



“HERE” and “THERE,” two tall words that together form a controversial sculpture demarcating the border between the neighboring cities of Berkeley and Oakland. Full explanation below.

Linguistic Landscape: Questioning Boundaries, Opening Spaces

Advancing New Topics, Methods, and Applications



University of California at Berkeley, USA
May 7-9, 2015

Call for Proposals

In the period covered by the first six Linguistic Landscape (LL) workshops, from 2008 (Tel Aviv) to 2014 (Cape Town), the field of Linguistic Landscape has grown dramatically in scope and scale, with researchers across diverse geographic settings and disciplinary contexts pursuing questions concerning the presence, inscription, legislation, performance, contestation, and erasure of languages in public space. On the one hand, this growth has pushed scholarship in a number of areas—communication and media, discourse and texts, embodiment, immigration, language learning and multilingualism, language policy, law, sociolinguistics, tourism, urbanism and globalization—to a greater engagement with the politics and contestations of space and place, materiality, and visibility. On the other, it has led to fundamental questions about the nature and boundaries of LL as a field itself, such as:

- What objects and phenomena should be considered “linguistic landscape,” upon what criteria, and with what considerations? What assumptions underpin the field’s own designators “linguistic” and “landscape”?
- What assumptions about the relationship between literacy, writing, and speech underlie the reading and interpretation of LL texts?
- How are sites for LL research approached, identified, and demarcated?
- What methodologies are appropriate for investigating the historical (as well as synchronic) dimensions of LL?
- What ethical concerns attend the practices of LL researchers, their relationships with the people, communities, and places in which they work, and the textual representations they produce?

The 2015 workshop, to be hosted by the Berkeley Language Center at the University of California, Berkeley, aims to take up these and other questions of pressing interest under the general theme “Linguistic Landscape: Questioning Boundaries, Opening Spaces.” In particular, the organizers hope to encourage critical inquiry, reflection, and exploration by inviting participants to consider the

productive nature of “boundaries” and “spaces” on (at least) two levels: first, as real-world phenomena that are observed, inhabited, produced and transgressed by human actors in the LL; and, on the meta-level, as conceptual tools that can help us define, question, and problematize the field.

Accordingly, the LL7 workshop will be comprised of sessions with TWO types of presentations:

- A. **Individual research papers** will be given 20 minutes for presentation and 5 minutes for questions and discussion. Papers meaningfully addressing the conference theme are particularly encouraged, although contributions on other topics are also welcome.
- B. **Reflections on practice** will be given 10 minutes each, and will take place in a roundtable setting. In their reflections, presenters will address specific areas of interest, and raise questions about topics including: *Teaching in and with the LL; methodological challenges in conducting LL research; LL and political activism; LL and public policy; art in and with the LL; LL in the media; LL in architectural planning.* Other suggestions are welcome.

Guidelines

Applicants may choose one of the three options when submitting a proposal:

Option 1: Individual Research Paper only;

Option 2: Reflection on Practice only;

Option 3: Individual Research Paper *and* Reflection on Practice

In particular, Option 3 is envisioned as a unique opportunity for researchers to further explore, reflect, receive feedback, and further develop their projects.

All abstracts should be submitted online at <http://linguisticlandscape7.berkeley.edu> by November 1, 2014. Abstracts for Individual Research Papers may be up to 300 words; abstracts for Reflections on Practice may be up to 200 words. Applicants for Option 3 will be prompted to upload two separate abstracts. All abstracts will be evaluated by two independent reviewers.

Online submission system open: August 15, 2014
Deadline for abstract submission: November 1, 2014
Notification of acceptance: December 1, 2014

We are very much looking forward to your participation and contributions to LL7 on May 7-9, 2015!

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Website: <http://linguisticlandscape7.berkeley.edu>

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*HERE and THERE photo: The 2005 sculpture, designed as “a whimsical and literary welcome to those entering Berkeley,” has garnered considerable criticism for its positioning of Oakland. In 1937, the American writer Gertrude Stein had written upon her return to her native Oakland, “There is no there there,” commenting on processes of industrialization that had rendered her home unrecognizable. However, this quote has since been generalized as a commentary on the placelessness of Oakland vis-à-vis its larger neighbor, San Francisco. Photo credit: “HERETHERE” by Maximilianklein - Own work. Licensed under Creative Commons Attribution-Share Alike 3.0 via Wikimedia Commons - <http://commons.wikimedia.org/wiki/File:HERETHERE.jpg#mediaviewer/File:HERETHERE.jpg>