

Exploring Multimodal Literacies through the Linguistic Landscape in the L2 Classroom

De-familiarize the familiar

CERCLL Webinar 3/2/2021

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“catalyzing the development of anticipatory dispositions that enable complex, nuanced, recipient-aware, nimble and improvisational communicative capacities”

(Thorne, 2011)

Why multimodal literacies?

What is multimodality?

Why do we need multimodal literacies?

Multimodality describes approaches that understand communication and representation to be more than about language, and which attend to the full range of communicational forms people use — image, gesture, gaze, posture, and so on — and the relationships between them.

Jewitt, 2009, p. 14

Modes and Modalities

5+ Modes

Textual

Visual

Audio

Spatial

Gestural

“Mode is a socially shaped and culturally given semiotic resource for making meaning. Image, writing, layout, music, gesture, speech, moving image, soundtrack, 3D objects are examples of modes used in representation and communication.”

(Kress, 2010, p. 79)

(3D, Oral/Aural, etc.)

Three functions (Halliday)

interpersonal → speaks to an audience

ideational → expresses ideas, values, beliefs, emotions, etc.

textual → materiality of the text open for interpretation and meaning making

MULTImodality

We cannot pretend that people communicate today the same way as they did 10, 15, 20 years ago

“The world of communication has changed and is changing still; and the reasons for that lies in a vast web of intertwined social, economic, cultural and technological changes.”

(Kress, 2010, p. 5)

Modes are interconnected and work together interactively → move to the notion of semiotic resources

Assemblage

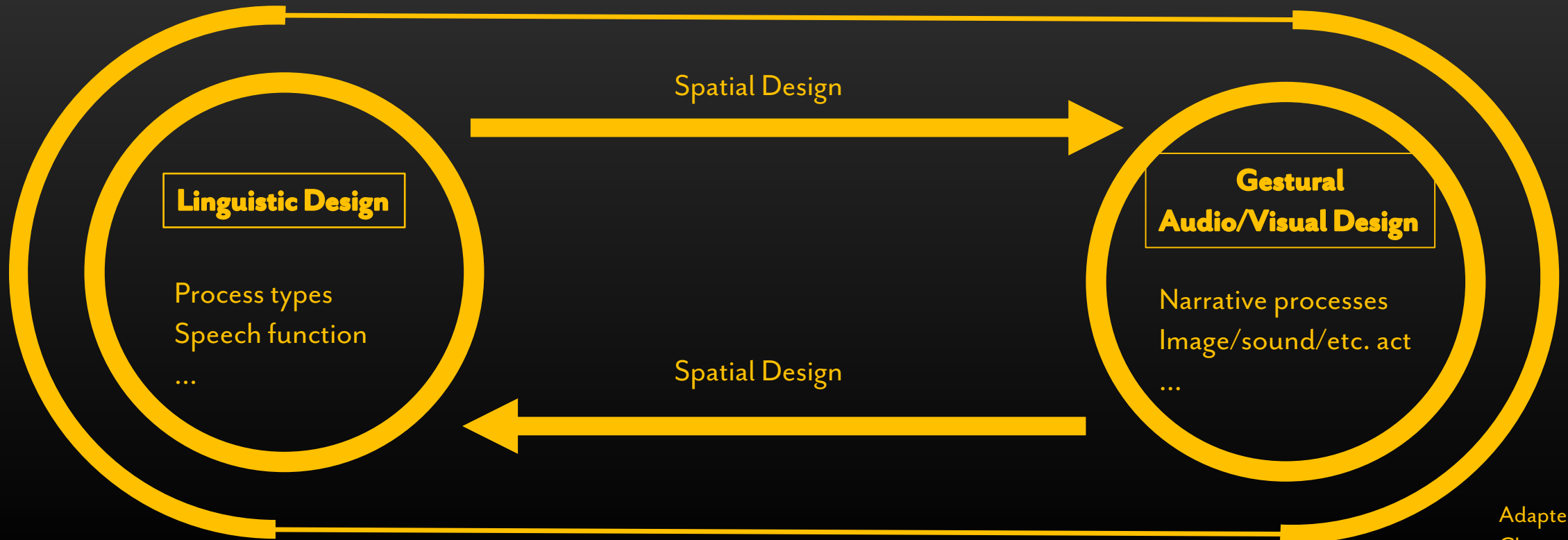
Semiotic bricolage

Meaning design (vs. competence)

Implications

Non-linear reading path

Attention needed to all modalities present in a sign



Multimodality can be efficient



But not always enough... the case of Richard Ankrom





NORTH

110



Pasadena

NO TRUCKS



NO TRUCKS





NORTH
110
Pasadena
↓

101 NORTH
Hollywood
↓

5 SOUTH
10 EAST
↓

Angers Pianist



Angers Pianist



Let's talk about the Linguistic Landscape

Toward a definition?

Linguistic landscape is...

Linguistic Landscapes definitions

“The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government building combines to form the linguistic landscape of a given territory, region or urban agglomeration”

Landry & Bourhis (1997)

Linguistic Landscapes definitions

“The field of Linguistic Landscape (LL) attempts to understand the motives, uses, ideologies, language varieties and contestations of multiple forms of ‘languages’ as they are displayed in public spaces.”

Aims and Scopes of the Linguistic Landscape Journal
cited in Gorter (2018)

Examples of LL features

From Ben-Rafael, Shohamy, &
Trumper-Hecht (2006)

<i>Category</i>	<i>Type of item</i>
Top-down	1. Public institutions: religious, governmental, municipal – cultural and educational, medical
	2. Public signs of general interest
	3. Public announcements
	4. Signs of street names
Bottom-up	1. Shop signs: e.g. clothing, food, jewellery
	2. Private business signs: offices, factories, agencies
	3. Private announcements: 'wanted' ads, sale or rentals of flats or cars

**ON TRAVAILLE POUR
VOTRE QUALITÉ DE VIE**

Aménagement du cimetière

Municipalité de Péribonka

*Affaires municipales,
Sport et Loisir*

Québec



Overview

We are talking about the visibility of language

Early interest in multilingualism

Shift from distribution of signs (e.g., mapping) → quantitative to a more qualitative approach (geo-semiotics = “signs in place” = aggregates of discourse – Scollon & Scollon, 2003)

Authorship

Readership

Function

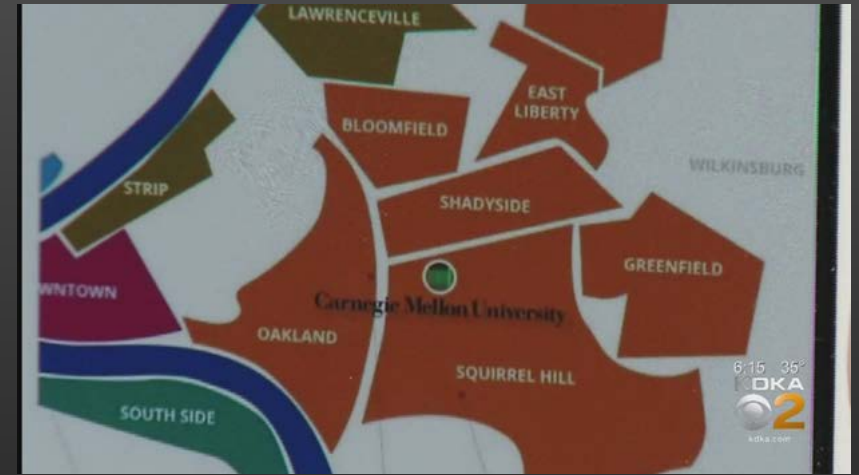
Materiality

Emplacement

Extension of modalities (soundscapes, schoolsapes, smellscapes, etc.)

