



## IF SIGNS COULD TALK: TALES FROM TWO MINORITY LANDSCAPES IN CONTACT WITH SPANISH

WSS9 Workshop on Spanish Sociolinguistics 2018, Queens College, CUNY

# This Study

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- An innovative linguistic landscape analysis contrasting the distribution of languages between two comparable research contexts.
- Spanish in contact with two regional/minority languages
- Implications for language vitality and maintenance
- Rendering visible language policies in place in both sites
- An alternative look on how the politics of language could be addressed differently to recognize the multilingual setting and communities of the Archipelago of San Andres.

# This presentation

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## 1. Introduction

- i. Archipelago of San Andres, Colombia
- ii. Valencia, Spain
- iii. Research Questions
- iv. Methodology

## 2. Linguistic Landscape Analysis

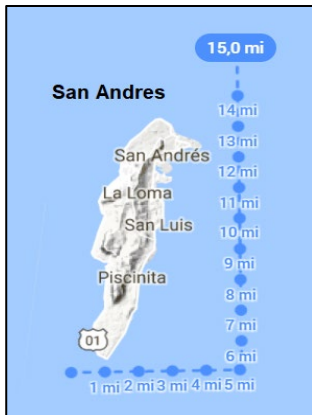
- i. By signage ownership
- ii. By geographical distribution
- iii. Correlation of owner and zone with a linguistic choice

## 3. Discussion

## 4. Acknowledgements

# What's interesting about these places?

## ARCHIPELAGO OF SAN ANDRES, COLOMBIA

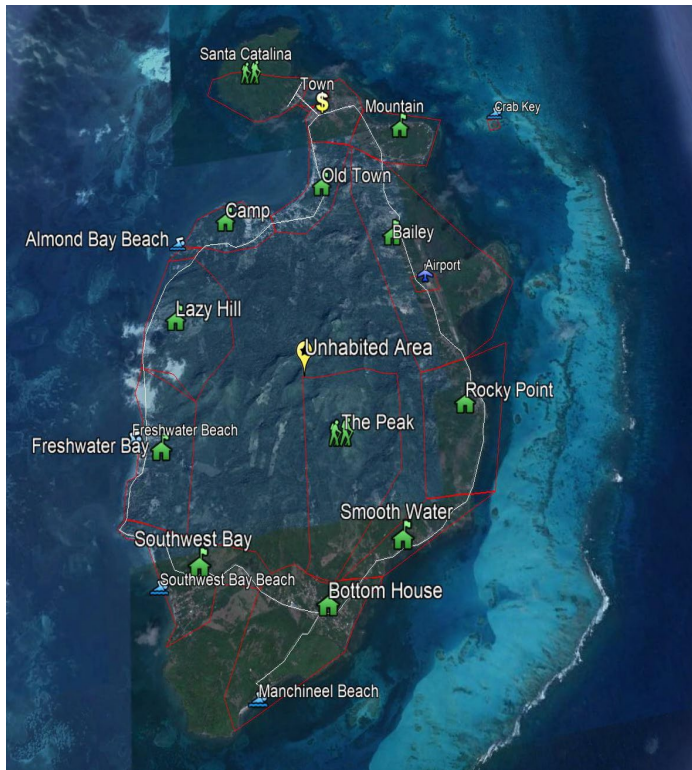


- 3 languages spoken: Islander Creole and Spanish (co-official), and Caribbean English to a lesser extent.
- Spanish in contact with a CO-OFFICIAL regional language: disagreements on adopting a creole orthography
- A natural bilingual setting
- Outcomes of language contact at the society level
- Population 23.396/59.573 (DANE 2005)

# A note on Providencia and Santa Catalina

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\* Multilingual setting; smaller and more linguistically preserved than San Andres



\* Two bilingual *raizal* communities: San Andres and Old Providence

\* Unlike San Andres, Providencia is not duty-free port.

