

LINGUISTIC LANDSCAPE IN A
TRANSCARPATHIAN
MULTILINGUAL SMALL TOWN
(NAGYSZŐLŐS/VINOGRADOVO)

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Linguistic Landscape/LL

According to Dal Negro (2009: 206), "the LL makes the language policy immediately apparent".

How and what languages are represented in the LL indicates the given state's language policy objectives and provides the society with information on the linguistic attitudes and ideologies of the state power. The analysis of some of the segments of the LL helps us discover the image the power elite wishes to convey regarding its language policy (Kroskrity 2000, Blommaert 2006: 244).

The language is the means
of expressing identity.

In this presentation, based on
the linguistic landscape of
Transcarpathia, I aim to show
some examples of the many
types of identity that can be
expressed through linguistic
landscape.

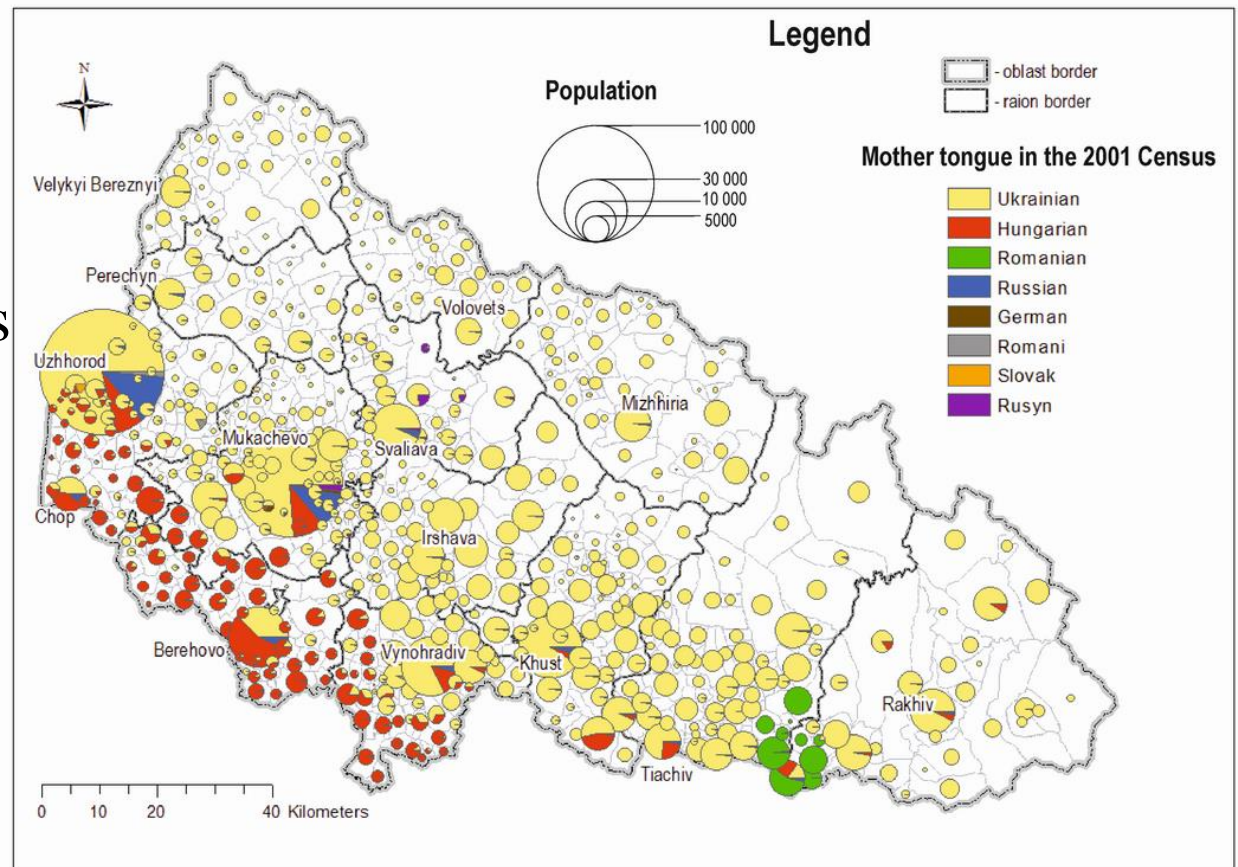


- „Some minority languages behave like good children, seen but not heard, but others may behave like unruly children and be heard or seen even when banished away from the public eye. The case of Russian in Ukraine.,,

- Aneta Pavlenko, 2012

The editors of the volume "*Minority Languages in the Linguistic Landscape*" claim that qualitative and quantitative criteria should be combined in LL research (Marten et al. 2012: 3).

In my short presentation I focus on qualitative analysis in a multilingual region:
Transcarpathia



The appearance of national identity through symbols





**Bilingual signs,
Ukrainian national
colours**

Multilingual signs





Квіти & Подарунки

Virág & Ajándék

Весільний декор
Esküvői decor



Elements of regional language use (contact effects) in the language landscape:



FELHÍVÁS!
Felhívjuk a lakosság figyelmét,
hogy szigoruan kötelező a község
területén lévő mezőkön
a parlagfű kaszálása és a
borscsivnuk (борщівник
Сочовського) kiírtása.

вул. Борканюка
Borkanyuk utca

вул. СТАНЦІЙНА
ÁLLOMÁS utca

ВУЛ. ПАВЛА ТИЧИНИ
PÁVLO TICSINÁ ut.

Conclusion

- In my presentation I showed some examples of the many types of identity that can be expressed through linguistic landscape
- In LL's quality analysis, we should not only look at the text of the subtitles (content, language, font size, etc.). We should need to look at the symbol system in which the text is displayed.
- Research on LL (qualitative) contributes to the identification of a particular region and housing estates identity

Thanks for your kind attention!