Nexus analysis (Geo-semiotics)

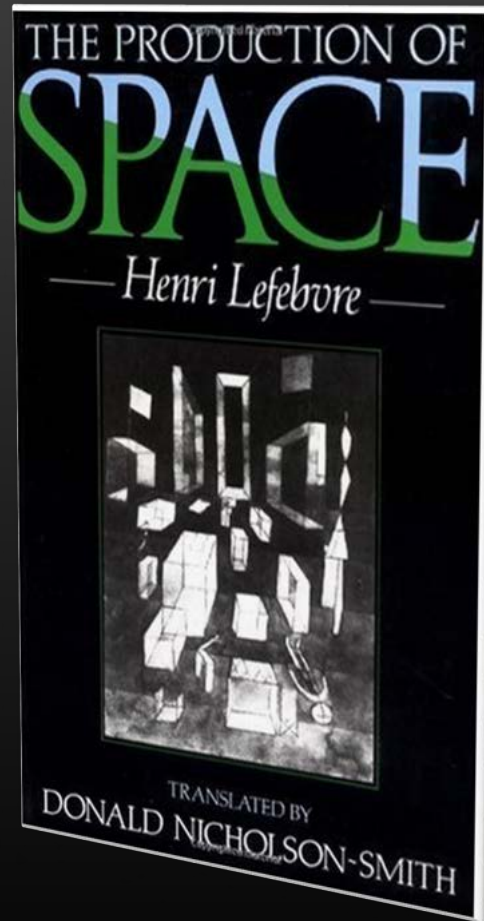
- Based on the work of Scollon & Scollon (2005)
- Complex relations between discourse and action
- Inspired by Bourdieu → issues of power, ideology, history, and practice
- Inspired by Goffman
- Action is mediated by mediational means, i.e., cultural or semiotic tools ranging from language to material objects used by social actors.
- Even small action can be nested in larger social discourse
 - geo-semiotics: examine where signs are placed, by whom, to do what, and examine how these signs mean (i.e., how do they signify in the space they are)



Nexus analysis (Geo-semiotics)

- The starting point of a Nexus analysis is to identify a crucial social action, and then to map the cycles of the people, places, discourses, objects, and concepts which circulate through the moment when the social action takes place (Scollon & Scollon 2004, p. 159).
- a main concern of nexus analysis is to address issues such as how social realities are constituted across time and spaces
- In other word, social action exists at the confluence of three key factors: the historical body of the protagonists (memories, experiences), the interaction order (pragmatics), and discourse in place.

Henri Lefebvre's *The production of space* (1991)



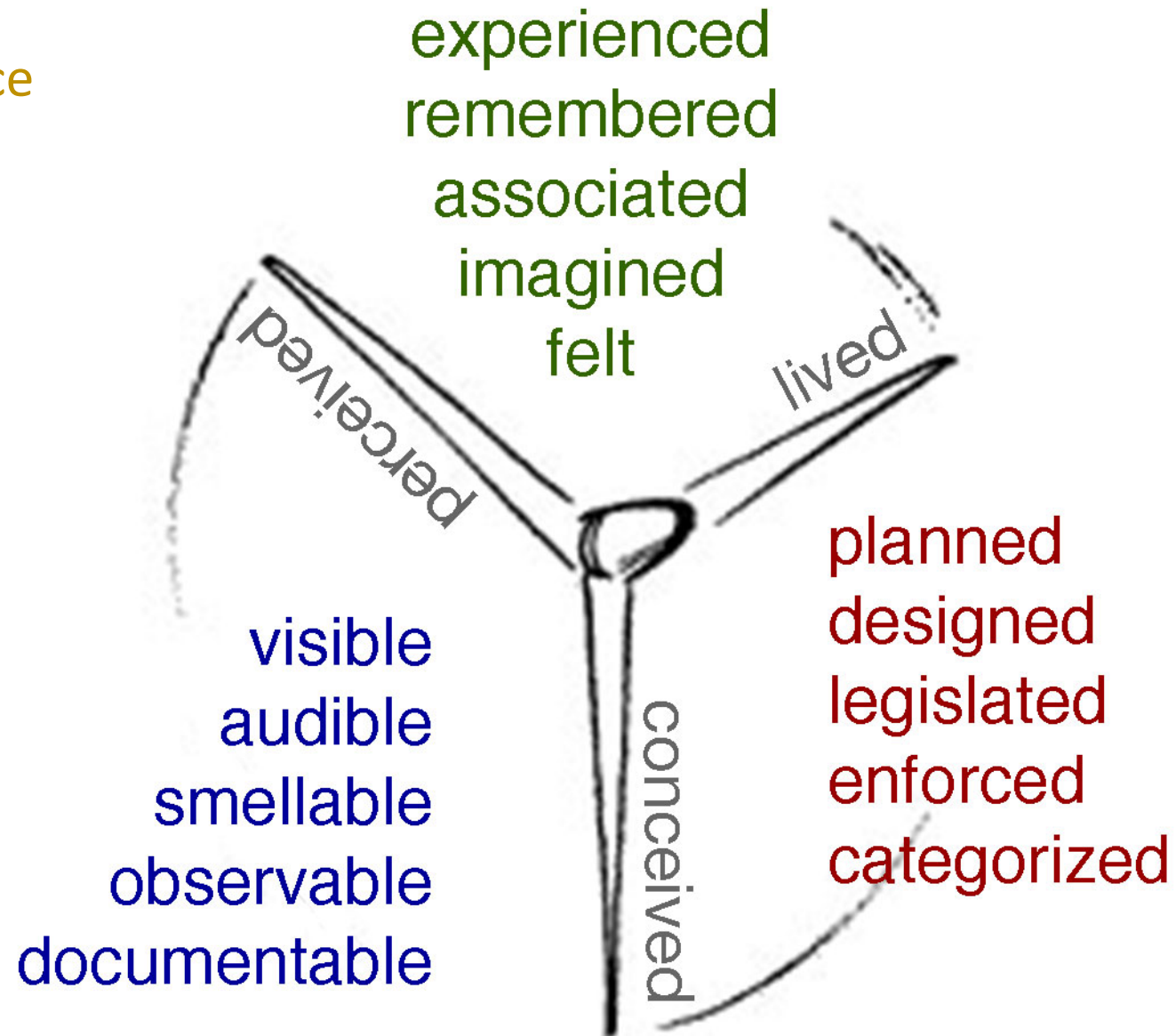
Space is something that is...

