

Linguistic Landscape 7 Conference Program

<http://linguisticlandscape7.berkeley.edu>

Thursday, May 7- Saturday, May 9

Dwinelle Hall, UC Berkeley



Hosted by: Berkeley Language Center, UC Berkeley

Co-sponsors:

Global Urban Humanities Initiative
UC Berkeley

Center for Language Study
Yale University

THURSDAY, MAY 7	
8:30 – 9:00	<p>Registration (B-40 Dwinelle) Breakfast (34 Dwinelle Hall)</p>
9:00 – 10:30	<p>Welcome and Plenary Session I (2060 Valley Life Sciences Building)</p> <p>Rick Kern, Director, Berkeley Language Center Anthony Cascardi, Dean of Arts and Humanities, UC Berkeley Elana Shohamy, Tel Aviv University David Malinowski, Yale University Mark Kaiser, Associate Director, Berkeley Language Center</p> <p><i>Plenary Speaker 1</i> Susan Moffat (Global Urban Humanities Initiative, UC Berkeley) “Mapping the Landscapes of Disciplinary Languages: the Global Urban Humanities Initiative and the Study of Urban Space”</p> <p><i>Plenary Speaker 2</i> Patricia Baquedano-López (Graduate School of Education and Center for Latino Policy Research, UC Berkeley) “Examining the Linguistic Landscape for Latinas/os in California: Resistance, Persistence, and Reinvention”</p>

10:30 – 11:00	Coffee Break <i>(34 Dwinelle Hall)</i>		
11:00 – 12:15 Concurrent Sessions #1	B-4 Dwinelle (B-Level)	33 Dwinelle (C-Level)	B-37 Dwinelle (B-Level)
	1A. Questioning Borders in the LL 1. Screti, “(Re)writing Galicia: Boundaries in imagined spaces” 2. Kallen, “Different borders, different landscapes: Linguistic Landscape and the Irish political border” 3. Gerst, Klessmann, & Korsun, “Multilingualism and linguistic demarcations in border regions: The ‘linguistic borderscape’ of the German-Polish twin cities Frankfurt (Oder)-Stubice”	1B. Expanding Methodologies in LL Studies 1. Barni, Bagna, & Machetti, “Historical and synchronic dimensions of LL in Italy: What methodologies are appropriate?” 2. Price, “One size fits all?: Method and madness in the LL” 3. Amos, “Living, working, belonging in the imagined ethnic zone: The linguistic landscape of Chinatown in Liverpool, UK”	1C. Foundational questions, new directions: Language vitality in multilingual settings 1. Bhalla & Wiley, “Linguistic Landscape and language vitality: Investigating the Hindi communities in Northern Virginia” 2. Dubiner, “On identity and the LL of a Druze town in Israel” 3. De Costa & Rawal, “Landscaping a Midwestern Nepalese linguistic community from the inside”
12:15 – 1:30	Lunch Break <i>(Ishi Court, Dwinelle Hall)</i>		
1:30 – 2:45 Concurrent Sessions #2	B-4 Dwinelle (B-Level)	33 Dwinelle (C-Level)	B-37 Dwinelle (B-Level)
	2A. Hearing the unspoken, seeing the unseen in the LL 1. Karlander, “Road signs revisited: Looking beyond inscription” 2. Hanauer, Hanauer & Heinemann, “Experiencing the Alloverstreet event: Arts-based research on participatory linguistic landscapes” 3. Lou, Wong, & Wong, “Imagining place through linguistic landscape: Silent signs of resistance in Nga Tsin Wai Village, Hong Kong”	2B. Ideology and agency in multilingual schoolsapes 1. Przymus, “A Tale of Two Tuscons: The language of street signs and classroom instruction” 2. Szabó & Laihonon, “Where agency takes place: Schoolsapes in Finland and in Hungary” 3. Golden & Lanza, “Linguistic Landscape in a Norwegian Multilingual classroom of 2014/2014”	2C. Then, now, and then: LL analyses across time 1. Blackwood, “Diachronic change in the contemporary LL: A return to Rennes and Perpignan” 2. Woldemariam, “Linguistic landscape as a standing historical testimony: The case of Ethiopia” 3. Vandenbroucke, “Displacing gentrification: A diachronic case-study of language and multilingualism in Brussels’ Quartier Dansaert”

