



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Linguistic landscape workshops

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2023/24
Speciality -		Subject code 09GLCS.14KU.02918.23
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English
Study level First-cycle programme		Course type Elective
Study form Full-time		Block Complementary major subjects
Education profile General academic		
Subject coordinator	Marta Koszko	
Lecturer	Marta Koszko	
Period Semester 3	Activities and hours • Workshops: 30, Graded credit	Number of ECTS points 4

Goals

Code	Goal
C1	The aim of the course is to familiarise students with the concept of linguistic landscape (LL) and show its significance in the creation of public semiotic/symbolic space. Except for general theoretical introduction, which aims at explanation of basic terms, methodology of studying LL, and its interdisciplinary character, the students will conduct their own basic analysis of the linguistic landscape in various social contexts. The course will focus on different semiotic spaces, e.g. schools, offices or public urban space. During the course students will learn what is the role of LL in creating identities of ethno-linguistic groups, preservation of culture and cultural heritage. The workshops will also explore how globalisation and social practices and processes related to it may be reflected in LL.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	understands the concept of linguistic landscape (LL), theories and methodology applied in LL analysis.	GLC_K1_W01, GLC_K1_W02, GLC_K1_W07, GLC_K1_W08	Project, Multimedia presentation, In-class discussion
W2	understands the importance of LL in creating social identities of ethnic-linguistic groups, especially minority groups in the context of the global world.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W08	Project, Multimedia presentation, In-class discussion
W3	knows and understands the meaning and role of LL in dissemination of cultural knowledge and preservation of cultural heritage.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W08	Project, Multimedia presentation, In-class discussion
W4	knows the function of LL in creating social spaces in different localities, especially in multilingual communities in the context of the global world.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W08	Project, Multimedia presentation, In-class discussion
Skills - Student:			
U1	can use basic theoretical concepts from the field of linguistic landscape.	GLC_K1_U01, GLC_K1_U04, GLC_K1_U06	Project, Multimedia presentation, In-class discussion
U2	can apply proper tools and methodology in the analysis of LL.	GLC_K1_U01, GLC_K1_U03, GLC_K1_U14	Project, Multimedia presentation
U3	can conduct individual/group research in the real-life context and present the results on the group forum.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U03, GLC_K1_U04, GLC_K1_U05, GLC_K1_U09, GLC_K1_U12, GLC_K1_U13, GLC_K1_U14	Project, Multimedia presentation
U4	can identify socio-linguistic processes reflected in LL in various semiotic spaces and explain their nature, also in the context of global communication.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U04, GLC_K1_U06	Project, Multimedia presentation, In-class discussion
Social competences - Student:			
K1	reads information from LL in the public space in various localities and apply proper communication practices (behaviour), especially in multilingual contexts.	GLC_K1_K01, GLC_K1_K04, GLC_K1_K07	Project, Multimedia presentation, In-class discussion
K2	is ready to conduct basic individual research encompassing the collection and analysis of visual material.	GLC_K1_K01, GLC_K1_K03, GLC_K1_K05	Project, Multimedia presentation
K3	is ready to present in public the results of their research (basic analysis).	GLC_K1_K01, GLC_K1_K05	Project, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	The concept of linguistic landscape (LL), basic functions of LL, typology of signs, interdisciplinary nature of LL	W1, W2, W3, W4, U1, U3, U4, K1, K2, K3	Workshops
2.	Methodologies applied in the field of LL (general): collecting visual material and preparation of visual documentation of LL for analysis, categorisation of the collected signs, strategies of the results' presentation	W1, U1, U2, U3, K2, K3	Workshops
3.	The role of LL in creating identities of ethno-linguistic groups	W2, W4, U1, U4, K1	Workshops
4.	The role of LL in preservation of culture and cultural heritage	W3, U1, K1	Workshops
5.	LL in various semiotic spaces: in-class analysis of LL examples from various public spaces, e.g. schools, offices, streets, shopping centres	W4, U1, U2, U3, U4, K1, K2	Workshops
6.	LL in various semiotic spaces - basic guidelines: methodology (specific to the chosen aspect of linguistic landscape), preparation for students' own research; rules in conducting research in LL	W1, W4, U1, U2, U3, U4, K2, K3	Workshops
7.	In-class presentation of the results of student's own research	W1, U1, U2, U3, K3	Workshops

Additional information

Activities	Teaching and learning methods and activities
Workshops	Discussion, Case study, Workshop method, Project method, Audio and/or video demonstrations, Activating method - "brainstorming", Work in groups