conceived

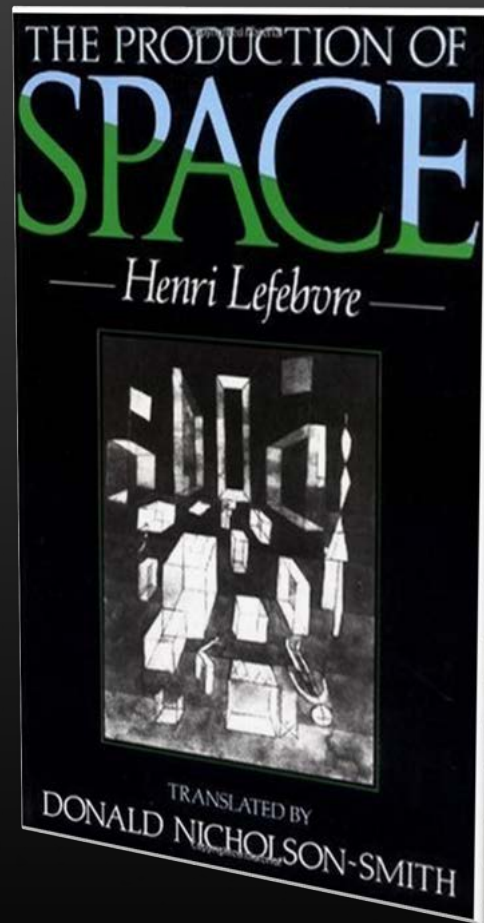
perceived

lived

we know
and produce
spaces
that are...



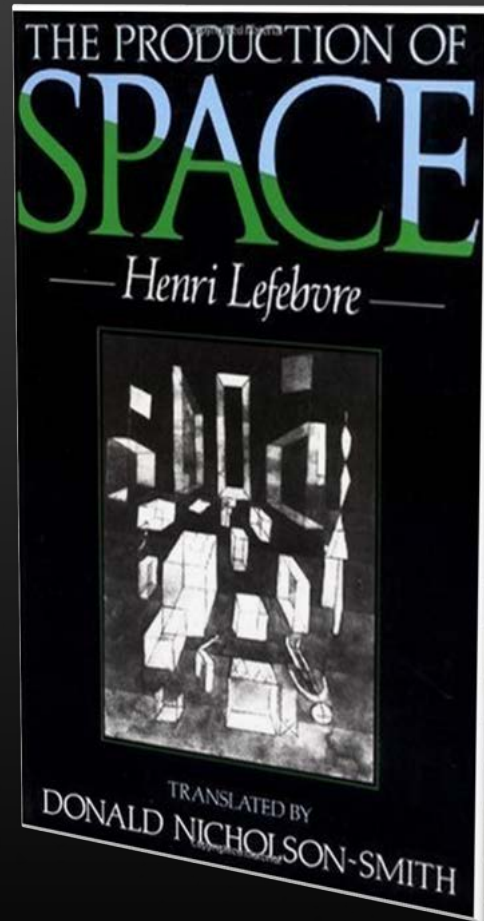
Henri Lefebvre's *The production of space* (1991)



Trumper-Hecht (2010) analysis of Arab and Jewish walkers' perceptions of Arabic & Hebrew in Upper Nazareth

- 1) Investigation of official policy
- 2) Documentation of LL as visible to the researcher, and reading 1) in light of 2)
- 3) Surveys and interviews with everyday residents, reading 1) and 2) in light of 3)

Henri Lefebvre's *The production of space* (1991)



Through juxtaposition of *conceived, perceived, and lived spaces*, “[add] a third dimension to linguistic landscape studies” (Trumper-Hecht, 2010, p. 236).

Example: Chinatown in DC (Leeman & Modan, 2009)

Examine the ‘commercial nature of the public sphere’

“LL should be understood in terms of the symbolic functions of language that allow people to use language to index identity and present a certain image of self, that support actors’ rational self-interests in attracting clients, and that are borne out of power relations among different groups” (p. 336)

Two waves

Relationship between language, commodification, and identity?

Conclusion: “the use of Chinese in the current landscape promotes an exoticized landscape that appeals to an outsider’s perspective” (p. 358)?

Summary

Interpretation of signs as grounded in and shaped by local contexts

Synchronic vs. diachronic approach to LL

LL as descriptive vs. analytical tool

“a diagnostic of social, cultural and political *structures* inscribed in the linguistic landscape”
(Blommaert, 2013, p. 3))

“signs in place” become embedded, historicized artifacts at the crossroads of materiality and action = “aggregates of discourse” (Scollon & Scollon, 2003)

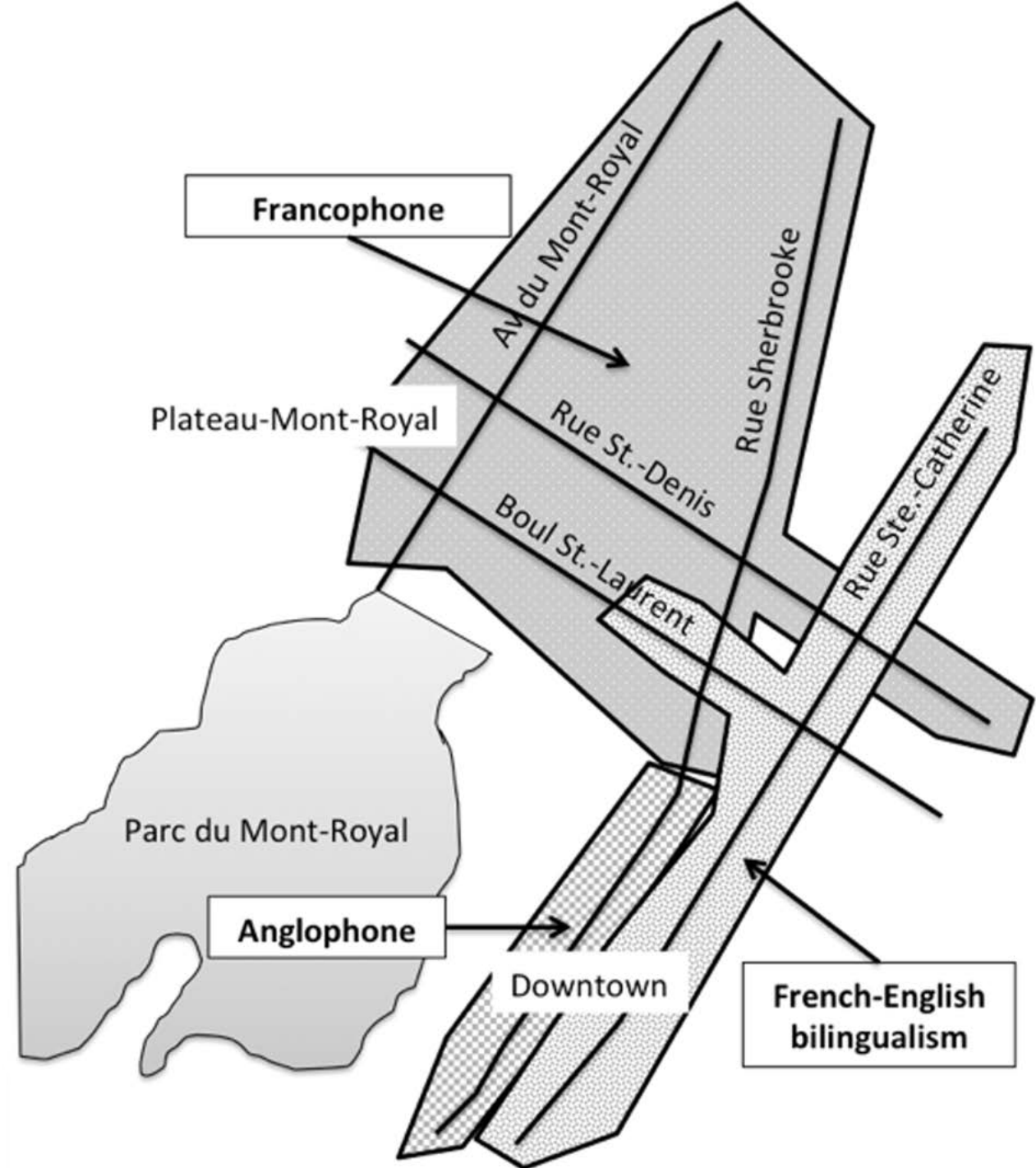
signs become almost by definition rich and dense research material that we can explore to capture the interplay between linguistic and societal processes.

