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A Linguistic Landscape Analysis of Pannon Egyetem Utca. 12. Through a Multilingual Lens.

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Abstract

The current study examines the linguistic landscape of one of the main streets of Veszprem, the street of Pannonia University (Egyetem Utca. 12). The importance of analyzing public signs and the distribution of languages on this street stems from its dynamic location. Pannonia University is an interesting enough reason to investigate the street. Its location is hypothesized to have an impact on the street's multilingual nature, especially since the existence of a student dormitory on the street attracts international students with different linguistic and cultural backgrounds. This investigation is based on a corpus of 53 images that will be analyzed according to the function of signs as well as the taxonomy of types of the multilingual information arrangement provided by Reh (2004), namely: duplicating, fragmentary, overlapping, and complementary. The present results indicate a strong presence and dominance of the local language (Hungarian) in the linguistic landscape of the university street in Veszprem, in comparison to a minor bilingual representation on signs. The linguistic landscape in Egyetem Utca. 12. does not reflect the linguistic background of the speech community, regardless of the other spoken languages and the conditions of the city itself, which receives a significant number of international students and tourists who speak different languages and use English or German as a means of communication.

Keywords: Linguistic Landscape, Signs, Multilingualism, Top-Down, Bottom-Up, Multilingual Information, Egyetem Utca. 12.

1. Introduction

The Linguistic Landscape (LL) is defined as "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combined to form the linguistic landscape of a given territory, region, or urban agglomeration. In a nutshell, Linguistic landscape refers to the visibility and salience of languages on public and commercial signs" (Landry and Bourhis, 1997). One of the first LL studies looked at the link between Hebrew and English signs on Keren Kayemet Street in Jerusalem, as well as the employment of English in verbal contact on the same street (Rosenbaum et al., 1977).

Subsequently, Spolsky and Cooper (1991) further deconstructed the numerous layers of historical text in Jerusalem street signs. According to Landry and Bourhis (1997), the LL acts as a distinguishing identifier of the geographical area populated by a certain speech community. They go on to say that the linguistic landscape educates both in-group and out-group people on the linguistic traits, geographical limits, and language borders of the place they have entered.

Investigations of the LL often begin with the idea that a sign is a resource that offers more than simply its ostensive content. The linguistic landscape is not a homogenous domain: signs do not only aim to achieve different goals, such as marketing or giving directions or warnings, but they may also be created by different parties. Ben-Rafael et al. (2006) suggest that the creators of signs are assigned a position within a social hierarchy in this spatial metaphor, which focuses on the landscape as an example of social and linguistic hierarchies. This notion, however, runs counter to a lot of common sense: the government isn't in the business of creating hair salons or small businesses, and small company owners don't normally rename streets. According to this complementarity of domains, the street name sign and the little shop sign are neither directly competing for the same region nor do they merely reflect various sources of equivalent statements.

Since the advent of scientific research in the linguistic landscape in the late 70s, a considerable number of studies have been carried out so far, and LL research has expanded to investigate schools (Dressler, 2015), apartment buildings (Jaworski and Yeung, 2010). Thus far, LL has been studied from different perspectives, for instance, bi/multilingualism, world Englishes, language decline/death/vitality, policy, power, identity and diversity, minority languages, perceptions of individuals, multiculturalism, politeness, globalization, cultural policy, and error analysis of signs, which has been the Cinderella of LL studies.

2. Relevant Studies

Rezaei and Tadayyon (2018) performed research in Julfa, Isfahan Province in Iran, which has a large Armenian population. The findings of an analysis of 323 top-down and bottom-up signs revealed that Persian and English were more prevalent in the LL of Julfa than Armenian.

Their research also revealed a sporadic presence of the Armenian language, as it only appeared on 39 signs, the majority of which were displayed at ethnic and sacred locations such as local eateries and churches. The Armenian language is seen as a legitimate symbol because it is thought to have a lot of cultural and economic value, as well as a sense of belonging to the Armenian community and identity.

