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LINGUISTIC LANDSCAPE: AN ANALYSIS OF PUBLICATIONS IN SCOPUS

The linguistic landscape is one of the most actively developing areas of modern linguistics. The article examines the linguistic landscape as an object of sociolinguistic research and provides an overview of 774 research papers related to the linguistic landscape published in the Scopus database from 2000 to 2023. The theoretical significance of the research is determined from the point of view of systematization of knowledge related to the linguistic landscape and a deeper understanding of the versatility of modern research in this area. A systematic study of the linguistic landscape makes it possible to clarify the boundaries of this area and identify the main trends in its development. This, in turn, contributes to a deeper understanding of the role of language in social and cultural processes. The results of the study show that the number of studies in the field of linguistic landscape has increased significantly in recent years. This trend means that the linguistic landscape has become an important object of study in many regions, becoming increasingly global. Geographical and industry analysis of publications shows that the problem of linguistic landscape is at the junction of many sciences and requires interdisciplinary research. Research conducted in the fields of sociolinguistics, cultural studies, urban studies and education clearly shows how wide and relevant this problem is. The conclusions of the study emphasize the importance of continuing linguistic landscape research in the context of globalization and digitalization of public space. A deep understanding of the interrelationships between language, society and culture in the context of intensive interaction of various linguistic communities in the common information and cultural space is extremely necessary at the present stage. The study of the linguistic landscape will make it possible to form effective strategies aimed at developing language policy, improving intercultural communication and preserving linguistic diversity.

Key words: linguistics, landscape, Scopus, linguistic diversity, scientific publications.

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Лингвистикалық ландшафт: Scopus жарияланымдарын талдау

Лингвистикалық ландшафт – қазіргі лингвистиканың белсенді дамып келе жатқан бағыттарының бірі. Мақалада лингвистикалық ландшафт социолингвистикалық зерттеулердің объектісі ретінде қарастырылып, 2000 жылдан бастап 2023 жылға дейінгі Scopus дерекқорында жарияланған лингвистикалық ландшафтқа қатысты 774 зерттеу жұмыстарына шолу жасалады. Зерттеудің теориялық маңыздылығы лингвистикалық ландшафтқа қатысты білімді жүйелеу және бұл саладағы қазіргі заманғы зерттеулердің көпқырлы сипатын тереңірек түсіну тұрғысынан айқындалады. Лингвистикалық ландшафтты жүйелі түрде зерделеу осы бағыттың шекараларын нақтылап, оның дамуындағы негізгі үрдістерді анықтауға мүмкіндік береді. Бұл, өз кезегінде, тілдің қоғамдық және мәдени үдерістердегі рөлін тереңірек ұғынуға септігін тигізеді. Зерттеу нәтижелері соңғы жылдары лингвистикалық ландшафт саласындағы зерттеулердің саны айтарлықтай өскенін көрсетеді. Бұл тенденция лингвистикалық ландшафттың жаһандық сипатқа ие бола отырып, көптеген аймақтарда маңызды зерттеу нысанына айналғанын білдіреді. Басылымдардың географиялық және салалық талдауы көрсеткендей, лингвистикалық ландшафт мәселесі көптеген ғылымдар тоғысында орналасқан және пәнаралық зерттеулерді қажет етеді. Әлеуметтік лингвистика, мәдениеттану, урбанистика және білім беру салаларында жүргізілетін зерттеулер бұл мәселенің қаншалықты кең әрі өзекті екенін айқын көрсетеді. Зерттеу қорытындылары жаһандану және қоғамдық кеңістікті цифрландыру жағдайында

зерттеулерді жалғастырудың маңыздылығын нақтылай түседі. Әртүрлі тілдік қауымдастықтардың ортақ ақпараттық және мәдени кеңістікте қарқынды өзара әрекеттесуі жағдайында тіл, қоғам және мәдениет арасындағы өзара байланысты терең түсіну қазіргі кезеңде аса қажет. Лингвистикалық ландшафтты зерттеу тілдік саясатты дамытуға, мәдениетаралық қарым-қатынасты жетілдіруге және тілдік көптірлілікті сақтауға бағытталған тиімді стратегияларды қалыптастыруға мүмкіндік береді.

Түйін сөздер: лингвистика, ландшафт, Scopus, тілдік әртүрлілік, ғылыми жарияланымдар.

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Лингвистическая ландшафтность: анализ публикаций в Scopus

Лингвистический ландшафт—одно из наиболее активно развивающихся направлений современной лингвистики. В статье рассматривается лингвистический ландшафт как объект социолингвистических исследований и дается обзор 774 исследовательских работ, связанных с лингвистическим ландшафтом, опубликованных в базе данных Scopus с 2000 по 2023 год. Теоретическая значимость исследования определяется с точки зрения систематизации знаний, относящихся к лингвистическому ландшафту, и более глубокого понимания многогранности современных исследований в этой области. Систематическое изучение лингвистического ландшафта позволяет уточнить границы данного направления и выявить основные тенденции в его развитии. Это, в свою очередь, способствует более глубокому пониманию роли языка в общественных и культурных процессах. Результаты исследования показывают, что количество исследований в области лингвистического ландшафта значительно увеличилось за последние годы. Эта тенденция означает, что лингвистический ландшафт стал важным объектом изучения во многих регионах, становясь все более глобальным. Географический и отраслевой анализ публикаций показывает, что проблема лингвистического ландшафта находится на стыке многих наук и требует междисциплинарных исследований. Исследования, проводимые в области социолингвистики, культурологии, урбанистики и образования, ясно показывают, насколько широка и актуальна эта проблема. Выводы исследования подчеркивают важность продолжения лингвистических ландшафтных исследований в условиях глобализации и цифровизации общественного пространства. Глубокое понимание взаимосвязей между языком, обществом и культурой в условиях интенсивного взаимодействия различных языковых сообществ в общем информационном и культурном пространстве крайне необходимо на современном этапе. Изучение лингвистического ландшафта позволит сформировать эффективные стратегии, направленные на развитие языковой политики, совершенствование межкультурной коммуникации и сохранение языковой многогранности.

Ключевые слова: лингвистика, ландшафт, Scopus, языковое разнообразие, научные публикации.