2:45 – 3:15	Coffee Break <i>(34 Dwinelle)</i>		
3:15 – 4:30 Concurrent Sessions #3	B-4 Dwinelle (B-Level)	33 Dwinelle (C-Level)	B-37 Dwinelle (B-Level)
	3A. Linguistic landscape and propaganda 1. Girvin, “Eastern-bloc propaganda signs and the problem of ‘authenticity’” 2. Zabrodskaia, “Kalevipoeg and Emelja on signs: Questioning cultural borders in Estonia” 3. Shohamy & Waksman, “Introducing a new municipal LL system in tourist areas of Tel Aviv-Jaffa”	3B. Activating meaning-making in the LL: Literacy and language learning 1. Leymarie, “Linguistic landscape in Clarkston, Georgia: Language, literacy, and refugee resettlement” 2. Bever & Richardson, “Defining linguistic landscapes as a tool for languages and literacy education” 3. Malinowski, “Juxtaposing spaces: A postmodern approach to language learning in the linguistic landscape”	3C. Visibility and readership in new spaces 1. Soukup, “English in the linguistic landscape of Vienna, Austria (ELLVIA): Outline and rationale of a new project” 2. Legère, “SUV spare tire covers and Swahili in Dar es Salaam, Tanzania”
4:30 – 4:45	Transition to general session		
4:45 – 5:30	Preview Session: Reflections on Practice (ROPs) <i>(370 Dwinelle)</i>		
5:30 – 6:00	Transition to Dinner		
6:00 – 9:00	Cocktails & Dinner <i>(Bancroft Hotel, 2680 Bancroft Way)</i>		

FRIDAY, MAY 8			
8:30 – 9:00	Breakfast <i>(34 Dwinelle)</i>		
9:00 – 10:15	Plenary Session II <i>(2060 Valley Life Sciences Building)</i> <i>Plenary Speaker 3</i> Leanne Hinton (Department of Linguistics, UC Berkeley) “Languages on the Land: The linguistic ecology of California” <i>Plenary Speaker 4</i> Claire Kramersch (Department of German, UC Berkeley) “Theorizing LL: A return to u-topia?”		
10:15 – 10:45	Coffee Break <i>(34 Dwinelle Hall)</i>		
10:45 – 12:00	B-4 Dwinelle (B-Level)	33 Dwinelle (C-Level)	B-37 Dwinelle (B-Level)
Concurrent Sessions #4	4A. History and memorialization in linguistic landscape studies 1. Ben-Rafael & Ben-Rafael, “LL as symbolic construction of the public space: Memorial in the Bavarian Quarter” 2. Lanza & Røyneland, “Memorials, multilingualism, and multiculturalism in Norway” 3. Guilat & Espinosa-Ramírez, “The Historical Memory Law and its role in the re-design of the semiotic cityscapes in Spain: The Granada case study”	4B. Reimagining Linguistic Landscape, from the ground up 1. Mac Giolla Chríost, “‘Mind the gap’ – The linguistic landscape, the semiotic landscape and language display: Aims, methods and meaning” 2. Danielewicz-Betz, “Situational and temporal emplacement of signs in (global) language landscapes” 3. Steffensen & Johannessen, “Linguistic landscapes as ecological niches: A conceptual and methodological reconceptualization of LLS”	4C. Online Linguistic Landscapes 1. Ní Dhonnacha, Wade, & Kallen, “Online linguistic landscapes: Discourse, globalization, and enregisterment” 2. Burdin, “Exploring the (virtual) linguistic landscape of Kazimierz” 3. Troyer, “Online sites of engagement: A justification of webspaces as linguistic landscapes”
12:00 – 1:15	Lunch break <i>(Ishi Court, Dwinelle Hall)</i>		

	B-4 Dwinelle (B-Level)	33 Dwinelle (C-Level)	B-37 Dwinelle (B-Level)	
1:15 – 2:30 Concurrent Sessions #5	5A. Consuming signs and objects 1. Jaworski, “Language objects, art and consumer culture” 2. Baro, “Chronoscape of inner-city Johannesburg: A semiotic landscape analysis of post-apartheid urban development”	5B. Judging and contesting diversity in/through the LL 1. Stoicheva, “City multilingualism: Between bonds and barriers” 2. Niedt, “New neighbors: The evolution of attitudes towards a changing linguistic landscape in Philadelphia” 3. Sobkowiak, “Multilingual signs and endangered language revitalization efforts. Presence of written language in public spaces and language attitudes. Case of Nahuatl in Mexico”	5C. Languages across spaces: Multiple si(gh)tings in LL research 1. Wolny, “Differentiation of the urban space: Linguistic diversity in the linguistic landscape of Venice” 2. Carr, “Comparing Koreatowns: The linguistic landscape of the K-Towns of Los Angeles & Mexico City” 3. Berezkina, “Multilingualism in progress?: A diachronic study of language policy in the virtual public space”	
2:30 – 2:45	Coffee Break/Transition to Reflections on Practice <i>(34 Dwinelle)</i>			
2:45 – 3:50 Reflections on Practice Round 1	<i>Teaching and learning in the LL</i> B-4 Dwinelle (B-Level)	<i>Methodologies (I)</i> 33 Dwinelle (C-Level)	<i>Methodologies (II)</i> B-37 Dwinelle (B-Level)	<i>Questioning frameworks of LL analysis</i> B-3 Dwinelle (B-Level)
	1. Maxim, “Raising methodological awareness among study abroad participants: Reflections from a student-driven linguistic landscape research project” 2. Abraham, “Integrating the Linguistic Landscape in Technology-mediated Environments for Language Learning and Teaching” 3. Burton & Clark, “English as a street language: Teaching ESL with the linguistic landscape”	1. Amos, “Quantitative 2.0: Re-evaluating the worth of empirical sign counts and introducing the 'big data' corpus” 2. Lyons, “Quantifying the Linguistic Landscape – Reflections on Inferential Analyses” 3. Kallen, Dunlevy & Balaeva, “Contextualising units in the Linguistic Landscape- How should data be framed?”	1. Woldemariam, “Methodological challenges in conducting LL research” 2. Price, “Out With the Old, In With the New?: Not So Fast!” 3. Carr, “Reflecting on Koreatowns: The Linguistic Landscape of the K-Towns of Los Angeles & Mexico City”	1. Blackwood, “Multilingualism and memorialization: starting the debate” 2. Garvin, “Toward an ethical treatment of history in the LL: 'Post-memory' narratives in a southern American town” 3. Ritchey, “The history of street names in southern France”

