



International workshop, organised by the University of Basel and the
University of Teacher Education Lucerne, Switzerland

Research Methods in Linguistic Landscape Studies

10-11 April 2025

First day: 8 am-5.30 pm, 7pm dinner

Second day: 9 am-4.30 pm

University of Basel

Alte Universität, Rheinsprung 9, room 201

The two-days international workshop led by Durk Gorter and Jasone Cenoz aims to provide participants with a basic understanding of research methods employed to investigate linguistic landscapes. Linguistic landscapes refer to the visible language in public spaces, such as signs, billboards, and graffiti (Gorter & Cenoz, 2024). We will consider various research methods and examine theoretical frameworks, practical techniques, and innovative approaches for the study of this phenomenon. By analysing these multilingual and multicultural displays, researchers gain insights into language use, power dynamics, and social identities.

Content of the workshop

- ▶ Introduction to Linguistic Landscape Studies (LLS)
- ▶ Understand the concept of linguistic landscapes
- ▶ Explore the significance of written language in public spaces
- ▶ Grasp the complexity of language in public spaces
- ▶ Data collection techniques
- ▶ Learn how to collect digital photographs of public signage
- ▶ Combine photographic data with other methods (interviews, questionnaires, etc.)
- ▶ Data analysis approaches
- ▶ Explore quantitative and qualitative techniques
- ▶ Theoretical frameworks
- ▶ Discuss theoretical perspectives relevant to LLS
- ▶ Develop research questions and design research projects using real-world examples
- ▶ Reflect on emerging trends, challenges and future directions
- ▶ Sufficient time will be dedicated to Question & Answer and discussion

Expected outcome

Participants will leave the workshop with practical skills to conduct linguistic landscape research, analyze data, and interpret findings.

Guest professors

Prof Dr Durk Gorter,
University of the Basque Country, Spain

Prof Dr Jasone Cenoz,
University of the Basque Country, Spain

Registration for students and researchers of the University of Basel:

[University of Basel](https://www.unibas.ch)



Contact and registration for guests:

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References

- ▶ Gorter, D. & Cenoz, J. (2024). *A Panorama of Linguistic Landscape Studies*. Multilingual Matters.
- ▶ Gorter, D. & Cenoz, J (in prep.). *The Handbook of Linguistic Landscape and Multilingualism*. Wiley.
- ▶ Gorter, D. & Krompák, E. (eds.) (2024). *Educational Agency and Activism in Linguistic Landscape Studies*. Peter Lang.
- ▶ Blackwood, R., Tufi, S., & Amos, W. (2024). *The Bloomsbury Handbook of Linguistic Landscapes*. Bloomsbury.

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