

10 Januar 2026

Workshop
Linguistic Landscape –
Multimodale und mobile Methoden
der Sprachförderung

Tagung «Fokus Migrationssprachen - Le rôle
des hautes écoles pédagogiques svizzere»,
Pädagogische Hochschule Bern

Prof. Dr. Edina Krompák

Überblick

- Was ist Linguistic Landscape? (15 Minuten)
- Homescape (Austausch in Gruppen 15 und im Plenum 10)
- Input: Schoolscape & Soundscape (10 Minuten)
- Pause (15 Minuten)
- Schoolscape/Walking Tour im Gebäude der PH Bern (20 Minuten) ODER
- Soundwalk (20 Minuten)
- Austausch & Fazit (15-20 Minuten)



1

Was ist Linguistic
Landscape?



Linguistic Landscape

„The way in which written language and other semiotic resources are used in public spaces; and the **complex of social, cultural and symbolic meanings** they communicate“ (Seargeant, Giaxoglou & Monaghan, 2023, p. x).



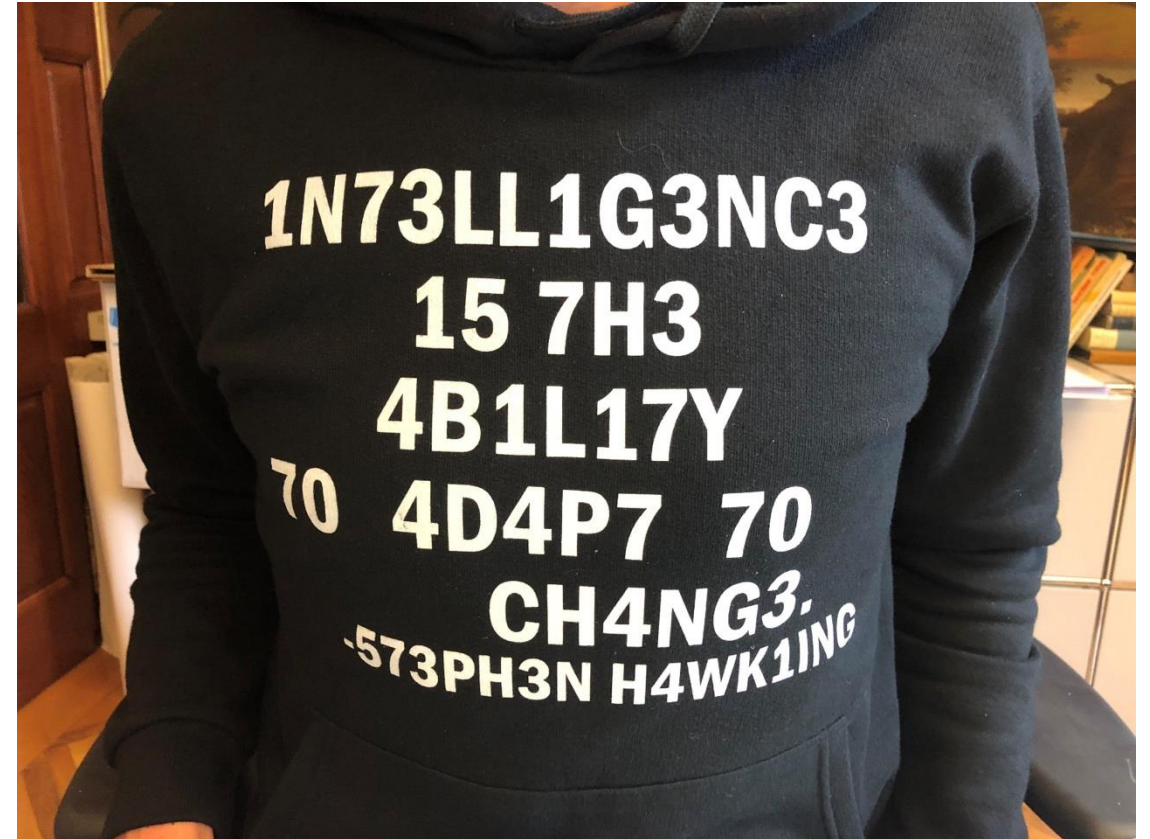
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Research objects

graffiti (e.g. Pennycook, 2008, 2010), science lab bulletin board notices (Hanauer, 2008), the banners and placards at sporting events (Monaghan, 2020), and cyberspace (e.g. Ivkovic & Lotherington, 2009)

