

REPRESENTATION OF ENGLISH AND OTHER LANGUAGES IN THE LINGUISTIC LANDSCAPE OF LITHUANIAN CITIES

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The variety of public and commercial signs that can be seen in the streets of cities and towns (from plaques on governmental and educational institutions to names of private enterprises and notices on billboards) constitute the Linguistic Landscape in city spaces. The studies of linguistic landscapes of different countries, territories or regions reveal how the language policy of the country and the interests and practices of private enterprises are reflected in the public space. Linguistic Landscape has important informational, linguistic and symbolic functions as markers of the position and status of the linguistic communities who live in a given country. The growing presence of English in the Linguistic Landscape of Lithuanian cities and smaller towns witnesses the process of globalization. The aim of the present study is to analyze and compare the linguistic signs in the three largest Lithuanian cities – Vilnius, Kaunas and Klaipėda. Vilnius, the capital, stands out from the rest of the country as a more cosmopolitan city. Kaunas, on the other hand, is a city with predominantly Lithuanian population, while Klaipėda stands out as a seaport. Some facts about Linguistic Landscape in smaller towns are also provided. The presentation is devoted to the investigation of the actual use of English in various public signs in order to give insights into prestige and functional roles it has in the three cities. In addition, the presence of other languages (Russian, Polish) is also observed. The obtained results show that some differences exist between Vilnius and the other cities though they are not very prominent. The greatest variety of linguistic choices has been observed among private companies.