Introduction

In the modern world, where linguistic diversity and multilingualism come to the fore in a globalized society, the topic of the linguistic landscape is becoming particularly relevant. The study “Linguistic Landscape: An Analysis of publications in Scopus” makes a significant contribution to understanding how language is visually represented in various social, cultural, and political contexts. Analyzing data from the Scopus database, one of the largest abstract and cited databases of scientific literature, the article provides an in-depth analysis of trends, thematic areas, and the evolution of research in the field of the linguistic landscape in recent years. The use of VOSviewer and bibliometric tools for bibliometric

analysis, in-depth search for specific keywords in Scopus has become standard practice in scientific research. This not only provides a comprehensive coverage of citations and literary excerpts but also expands the profile of journals, improving access to scientific publications and contributing to citation analysis. This approach allows us to identify key aspects and issues that occupy the minds of researchers and also contributes to the development of new methodological approaches and practical recommendations for further study of the linguistic landscape in its diversity. In recent years, linguistic landscape studies focusing on the visual representation of written language in public spaces (Gorter, 2013) have garnered considerable attention by revealing the relationship between language, society,

and space and highlighting how and in what contexts languages are used and presented. It is shown that linguistic landscapes are shaped by various factors, such as official language policies, minority languages, and sociopolitical meanings (Leeman & Modan, 2009). The linguistic landscape reflects the role of language in society, emphasizing the social aspects of language use and its impact on cultural identity (Maraf & Osam, 2022), being a dynamic area that develops along with changing language patterns in different regions, reflecting the diversity and complexity of language interaction.

Researchers have applied various methodologies to analyze linguistic landscapes, including material ethnography, critical discourse analysis, and participation in research projects (Stroud & Mpendukana, 2009), providing valuable data on the symbolic functions of language in public spaces, such as graffiti and signage, and how they contribute to the formation of a common linguistic environment. In addition, research on the linguistic landscape goes beyond language itself, covering broader topics such as glocalization, companionship, and the impact of linguistic landscapes on identity and cultural globalization (Leeman & Modan, 2009), making the linguistic landscape not only about the languages used on the signs but also about how these languages are presented, reflecting the ongoing process of language revitalization and globalization.

An analysis of scientific activity on the keywords “linguistics” and “landscape” from 2000 to 2023 in the Scopus database revealed 774 publications, emphasizing the relevance of the study of the linguistic landscape at the international level. The United States leads with 91 publications, followed by China with 54 and the United Kingdom with 49, which reflects the geographical diversity and depth of research in this area. Australia and Spain also show notable academic activity with 47 publications each, while the contribution of the Russian Federation amounts to 28 papers. This distribution indicates a broad international interest in the study of the interaction of language and space and its social aspects. The inclusion of various countries in the analysis, including those with fewer publications, such as Kazakhstan (2 publications), allows us to talk about a comprehensive global picture of research efforts in this direction. Such academic activities emphasize not only the importance of the topic of the linguistic landscape in world science but also the importance of international cooperation for a deep understanding of linguistic practices and identity in different cultural contexts.

The purpose of our study “Linguistic Landscape: Analysis of publications in Scopus” is a comprehensive analysis of scientific papers indexed in the Scopus database from 2000 to 2023, using the keywords “linguistics” and “landscape”. We strive to identify the main trends, thematic areas, and methodologies that form this segment of linguistic research. The objectives of the study are to assess the volume and dynamics of publication activity by year, analyze the geographical distribution of research papers, and identify the most contributing organizations and publications. This will make it possible to identify the leading scientific centers and authors in this field, as well as identify gaps and insufficiently studied aspects in the research of the linguistic landscape. Based on the data obtained, we will outline potential areas for future research, which will contribute to deepening knowledge about the linguistic landscape and contribute to the development of strategies for effective interaction between linguistic communities in diverse social and cultural contexts.

Materials and methods

Materials

The study “Linguistic Landscape: Analysis of Publications in Scopus” focuses on a comprehensive analysis and interpretation of academic works selected using the keywords “linguistics” and “landscape” for the period from 2000 to 2023. The total number of publications included in the analysis is 774. These materials represent a wide range of academic formats: articles (628), book chapters (87), conference reports (29), reviews (27), books (2), and editorial materials (1). The choice of such a variety of sources is motivated by the desire to obtain the most complete and multidimensional view of research activity in the field of linguistic landscape, reflecting both the current state of this area of linguistic research and its evolution over the past two decades.

The analyzed materials also include a wide range of scientific journals with varying numbers of publications, including the International Journal of Multilingualism (56), the Journal of Multilingual and Multicultural Development (32), Linguistic Landscape (28), and many others. This variety enriches the study with a range of research approaches and perspectives. The inclusion of multiple voices and viewpoints helps in establishing how the linguistic landscape is reflected and interpreted in various scientific discourses, and how these representations change over time.

In addition to the quantitative distribution by publication type, the geographical distribution of research is also an important aspect. The study of linguistic landscape is of interest in various cultural and linguistic contexts, which is reflected in the global nature of the collected materials. The studies in question have been conducted in many countries, allowing for an analysis of the phenomenon of linguistic landscape in various socio-cultural conditions.

Instrument

To achieve the goals of the study “Linguistic Landscape: Analysis of Publications in Scopus,” we identified and used a set of tools necessary for data analysis and processing. The main tool selected as the primary data source is the Scopus database. This is a strategic choice, as Scopus is one of the most extensive and authoritative databases covering multidisciplinary research and providing access to detailed information about publications, their citations, and their impact on the scientific community. The use of Scopus allows for a wide range of research in the field of linguistic landscape, while ensuring high accuracy and up-to-date information. The SPSS statistical package is used for complex data analysis, providing opportunities to perform both basic and advanced statistical procedures. SPSS was chosen for its extensive analytical capabilities, which include tests for descriptive statistics, correlation analysis, regression analysis, factor analysis, and cluster analysis. These functions not only allow for the processing of large datasets, but also enable multi-level analysis, which is crucial for identifying and interpreting complex trends in linguistic landscape research.

Additionally, the data visualization capability provided by SPSS is important, allowing for the creation of graphs, histograms, box charts, and scatter plots. Visualization is key in presenting analysis results as it helps researchers and readers quickly assess the distribution and relationships of data, improving their overall understanding of research findings.

Procedure

The procedural approach to analyzing research data involves following a strict sequence of steps to ensure transparency and reproducibility of results. The process begins with a comprehensive search for scientific papers in the Scopus database using the keywords “linguistics” and “landscape.” This guarantees that the materials correspond to the main research topic. Information about each publication is then extracted, including the type of document,

year of publication, and source, to form an exhaustive database. Analyzing annual statistics allows for tracking the dynamics of interest in the study of linguistic landscape and assessing the contribution of various types of academic work to the discipline’s development.

