

Workshop
“Approaches and methodology in linguistic landscape research”,
26-28 May 2022, University of Zadar

This three-day event is an opening workshop of two projects:

Komodifikacija jezika i dijalekata u manjinskim kontekstima // Commodification of languages and dialects in minority contexts (KoDiMaK) (research project no. IP-UNIZD-2021-01, project leader: Ivana Škevin Rajko, assoc. prof., University of Zadar)

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Manjinski jezici i kulture kao ekonomski resurs u lokalnom brendiranju i turističkoj promidžbi // Minority languages and cultures as an economic resource in local branding and tourism promotion (Scientific & Technological Cooperation between Croatia and Austria 2022-23, project leaders: Lucija Šimičić, assoc. prof., University of Zadar and Katharina Tyran, PhD, University of Vienna).

Programme

Thursday, 26 May 2022

Venue: University of Zadar, Obala kralja Petra Krešimira IV. 2 (room: 142)

16.00 – 18.00

Opening & kick-off meeting. Presentation of the projects.

Friday 27 May 2022

Venue: University of Zadar, Obala kralja Petra Krešimira IV. 2 (room: 143)

10.00 – 10.45

Antonio Oštarić (University of Zadar, Zadar, Croatia): *Practical aspects and challenges of conducting a Linguistic Landscape study*

10.45 -11.30

Seong Lin Ding (University of Malaya, Kuala Lumpur, Malaysia): *Linguistic landscape of Seoul (South Korea): Focus on methodology*

11.30 – 12.00

Coffee break

12.00 – 12.45

Paolo Coluzzi (University of Malaya, Kuala Lumpur, Malaysia): *Different approaches and methodologies in LL research* (online presentation)

13.00 – 15.00

Lunch break

15.00 – 15.45

Federica Guerini (University of Bergamo, Italy): *Bergamasco dialect as an identity marker in the linguistic landscape of Bergamo* (online presentation)

15.45 – 16.30

Final discussion

Saturday 28 May 2022

9.00 – 11.00

Morning coffee & arrangement of further project activities

City walk