\* 56 miles of maritime waters between the two islands

# Valencia, Spain



- Two comparable settings:  
Downtown and Touristic sites  
(Beaches)
- Spanish in contact with a CO-OFFICIAL regional language:  
Valenciano
- A natural bilingual setting
- Outcomes of language contact at  
the society level
- Population: 786.189 (INE 2015)

# Research Questions

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1. Is there a linguistic preference in written visual displays based on signage owner and geographical location in both research sites?

If so, then

- a. How this situation reflects on the language attitudes and practices at different public levels in San Andres and Valencia?
- b. What are the implications for the communities of the Archipelago in terms of future official language planning and policies?

# Methodology

Photo





# Data Procedures

## *Observations from fieldwork:*

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- Riding a rented scooter or walking
- Photographs were automatically assigned geographic coordinates (geotagged)
- Automatically uploaded to a cloud service
- Geographic coordinates extracted from photographs
- Information copied to a spreadsheet for codification
- Coded spreadsheet submitted to visualization and statistical programs (Gabmap, Google Earth Pro and R)

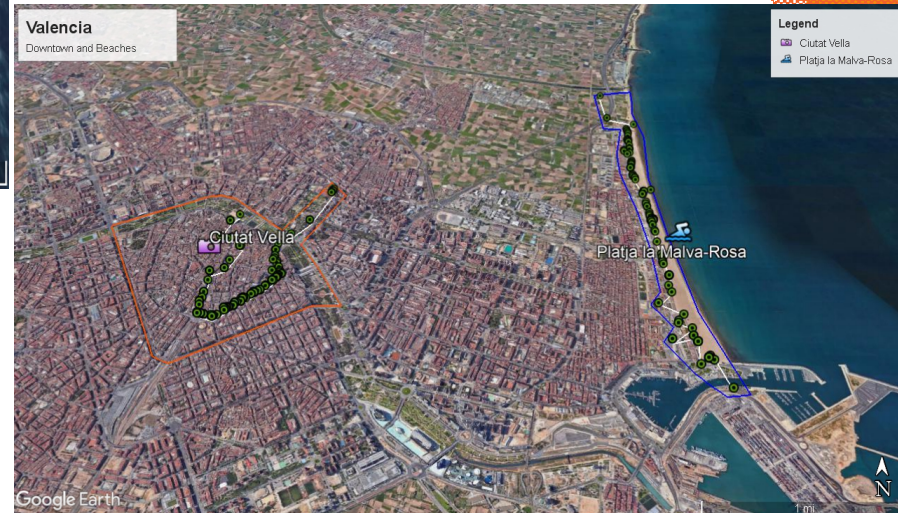
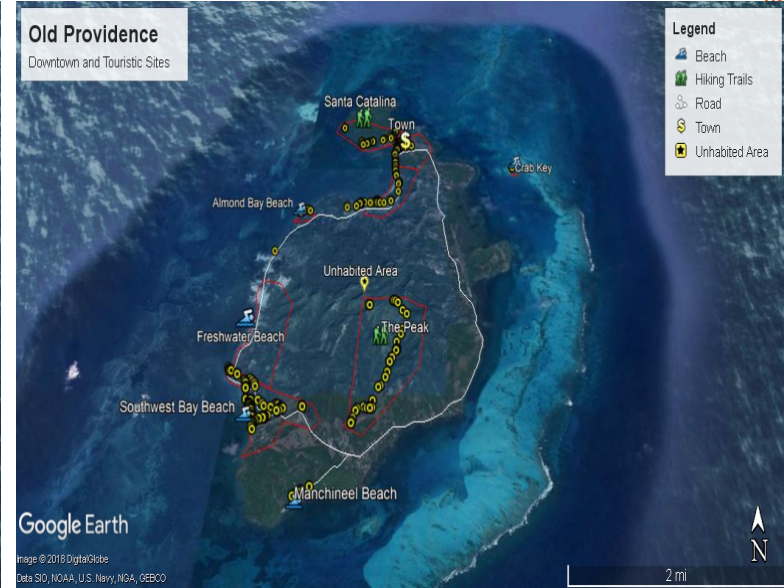
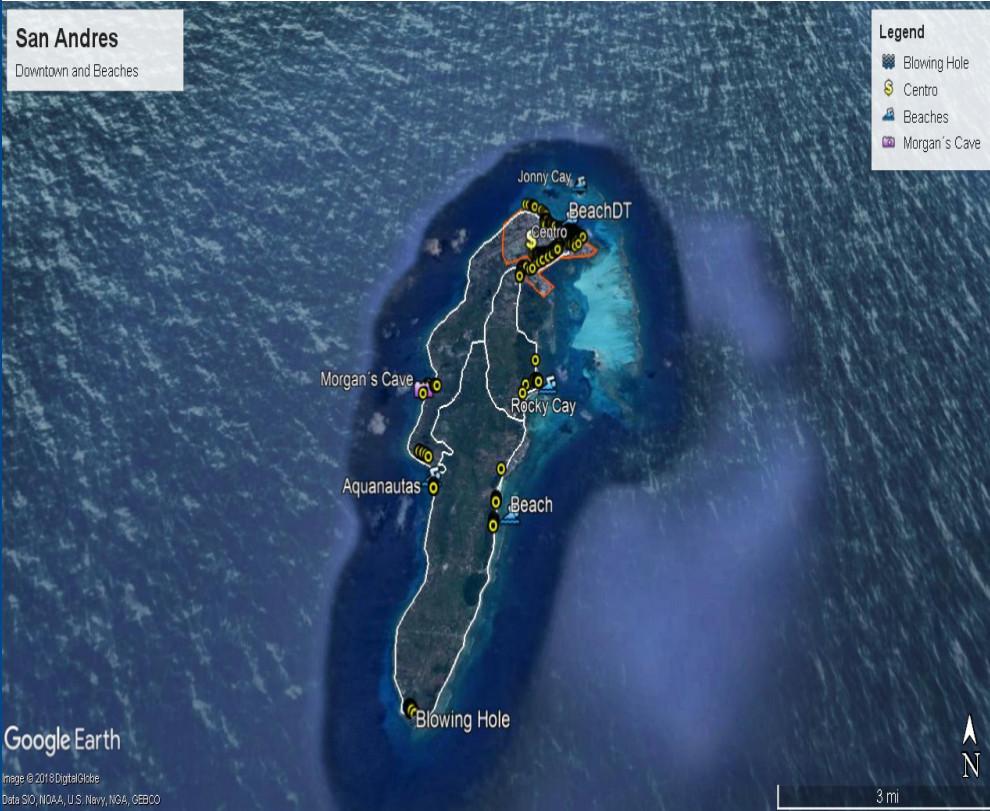
# Visual tours