In the next stage of the procedure, SPSS is used to pre-process the collected data, including cleaning duplicates and correcting errors to ensure the purity and accuracy of subsequent analysis. Descriptive statistical analysis is then performed, providing an overview of the total volume of publications and their distribution by year and document types. For a more in-depth study of the data, differential statistical tests in SPSS are used to reveal statistically significant correlations between different types of publications and trends in their development. Content analysis is applied at a subsequent stage for detailed qualitative research of texts. This allows for a deeper understanding of scientific discourse and identification of the main themes and concepts prevalent in the field of linguistic landscape. The analysis also includes assessing the citation and contribution of leading scientific journals to evaluate their impact on the research field. Visualization of the results is the fifth stage of the procedure, where graphs, tables, and diagrams are created to visually represent the main conclusions. This greatly simplifies the analysis and interpretation of data. The final stage includes synthesizing the collected information and results into a single comprehensive report, which will serve as the foundation for the preparation of a scientific article. It will reflect all the key aspects of the research, from the methodological basis to the specific conclusions and recommendations proposed for future scientific work in this field. This approach to each stage ensures the quality and reliability of the research and strengthens its academic relevance and applicability.

Literature review

Introduction to the “Literature Review” section, let’s start with the theoretical foundations of the linguistic landscape. Since the pioneering work of Landry and Bourhis in 1997, introducing the concept and popularizing the term, the theoretical basis of the linguistic landscape has undergone multiple studies (Juffermans, 2013). The field of linguistic landscape studies encompasses a variety of theoretical approaches and methodologies focused on issues such as multilingualism, literacy, language policy, linguistic diversity, and minority languages (Gorter,

2013). Despite the rapid development of this paradigm, today it does not have a clear orthodox theoretical basis (Duizenberg, 2020). The linguistic landscape plays a dual role in sociolinguistics, marking the boundaries of language between communities and providing information about the sociolinguistic composition of the territory (Raga, 2012). Recent trends in linguistic landscape research are shifting towards interdisciplinary and multi-perspective research, reflecting a broader approach to understanding the impact of language landscapes on aspects such as language learning and urban imagery.

Moving on to the second direction, let's consider methodological approaches to the analysis of linguistic landscapes, covering a variety of techniques and perspectives. Factor analysis is used to highlight linguistic landscapes as a separate factor in the study of language contacts (Landry & Bourhis, 1997). The importance of drawing on existing work in linguistic landscape studies to understand the dynamics of multilingual spaces is emphasized (Stroud & Mpendukana, 2009). Key theoretical and methodological issues in this field, especially in multilingual public settings, are discussed (Gorter, 2013). The preference for qualitative methodologies in the assessment of public signs in modern studies of the linguistic landscape is highlighted (Yusuf et al., 2022). Translingualism is presented as a valuable framework for analyzing linguistic landscapes, focusing on how signs can influence the practice of translingualism (Cormier, 2020).

Summarizing the third direction, the field of linguistic landscape studies the visual representation of languages in public spaces, reflecting social, cultural, and political dynamics (Pütz, 2020). It provides an understanding of the interaction between language, society, culture, and politics in public spaces (Biró, 2021). The linguistic landscape not only mirrors language policies and practices but is also an arena where ideological and political conflicts manifest themselves, reflecting historical movements and socio-cultural contexts. The presence of multiple languages in urban spaces contributes to a deep understanding of language use, language users, and public multilingualism (Gorter, 2013). In addition, linguistic landscapes play a role in creating social and cultural meanings in multilingual urban settings, influencing attitudes towards language and perceptions of ethnolinguistic viability (Juffermans, 2013).

In the field of linguistic geography, a diverse array of methodological approaches is employed to examine the representation and distribution of

languages within public spaces. Early studies predominantly utilized quantitative methods, such as the enumeration and categorization of signage, to establish baseline data on linguistic diversity (Yusuf et al., 2022). However, contemporary research has increasingly embraced qualitative and mixed-method approaches to capture the nuanced interactions between language, culture, and spatial dynamics. For instance, Biró (2021) highlights the importance of multimodal analysis in understanding the interplay between linguistic and visual elements in local markets, while Haji-Othman (2020) employs ethnographic techniques to explore the semiotic landscape of small towns. Additionally, the integration of digital tools, such as street-level imagery and geospatial analysis, has revolutionized the ability to conduct large-scale spatial studies of linguistic landscapes (Hong, 2020). These methodological advancements reflect the interdisciplinary nature of linguistic geography, drawing from semiotics, cultural studies, and digital humanities to provide a comprehensive understanding of language dynamics in urban environments.

In conclusion, we see that the linguistic landscape is a multifaceted research field in which theoretical, methodological, and socio-cultural dimensions are intertwined. It is continuously developing, making a significant contribution to the understanding of language dynamics in public spaces, which underlines the importance of further multidisciplinary research for the development of this field and our study "Linguistic Landscape: An analysis of publications in Scopus".

Results and discussion

After conducting a multi-level analysis of the collected data, we draw attention to important aspects and trends in the domain of linguistic landscape. A time analysis of publications from 2000 to 2023 demonstrates a growing interest in this topic, with a noticeable increase in attention to it in recent years, which confirms the relevance of the study of linguistic diversity and its visual representation in public space. Geographical analysis reveals the international nature of research work, emphasizing the broad participation of scientists from diverse cultures and regions. A sectoral section by branch of knowledge indicates the multidisciplinary nature of the topic, while a review of organizations and scientific journals identifies the main research hubs contributing to the promotion and development of the field. The analysis of keywords in the titles of works

confirms the leading research directions, and the evaluation of citations reflects the significance and impact of individual studies on the wider academic community. Separately, it is worth noting highly cited works that are the core of the formation of relevant scientific discussions and contribute to further advancing the understanding of linguistic landscape as a key component of modern sociolinguistics.

The pace of publication activity in the field of linguistic landscape, tracked in the Scopus database from 2000 to 2023, is indicative. Starting with a single paper in 2000, research interest in the

topic remained restrained in the early years, which is reflected by the lack of publications in 2001-2003 and only one publication in 2004 and 2005. However, since 2006, there has been a steady increase in the number of publications, reaching 8 articles. The following decade was characterized by fluctuations with an upward trend, such as in 2012, when 15 papers were published, and by 2013 the number had increased to 25. This analysis reflects the early formation of the research field and the gradual build-up of the academic base in this direction (Fig. 1).