T-shirts (Coupland, 2010), stamp machines (Van Mensel & Darquennes, 2012), football banners (Siebetcheu, 2016), postcards (Jaworski, 2010), and tattoos (Peck & Stroud, 2015)

Linguistic homescape (Krompák, 2021, 2025)



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Linguistic Landscape

Gorter & Cenoz, 2024, p. 10

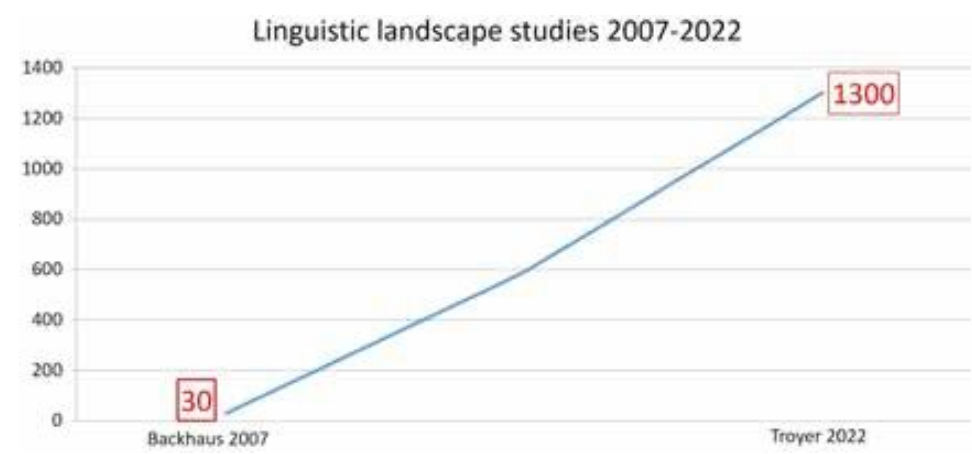


Figure 1.3 Graph of the exponential growth of the field

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Linguistic Landscape Bibliography

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Recently Added Items

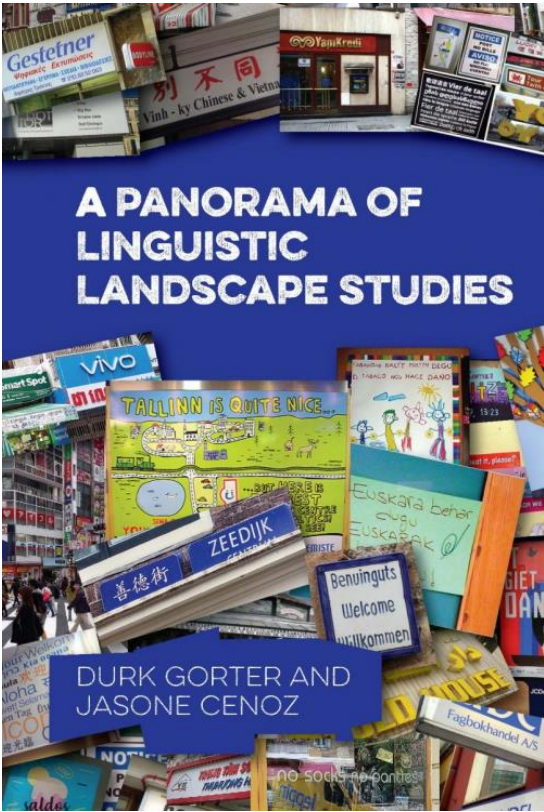
Title	Added By	Date Modified
Notes on linguistic landscape: A look at several U.S. cities	Robert A. Troyer	2.1.2024, 08:42:31
Spanish in linguistic landscapes of the U.S.	Robert A. Troyer	30.12.2023, 21:07:14
14th Linguistic Landscape Workshop	Robert A. Troyer	19.12.2023, 16:48:31
The changing face of dixie: Spanish in the linguistic landsc...	Robert A. Troyer	18.12.2023, 18:00:20
From part of the scenery to curricular resources: Authentic ...	Robert A. Troyer	18.12.2023, 17:57:20
SIGNS: Uncovering the mechanisms by which messages in the li...	Robert A. Troyer	18.12.2023, 17:56:23
Authorship in the linguistic landscape: A multimodal-perform...	Robert A. Troyer	18.12.2023, 17:51:18
Drive-thru linguistic landscaping: Constructing a linguistic...	Robert A. Troyer	18.12.2023, 06:49:00
Emotional responses to the linguistic landscape in Memphis...	Robert A. Troyer	18.12.2023, 05:50:54
Transitory linguistic landscapes as	Robert A. Troyer	17.12.2023, 17:53:40