In the northern Italian area of Vento, Vettorel and Franceschi (2013) investigated lexical inventiveness. They focused on lexical creativity, the processes involved in word production, and the role of English in that LL. A total of 173 processes were discovered among the 3470 signs gathered, including derivation, clipping, mixing, compounding, analogy, wordplay, and quirks. Furthermore, they claimed that the dataset's innovations might be attributable to English's widespread

use across the world. Moreover, Lay (2015) investigated the presence of multiple languages on Bosnia's two main streets, finding that English is the second most common language after Bosnian, with Serbian having a minor presence on both streets. Coluzzi (2016) examined one of Brunei's main highways, Bandar Seri Begawan; the findings revealed a high level of linguistic variety, with three languages being employed in the majority of signs: Malay, English, and, to a lesser extent, Chinese.

2.1. Top-down and bottom-up

In published LL research, there is a widespread distinction between top-down and bottom-up signs when discussing authorship, power, or management in the public space. Coupland and Garrett (2010) assert that all LL artefacts should be seen as being originated "from above". The linguistic landscape process "from below" is not considered a reliable definition insofar as all LL is governed by language ideology and performed for specific purposes. From the micro-level, it can be assumed that Coupland and Garrett's reflection is certainly appropriate for the micro-level. However, in terms of power relations, agency, and influence, and from the perspective of impact upon the passer-by, it is identified that there are significant differences between the types of signs.

The first step in categorizing LL signage is to distinguish them in a top-down and bottom-up manner as flows of LL elements. According to Ben-Rafael et al. (2006) there can be a difference between LL elements used and exhibited by institutional agencies which, in one way or another, act under the control of local or central policies and those utilized by individual, associative, or corporative actors who enjoy autonomy of action within legal limits. Furthermore, according to Ben-Rafael et al. (2006), the only difference between these two types is that the top-down signage is expected to reflect a general commitment to the dominant culture, while the latter is designed much more freely according to individual strategies. However, both of these categories of LL components offer information to the passers-by and are interpreted differently, as very different meanings may be attributed to signs from one population group to another.

2.2. Types of multilingual information

According to Reh (2004), with multilingual writing on stationary objects concerning the nature of a sign and the coding of signs, four main types of combinations of languages and information can be distinguished: duplicating, fragmentary, overlapping and complementary.

The first component is the duplicated multilingual writing. The term "duplicating multilingual writing" includes practices where exactly the same text is presented in two languages or more. With this type of sign, we acknowledge the existence of societal multilingualism, that is, the existence of more than one language in the said community, and may be a reaction to technical as well as affective aspects of communication. Fragmentary multilingualism, on the other hand, refers to bi-

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multilingual texts in which one language presents the entire message but only a selected portion of it is introduced in the other(s), as opposed to overlapping multilingual writing in which only a portion of the information is repeated in at least one more language while other portions of the information are exclusively in one language only.

This type of multilingual language use informs monolingual readers sufficiently and, at the same time, neither bores bilingual readers through exact repetition, as in the case of duplicating multilingualism, nor privileges them by providing them with more information than monolingual readers. Complementary multilingual writing is the last category in this taxonomy. It includes messages that are conveyed in more than one language, but each language has different parts of this information.

3. Working towards this study:

As proposed by Gorter (2006), the concept of LL has been captured in social contexts, historical dimensions, and through signs as well as place names. The aim of the current study runs in parallel with Scollon and Scollon-Wong's (2003) approach, where they stress the significance of the social and cultural context of public signs, claiming that the languages shown on a sign reflect the community's linguistic mix (i.e., geopolitical location). The languages utilized have sociolinguistic significance and serve as indicators of a territory's identity.

The signs in the LL contain information that can be transmitted and displayed through verbal and non-verbal signifiers. Verbal signage information is transmitted via mere letters of different languages and nonverbal signifiers may be represented by signs, drawings, graffiti, indexes, icons, and symbols, just to mention only a few. There is a distinction between official "top-down" signage and private "bottom-up" signage. The contrast between "top-down" and "bottom-up" signage is said to operate best when these two forms of signage are seen as competing inside the same system, reflecting various interlocutors contending for the same structural place in the landscape.