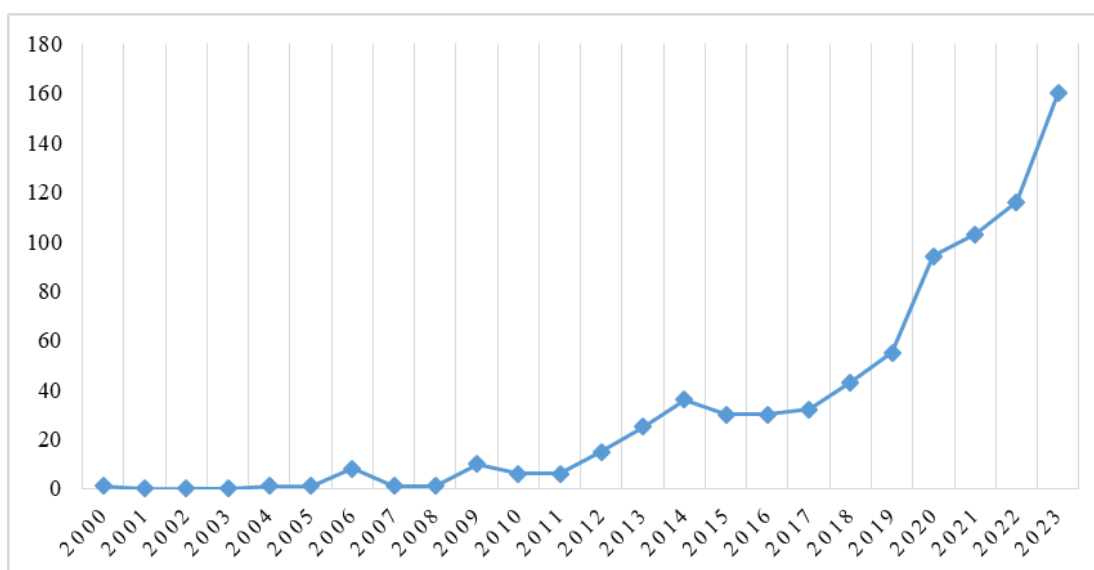


Figure 1 – Dynamics of publication activity in the field of linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from publications indexed by Scopus)

The increase in publication activity has been particularly noticeable since 2019, when the number of publications increases from 55 to 160 by 2023. This period indicates a rapid increase in interest in this topic, which may be due to increased awareness of the importance of linguistic diversity and the impact of globalization on language practices. The sustained interest and significant increase in research in recent years highlight the importance of linguistic landscape for sociolinguistic science and its applicability in the study of multilingual societies.

The analysis of the number of publications by country, based on Scopus data, reflects the international range of research attention focused on the topic of linguistic landscape. The United States tops the list with 91 publications, reflecting the country's active scientific interest and resource capabilities in this field of research. China (54), the United

Kingdom (49), Australia (47), and Spain (47) also demonstrate a significant amount of research, confirming the global nature of research and a multicultural approach to the study of language practices and identity in diverse linguistic landscapes (Fig. 2).

The following countries on the list, including Indonesia (41), Germany (39), and the Republic of South Africa (30), represent a growing academic interest and contribution to the international scientific discourse of the linguistic landscape. Significantly lower numbers in countries with developing scientific communities, such as Kazakhstan (2) and others, do not detract from their contribution but rather indicate the emergent nature of interest and potential for future growth in this field. These data reveal not only the geographical diversity of research efforts but also suggest possible areas for international cooperation and knowledge sharing.

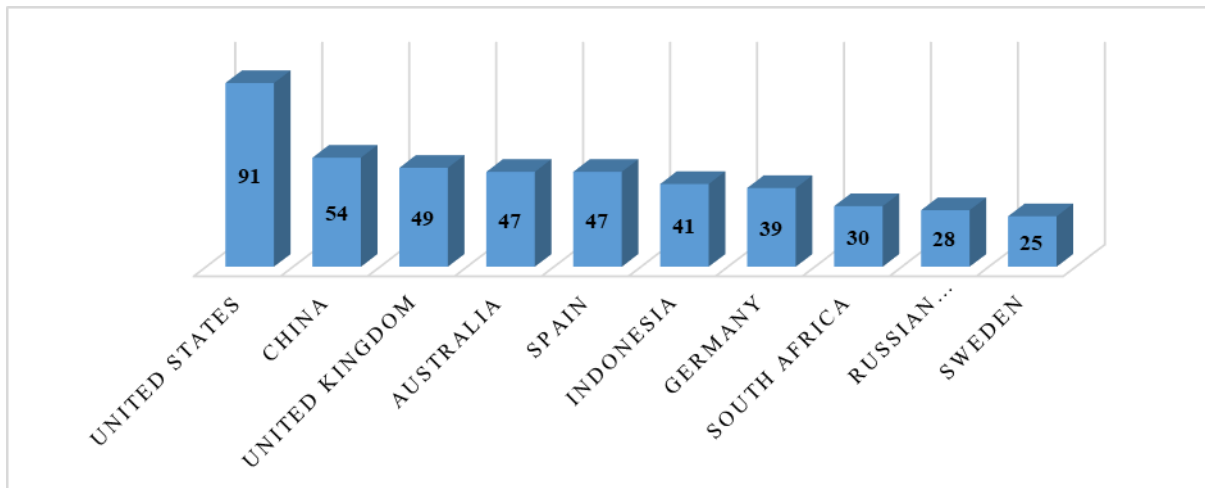


Figure 2 – Top 10 countries by the number of publications in the field of the linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from publications indexed by Scopus)

An industry analysis of publications on the topic of the linguistic landscape indexed in Scopus reveals the greatest contribution of the social sciences, with 710 publications, which emphasizes the role of language as a central element of social interactions and public life. The arts and humanities also show a deep interest in the subject

with 589 publications exploring language through the lens of culture and human experience. This distribution indicates the multidisciplinary nature of research in this area, as well as the desire of different branches of knowledge to integrate the linguistic landscape into their research framework (Fig. 3).

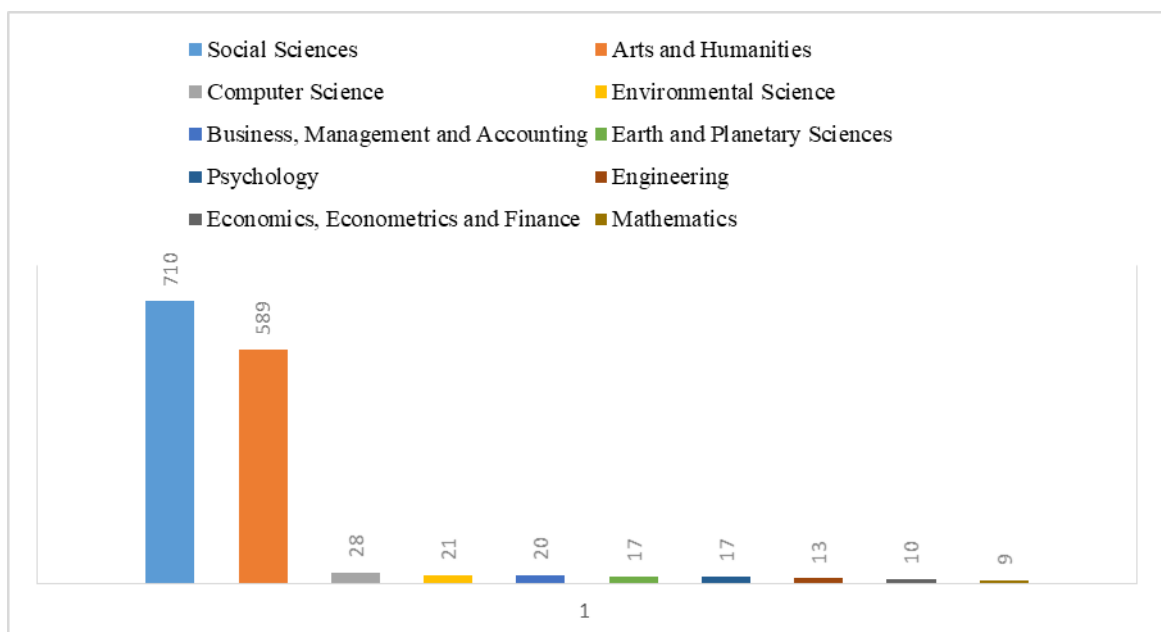


Figure 3 – Top 10 industries by the number of scientific publications on the linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from publications indexed by Scopus)