Activities	Credit conditions
Workshops	<ul style="list-style-type: none"> • Attendance is obligatory (one unexplained absence per semester is allowed); if a student fails to attend more than 50% of the classes, they will not be allowed to complete the course. • Active participation in classes - discussions, individual/group analyses of the visual material provided by the tutor; • Knowledge of the literature (*selected excerpts from the literature on the subject indicated by the lecturer), • Pre-class assignments, i.e reading texts, individual analysis of the material suggested by the tutor; • Preparation of one individual presentation and obtaining a positive grade • Preparation of one project (individual/group) on a selected topic and obtaining a positive grade

Literature

Obligatory

1. Ben-Rafael, E., Shohamy, E., Amarab, M.H. and N. Trumper-Hecht. 2006. "Linguistic landscape as symbolic construction of the public space: the case of Israel". *International Journal of Multilingualism* 3. 7-30.
2. Fernández-Mallat, V., Krompák, E. and S. Meyer. 2021. *Linguistic Landscapes and Educational Spaces*. Multilingual Matters.
3. Gorter, D. 2018. "Methods and techniques for linguistic landscape research: About definitions, core issues and technological innovation". In: Pütz, M. and N. Mundt (eds). *Expanding the Linguistic Landscape: Multilingualism, Language Policy and the Use of Space as a Semiotic Resource*. Bristol: Multilingual Matters.
4. Grześkowiak, M. 2010. *Trans-city or Inter-city? The co-existence of majority and minority languages in the urban spaces: a comparative case study of London and Warsaw linguistic landscapes*. Poznań: Prace Naukowe Katedry Ekokomunikacji UAM.
5. Hicks, D. 2002. „Scotland's linguistic landscape: the lack of Policy and planning with Scotland's place-names and signage". Online: <http://www.poileasaidh.celtscot.ed.ac.uk/hicksseminar.html>
6. Landry, R. and R. Bourhis, 1997. „Linguistic landscape and ethnolinguistic vitality: an empirical study". *Journal of Language and Social Psychology* 16. 23-49.
7. Lefebvre, H. 1991. *The Production of Space*. Oxford: Blackwell.
8. Shohamy, E., Ben-Rafael, E. and M. Barni. 2010. *Linguistic Landscape in the City*. Multilingual Matters.

Optional

1. Guilat, Y. and Sh. Waksman. 2014. "The Linguistic Landscape of Israel's Military Cementaries as a Field of Symbolic Contestation." In: Koll-Stobbe, A. and S. Knospe (ed). *Language Contact in Times of Globalization*. Peter Lang Publication and Greifswald University.
2. Shohamy, E. and D. Gorter. 2009. *Linguistic Landscape. Expanding the Scenery*. Routledge.
3. Kress, G. and T. van Leeuwen. 2001. *Multimodal Discourse: the Modes and Media of Contemporary Communication*. Londyn: Arnold.

Calculation of ECTS points

Activities	Activity hours*
Workshops	30
Preparation for classes	25
Reading the indicated literature	30
Preparation of a multimedia presentation	20
Preparation of a project	15
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
GLC_K1_K04	The graduate is ready to undertake communication activities and co-create interpersonal relations in a professional environment, especially one that is linguistically and culturally diverse
GLC_K1_K05	The graduate is ready to performing work individually and in a group and assuming different roles in it
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U03	The graduate can use research skills, including formulation and analysis of research problems, selection of research methods and tools, development and presentation of results, allowing to solve research problems in the field of global communication
GLC_K1_U04	The graduate can search for, analyze, evaluate, select, evaluate and use information using a variety of sources and methods of obtaining it
GLC_K1_U05	The graduate can independently acquire knowledge and develop skills in conducting research work under the guidance of a research supervisor
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
GLC_K1_U09	The graduate can use skills in preparing various types of speeches and leading discussions on issues relevant to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparative studies
GLC_K1_U12	The graduate can organize their own and team work, plan activities on a professional level
GLC_K1_U13	The graduate can plan and implement self-study and improve cultural, linguistic and communication skills necessary for professional and personal development
GLC_K1_U14	The graduate can use the acquired knowledge, skillfully apply various communication channels and techniques necessary to formulate and solve problems within the framework of professional duties
GLC_K1_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
GLC_K1_W02	The graduate knows and understands in an advanced degree, selected methodologies appropriate to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparativism, history, and related terminologies
GLC_K1_W03	The graduate knows and understands in an advanced degree the linguistic, literary and socio-cultural foundations of communication with a special focus on the East Slavic cultural-linguistic-communicative space
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication

Kod	Treść
GLC_K1_W05	The graduate knows and understands connections of global communication with linguistics and literary studies and related areas, as well as basic concepts and issues in the study of the language, literature and cultural contexts of the Eastern Slavic language area
GLC_K1_W07	The graduate knows and understands methods of analyzing and interpreting issues of linguistic and literary comparatism with cultural elements, cultural exchange processes and their relevance to contemporary integration and technological processes in the world
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability