



EMORY  
COLLEGE  
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SCIENCES

Emory College  
Language Center

presents

**Acting on the Linguistic Landscape:  
Performativity, Translation, and other possibilities  
for classroom intervention**

Thursday, October 20, 2016

4:00 - 5:30 pm

Modern Languages Building , Room 201



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Linguistic landscape, the study of written and audible languages in public space, is of growing interest in second language and literacy education. Research on learners' interactions with the linguistic forms, pragmatic messages, and cultural implications of multilingual texts in predominantly urban settings has already suggested their value for goals as varied as vocabulary acquisition and developing critical intercultural awareness (e.g., Burwell & Lenters, 2015; Cenoz & Gorter, 2008; Chern & Dooley, 2014; Rowland, 2012).

However, the many potentials of the linguistic landscape for language learning are often constrained by practical matters such as the inaccessibility of places where the target language is actually used, and lack of diversity in the genres and content of publicly visible texts. This presentation will take up these limitations of the '*linguistic-landscape-as-is*' as a productive challenge to imagine and learn from a '*linguistic-landscape-as-possible*'. Drawing from notions of language and place as both practiced and performed (Butler, 1997; Pennycook, 2010), I introduce a number of language center-supported experimental learning projects underway—utilizing telecollaboration, virtual walking tours, translation, visualization, and collaborative mapping projects—in order to consider how language learners can be led to creatively and purposefully *act upon* the linguistic landscape.