



# **VIU** summer SCHOOL **LINGUISTIC** **Landscapes:** **USING SIGNS** **and SYMBOLS** **TO Translate** **CITIES**

**Linguistic Landscapes:  
Using Signs and Symbols to Translate Cities**

**June 24-28, 2024**

**Venice International University  
Isola di San Servolo, Venice**

# VIU Summer School

## Linguistic Landscapes: Using Signs and Symbols to Translate Cities

June 24-28, 2024

Venice International  
University

Scientific Coordinators:  
Kurt Feyaerts  
KU Leuven

Richard Toye  
University of Exeter

This course focuses on the growing interdisciplinary field of Linguistic Landscapes (LL), which traditionally analyses “language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings”, usually as they occur in urban spaces (Landry and Bourhis, 1997; Shohamy and Gorter, 2009). More recently, LL research has evolved beyond studying only verbal signs into the realm of semiotics (Shohamy 2018; Gorter 2018; Danesi & Santeramo 2020), thus extending the analytical scope into the multimodal domain of images, sounds, drawings, movements, visuals, graffiti, tattoos, colours, smells as well as people. This has led to a broader definition of LLs as “Interaction of discursive modalities with visual images, nonverbal communication, architecture and the built environment” (Jaworski & Thurlow 2010: 2). Students will be informed about multiple aspects of modern LL research including an overview of different types of signs, their formal features as well as their functions (Auer 2010; Gorter 2018).

### Faculty

Kurt Feyaerts, KU Leuven  
Richard Toye, University of Exeter  
Matteo Basso, Iuav University of Venice  
Geert Brône, KU Leuven  
Claire Holleran, University of Exeter  
Eliana Maestri, University of Exeter  
Michela Maguolo, Independent researcher  
Luca Pes, Venice International University  
Paul Sambre, KU Leuven

### Who is it for?

Applications are welcome from current final year Undergraduates (finalists, BA3), MA and MPhil/PhD Students in Linguistics, Sociology, Classical Studies, (Business) Communication Studies, History, Cultural Studies, Political Studies, Translation Studies or any other related discipline.

### Methodology and structure

Participants will be presented a preliminary assignment including introductory reading along with documenting (three pictures) the linguistic landscape of their home town. At the course, each day will begin with one or two interactive lectures from different disciplinary and thematic perspectives. Theoretical views and topics will be empirically elaborated and tested in daily

breakout and discussion sessions as well as in a guided visit to Venice. In order to optimally explore the linguistic landscape of the city, participants will be divided into groups, each of which will be assigned and explore a different part of Venice. The course will culminate in a presentation and discussion of each group's observations about the linguistic landscape(s) of Venice. Throughout the course, all groups participate in a collective online blog post thus reflecting the empirical progress of their project.

### **Learning outcomes for participants**

This Summer School aims

- to familiarize students with the standard tools and concepts required for collecting, annotating and analyzing data in Linguistic Landscapes research;
- to make students familiar with the latest LL scholarship;
- to enable students to carry out and present LL research in situ in Venice;
- to make students aware of social, economic and political issues such as diversity, racism and discrimination, in- and exclusion, activism and glocal controversies, ideologies and justice, sexual identity, gender equality, etc.;
- to introduce students to discourses and research on LL impacting the cultural profile of our cities (and Venice in particular) and affecting the way we interact with the urban environment
- to enable students to apply interdisciplinary LL approaches.

### **Credits**

A Certificate of attendance will be issued at the end of the course.

Number of ECTS credits allocated: **2**

The Program will admit 20 participants.

### **Fees**

Students of VIU member universities:

€ 350 incl. VAT.

Students of other universities:

€ 700 incl. VAT.

The fees will cover tuition, course materials, lunches in the VIU cafeteria and social events. Student participants will be responsible for

covering their own travel expenses to and from Venice, accommodation and local transportation. VIU Alumni are eligible for a reduced fee.

PhD candidates and post-docs from universities in EU universities may be eligible for Erasmus+ mobility grant support. Candidates should consult the International Office in their own university for information about the calls for applications for funding as well as for possible scholarships. VIU will provide any supporting documentation requested for such applications. Contact VIU Erasmus office: [erasmus@univiu.org](mailto:erasmus@univiu.org)

### **Accommodation on campus**

In shared rooms (triple/quadruple) with other participants: € 308 VAT included for 6 nights with breakfast (municipal tax included). Further information will be available in the Application form.

### **Rolling admissions open until May 5, 2024 via the VIU website**

Students will be notified shortly after the submission of their application and asked to pay the tuition fee and accommodation fee (if applied for) within ten days after being advised.

Applicants must submit the application form, a letter of motivation – which should include a brief description of the candidate's research interests, a curriculum vitae and a photo.

**Venice International University** is a consortium of 21 institutions, representing 14 countries throughout the world.

The mission of VIU is to foster cooperation among VIU member institutions while facilitating the exchange of knowledge and ideas, by developing, promoting and organizing joint academic, research and training/capacity-building program. Students from non-member universities may participate in selected academic programs.

The academic programs at VIU are distinguished by a markedly interdisciplinary approach to the topics, and by the international perspectives that the participants contribute to the discussions.

The VIU campus is on the island of San Servolo in Venice, Italy.

### Location



### Venice International University

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