Let's unpack some examples

Mapping the LL

Dr. Adam van Compernelle
Montréal project site:

<https://sites.google.com/site/linguisticlandscapeofmontreal/>



LL of Montreal, QC

Rue	Français seulement	Anglais seulement	Français et anglais	Autre
Av du Mont-Royal	77 (74,0%)	6 (5,8%)	19 (18,3%)	2 (1,9%)
Boul St.-Laurent	22 (40,0%)	8 (14,6%)	16 (29,1%)	9 (16,3%)
Rue St.-Denis	24 (82,8%)	2 (6,9%)	3 (10,3%)	--
Rue Sherbrooke	9 (47,4%)	8 (42,1%)	2 (10,5%)	--
Rue Ste.-Catherine	3 (27,3%)	--	8 (72,7%)	--
Total	135 (62,0%)	24 (11,0%)	48 (22,0%)	11 (5,0%)

LL of Montreal, QC

Focus on bottom up LL, specifically temporary or impromptu private business and personal signs



Multilingual signs – the case of Brittany







The LL as a site of contestation



The LL as a site of multiple identities



The LL as contested space

Photo by

Rick Kern

(UC Berkeley)



Efficient Passenger Project

Orienting MTA passengers in NYC with additional signs

“I myself think the signs are a dumb idea. Regular commuters should be smart enough to figure this stuff out for themselves, and as for the tourists riding the subway for the first time, are they really in a rush? They’re not, judging by the way they slowly traipse down sidewalks and platforms four abreast, blocking the passage of people who actually have some place to go.” (~Ryan Noe, 2014)



Digital graffiti gallery (diachronic LL)

from Julie Sykes

In Albuquerque, NM

ARIS game



Digital graffiti gallery

from Julie Sykes



Digital graffiti gallery

from Julie Sykes





BLACK LIVES MATTER



ALL

BLACK

LIVES

MATTER



BLACK
LIVES

VOICES
COUNT

MATTER
MORE





POUR VOTRE SANTÉ, ÉVITEZ DE GRIGNOTER ENTRE LES REPAS



Vocabulary

BZH = Breizh

Breizh = Brittany (in Breton)

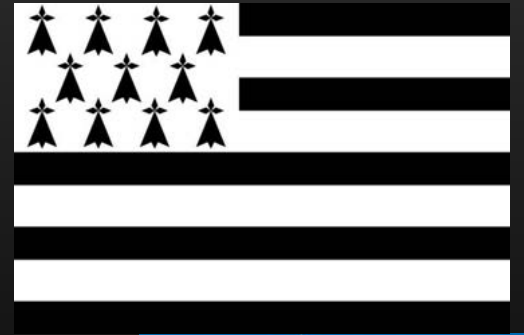
Ravitaillement = (re)-supplying

Phare Ouest = Far West

(→ Le Phare = the Lighthouse)

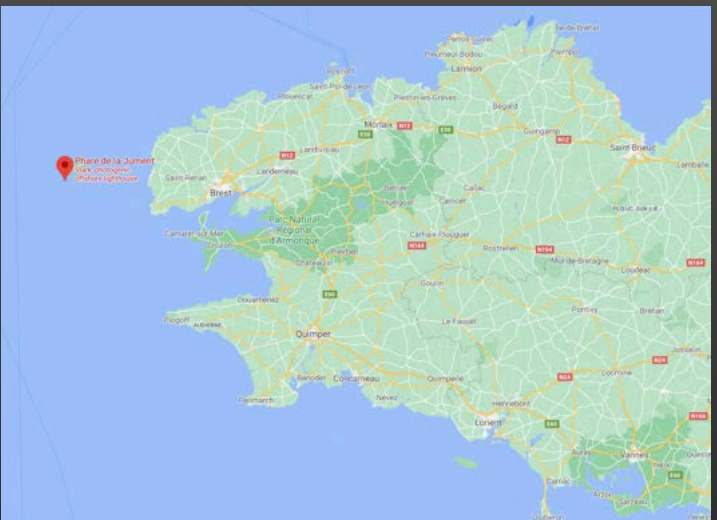
Débarquer = to land (i.e., le débarquement de Normandie – Normandy landing = D-Day)