*\* Each point represents a photographic observation*

## San Andres

## Old Providence

METHODOLOGY

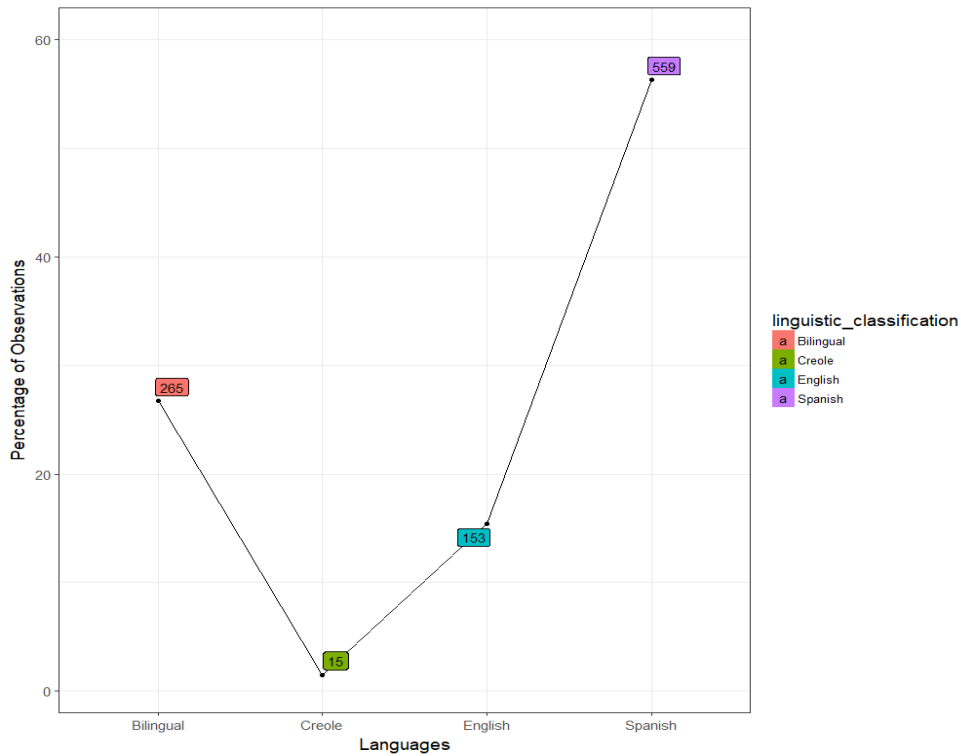


## Valencia

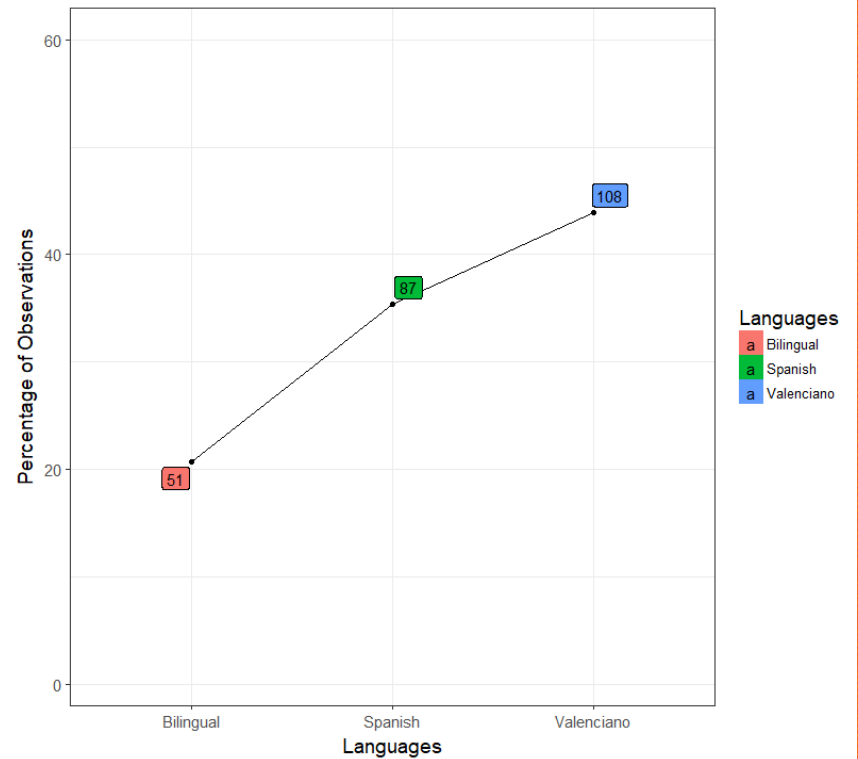
# Linguistic Landscape Analysis

# Distribution of Languages

Languages in the Archipelago



Languages in Valencia



*Image 1.* Photographic material displaying the names of Raizal breads (*Jani Cake, Taat, and Bonn*), [ˌjani kieik], [ta:t], and [bon].