4:00 – 5:00	<i>Teaching and learning in the LL</i> B-4 Dwinelle (B-Level)	<i>Methodologies (I)</i> 33 Dwinelle (C-Level)	<i>Methodologies (II)</i> B-37 Dwinelle (B-Level)	<i>Questioning frameworks of LL analysis</i> B-3 Dwinelle (B-Level)
Reflections on Practice Round 2	<ol style="list-style-type: none"> 1. Hayashi-Takakura, “A sample of teaching Chinese characters (kanji) with linguistic landscape for heritage language learners of Japanese” 2. Callahan, “Spanish in the linguistic landscape of museums in California and New York: A resource for heritage language learners and students of translation” 3. Choi & Lee, “‘Seoul Korea, Mexico City, and Takorea.’ Geolocative Linguistic Landscape Project in University Korean Language Classes” 	<ol style="list-style-type: none"> 1. Dubiner, “The challenging task of interviewing shop owners” 2. Adams & Linares, “Questioning Boundaries: Towards a Unified Framework of (Virtual) Linguistic Landscapes” 3. Szabó, “Reading, reconstructing and interpreting the linguistic landscape of schools: Working with the ‘tourist guide technique”” 	<ol style="list-style-type: none"> 1. Buckingham, “Linguistic landscapes and methodological issues/ political activism” 2. Soukup, “The role of the ‘recipient’ in LL research: Notes from the project ‘English in the linguistic landscape of Vienna, Austria’ (ELLViA)” 3. Leung & Knitter, “Art and linguistic landscapes: A look at the Chinatowns of San Francisco and Washington D.C.” 	<ol style="list-style-type: none"> 1. Karlander, “Mobility, emptiness, and the meaning of absence: integrating semiotic “blank spots” in the LL framework” 2. Zabrodska, “Language representation on a sign”
5:00 – 5:15	Transition to General Session			
5:15 – 6:15	<p>General Session <i>(370 Dwinelle)</i></p> <p>Re-Viewing our Work, and Designing New Futures: Report-Back on Reflections on Practice</p>			

SATURDAY, MAY 9

8:00 – 8:30	Breakfast <i>(34 Dwinelle)</i>	
8:30 – 9:45	B-4 Dwinelle	33-Dwinelle
	6A. Protest and transformation 1. Anfinson, “The writing on the wall: The Umbrella Movement, language and revolution” 2. Rubdy, “A multimodal analysis of the graffiti commemorating the 26/11 Mumbai terror attacks: Constructing self-understandings of a senseless violence” 3. Curtin, “The semiotic landscape of Taiwan’s “Sunflower student movement’: Examining the transbordering dynamics of situated linguistic landscaping”	6B. Reading the past on the streets today: History, heritage, archive 1. Kailuweit, “A historical linguistic landscape – Barcelona (1836-38): Much ado about the use of Catalan in public space” 2. Ritchey, “Caught between heritage and utility: Bilingual French-Occitan street names” 3. Train, “Connecting visual presents to archival pasts in multilingual California: Towards historical depth in linguistic landscape”
9:45 – 10:00	Coffee Break <i>(34 Dwinelle)</i>	
10:00 – 11:15	B-4 Dwinelle	33-Dwinelle
	7A. Landscapes of the flesh, body, and self 1. Hanell, “Navigating the linguistic landscape: On the discursive encounters of a new parent” 2. Correa, Shohamy & Dominguez, “Expanding the research on commodification of women’s bodies: Internet sites as modes of delivery to local and transnational audiences”	7B. Struggles of gentrification, citizenship and representation in the LL 1. Kitis, “Imagining Johannesburg: Mapping place-names and their collocates from a newspaper corpus” 2. Tufi, “Linguistic landscapes of urban Italy and the citizenship of the everyday” 3. Lyons, “Signs of the times: Modeling the landscape of gentrification”
11:15 – 11:25	Transition to General Session	
11:25 – 12:00	Conference summary <i>(370 Dwinelle)</i>	
12:00 – 12:30	Business meeting Farewell and on...to LL8! <i>(370 Dwinelle)</i>	