ABCDEFGHIJKLMNOPQRSTUVWXYZ









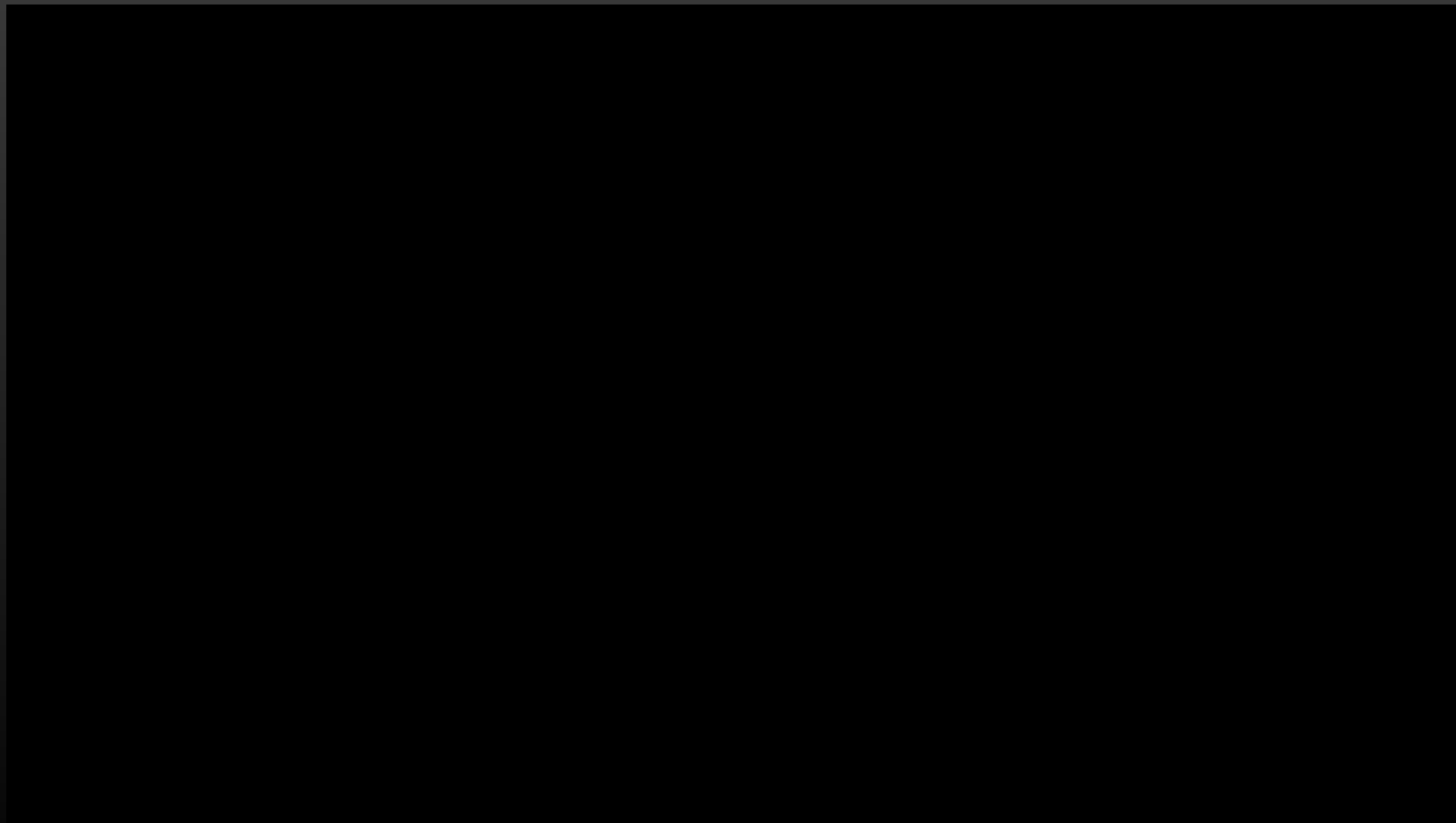
The LL of hyperlocalized political signage in the 2020 presidential election cycle



LL & spatial context: Parkour or the city as palimpsest



David Belle – Cyrille Raffaelli // Innsbruck



Multimodal LL and accessibility: The Blind

Graffiti art for blind and seeing impaired people

”I impose accessibility the way billboards impose advertisements”

Necessary collaboration



Do not touch



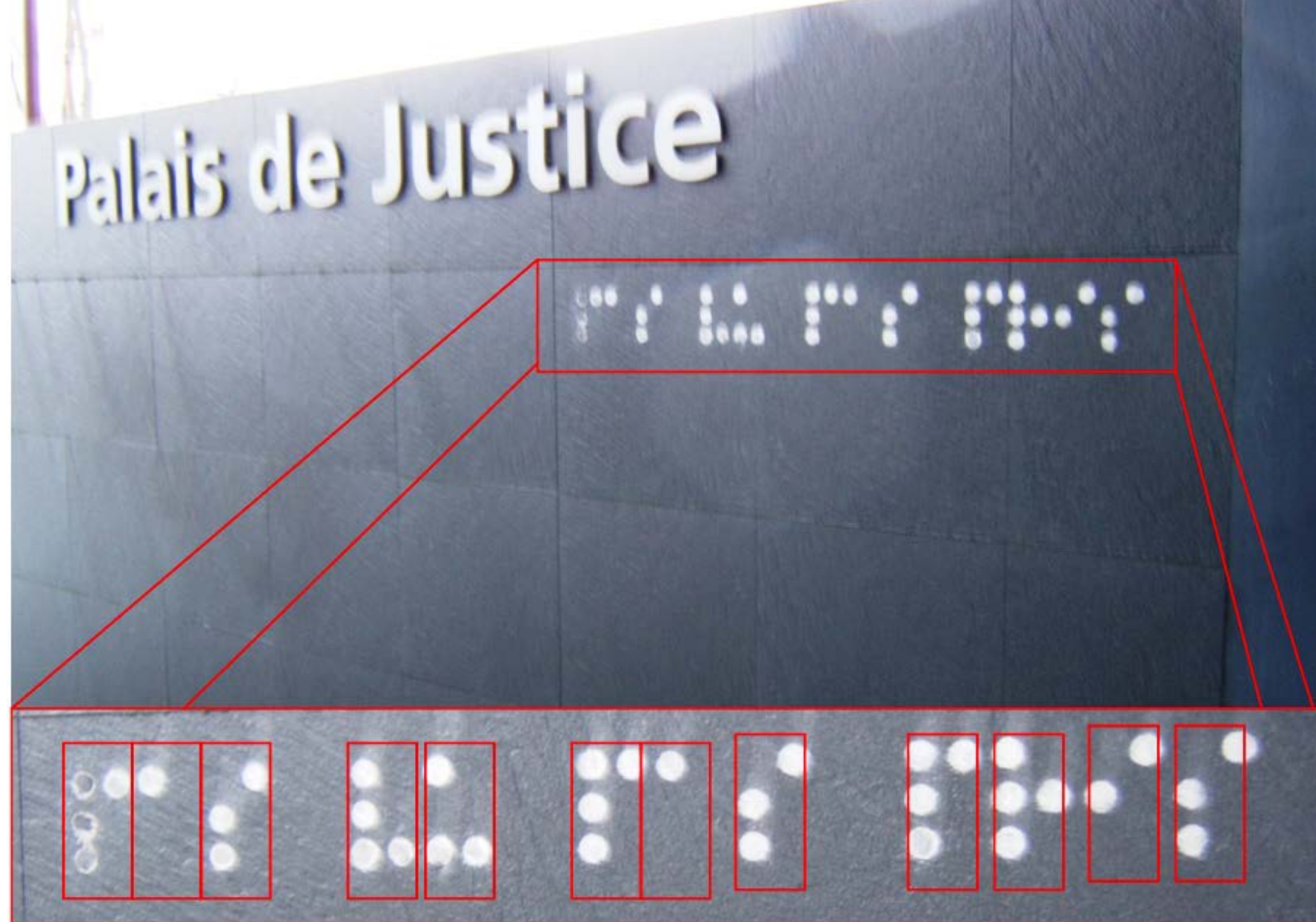
JE GUEULE
TU GUEULES
IL GUEULE
NOUS GUEULONS
VOUS GUEULEZ
ILS BRAILLENT



"They scream"

Palais de Justice

Palais de Justice



PAS VU PAS PRIS

What does it mean for L2 learning?