This bibliography contains references to academic work in the field of Linguistic Landscapes (LL). It is intended to capture the range of the field from seminal works that are central to LL theory and methodologies to tangential works that utilize LL approaches. TO DOWNLOAD THE ENTIRE BIBLIOGRAPHY, JOIN THE GROUP (members are non-editing) and download Zotero. **NEW: a large portion of articles and book chapters 1997-2018 are available for full-text searching on the LL Corpus---check it out!** For comments, additions, and corrections, email Rob Troyer.

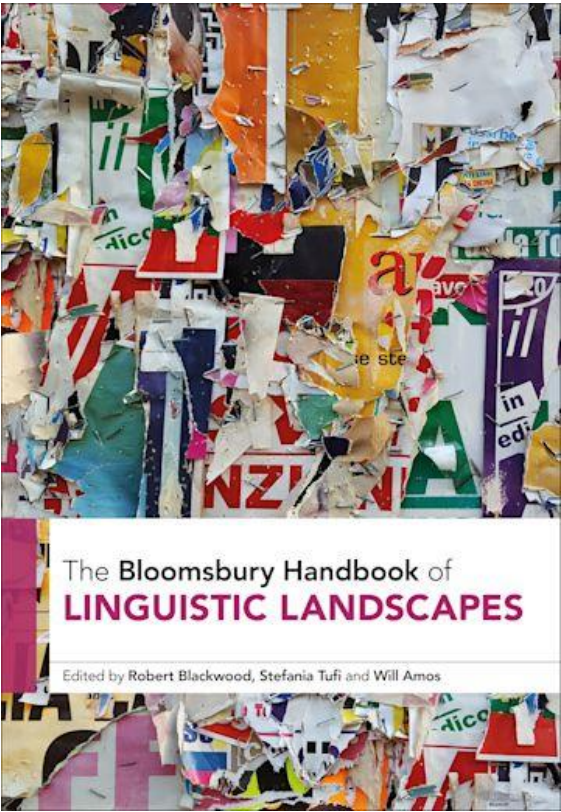
Owner: [Durk Gorter](#)
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Linguistic Landscape - Milestones