While computer science with 28 publications and engineering with 13 reflect an interest in the application of technological tools and methods in the study of language practices, fields such as economics, psychology, and the environment, with fewer publications, indicate a growing interest in studying the influence of language on various aspects of human activity. This diversity reflects an integrated approach to the study of language landscapes and shows how the depth of the linguistic impact on society is explored through different academic prisms, demonstrating its importance in all fields of knowledge.

An analysis of academic activity on the topic of linguistic landscape among leading universities and research centers, using Scopus data, reveals the leadership of educational institutions such as Universiti Malaya with 12 publications and Nanyang Technological University with 11 publications. This highlights the importance of research in this area

in the Asian region and also focuses on the contribution of the international scientific community to the development of understanding of the linguistic landscape. The desire of universities and centers in countries such as Indonesia and Belgium is manifested in active publication activities and shows how globalization and multicultural interaction affect research interests (Fig. 4).

Continuing the analysis, it is noticeable that research institutes from Europe, Australia, and Africa are also demonstrating significant efforts, which is illustrated by works from the Universidad de Salamanca, Stockholms universitet, and the University of the Western Cape. The diversity of institutions reflected in this list indicates a widespread international interest and collaboration in this field of research. Such an extensive and comprehensive approach to the linguistic landscape promises the continued development of the discipline and the strengthening of international academic ties.

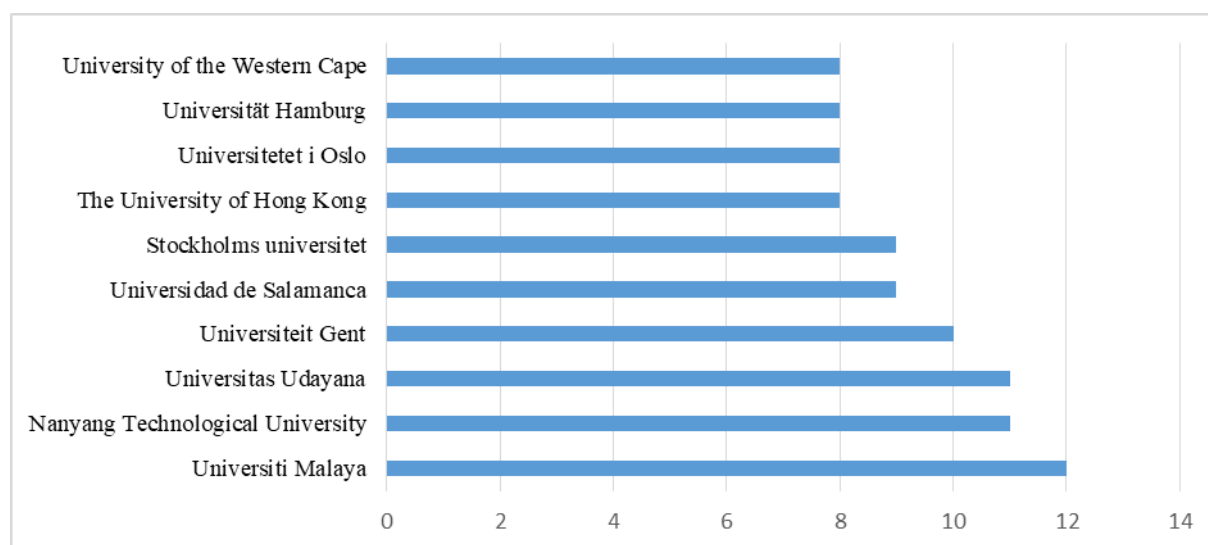


Figure 4 – Top 10 organizations by the number of scientific publications on the linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from publications indexed by Scopus)

The analysis of scientific publications on the topic of the linguistic landscape makes it possible to assess the contribution of various journals to the development of this research field. The International Journal of Multilingualism became the leader among scientific publications with 56 papers, which emphasizes the importance of multilingualism in the context of linguistic landscapes. The Journal

of Multilingual and Multicultural Development, with 32 articles, and Linguistic Landscape, with 28 articles, also make significant contributions by highlighting the development and interaction of languages in multicultural and multilingual contexts. This indicates a deep academic interest in language diversification and its visual representation in public spaces (Fig. 5).

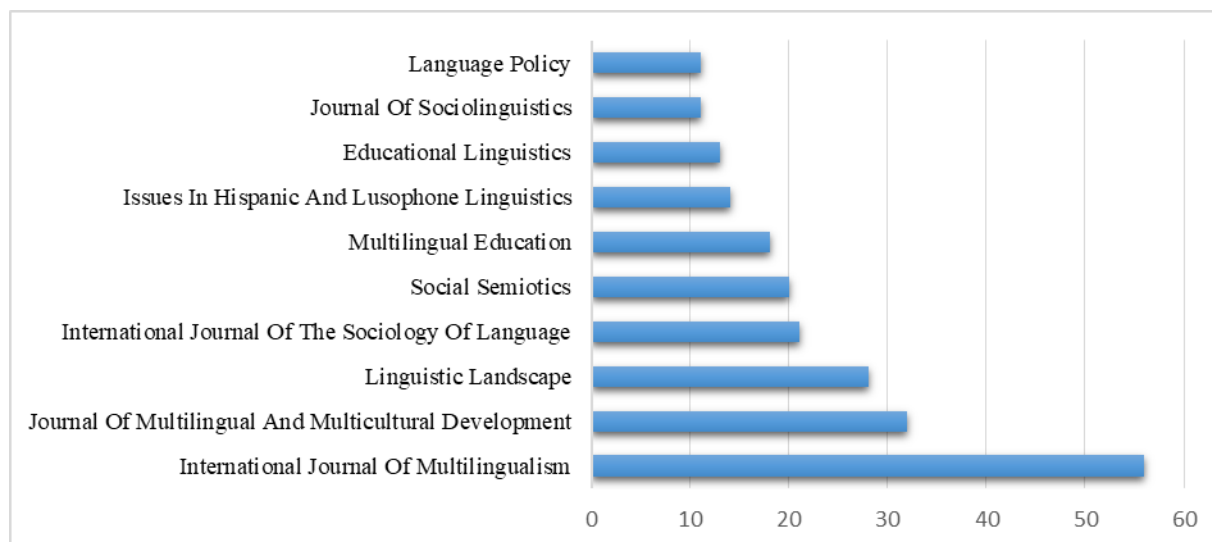


Figure 5 – Top 10 scientific publications by the number of publications on the linguistic landscape: an analysis of Scopus data for 2000-2023 (Source: own calculations based on data from publications indexed by Scopus)

