoch, den 13. Juni 2018, 16-18h (c.t.)

Überseering 35, Raum 00129-03

Yaron Matras & Leonie Gaiser

Universität Manchester

Toward an integrated, participatory and action-oriented approach to urban linguistic landscapes

Over the past decade, the study of linguistic landscape (LL) has emerged as a particular field of investigation, with its own dedicated conferences, collaborative research outputs and now also a dedicated journal publication. This development brings with it opportunities for new insights, but also, inevitably, some risk of self-insulation. Our aim in this paper is to outline a research agenda that links the study of LL to theory and methods in a number of other areas and thereby to offer a kind of holistic approach to the topic. First, we introduce an investigation of LL that is integrated into an innovative participatory research model that has been described as organic and non-linear in that it engages students and external stakeholders in a reciprocal process of enquiry (Matras & Robertson 2017). Next, we apply an interaction-based model that views signs as actions (Papenhagen et al. 2016), each composed of several communicative acts with their own illocution; we seek to link the distribution of languages across acts and illocutions in multilingual signs to use of multilingual repertoires in other interaction routines. Third, in this way, we discuss LL as one of various manifestations of multilingualism as localised action routines (Pennycook & Otsuji 2015, Blommaert et al. 2005). Finally, we discuss private, public and policy-oriented notions of 'community' and examine how practices that involve the selection of languages for particular illocution types both represent and help construct such notions. Our examples draw on a corpus of multilingual signs collected in Manchester, Jerusalem and Melbourne and archived on the respective LinguaSnapp websites.

Yaron Matras ist Professor für Linguistik an der Universität Manchester, Herausgeber der Zeitschrift *Romani Studies* und der Reihe *Language Contact and Bilingualism*, Mitherausgeber der Reihe *Empirical Approaches to Language Typology* sowie Gründer und Direktor des Projekts *Multilingual Manchester*:

www.research.manchester.ac.uk/portal/yaron.matras.html

Leonie Gaiser ist Doktorandin im Fach Linguistik an der Universität Manchester und Forschungsassistentin im Projekt *Multilingual Manchester*. Ihre Forschungsschwerpunkte sind *Linguistic Landscapes* und Mehrsprachigkeit in Ergänzungsschulen sowie im Gesundheitswesen: <http://mlm.humanities.manchester.ac.uk>

Yaron Matras und Leonie Gaiser halten einen weiteren Vortrag am Dienstag, den 12. Juni 2018, 12-14h (c.t.) im Rahmen der Vorlesung *Gesellschaftliche Mehrsprachigkeit* (Prof. Androutsopoulos), Hörsaal Ü35/ A-00002.

Interessierte Kolleg/innen und Studierende sind herzlich willkommen!