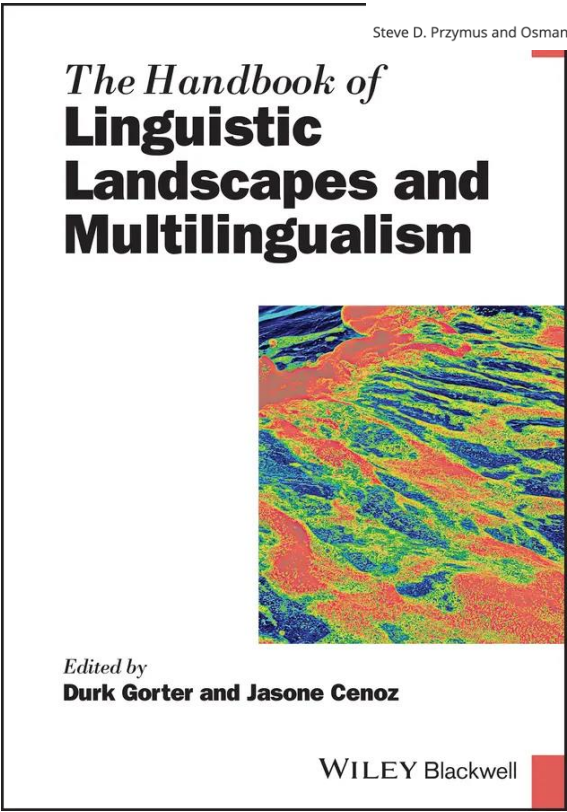
2024



2024



2025



PART 3 EDUCATION AND LANGUAGE LEARNING

29. Language learning in linguistic landscape: Towards a sustainable and socially responsible language education

Edina Krompák

30. Linguistic Landscape for (foreign) language learning

Monica Barni

31. Schoolscapes: a Linguistic Landscape approach to learning environments

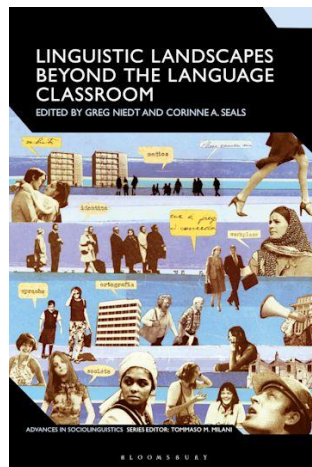
Tamás Péter Szabó and Kara D. Brown

32. Developing educational Linguistic Landscape (EdLL) materials and learning methods

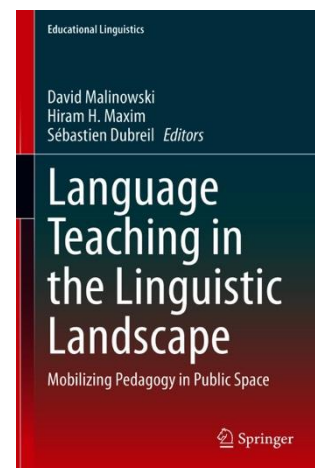
Steve D. Przymus and Osman Solmaz

Linguistic Landscape - Educational turn

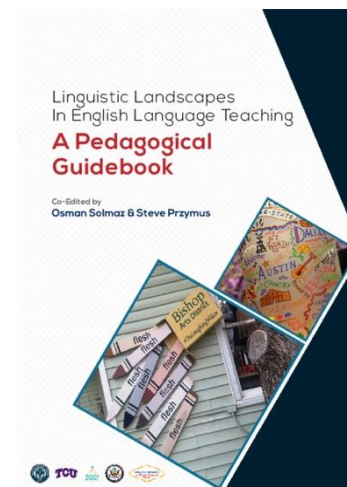
2020



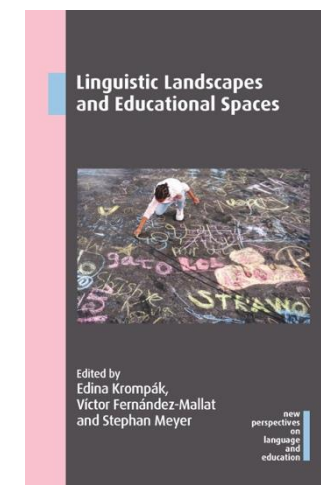
2020



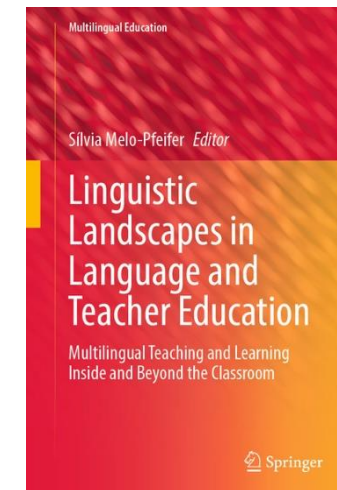
2021



2022



2023



<https://www.teachingenglish.org.uk/article/linguistic-landscapes-pedagogical-resource-english-language-classrooms>