The primary purpose of LL research is to characterize and uncover systematic and societal patterns of linguistic presence and absence in public areas, as well as to comprehend people's motivations, pressures, ideologies, emotions, and decision-making processes in relation to the development of LL in various forms.

The current research investigates Veszprem's urban multilingualism by analyzing public signage and the distribution of languages in the city of Veszprem, Hungary, particularly in the street of the university "Egyetem Utca.12". The importance of studying this street's linguistic landscape stems from its dynamic location. Pannonia University is an interesting enough reason to investigate the street. Its location has had an obvious impact on the street's "language on signs," so to speak, especially since there is a student dorm in the street where students from different countries and continents live, adding to that the various types of shops, residential buildings, and bus stops in the street. In principle, linguistic landscape data

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may be obtained wherever humans leave visible traces. This comprises notice boards, traffic signs, billboards, storefronts, posters, flags, banners, graffiti, and other similar items. The information represented and exhibited in all sorts of public road signs, advertising billboards, street names, commercial store signs, and public signs will be studied and analyzed in this study, taking into account bottom-up and top-down categorizations, types of multilingual information, and verbal and nonverbal signage.

4. Study Sample

Veszprem is a city with county rights and one of Hungary's oldest urban regions. It's around 15 kilometers (9 miles) north of Lake Balaton. According to the 2011 census, the city has a historical German minority of 2.4 percent of the population, in addition to the 83.9 percent Hungarian majority. The Roma are the second-largest ethnic minority, accounting for 0.7 percent of the population. All of the others are insignificant. With 38.9% of Roman Catholics and 0.3 percent of Greek Catholics, the people's religious allegiance is overwhelmingly Catholic. Calvinists (7.0 percent) are the city's second largest denomination, followed by Lutherans (2.1 percent).20.6 percent of the population is non-religious.

The "city of queens," as some may call it, has been undergoing rapid changes in recent years as it will be named the "European capital of culture" in 2023. The historical and future standing of the city makes investigating one of its liveliest and most dynamic streets a compelling read, emphasizing the university's academic weight as well as the city's diverse demography.

5. Results and Discussion

All signs along Egyetem Utca. 12/Veszprem are identified and analyzed for the purposes of this study in order to depict the linguistic landscape of the surrounding region. The 53 signs were classified based on shared characteristics such as the type of sign (verbal or nonverbal), the language(s) used, the number of languages used to convey the same or different messages in the same frame, the directionality of the sign (who created the sign and who are the interlocutors) bottom-up or top-down, and Reh's (2004) taxonomy for multilingual information arrangement. First, the data was analyzed to determine whether it was bottom-up or top-down. In other words, whether they are public signs created by shop owners, private businesses, etc., or whether they are public signs created by the state and local government bodies as shown in table 1

Table 1 Bottom-Up, Top-Down Signs

Type	Count	Percentage
Total Bottom-up	38	71.70%
Total Top-down	15	28.30%
Total	53	

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As table 1 illustrates, the linguistic landscape of the university street in Veszprem can be said to represent citizens more than authorities, since the total of bottom-up signs in the street is predominantly higher, with a 71.70%. (See pictures 1 and 2).

Figure 1 Bottom-Up Sign

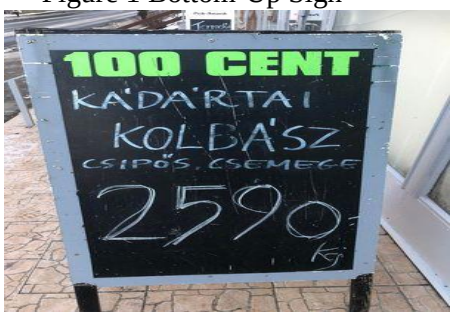
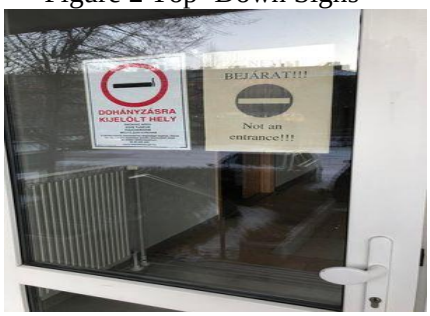


Figure 2 Top- Down Signs



5.1. Bottom-up Signs:

The composition of signs was determined by whether they were posted by official authorities, non-official autonomous groups, or private company owners. Non-official signs are referred to as "bottom-up" signs, whereas official ones are referred to as "top-down" signs. The bottom-up indications are classified according to the conveyed content and the used language to address this content.

