

Sample Proposal: Poster Session 1

Title (10 Words)

Extending the Classroom: Linguistic Landscape Ideas and Resources for Teachers

Description (300 Words)

As defined by Landry and Bourhis (1997), "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration."

Various authors have explored the use of the linguistic landscape as a pedagogical resource in second-language learning (Cenoz and Gorter, 2008; Shohamy and Waksman, 2009; Malinowski, 2010; Sayer, 2010; Rowland, 2012; Chern and Dooley, 2014). The linguistic landscape promotes a learner-centered examination of real-world language and enables students to gain media literacy and pragmatic competence. It affords students the opportunity to study message content in detail: vocabulary for denotative and connotative meaning, collocation, and rhetorical analysis. In addition, EFL students can explore the role of the foreign language (English) in their culture and in relation to their L1. In ESL settings, the linguistic landscape, as an expression of the dominant culture, exposes a wide range of political and social values, both intentionally and unintentionally.

The poster will introduce and briefly review the linguistic landscape both as a field of research and as a pedagogical tool. It will mainly present the materials and activities for lessons on the linguistic landscape used by the presenters as well as images and other work produced by students. The poster will include additional resources for further exploration and inspiration.

The objective of the presentation is to share information and resources relating to the use of the linguistic landscape as a pedagogical tool. Although the presenters work in an IEP setting, the ideas and materials can be adapted for use by many different teaching settings and students. Visitors to the poster should leave informed and inspired to find ways to use the linguistic landscape in their own teaching.

Abstract (50 Words)

The presenters share their experience using the linguistic landscape to promote language skills, pragmatic competence, and media literacy and to contribute to a learner-centered examination of urban culture. They also present specific ways to use the linguistic landscape as an effective pedagogical tool and provide resources for further exploration.