Linguistic Landscape and Language Learning (Krompák, 2025)

Task-based LL-activities

- Get to know each other
 - lifescape
 - homescape
- Introduction to a topic such as sustainability

Research-based linguistic landscape projects (Krompák, 2025)

- Walking tour in the city
- Extramural learning
- educationscape
- Participative approach
- Students as co-researcher

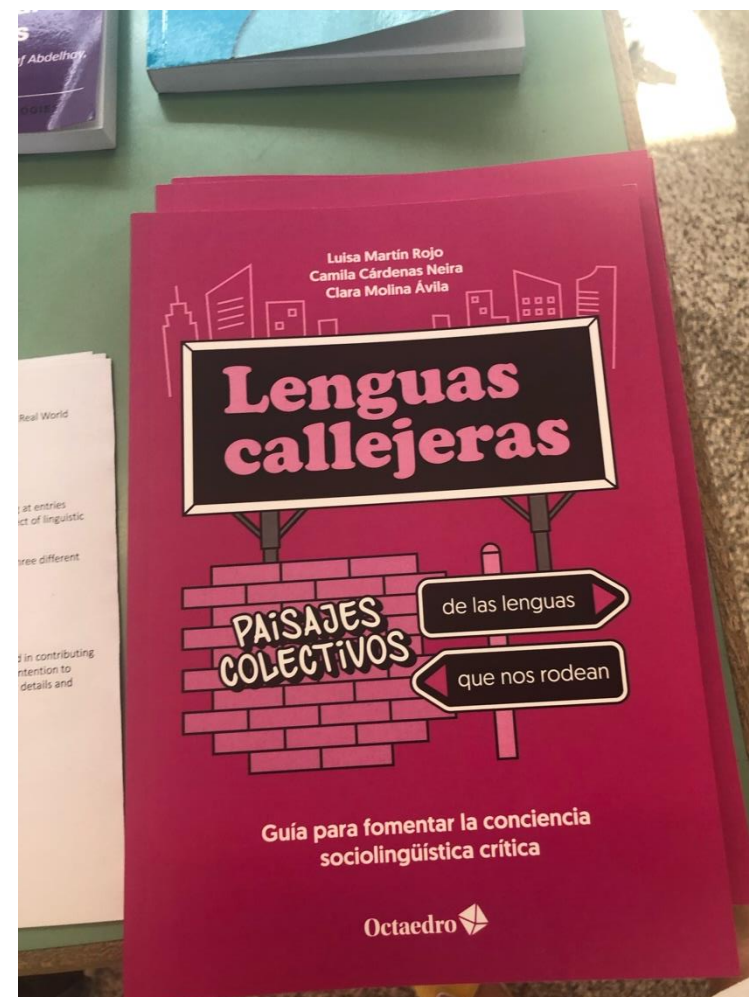
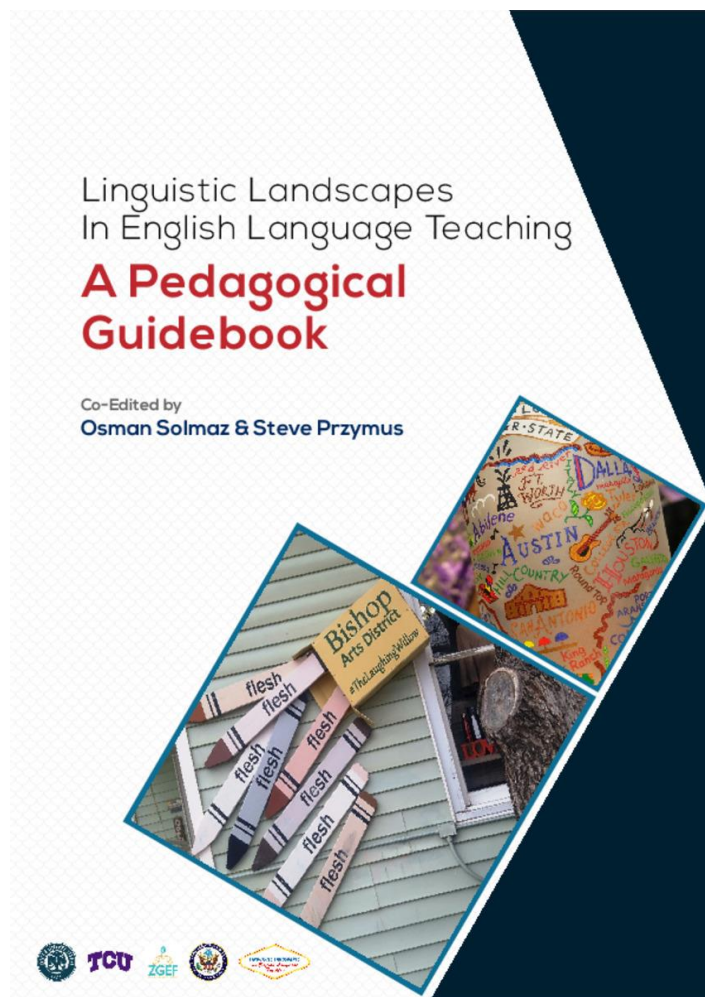
See: www.linguistic-landscape.ch