5.1.1. Sign Type

According to the conveyed content of the signs, the data was classified into: commercials and advertising, noncommercial vs. Graffiti. The statistics for these two groups are shown individually in table (2). Furthermore, Scollon and Scollon (2003) cited graffiti as an example of "transgressive discourse" aimed at questioning societal authority and popularly held beliefs. Graffiti is seen as a vital linguistic tool for those who want to speak out against top-down signs.

Table 2 Bottom-Up Signs Types

Bottom-up types	**Count**	**Percentage**
Commercial	26	86.42%
Graffiti	6	15.78%
noncommercial	6	15.78%
Total	38	

Table 2 illustrates how many commercial, non-commercial, and graffiti there are in Egyetem Utca. 12. According to this table, the majority of bottom-up signs are commercial (86.42%), and there are six graffiti drawn on walls and shop fronts (15.78%). It's worth mentioning that there are 2 moving (electronic) banners that belong to the bottom-up category, all of which are commercials. Since the role of graffiti has been stressed in the LL literature, bottom-up signs are frequently separated into commercial signs and graffiti. Although Scollon and Scollon-Wong

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(2003) believe graffiti to be examples of "transgressive speech" aimed at questioning social authority and generally held expectations. Though there were 6 pictures of graffiti taken of the area, the graffiti in this study was not considered relevant data because it solely consisted of illegible drawings with no meaning.

5.1.2. Multilingualism in Bottom-Up Signs

The linguistic landscape is a field that may reveal a lot about dynamics like globalization, language commodification (Lanza and Woldermariam, 2014; Pavlenko, 2012), ethno-linguistic vitality (Laihonen, 2012), language contact, and language change. What can be gathered from table (3) is the absence of a global touch on the linguistic nature of the street, stressing the fact that only one language was seen on the signs, besides Hungarian.

Table 3 Languages Used in Bottom-Up Signs

Bottom-up Languages	Count	Percentage
Mono lingual Hungarian	26	86.42%
Mono lingual English	3	7.89%
Bilingual*	9	23.68%
Multilingual	1	2.63%
Total	38	

According to table 3, most of the bottom-up signs are monolingual Hungarian, with 86.42%, despite the fact that the street attracts international students and university staff, as well as the Central Dormitory's existence, which attracts tourists from all over the world. The overwhelming majority of monolingual Hungarian signs in the main university street is not a shocker. Evidentially, the Hungarian demographic dominance in the city predicts such results, hence the huge gap between mono/bilingual signs. (See pictures 3 and 4).

Figure 3 Monolingual English Bottom-Up Sign

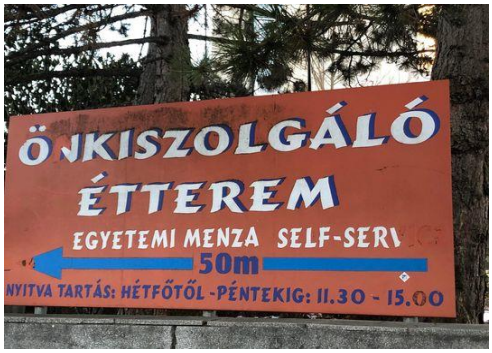
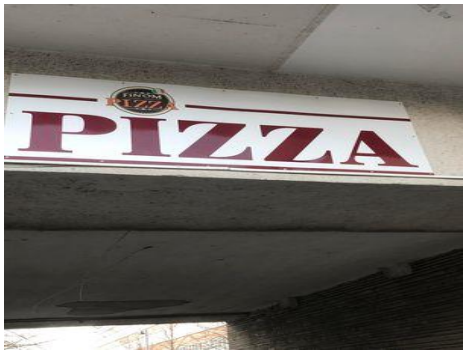