*Image 2.* Photographic material displaying messages to create awareness about the environment. Sign ascribed to the local government.



*Image 3.* Photographic material displaying messages to create awareness about the environment. Image found in an scenic lookout.



*Image 1.* Identificatory sign in Valenciano endorsed by the local government.



*Image 3.* Transit sign in downtown Valencia. This type of signs are commonly found written in Valenciano.



*Image 2.* Regulatory sign posted by the local government outside the entrance to the beach.



# Ownership/Authorship of the signs

Valencia

Zone	Owner	Bilingual	Spanish	Valenciano	Total
Beach	Government	28	27	34	89
Beach	Private	4	20	3	27
Downtown	Government	17	9	66	92
Downtown	Private	2	31	5	38

- ( $\chi^2=21.89$ ,  $df=2$ ,  $p<0.001$ ) Excluding private signs.

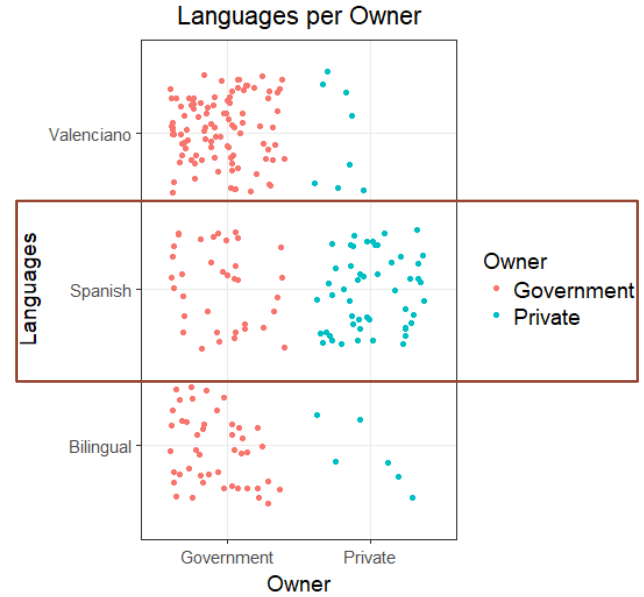
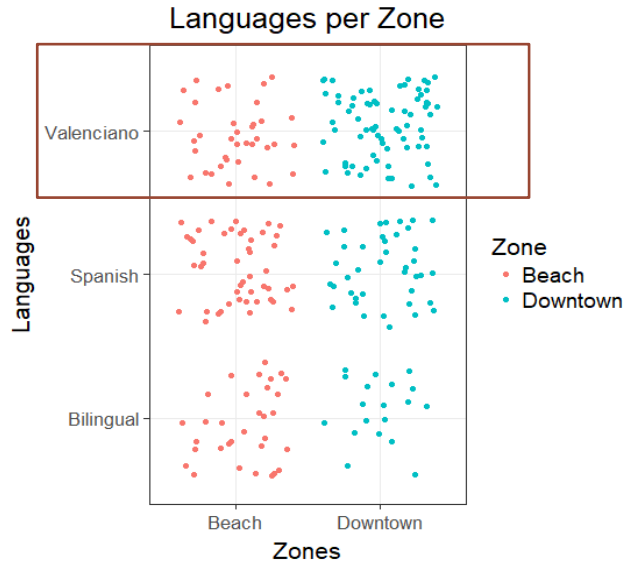
Archipelago

Zone	Owner	Bilingual	Creole	English	Spanish	Total
Downtown	Community	57	2	54	175	288
Downtown	Government	24	2	3	89	118
Downtown	Private	35	3	23	124	185
Touristic Site	Community	47	6	41	67	161
Touristic Site	Government	80	0	23	56	159
Touristic Site	Private	22	2	9	48	81