This is followed by publications such as the International Journal of the Sociology of Language and Social Semiotics, with 21 and 20 articles, respectively, reflecting the influence of sociological and semiotic approaches on the study of linguistic landscapes. Publications in Multilingual Education and Educational Linguistics with 18 and 13 articles emphasize the importance of the educational aspect and pedagogical research in this area, expanding the understanding of language education and inclusion. This diversity of research platforms and topics highlights the multidisciplinary and transdisciplinary nature of the linguistic landscape, showing its interaction with

various academic disciplines and fields of knowledge. The keywords found in the titles of articles on the topic of linguistic landscape highlight the main directions and accents characteristic of this field of research. The word “linguistic” has been used 506 times in the titles, reflecting the focus on the linguistic component in the study of social spaces. The term “landscape” with 397 mentions emphasizes the interest in the spatial aspect of the distribution of linguistic elements. These keywords, together with “language”, “landscapes”, and “study”, demonstrate a wide range of interests of scientists and indicate a variety of approaches to the study of linguistic landscape (Table 1).

Table 1 – Top 20 keywords in the titles of articles on the topic of linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from the database of articles indexed by Scopus)

Keywords	Number Of Keywords	Keywords	Number Of Keywords
linguistic	506	identity	44
landscape	397	analysis	40
language	188	urban	37
landscapes	93	city public	34
study	67	multilingualism	33
case	63	languages	29
signs	61	policy	26
multilingual	51	semiotic learning	25
space	50	practices	23
english	48	names	22



Figure 6 – Keywords and thematic areas in linguistic landscape identified in scientific articles based on the analysis of publications in Scopus

Keywords such as “multilingual”, “space”, and “signs”, with the number of mentions from 51 to 61, reveal an interest in the dynamics of languages in various contexts and in ways of visualizing them in public spaces. Terms such as “urban”, “multilingualism”, and “policy”, despite the lower frequency of mentions, reflect specific aspects of research, such as urban multilingualism and language planning policy. The presence of such a variety of keywords confirms the multidisciplinary nature and wide range of research interest inherent in linguistic landscape, and also contributes to the further devel-

opment of this dynamic and relevant field of scientific knowledge.

The citation trends of key works reflect the accents and priorities in the study of linguistic landscape. The leading articles in this list are those by Ben-Rafael et al. (2006) with 507 citations and Cenoz, J. (2006) with 375 citations, which explore the linguistic landscape as a symbolic construction of public space and issues of multilingualism. This indicates the significant contribution of these works to the formation of basic concepts and concepts in this field (Table 2).

Table 2 – Top 10 most cited authors and works in the field of linguistic landscape: analysis of Scopus data for 2000-2023 (Source: own calculations based on data from the database of articles indexed by Scopus; Export Date: 09 April 2024)

Authors	The title of the work	Classification	Year	Citations
Ben-Rafael et al.	Linguistic landscape as symbolic construction of the public space: The case of israel	Linguistic Landscape, Sociolinguistics	2006	507
Cenoz and Gorter	Linguistic landscape and minority languages	Linguistic Landscape, Minority Language Studies	2006	375
Pennycook	Translanguaging and semiotic assemblages	Translanguaging, Semiotics	2017	285
MacMillan et al.	A generic procedure for automatically segmenting landforms into landform elements using DEMs, heuristic rules and fuzzy logic	Geographical Analysis, Digital Elevation Models (DEMs)	2000	280
Huebner and Modan	Bangkok’s linguistic landscapes: Environmental print, codemixing and language change	Linguistic Landscape, Urban Studies	2006	234
Leeman, J	Commodified language in Chinatown: A contextualized approach to linguistic landscape	Linguistic Landscape, Sociolinguistics	2009	220

Authors	The title of the work	Classification	Year	Citations
Backhaus	Multilingualism in Tokyo: A look into the linguistic landscape	Multilingualism, Urban Studies	2006	219
Stroud et al.	Towards a material ethnography of linguistic landscape: Multilingualism, mobility and space in a South African township	Material Ethnography, Sociolinguistics	2009	211
Lindgren and Muñoz	The influence of exposure, parents, and linguistic distance on young European learners' foreign language comprehension	Language Acquisition, Bilingual Education	2013	144
Sebba	Multilingualism in written discourse: An approach to the analysis of multilingual texts	Multilingualism, Discourse Analysis	2013	118

The works of authors such as Pennycook, A. (2017) and Leeman, J. (2009) with 285 and 220 citations, respectively, emphasize the role of transcoding and mixing codes in creating linguistic landscapes. The importance of local context in the study of language dynamics and its changes is illustrated by an article by Huebner, T. (2006) with 234 citations. All these works demonstrate how diverse approaches to the study of linguistic landscapes can be, from ethnography to sociolinguistics, reflecting the depth and complexity of the phenomenon being studied.

In light of the analysis of the top 3 citation articles indexed in Scopus, one can see the variety of methodological approaches and the breadth of the results obtained, which make a significant contribution to understanding the role of language in public spaces (Table 3). The first article devoted to the symbolic construction of the linguistic landscape in Israel uses a mixed method of analysis, including photographing signs in public and private spaces, which makes it possible to distinguish between “top-down” and “bottom-up” information flows, revealing a trilingual pattern and differences in the use of languages depending on the context. The second article, comparing the linguistic landscape of Friesland and the Basque Country, sheds light on the differences in the use of languages on commercial signs, emphasizing the importance of English as a symbol of international orientation and success. These studies highlight the importance of analyzing linguistic landscapes to understand cultural identity and social dynamics, as well as to support and promote minority languages.

Additionally, Pennycook's research on translanguaging and semiotic ensembles in a Bangladeshi store demonstrates how translanguaging encompasses

a wide range of semiotic resources, going beyond the confluence of languages and emphasizing the dynamism of communication practices in multilingual urban spaces. The fourth paper, using digital elevation models and fuzzy logic for landscape segmentation, highlights the importance of this approach for agricultural applications and land management. Finally, a study of Bangkok's linguistic landscape reveals the complexity of the city's linguistic landscape under the influence of globalization, indicating a potential impact on language change. These works together form a deep understanding of the linguistic landscape as a key element of cultural and social dynamics in various regions of the world.