Figure 4 Bilingual English Bottom-Up Sign



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Moving forward to the bilingual bottom-up signs, the 9 bilingual signs are analyzed in table 4 below according to the taxonomy of types of multilingual information arrangement provided by Reh (2004), namely: duplicating, fragmentary, overlapping, or complementary. The results of the analysis are illustrated in table 4 as follows:

Table 4 Bottom-up Bilinguals Signs according to the multilingual information

Bottom-up Bilinguals Signs	Count	Percentage
Duplicating	1	11.1%
Fragmentary	1	11.1%
Overlapping	2	22.2%
Complementary	5	55.5%
Total	9	

In this analysis, only one sign contained duplicated information, accounting for 11.1% of the total in this category, and one sign contained fragmentary information. However, 2 of the total had overlapping information and 5 signs had complementary information, with the highest percentage of the total at 55.5%. (See pictures 5 and 6).

Figure 5 Complementary Bilingual Sign

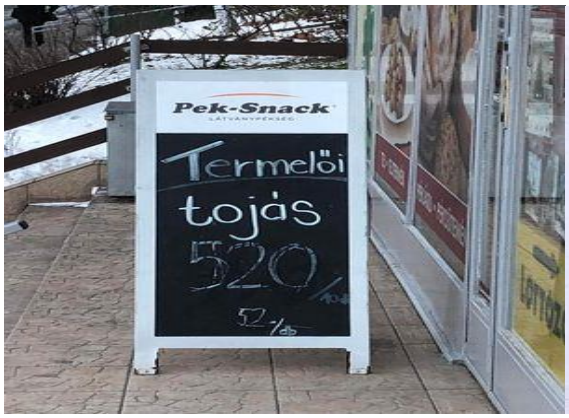
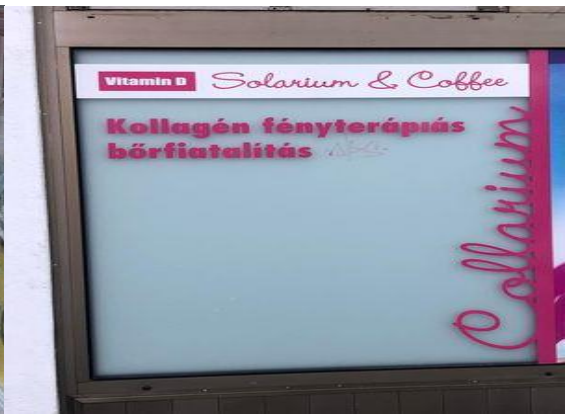


Figure 6 Fragmentary Bilingual Sign



As limited as they may be, bilingual signs only displayed English and Hungarian. What is interesting to note here is that Hungary has 13 recognized minorities, the second biggest of which is German, which makes up 2.4 percent of Veszprem's population. As part of the history of Germans and Veszprem, it's worth noting that the Veszprem and Balaton regions had a covert multicultural community during communist control, prior to the fall of the Soviet Union and its influence in Europe. The region served as a meeting point for people from both East and West

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Germany. "Europe existed here before it existed anywhere else in Hungary," says the author (Bidbook for ECOC2023, 2018, p. 5). However, which may be considered a second language in Hungary, was not present in the linguistic landscape of the street.

5.2. Top-down Signage

For the top-down category, there are nine signs, which are analyzed according to the language employed, verbal vs. non-verbal signs, and the taxonomy of types of multilingual information arrangement provided by (Reh, 2004). Accordingly, all the top-down signs were analyzed as shown in table 5.