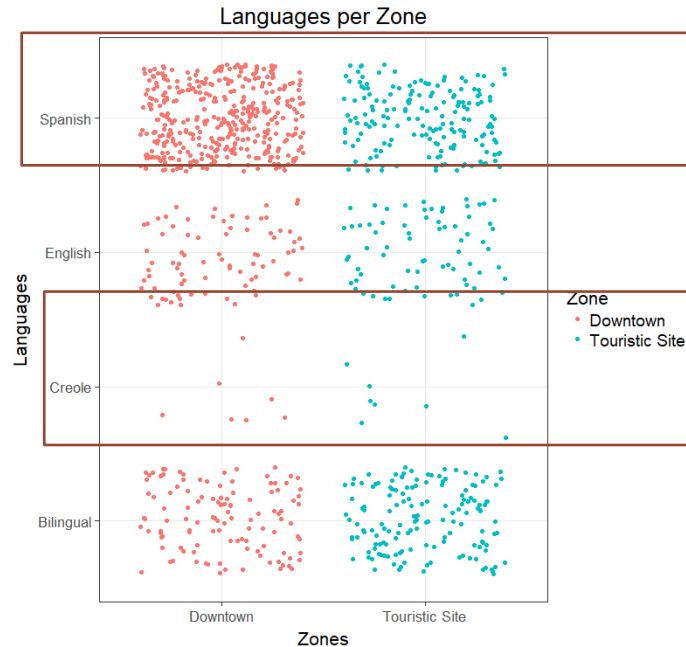
- ( $\chi^2=59.93$ ,  $df=4$ ,  $p<0.001$ ) Excluding signs with creole content.