The conducted multilevel data analysis covering the period from 2000 to 2023 highlights the growing interest in the study of linguistic landscape, reflected in the increasing number of publications and their geographical and disciplinary diversity. A significant increase in publication activity, especially since 2019, indicates the importance of studying linguistic diversity and its impact on sociolinguistic science. The international nature of the research highlights the active participation and contribution of scientists from various regions of the world, contributing to the global understanding and analysis of linguistic landscapes in multilingual and multicultural contexts. The analysis of keywords and citation trends of individual studies points to the leading directions in discussions and research, focusing on the importance of language in shaping public spaces and cultural identity. The results highlight not only the academic importance of the topic of the linguistic landscape but also its practical applicability in the study of multilingual societies, opening up new prospects for international cooperation and knowledge exchange.

Table 3 – Top 3 comparative analysis of research on linguistic landscape: methods, results, and conclusions (Source: own calculations based on data from the database of articles indexed by Scopus)

<i>The title of the work</i>	<i>Methods Used</i>	<i>Results</i>	<i>Conclusions</i>
Linguistic landscape as symbolic construction of the public space: The case of Israel	The article «Linguistic Landscape as Symbolic Construction of the Public Space in Israel» utilizes a mixed-method approach to analyze the linguistic landscape in Israel. The methods used include data collection through digital cameras to capture signs and announcements in public and private spaces, categorization of the collected data based on languages used, order of appearance of signs, and amount of information provided .	The study distinguishes between «top-down» and «bottom-up» flows of linguistic landscape items. Top-down items are issued by national and public bureaucracies, while bottom-up items are issued by individual social actors like shop owners and companies . In East Jerusalem, a trilingual pattern of Arabic-English-Hebrew is prevalent in top-down items, while bottom-up items are mostly bilingual Arabic-English . The linguistic landscape in different areas of activity shows variations in the languages used, with different emphasis on Hebrew, Arabic, and English depending on the context .	The study emphasizes the importance of linguistic landscape analysis in understanding the symbolic practices that shape public spaces, highlighting the role of language in framing environments . The comparative study reveals divergences and convergences in the linguistic landscapes of Israeli-Jewish, Israeli-Palestinian, and East Jerusalem contexts, showcasing the different roles assigned to Hebrew, Arabic, and English in each setting. The linguistic landscape analysis sheds light on the complex relationships between different linguistic communities in Israel and provides insights into cultural identity and social dynamics in the region .
Linguistic landscape and minority languages	The authors conducted a study comparing the linguistic landscapes of Friesland and the Basque Country, focusing mainly on urban contexts. They analyzed the use of different languages (such as Basque, Spanish, English in the Basque Country, and Frisian, Dutch, English in Friesland) in commercial signs. The researchers developed a coding scheme with 16 variables to analyze various aspects of the linguistic landscape, including the number of languages on signs, types of signs (top-down vs. bottom-up), and the amount of information provided in different languages.	The study found differences between Friesland and the Basque Country in terms of the languages used in commercial signs. In Ljouwert (Friesland), most signs were monolingual, while in Donostia (the Basque Country), a significant number of signs were bilingual or multilingual. The amount of information provided in different languages varied between the two regions, with signs in Ljouwert containing more information in Dutch compared to other languages, while in Donostia, this trend was less prominent.	The use of English in commercial signs was found to convey connotational values such as international orientation, success, and sophistication, rather than factual information. The study highlighted the importance of analyzing linguistic landscapes in minority language contexts to understand the relative use of different languages and the dynamics between official and unofficial signage. The findings suggest that the visibility and representation of minority languages in public spaces play a crucial role in language maintenance and identity preservation efforts.
Translanguaging and semiotic assemblages	In the article, Pennycook employs ethnographic methods to investigate translanguaging and semiotic assemblages in a Bangladeshi-owned corner shop. Data collection involves audio recording and transcribing interactions between the shop owner, customers, and shop assistants. These interactions are supplemented with ethnographic notes taken during visits to the shop.	Through the analysis of interactions in the shop, Pennycook demonstrates how translanguaging goes beyond language mixing to encompass a broader range of semiotic resources. The study reveals the intricate ways in which linguistic, cultural, and material resources are intertwined in everyday interactions, highlighting the complexity of communication practices in multilingual urban spaces.	Pennycook concludes that translanguaging is not solely about language use but also involves the mobilization of diverse semiotic resources within specific contexts. The study emphasizes the dynamic and fluid nature of communication practices, challenging traditional views of language boundaries. By exploring semiotic assemblages in a real-world setting, Pennycook advocates for a more holistic understanding of translanguaging that considers the interplay of various modes of meaning-making.

In the context of our research, the aim was to delve deeply into the dynamics of the linguistic landscape, covering various regions and industries. We sought to explore how publicly presented language reflects the sociodemographic structure of the city, historical and modern relationships between languages in communities, as well as identify underlying language policies, power dynamics, and identity related to the language. Our analyses confirm that the linguistic landscape is undergoing significant changes under the influence of globalization and glocalization, demonstrating the interaction of many languages, including indigenous ones. This phenomenon reflects the critical need for research aimed at preserving linguistic diversity and maintaining the stability of languages in various geographical conditions. Linguistic landscapes become not only a reflection of the current state of linguistic diversity but also active participants in the process of its formation and change.

The study of linguistic landscapes offers new insights into understanding cultural diversity, symbolic ethnicity, and the classification of geographical environments through linguistic and cultural systems. Linguistic landscapes not only showcase the presence and use of languages but also reflect deeper layers of language policies, power structures, and linguistic identities. These landscapes extend beyond physical environments to include virtual spaces, demonstrating the intricate interaction of languages in society. Linguistic landscape research is increasingly recognizing the importance of data gathered by communities themselves, enhancing our ability to document and analyze linguistic environments globally. This participatory approach underscores the significance of local input in understanding the sociolinguistic dynamics of an area. The analysis of linguistic landscapes provides a valuable lens through which to observe ongoing sociocultural processes, offering insights into the shifts and changes within communities that might not be immediately evident through traditional statistical methods. In addition to capturing the use of languages in public signage, linguistic landscapes reveal how languages are symbolically represented, shedding light on issues such as identity, cultural globalization, language revitalization, and the dominance of certain languages in specific contexts. Furthermore, these landscapes play a crucial role in studying language contact and the dynamics of multilingualism, illustrating how different languages interact and coexist in shared spaces. The analysis of linguistic landscapes requires more than just counting languages; it involves examining how semiotic

resources interact with the sociocultural environment. This approach helps researchers understand the complexities and challenges of language use in public spaces, raising awareness of language issues, fostering language learning, and deepening our understanding of linguistic diversity and identity.

