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AN OVERVIEW OF LINGUISTIC LANDSCAPE RESEARCH

Abstract

The systematic research of linguistic signs in public multilingual urban spaces, in English language known as “linguistic landscape research”, goes back to the seventies of the last century. Since 1997, in other words since the appearance of the pioneering paper by Landry and Bourhis, this has been a rapidly growing area of research, because a heuristic potential of this new approach to the language in public sphere has been discovered. Since then numerous papers have been published, charting new territory by developing and expanding the methodological, theoretical and empirical boundaries of this new discipline. The most recent findings and contributions to the field come from the Croatian-speaking area (Grbavac, 2012). Bearing in mind the fact that there are barely any published papers about linguistic landscape in Croatian language, we aimed to give an in-depth overview of the previous linguistic landscape research, so that wider academic community could be introduced into the topic. We also believe that this paper could be a starting point for further research. Our contribution is original since we have dealt with all the materials published so far in a systematic and critical way: concisely and clearly, we have dealt with the most important theoretical and methodological issues in a chronological order, exploring the topic from multiple perspectives.

Keywords: linguistic landscape research, linguistic landscape, overview of linguistic landscape research, chronological order