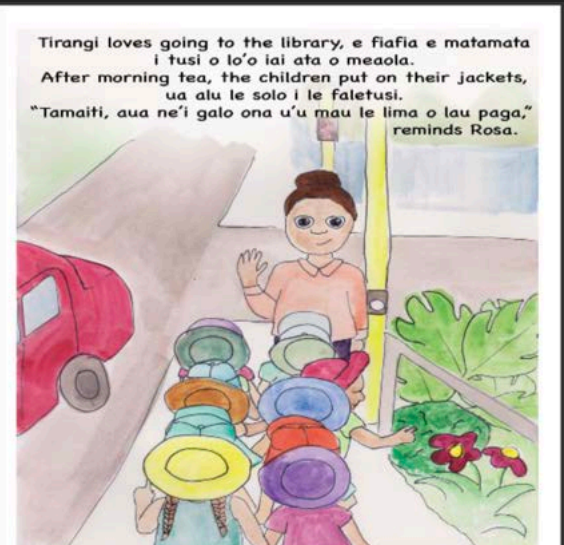
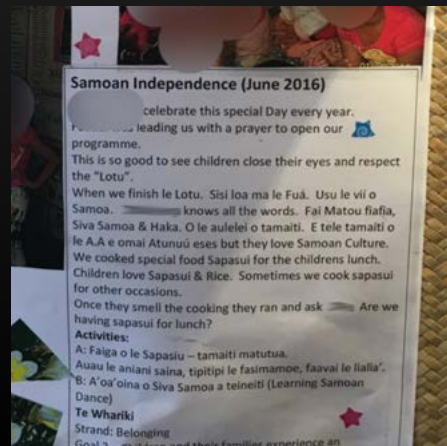
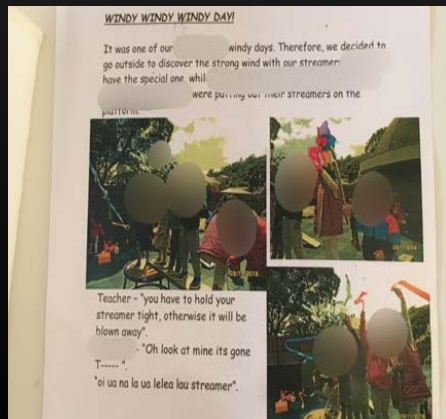
Defamiliarizing the familiar

Adverbs



Schoolscapes – the case of an A’oga Amata

Project by Dr. Corinne Seals



Virtual schoolscapes

**Internationalization
and Interdisciplinary
Collaboration
on Campus**

Dr. Gillian Lord, University of Florida

The problem

Information provided on campus and during campus tours is not *equally accessible* to all visitors, students, faculty and staff.

- > Speakers of other languages
- > Those with language processing impairments



The solution



- Work with various campus partners to develop a smartphone app that:

works with beacon location technology

to

provide information in multiple languages and modalities

What are beacons?



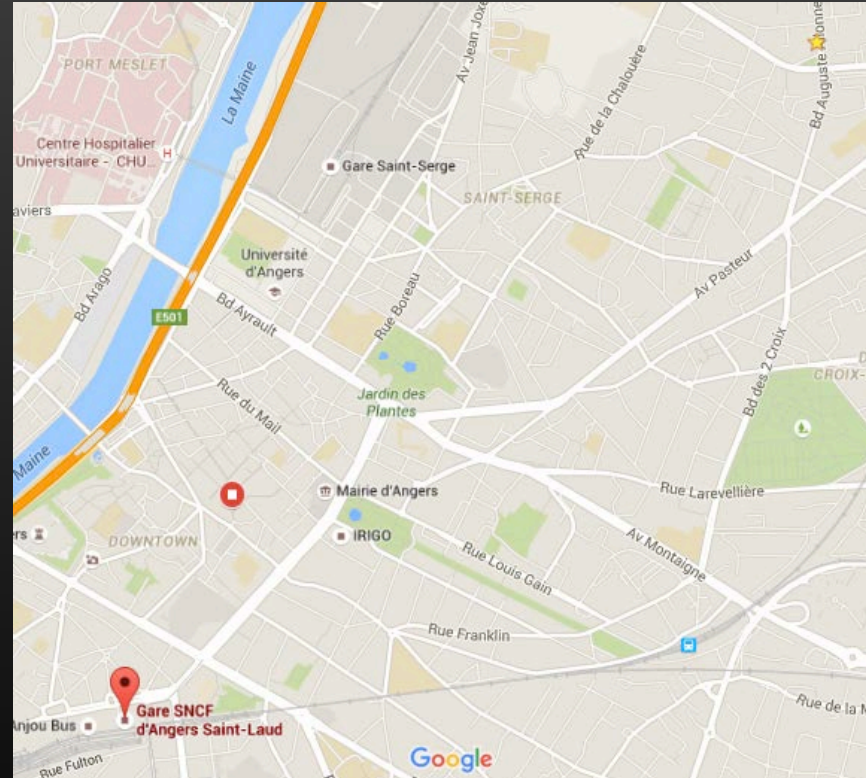
- Small devices that transmit data via Bluetooth Low Energy (BLE) to a corresponding smartphone app
- Bluetooth enabled devices with the appropriate app receive the beacon signal when it gets in range
- App then displays the information corresponding to that beacon location

Collaboration

- Project leads
 - Representatives from languages and libraries
- Campus information
 - Student tour group (Cicerones)
- Translators
 - Language students and faculty
- Proof of concept prototype
 - Computer Science and Engineering students
- Campus support
 - President's and Provost's offices
 - Facility Services
 - Instructional Technology

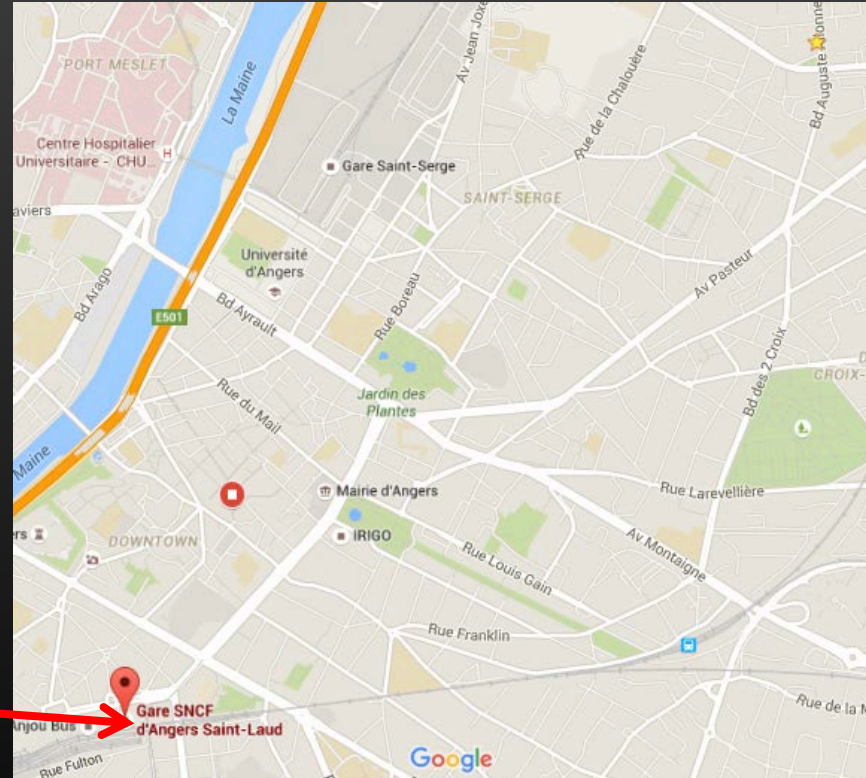


(Re-)building the city (Angers)



(Re-)building the city (Angers)