While linguistic landscapes can reveal instances of conflict over language use, they also offer opportunities for fostering international understanding and cooperation. Public spaces shaped by language use can serve as platforms for promoting linguistic and cultural coexistence, contributing to a broader understanding of societal interactions across different linguistic communities.

Research in the field of linguistic landscape is key to developing a comprehensive understanding of the complex interaction between language, culture, and society. The linguistic landscape, representing visible language in public spaces, provides a unique opportunity to explore multilingualism, language use, and social interactions. Participation in linguistic landscape research allows scientists not only to expand their knowledge of languages in urban environments and language users but also to comprehend the broader implications of societal multilingualism. Such studies not only reveal the visibility and importance of written languages in public spaces but also highlight the influence of linguistic landscapes on various aspects of society, including education, economics, and politics. In addition, emerging perspectives in linguistic landscape research offer a variety of opportunities to uncover the complex relationships between language, place, and people. Through qualitative methodologies that take into account sociohistorical contexts and analyze the use, function, and history of signage, researchers can uncover deeper sociopolitical meanings embedded in linguistic landscapes. The interdisciplinary nature of linguistic landscape research, covering fields such as applied linguistics, sociolinguistics, and sociology, underscores its importance as a fast-growing field of study with broad implications.

In the study of linguistic geography, it is essential to identify and utilize a set of criteria that facilitate the systematic analysis of language diversity and its spatial distribution. The primary criteria that can be highlighted within this research framework include:

1. Keywords in Article Titles: Analyzing keywords such as “multilingualism,” “language policy,” and “cultural identity” in scholarly publication titles helps identify main research directions and emerging trends. For example, the frequent use of “landscape” alongside “linguistics” indicates a fo-

cus on the visual representation of languages in public spaces.

2. *Geographical Clusters of Publications*: Identifying regions with concentrated research efforts, such as the United States, China, and the United Kingdom, provides insights into regional contributions and highlights opportunities for international collaboration. The emergence of studies from countries like Kazakhstan demonstrates the expansion of global interest and the development of scientific communities in new areas.

3. *Methodological Approaches*: Examining the methodologies employed, including qualitative methods like material ethnography and critical discourse analysis, as well as quantitative methods such as spatial analysis and statistical modeling, reveals the depth and comprehensiveness of linguistic landscape studies. This combination ensures a nuanced and objective understanding of language distribution.

4. *Themes and Research Directions*: Analyzing themes such as the impact of globalization on language practices, the preservation and revitalization of minority languages, and the interaction between official and unofficial languages helps map the evolving landscape of linguistic geography research. These themes reflect current issues and challenges faced by contemporary sociolinguists.

In summary, the identification and application of these criteria are fundamental to advancing the field of linguistic geography. By systematically analyzing keywords, geographical clusters, methodological approaches, research themes, and the influence of language policies, researchers can gain a nuanced understanding of how languages interact within diverse spatial contexts. These criteria not only facilitate the organization and interpretation of existing research but also highlight areas that require further exploration. Emphasizing both qualitative and quantitative methodologies ensures a comprehensive analysis of linguistic landscapes, capturing the intricate dynamics between language, culture, and society. Consequently, these criteria serve as essential tools for scholars aiming to unravel the complexities of linguistic diversity and its spatial manifestations, ultimately contributing to more informed and effective language policy development and cultural preservation efforts.

Conclusion

This study provides a comprehensive bibliometric analysis of research on the linguistic landscape,

as indexed in the Scopus database from 2000 to 2023. Our findings reveal significant and sustained growth in scholarly interest over the past two decades, underscoring the increasing relevance of the linguistic landscape in understanding the interplay between language, society, and space within a globalized and multilingual context.

The analysis of publication trends highlights a steady rise in the number of publications, with a particularly notable acceleration since 2019. This surge signifies the growing recognition of the linguistic landscape as a pivotal area of study within sociolinguistics and related disciplines. The increasing volume of research reflects the heightened importance of examining linguistic diversity and its visual manifestations in public spaces, driven by factors such as globalization, migration, and the expansion of multilingual communities.

The geographical distribution of research indicates that the United States, China, and the United Kingdom are the leading contributors to the field, reflecting their substantial investment and interest in linguistic landscape studies. Additionally, the emergence of publications from countries with developing scientific communities, such as Kazakhstan, points to a broadening global interest and the potential for increased international collaboration. This geographical diversity underscores the universal applicability of linguistic landscape research and the necessity for cross-cultural and international cooperation to enrich academic discourse.

Disciplinary diversity is another key aspect of our findings, with social sciences and humanities dominating publication activity. Fields such as sociolinguistics, cultural studies, and urban planning contribute significantly to the body of research, illustrating the multidisciplinary nature of linguistic landscape studies. This integration of various perspectives and methodologies enhances the understanding of how language interacts with cultural, political, and social factors, providing a more holistic view of linguistic phenomena in public spaces.

Leading journals and research institutions play a crucial role in shaping the discourse within the field. The International Journal of Multilingualism stands out as the foremost publication venue, emphasizing the importance of multilingual contexts in linguistic landscape research. Prominent institutions, particularly in Asia and Europe, such as Universiti Malaya and Nanyang Technological University, are at the forefront of this research, fostering methodological innovations and robust academic discussions. The

concentration of research within specific journals and institutions highlights key focal points for future scholarly engagement and underscores the importance of these platforms in advancing the field.

Thematic analysis and methodological approaches reveal that multilingualism, language policy, and cultural identity are central themes in linguistic landscape studies. Predominantly qualitative methods, including material ethnography and critical discourse analysis, are employed to provide in-depth and context-sensitive interpretations of linguistic phenomena in public spaces. This emphasis on qualitative methodologies highlights the necessity for detailed and nuanced analyses to fully grasp the complexity and diversity of linguistic landscapes.

The results of this study emphasize the integral role of the linguistic landscape in reflecting and shaping societal dynamics. By visualizing linguistic diversity and language policies in public spaces, researchers can gain deeper insights into processes of cultural identification, social interaction, and community cohesion. Furthermore, the international

and multidisciplinary nature of the research fosters a comprehensive understanding of how languages coexist, compete, and collaborate within shared environments.

In conclusion, this bibliometric analysis not only maps the evolution and current state of linguistic landscape research but also underscores its critical importance in comprehending the complex relationships between language, culture, and society. The increasing volume and diversity of research highlight the field's applicability across various contexts, from urban planning and education to policy-making and cultural preservation. Our study affirms the necessity for continued and expanded research efforts to further unravel the complexities of linguistic landscapes. By addressing the identified gaps and leveraging interdisciplinary and innovative methodologies, scholars can contribute to the creation of more inclusive, multilingual, and culturally rich environments. Ultimately, advancing linguistic landscape research holds the promise of fostering greater intercultural dialogue and understanding in our increasingly diverse global society.

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