

Linguistic Landscape in the City

Edited by
Elana Shohamy, Eliezer Ben-Rafael
and Monica Barni

Contents

Contributors	vii
Introduction	
<i>Eliezer Ben-Rafael, Elana Shohamy and Monica Barni</i>	xi
Part 1: Linguistic Landscape Multilingualisms	
1 Linguistic Landscape and Language Vitality	
<i>Monica Barni and Carla Bagna</i>	3
2 Language and Inter-language in Urban Irish and Japanese	
Linguistic Landscapes	
<i>Jeffrey L. Kallen and Esther Ní Dhonnacha</i>	19
3 'The Holy Ark in the Street': Sacred and Secular	
Painting of Utility Boxes in the Public Domain in a Small	
Israeli Town	
<i>Yael Guilat</i>	37
Part 2: Top-down, Power and Reactions	
4 Decorating the City of Tel Aviv-Jaffa for its Centennial:	
Complementary Narratives via Linguistic Landscape	
<i>Shoshi Waksman and Elana Shohamy</i>	57
5 Bloemfontein/Mangaung, 'City on the Move'. Language	
Management and Transformation of a Non-representative	
Linguistic Landscape	
<i>Theodorus du Plessis</i>	74
6 Chinese on the Side: The Marginalization of Chinese	
in the Linguistic and Social Landscapes of Chinatown in	
Washington, DC	
<i>Jia Jackie Lou</i>	96
7 Linguistic Landscape under Strict State Language	
Policy: Reversing the Soviet Legacy in a Regional Centre	
in Latvia	
<i>Heiko F. Marten</i>	115
8 Linguistic Landscape of Kyiv, Ukraine: A Diachronic Study	
<i>Aneta Pavlenko</i>	133

Part 3: Benefits of Linguistic Landscape

- 9 Life in the Garden of Eden: The Naming and Imagery of Residential Hong Kong
Adam Jaworski and Simone Yeung 153
- 10 Selling the City: Language, Ethnicity and Commodified Space
Jennifer Leeman and Gabriella Modan 182
- 11 Showing Seeing in the Korean Linguistic Cityscape
David Malinowski 199

Part 4: Perceptions of Passers-by

- 12 Multilingual Cityscapes: Perceptions and Preferences of the Inhabitants of the City of Donostia-San Sebastián
Jokin Aiestaran, Jasone Cenoz and Durk Gorter 219
- 13 Linguistic Landscape in Mixed Cities in Israel from the Perspective of 'Walkers': The Case of Arabic
Nira Trumper-Hecht 235
- 14 Responses to the Linguistic Landscape in Memphis, Tennessee: An Urban Space in Transition
Rebecca Todd Garvin 252

Part 5: Multiculturalism in Linguistic Landscape

- 15 Linguistic Landscape and Language Diversity in Strasbourg: The 'Quartier Gare'
François Bogatto and Christine Hélot 275
- 16 Marking France's Public Space: Empirical Surveys on Regional Heritage Languages in Two Provincial Cities
Robert J. Blackwood 292
- 17 Linguistic Landscape as Multi-layered Representation: Suburban Asian Communities in the Valley of the Sun
Gerda de Klerk and Terrence G. Wiley 307
- 18 Diaspora and Returning Diaspora: French-Hebrew and Vice-Versa
Eliezer Ben-Rafael and Miriam Ben-Rafael 326
- Epilogue 344
- Index 347