# Visualization of ownership/zone of the signs with a linguistic choice

Valencia



Archipelago





# Correlation of ownership/zone of the signs with a linguistic choice

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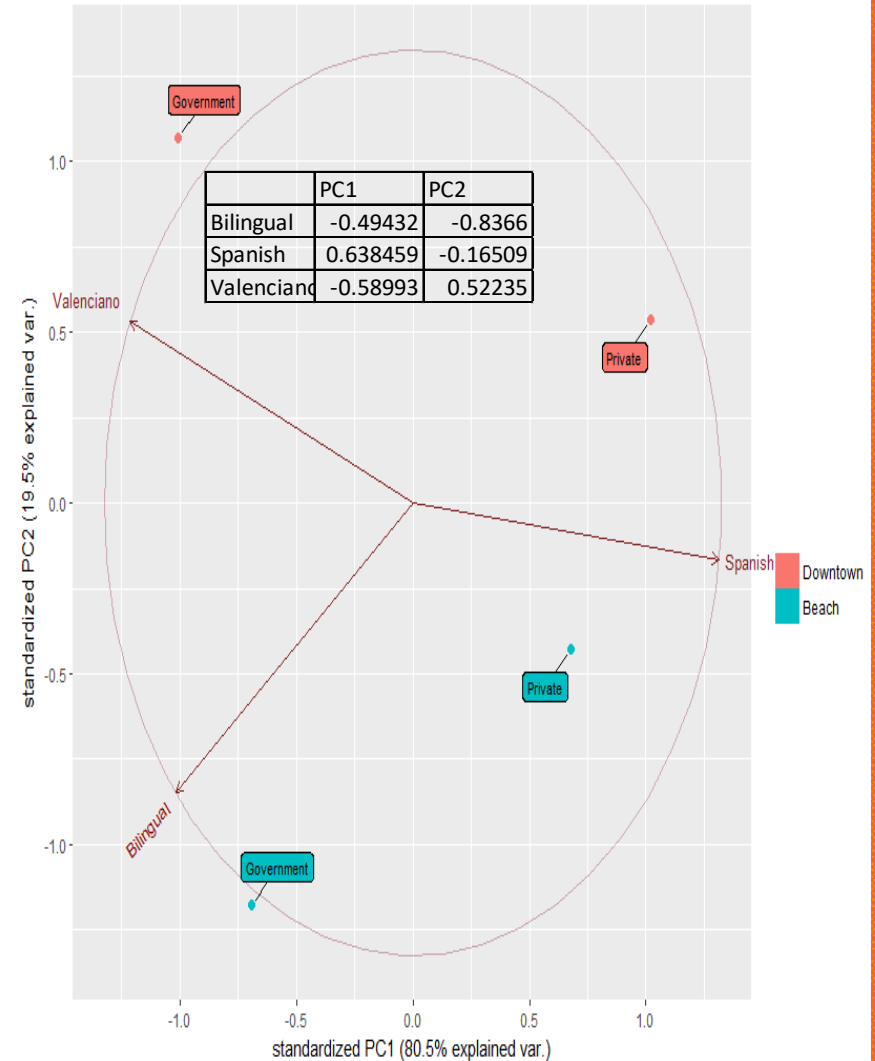
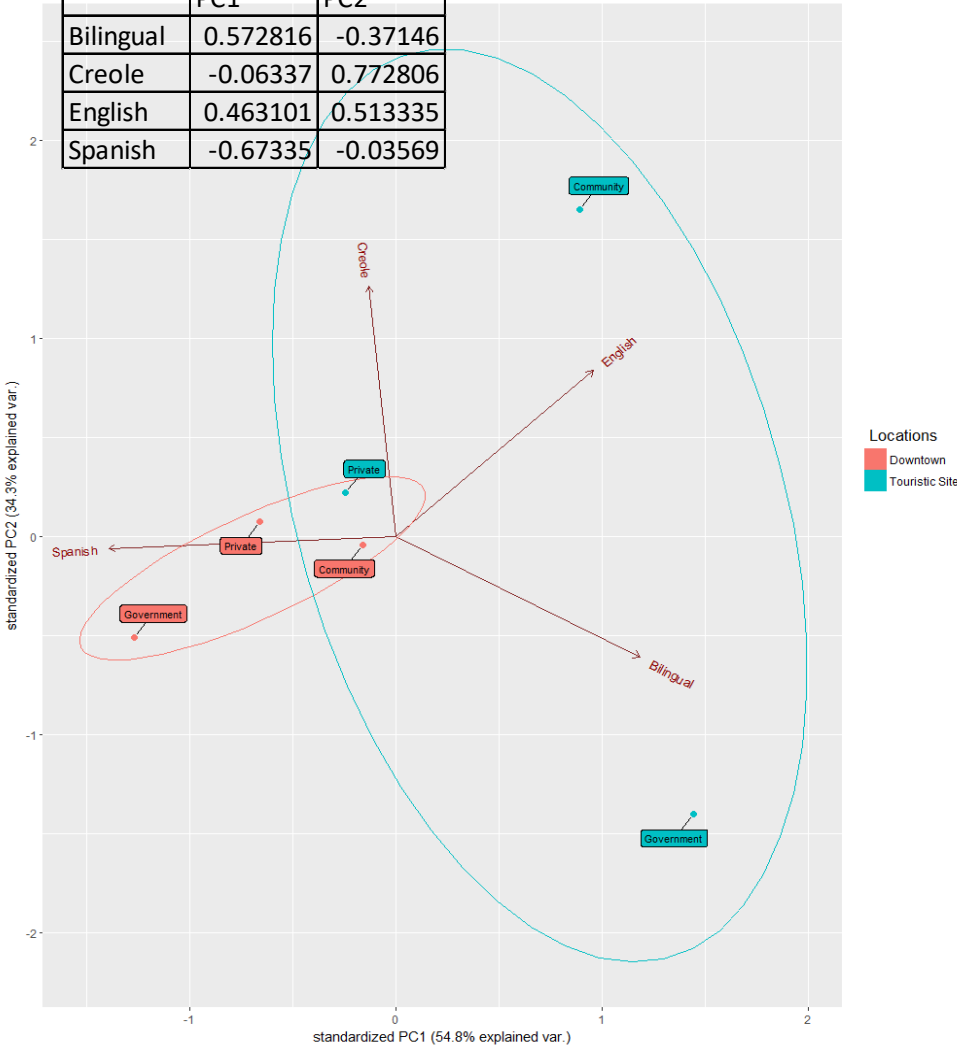
- What is the exact correlation between the multiple types of owner in the different zones and the several linguistic classification of the signs?