LL in English learning and teaching (Solmaz & Przymus, 2021, p. 44)

#Image2

- Where do you think this picture is taken?
- Do you think it is something appropriate for a restaurant to write something like that? Why or why not?
- How would people react if this was in a restaurant in your country?
- Can you think of any funny yet serious warning that you have seen in restaurants?





2

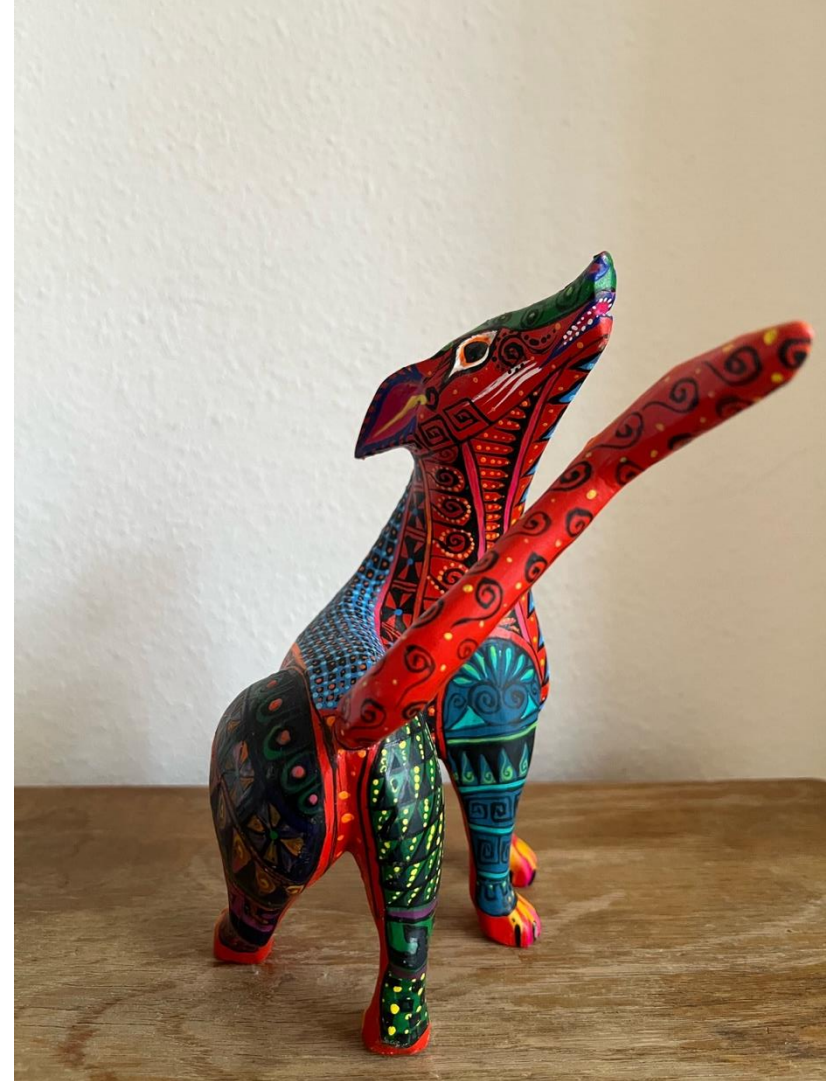
Homescape



Linguistic Homescape

Sprachliche Zeichen (Schrift, Gegenstand, Sounds), die etwas über den Sprachgebrauch, die familiäre sprachliche Politik des Individuums aussagen.

«Linguistic homescape includes linguistic and semiotic signs and their stories in private spaces. By exploring the story behind the signs, relevant aspects of individual linguistic identity appear. Moreover, the linguistic homescapes of specific individuals lead us indirectly to their society and social practices» (Krompák, 2021, p. 34).



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Linguistic homescape

Gruppenarbeit von 3 Personen (15 Minuten)

A. Vorstellung

Stellen Sie sich mit Ihrer Linguistic Homescape (LH) vor (5 Minuten pro Person)

B. Reflexion (pro Gruppe ca. 2 Minuten im Plenum, 10 Minuten)

1. Wie haben Sie diese Aufgabe erlebt? Wie war es für Sie in Ihrem Zuhause sprachliche Zeichen zu fotografieren?
2. Was haben Sie über Ihre Gruppe erfahren?

A photograph of a school courtyard. On the left, a long, covered walkway with a grid-patterned roof and white support pillars extends into the distance. A person is walking along this path. To the right of the path is a grassy area with several tall palm trees. In the background, a white building is visible. The sky is blue with some clouds. An orange triangular graphic is overlaid on the left side of the image.

