

Linguistic Landscape in the Spanish-speaking World

Patricia Gubitosi and
Michelle Ramos Pellicia, Eds.

Reasons for the book

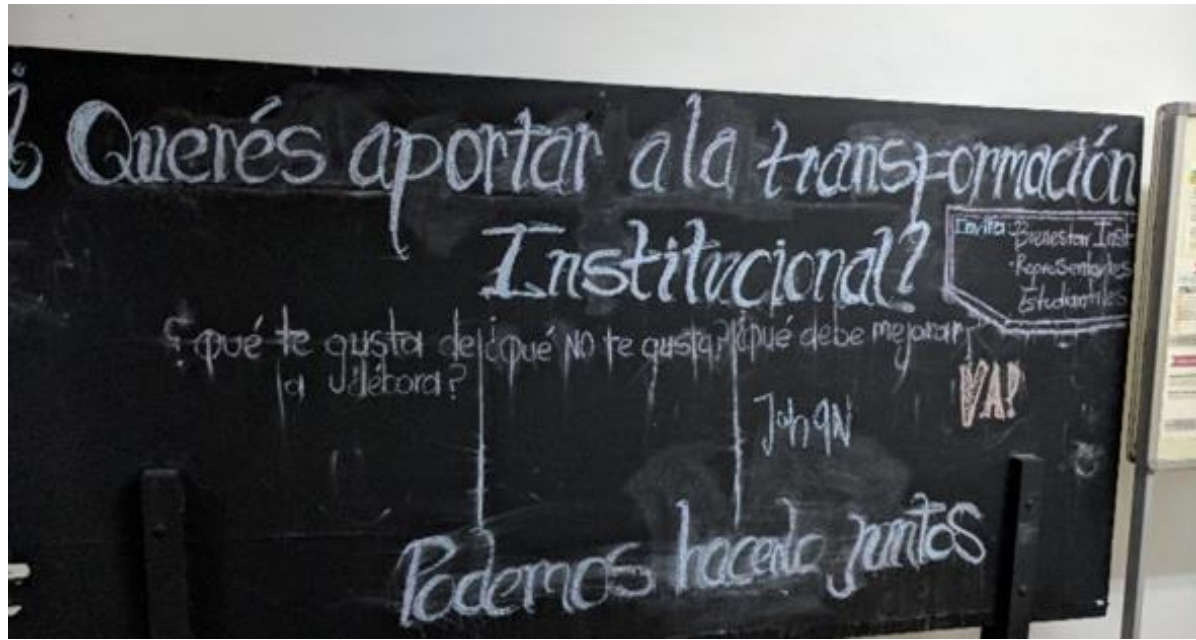
- Studies made on linguistic landscapes arise from the seminal work by Landry and Bourhis (1997), who identified a connection between linguistic landscapes of a multilingual communities and the ethnolinguistic vitality of the languages involved.
- However, even though more than two decades have passed since this study was published, the Hispanic world has participated in this academic discussion only sporadically and with an almost exclusively European focus.
- Among them we mentions the works of Bruyèl-Olmedo and Juan-Garau (2009) on S' Arenal in Mallorca; of Lado (2011) on Valencia; Pons Rodriguez (2012) on Sevilla; José Manuel Franco Rodriguez (2013) on Almeria; Moustouli Srhir (2018) on the town of Lavapiés in Madrid; as well as the extensive studies on the Basque country, made by Cenoz and Gorter (2003, 2006, 2008, 2009, 2012).