Table 5 Top-Down Bilingual Signs

Top-down languages	Count	Percentage
Monolingual Hungarian	4	44.44%
Bilingual (Hungarian & English only)	5	55.55%
Monolingual English	0	0%
Total	9	

As illustrated in table 5, monolingual signs and bilingual signs percentages were closely similar (almost half of the total) with 44.4% and 55.5%, respectively, with more attention and emphasis on Hungarian in terms of font size, color, and spatial positioning at the top of everything else in those bilingual signs. (See pictures 7 and 8).

Figure 7 Monolingual Hungarian Top-Down Sign

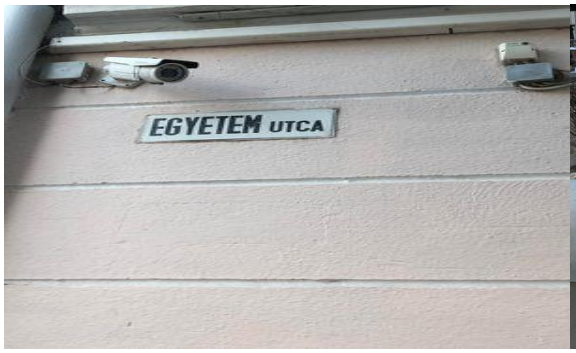
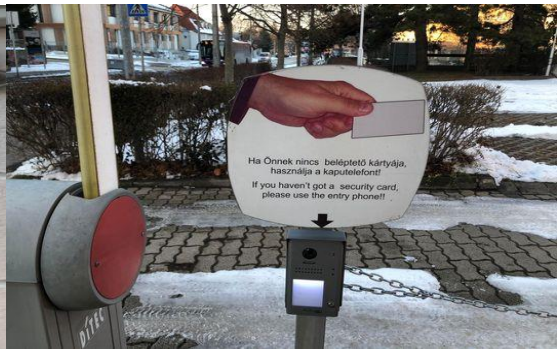


Figure 8 Bilingual Top-Down Sign



5.2.1. Verbal vs. Non-verbal

The next categorization for top-down signs is whether they are verbal or non-verbal. Table 6 elaborates on this matter as follows:

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Table 6 Verbal vs. Nonverbal Top-Down Signs

Verbal vs. non-verbal Top-down Signs	Count	Percentage
Verbal	9	60%
Non-verbal	6	40%
Total	15	

According to this table, most of the top-down signs include both verbal and non-verbal symbols, icons, and indexes to complement the meaning of the sign as a single framed unit of information and to exercise the authoritative power of these sign providers. Therefore, the percentage of verbal signs is 60% of the total in this category. As for non-verbal signs, they constituted 40% of the total. (See pictures 9 and 10).

Figure 9 Verbal Top-Down Signs

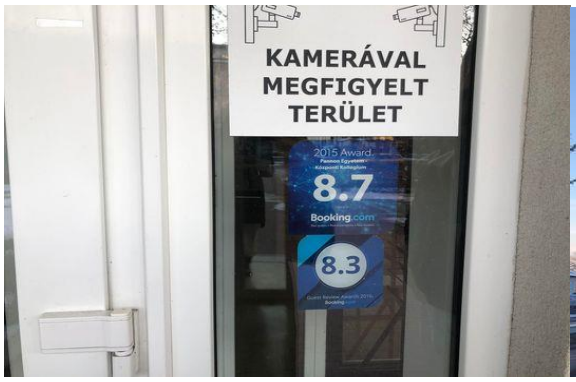
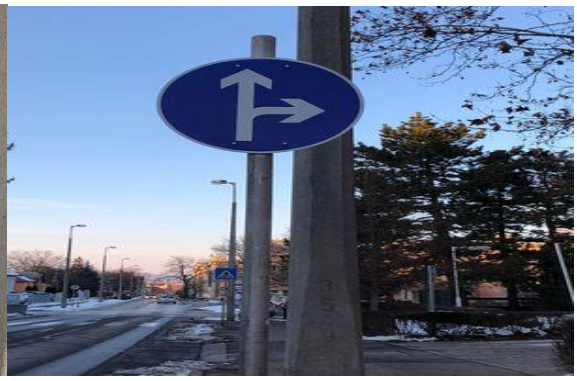


Figure 10 Nonverbal Top-Down Signs



5.2.2. Multilingualism in Top-Up Signs

The last analysis of the top-down category is within the bounds of Reh (2004) taxonomy of types of multilingual information.

