

Contents

Preface	vii
Contributors	ix
Multilingualism, Multimodality and Methodology: Linguistic Landscape Research in the Context of Assemblages, Ideologies and (In)visibility: An Introduction <i>Martin Pütz and Neele Mundt</i>	1
Part 1: General Issues, Methodology and Linguistic Landscapes as a Pedagogical Resource	
1 Linguistic Landscape after a Decade: An Overview of Themes, Debates and Future Directions <i>Elana Shohamy</i>	25
2 Methods and Techniques for Linguistic Landscape Research: About Definitions, Core Issues and Technological Innovations <i>Durk Gorter</i>	38
3 Learning to Translate the Linguistic Landscape <i>David Malinowski</i>	58
Part 2: Broadening the Field of Semiotic Landscapes: Semiotic Assemblages, Multimodality and Contemporary Urban Spaces	
4 Linguistic Landscapes and Semiotic Assemblages <i>Alastair Pennycook</i>	75
5 The Art of Silence in Upmarket Spaces of Commerce <i>Adam Jaworski</i>	89
6 Multimodality in the City: On the Media, Perception and Locatedness of Public Textscapes <i>Christine Domke</i>	115
7 Multilingual Audio Announcements: Power and Identity <i>Ying-Hsueh Hu</i>	132

**Part 3: Expanding Linguistic Landscape Studies: Power Relations,
Acts of Resilience and Diachronic Changes**

8	Linguistic Landscapes and the African Perspective <i>Karsten Legère and Tove Rosendal</i>	153
9	Slogans as Part of Burkina Faso's Linguistic Landscape during the Insurrection in 2014 <i>Sabine Diao-Klaeger and Rosalie Zongo</i>	180
10	Investigating the Bilingual Landscape of the Marshall Islands <i>Isabelle Buchstaller and Seraphim Alvanides</i>	203
11	Linguistic, Ethnic and Cultural Tensions in the Sociolinguistic Landscape of Vilnius: A Diachronic Analysis <i>Irina Moore</i>	229
12	Attitudes towards Visual Multilingualism in the Linguistic Landscape of the Ruhr Area <i>Evelyn Ziegler, Ulrich Schmitz and Hacı-Halil Uslucan</i>	264
	Index	300