3

Schoolscape & Soundscape

Schoolscape

An welche materiellen und sprachlichen Aspekte ihrer Schule erinnern Sie sich?
Warum sind Ihnen diese Elemente in Erinnerung geblieben?



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© Barbara Keller

Soundscape/Klangsprache



© Edina Krompák



4

Educationscape/Soundwalk

Educationscape/Soundwalk – PA (20 Minuten)

Entdecken Sie die semiotische Landschaft der PH Bern!

Fotografieren Sie Sprachen und semiotische Zeichen im Gebäude und in der Gelände der PH Bern.

Wie interpretieren Sie die Zeichen? Diskutieren Sie die Geschichte hinter dem Zeichen.

Wählen Sie ein Schlüsselbild/*key image* aus und begründen Sie Ihre Wahl.

Wie können Sie diese Aktivität in Ihrem Arbeitsfeld (z.B. Unterricht, Forschung) umsetzen?

Entdecken Sie die Klänge draussen!

Nehmen Sie Geräusche/Klänge auf und fotografieren Sie den Kontext.

Tauschen Sie über die Tonaufnahmen aus.

Wählen Sie ein key sound aus und begründen Sie Ihre Wahl.

Wie können Sie diese Aktivität in Ihrem Arbeitsfeld (z.B. Unterricht, Forschung) umsetzen?

Austausch/Fazit

WIRKLICH ANZUGEHEN?

25 MITTE
JULI
2014 **UNS BEWEGT
WAS MENSCHEN
BEWEGT**

Concluding remarks

How to plan a LL project?

- Get familiar with the research field of LL
- Develop a research question
- Define the field
- Define the quantity of data
- Get familiar with the ethical issues
- Support the data analysis by introducing categories
- Give a platform to present the results of the LL project

