

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

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Nowadays one of the most famous research topics among the linguistics is the theme of linguistic landscape: the research and examination of the visual usage of language. The conception of linguistic landscape lets the variegation of society, interpersonal relations, political ideologies be seen as a unity, so currently the topic is rightly and increasingly popular. This is an approach which takes from the results of sociolinguistics, semiotics, folkloristics, history studies, jurisprudence, geography studies, or the onomastics. 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. Identity is multilayer, and that is why the language is able to express countless identities. In this presentation, based on the linguistic landscape of a Transcarpathian town, Nagyszőlős/Vinogradovo I aim to show some examples of the many types of identity, linguistic hierarchy, that can be expressed through linguistic landscape and to show that LL can provide valuable insight into the linguistic situation of a Transcarpathian town, including common patterns of language usage, official language policies, prevalent language attitudes, and the long-term consequences of language contact, among others. This was done by analyzing the data collected from specific public domains such as street signs, advertising signs, building names, warning notices and prohibitions, billboards, shop signs, informative signs (directions, hours of opening), etc. in Vinogradovo.