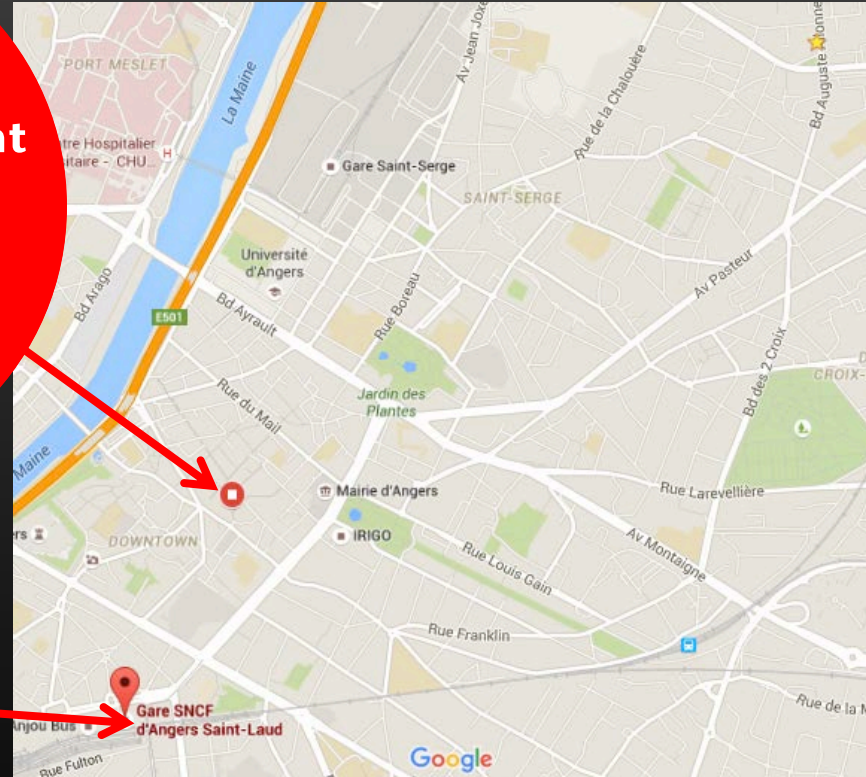
**Gare SNCF
(train station)**



(Re-)building the city (Angers)

Place du Ralliement
(main city center shopping hub)

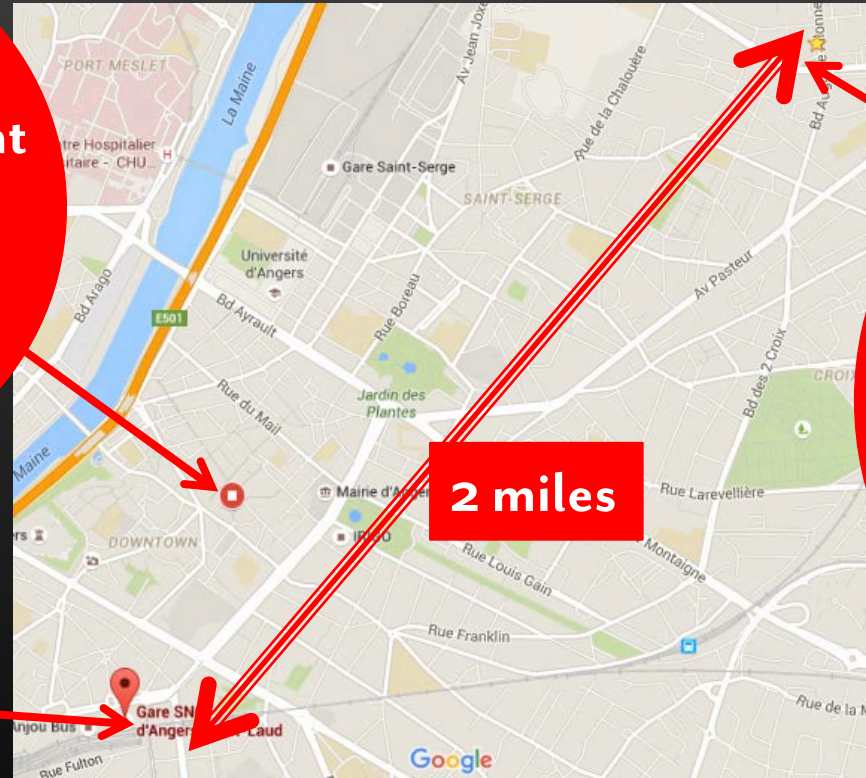
Gare SNCF
(train station)



(Re-)building the city (Angers)

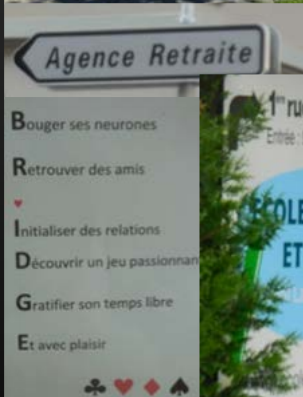
Place du Ralliement
(main city center shopping hub)

Gare SNCF
(train station)

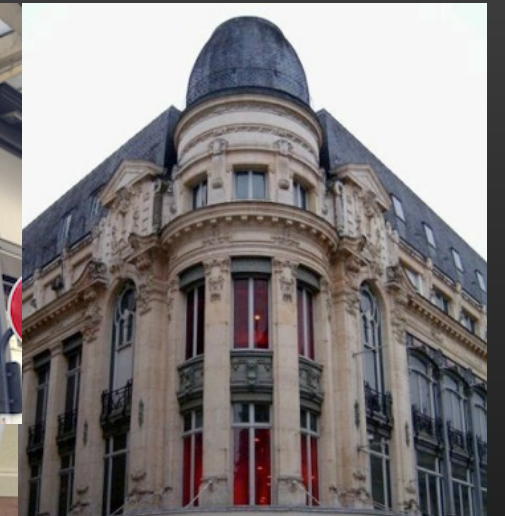


Marché Monplaisir
(located in the
eponymous
multicultural, working-
class neighborhood)

La Gare

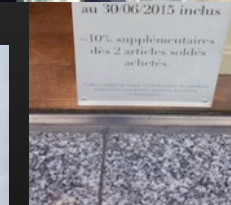


La Place Du Ralliement



La billetterie du Grand Théâtre est ouverte du mardi au samedi de 12h à 18h30.