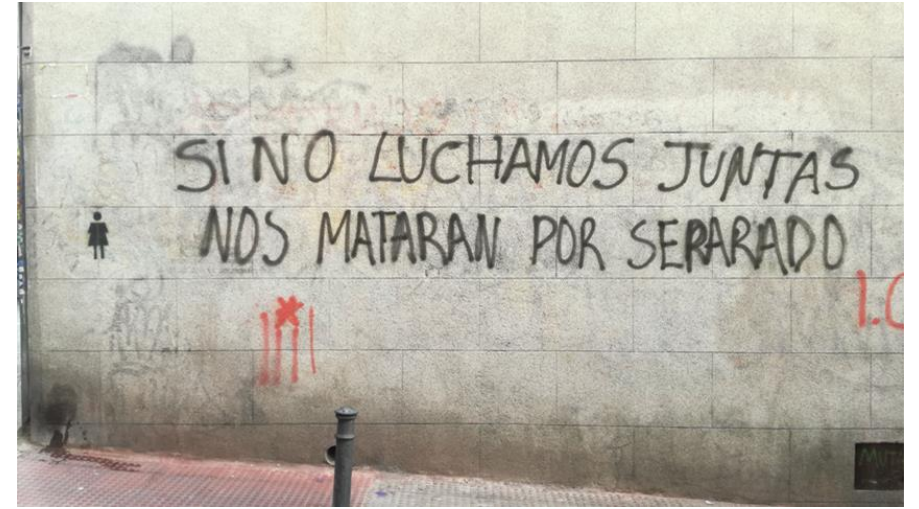
Objectives

- Linguistic landscapes are an excellent tool to research on how public discourse circulates within a community, since public spaces are not neutral nor silent, because they record voices, register attitudes and perceptions of the people that inhabit them.
- Thus, in multi-/bilingual societies, like the ones present in the Spanish-speaking world, the linguistic landscapes are a tool capable of identifying how much vitality a minoritized language has, how homogeneous a society is in relation to the language spoken.
- This book talks about Hispanic communities in which Spanish is either the majority language that is in contact with other languages; or it is the minority language in a diasporic situation or in a colonial setting, as is the case of Puerto Rico.
- The book attempts to recover and/or make the voice of those speakers who have been silenced heard.

Linguistic landscape and identity of the speakers

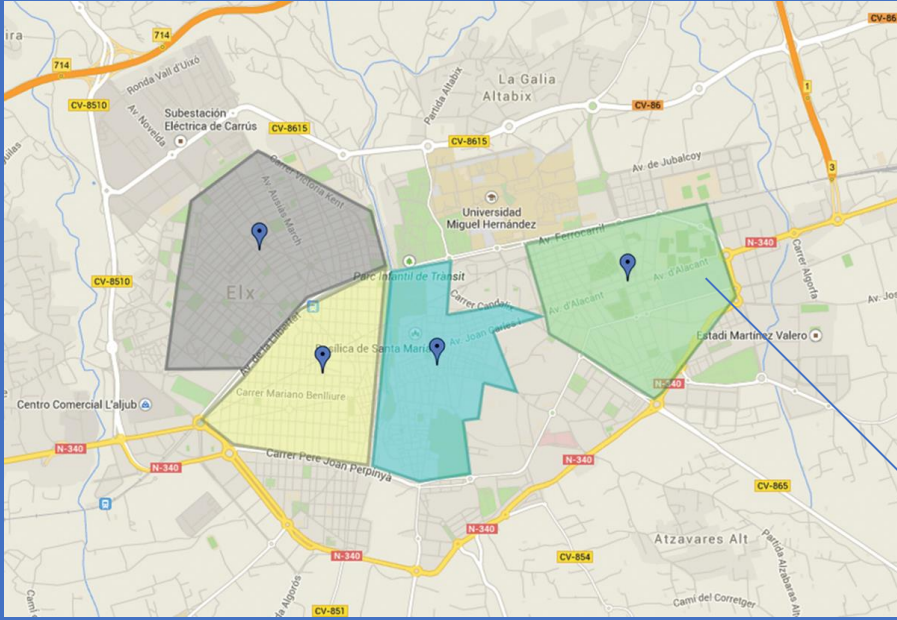














Final thoughts

- Our idea when editing the book was to kick off a series of studies on linguistic landscapes in the Hispanic world.
- The objective of the book has been to offer researchers a space in which they can continue analyzing and theorizing on what studying linguistic landscapes represents, from a Hispanic perspective in tandem.
- There is still a lot to do and questions to answer. For example:
 - How can the voices of those that remain hidden be incorporated?
 - How can the sound and visual landscape be integrated with the linguistic one?
 - How can something so dynamic and mutable be permanently documented?
- Hopefully the answer is a collective effort that could amplify the unexplored areas and topics.