## Introducing a principal component analysis (PCA)

Reduces the complexity of the interrelated variables in the data, and at the same time, retains much of the variation present in the data set. This analysis produces a linear function of maximum variance or **Principal Components (PC)** that preserves most of the variation in the first few uncorrelated PCs (Jolliffe, 2002).

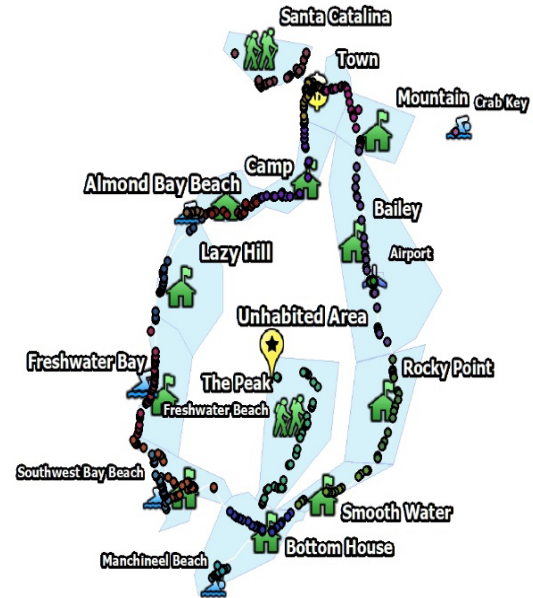
# Two-dimensional plot of the linguistic classification and zone with respect to the first two PCs.

	PC1	PC2
Bilingual	0.572816	-0.37146
Creole	-0.06337	0.772806
English	0.463101	0.513335
Spanish	-0.67335	-0.03569



- Two different linguistic associations based on ownership and zone
  - Valencia: Valenciano signs are associated with governmental signs in both zones
  - Archipelago: Only the community is affiliated with the local languages
- Bilingual signs are used in touristic sites and beaches with a caveat.
- Private signs are correlated with the languages in power.

# Discussion



# Discussion: Research questions revisited

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1. Is there a linguistic preference in written visual displays based on signage owner and geographical location in both research sites?

Yes. Spanish is deemed as the language to be displayed by official institutions and private businesses in major hubs of economic and political interest by all the social actors in the Archipelago.

On the contrary, Valenciano appears to be endorsed by the local government in all locations (i.e. Downtown and Beaches).

a. How this situation reflects on the language attitudes and practices at different public levels in San Andres and Valencia?

- Valencia: the government seems to support the visibility and maintenance of the language in all public spaces.
- Archipelago: only the community is affiliated with the local languages in touristic sites.
- Private businesses portray Spanish as the language to be visibly accessible in all zones.

## Discussion

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b. What are the implications for the communities of the Archipelago in terms of future official language planning and policies?

- Article 10 of the Colombian Constitution of 1991 states: “[...] The languages and dialects of the ethnic groups are co-officials in their own territory”.

- Article 3.2 of the Spanish Constitution of 1978 states: “Other languages of the Spanish State will also be co-officials in their respective Autonomous Communities according to their Statutes”.

# Conclusion

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- Linguistic landscape > An integral approach that provides a comprehensive perspective on language practices and attitudes in language contact areas.
- Factor groups such as Ownership and Geographical Zone supports a more detailed analysis of linguistic preferences.
- Implications for fieldwork research on linguistic-disputed regions: differential outcomes of language contact.
- Implications for language policies and planning for the Archipelago.

# Acknowledgments

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