La billetterie du Grand-Théâtre sera fermée du 28 Juin au 31 Août 2015
Réouverture de la billetterie le mardi 1^{er} Septembre à 12h



Google Earth VR

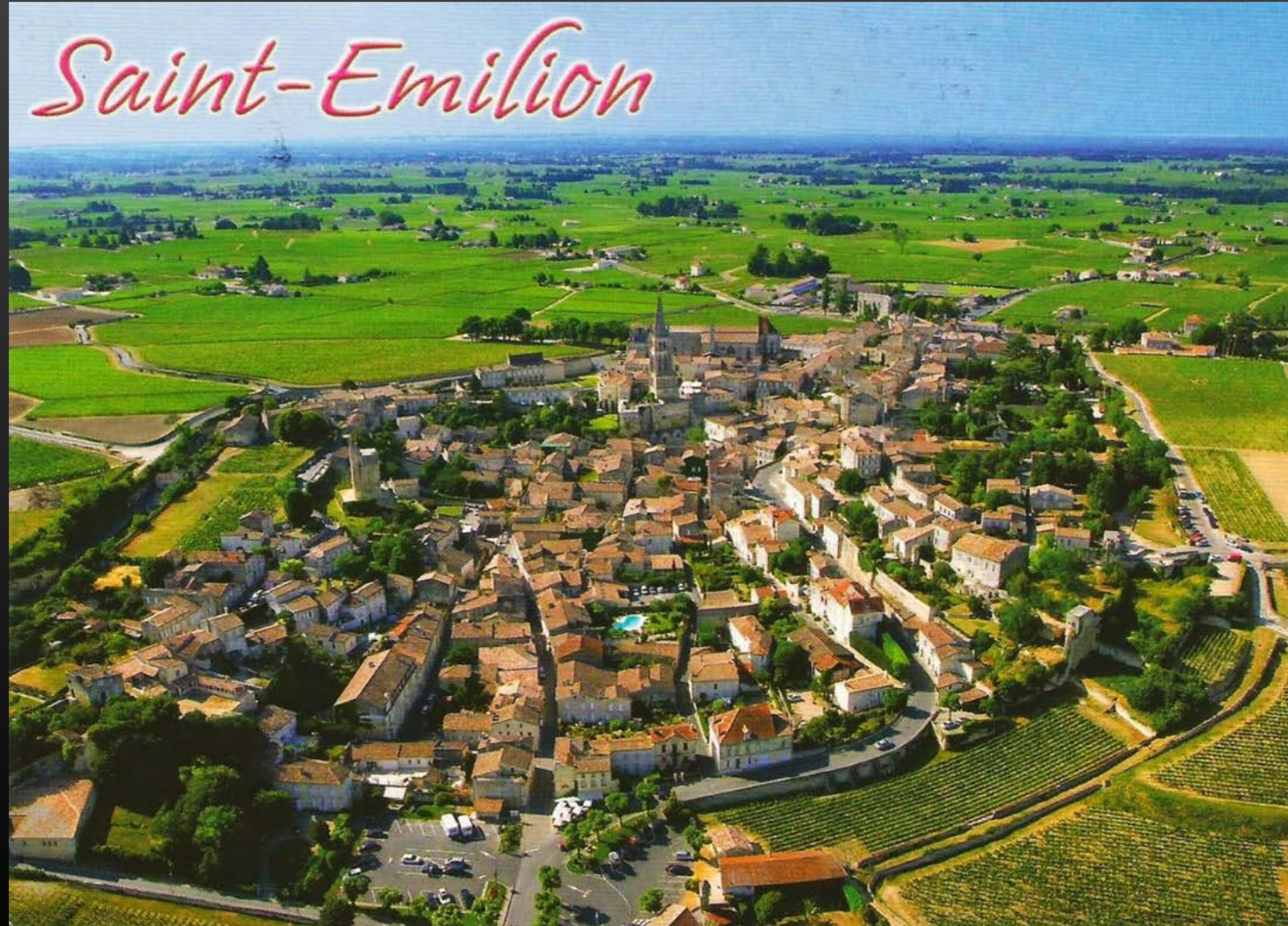
Students in pairs

One traveler, one note taker/guardian

Saint-Émilion, France

Good Student

La Culture du Vin



Rue Gaudet



Le Clos du Roy

une marque de cuisine et finesse dans
la ville



Circles des Oenophiles

un magasin pour le vin



Vinobles Galhaud

les caves, dégustations, et visites

Le Paysage Linguistique de Saint Émilion

Les citoyens de Saint Émilion expriment leur valeurs en maintenant leur langage à travers la ville

Les Valeurs:

- Le vin
- L'authenticité
- L'exclusivité
- Les traditions

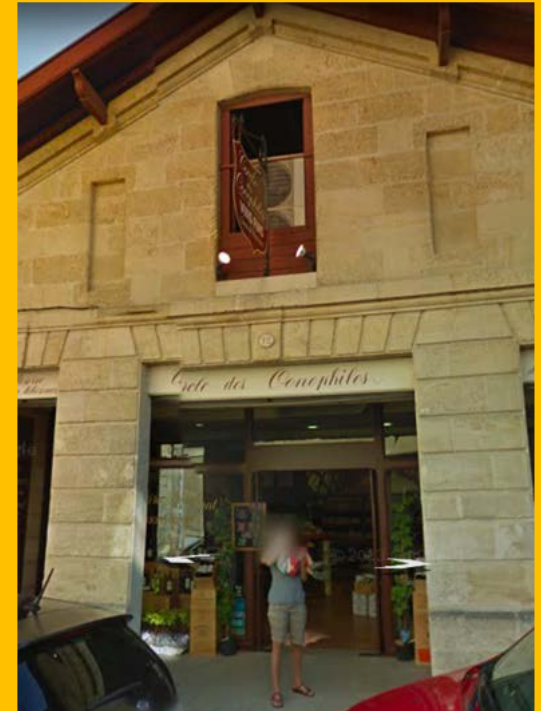
Comment-ils les protègent:

- Choix des noms
- Choix de la langue
- Les prix des vins et de la cuisine

La Théorie de L'Espace

Conçu

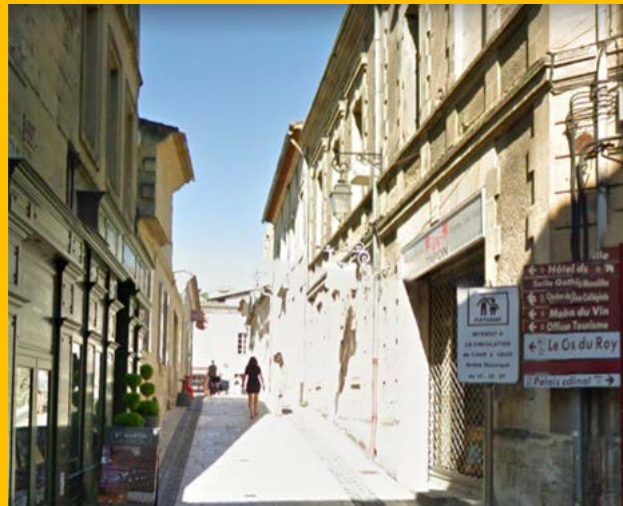
- “Roy”
- “Manoir”
- “Circle”
- “Oenophiles”
- “Clos”



La Théorie de l'Espace

Perçu

- Les espaces fermés/privés
- l'Arche
- Tous les signes sont en français
 - en public



La Théorie de l'Espace Vécu

- Les caves
- Les vignobles
- Les prix



MENU EXPERIENCE 85 €

1 Entrée - 2 Plats - 1 Fromage - 1
Dessert Selon la confiance du chef, ce
menu est proposé uniquement pour
l'ensemble de la table

[EN SAVOIR PLUS](#)

Concluding remarks

Anchored in current communication practices and multimodal realities

Defamiliarize the familiar

Awareness of the public space (even in the school) as a product of histories, cultures, ideologies, and power differentials.

Turned toward action

Merci

Questions

Sébastien Dubreil

sebd@cmu.edu

The logo of Carnegie Mellon University, featuring the text "Carnegie Mellon University" in white serif font on a red square background.

Carnegie
Mellon
University