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Final Report
Professional Development Grant

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RESTATEMENT OF PROFESSIONAL ENHANCEMENT OPPORTUNITY AND RESEARCH TOPIC

I needed funds to attend the annual Linguistic Landscape Workshop (LL9) at the University of Luxembourg, April 28- 30, 2017. Linguistic Landscape (LL) study is my primary area of research. As I have mentioned before, this group meets by invitation-only and has previously been hosted by the Universities of Tel Aviv, Siena, Strasbourg, Namur, Addis Ababa, Cape Town, UC Berkeley, and Liverpool. Due to relevant research in this area, I have been invited to attend the yearly LL Workshops since the initial meeting in 2008. In preparation for LL9, I collaborated with my English Department colleagues, Dr. Paola Gemme and Dr. Alejandra K. Carballo. Dr. Carballo was included as a researcher in the study, as Spanish language expert, but she did not plan to go to the LL workshop. To attend and present together, Dr. Gemme and I received half-funding to present at the LL9 Workshop in Luxembourg. For our presentation, we researched public performances and literacy objects related to the iconic Virgin of Guadalupe and her cultural significance to Latino/Hispanic communities in Arkansas and the US. This area of applied linguistics is modern language study that looks at authentic language usage in public spaces—linguistic landscape research documents, describes, and analyzes the impact of public literacies in local and global communities. As a sociolinguist, linguistic landscape research has been relevant in every course I teach at Arkansas Tech University. I regularly teach undergraduate courses: Composition I, Composition II, and Introduction to Film Studies. In these courses, I emphasize the use and analysis of multi-modal texts and visual rhetoric. I have also taught graduate courses in TESL Methods, Language and Society, Teaching People of Other Cultures, Discourse Analysis, and a special course called Multimodal Text Analysis. As a TESOL educator, linguistic landscape study provides a unique window on the world of English language usage—its significance, shape, and status.

BRIEF REVIEW OF PROFESSIONAL ENHANCEMENT OPPORTUNITY AND LL RESEARCH

The purpose of this workshop is to present and critique current LL research with the goal of publication, articulation, and advancement of this growing sub-field of sociolinguistics. Through affiliation with this group, I have two book chapters in edited texts and am currently working on two more book chapters based on presentations at the Liverpool Workshop and the one I presented at the LL7 at UC Berkeley. For the book chapter on the Japanese-American Internment Camp Cemetery at Rohwer, AR, I have asked another ATU colleague, Mr. Yasushi Onodera, to co-author this chapter because of his expertise, knowledge, and valuable assistance with this study. In 2015, this group initiated and launched the *Linguistic Landscape: An International Journal*, published by John Benjamins Publishing. Since that time, I have peer-reviewed articles for this journal and have been cited in several published LL studies. At the 2017 LL Workshop, I was nominated and asked to become a member of the journal's editorial board. In the latest edition, I was very excited to see my name with Arkansas Tech University on the Editorial Board page

(see appendix). I could not have attended this workshop without the support of this professional development grant from your office.

SUMMARY OF OUTCOMES

At the Luxembourg Workshop, our presentation, "Tracing migrations and mobilities of *La Virgin of Guadalupe* in the LLs of the US" was received with much interest. We used power point technology which included digital photos of signage and video footage. Due to the significance of this cultural phenomenon in US migrant communities, we plan to gather more data to enhance this study and hope to submit a paper for publication in the future. As mentioned in the previous paragraph, I am drafting a book chapter (with Yasushi Onodera) which explores the re-orientation of the LL marking the Japanese-American internment camp cemetery. This volume, *Multilingual Memories*, will be co-edited by Dr. Robert Blackwood (Liverpool University) and Dr. John Macalister (Victoria University, Wellington, New Zealand). Over the holidays, I will also work to complete the second draft of a longitudinal study that documents through digital photography the linguistic impact of migration on the LL of Markham, Canada. This edited volume is co-edited by Dr. David Malinowski of Yale University and Dr. Stefania Tufi of the University of Liverpool.

In February of 2017, I presented the Markham, Canada, study as part of the Interdisciplinary Research Series Symposium, hosted by ATU's Office of Vice President of Academic Affairs. Recently, my proposal to present a new LL study at the annual 2018 American Association of Applied Linguists (AAAL) was accepted. This is one of the most prestigious conferences for scholars in second language acquisition and applied linguistics.

Also important outcomes, I usually integrate some aspects of linguistic landscape study and visual rhetoric into as many courses as possible. I want students to notice signage and critically analyze the forms, functions, and meanings embedded in languages and literacies that surround them. I am convinced that knowledge of this area and the impact of public visual literacies in virtual and geographical spaces can be useful in life as well as every field of study.

CONCLUSIONS AND RECOMMENDATIONS

Linguistic landscape study is one of the most exciting and fastest growing sub-fields in sociolinguistics. My dissertation was a linguistic landscape study. I began publishing in this area in 2010. Since then, I have been asked to contribute to journals and edited volumes based on my dissertation, publications, presentations and interactions with this community of international scholars. At ATU, it is difficult to find time for research and writing. It would be wonderful to have support, perhaps through course releases, to complete scholarship activities. I think the university benefits from this kind of exposure in wider academic communities.

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AIM AND SCOPE

In this day and age languages surround us everywhere; languages appear in flashy advertisements and commercials, names of buildings, streets and shops, instructions and warning signs, graffiti and cyber space. The dynamic 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. The rapidly growing research in LL grants it increasing importance within the field of language studies. LL research is grounded in a variety of theories, from politics and sociology to linguistics, and education, geography, economics, and law. The new peer reviewed journal, *Linguistic Landscape. An international journal* (LL), plans to publish highly rigorous research anchored in a variety of disciplines. It is open to all research methodologies (e.g., qualitative, quantitative and others) and concerned with all domains and perspectives of LL. It will also include thematic issues around a given topic, book reviews and discussion forums.

Abstracting Services. LL is covered in: *CNKI; ERIH PLUS; Glottolog; IBR/IBZ.*

Guidelines for Contributors

LL invites contributions relevant to the aim and scope of the journal.

Submission instructions and guidelines can be found on the journal's website:

www.benjamins.com/catalog/ll

All correspondence concerning editorial matters – inquiries regarding suitable topics, length of manuscripts, reviews, etc. – should be sent directly to the editors:

Elana Shohamy: elana@post.tau.ac.il

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Linguistic Landscape offers online submission and manuscript tracking:

www.editorialmanager.com/ll