Table 7 Top-Down Bilingual Signs According to The Multilingual Information

Top-down Bilinguals Signs	Count	Percentage
Duplicating	4	80%
Fragmentary	0	0
Overlapping	1	20%
Complementary	0	0
Total	5	100%

As shown in table 7, on one hand, 4 of 5 signs were presenting duplicating information as it is used to give instructions and then it is a necessity for non-Hungarian readers to understand. On the other hand, only 1 out of 5 was considered

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to have overlapping information.

Figure 11 Overlapping Top-Down Signs

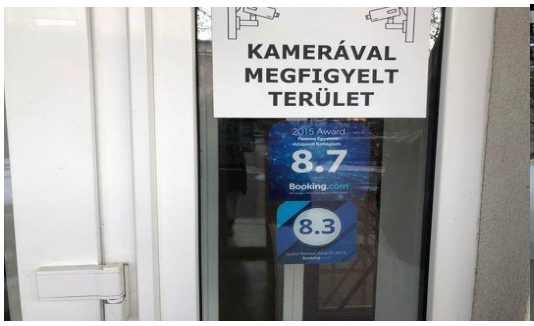
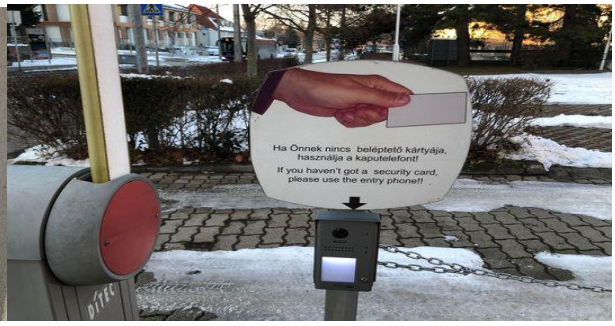


Figure 12 Duplicating Top-Down Signs



The total number of collected pictures of signs that displayed top-down information was 15. It is hard to pinpoint the reason for their minor presence in the area compared to signs of private businesses. However, the small region covered in this study may be an explanation. The findings don't really tell us much about the linguistic patterns in the signs of official authorities other than their Hungarian advantage.

6. Conclusion

By investigating 53 signs in the area, the present study intends to identify the multilingual status of Veszprem's university street "Egyetem Utca. 12." To begin, there is evident Hungarian language dominance on the linguistic landscape of Veszprem's university street, whether it be on monolingual or bilingual signs. The preliminary findings support Xiao's (1998) argument that, in most occasions, a community's dominant language is more likely to be employed in place names or commercial signs than other languages. The presence or absence of languages "sends direct and indirect messages regarding the importance versus marginality of certain languages in society" (Shohamy 2006, p. 110), which in this very case is self-explanatory, given the Hungarian demographic majority of the city.

Evidentially, languages as shown on signs of privately-owned businesses were at a considerably higher rate than those created by the local state, with an almost 43% figure. Most of these private signs can be said to serve a commercial purpose, and they, by a huge margin, prefer using the local language for advertisement, regardless of the few bilingual signs they exhibit. The same content of information by state signs was the norm in order to help foreign readers, especially with instructions. Local state signs registered nine verbal and six nonverbal ones, while nonverbal signs were not present in the private business sector.

The results at hand indicate a strong presence of the local language in the linguistic landscape of the university street in Veszprem, in comparison to a minor bilingual representation on signs. The diversity of languages displayed in the linguistic landscape does not stand on its own. As a result of the influx of migrants and refugees from throughout the world, Europe and other parts of the globe have

become more multi-cultural and multilingual for that matter. Most major towns in Western Europe, for example, easily have over 50 different languages spoken as a first language by the students in primary school (Extra and Yagmur 2004, p. 119). However, one can say from the data collected that the LL condition of Veszprem, for the time being, remains an exemption, given its obvious monolingual nature.

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