Nyelvi tájkép, nyelvi sokszínűség
(*Linguistic Landscape, Linguistic Diversity*)

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Zsuzsanna Dégi (eds) (vols. 1–2)

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In recent years, the study of linguistic landscape and linguistic diversity has become an established field of research, comprising not only the linguistic landscape of street signs but also the inscriptions found in educational institutions, in the different settings of economic life, also including the realm of communication taking place in virtual space.

The two-volume publication entitled ***Nyelvi tájkép, nyelvi sokszínűség*** (***Linguistic Landscape, Linguistic Diversity***) and edited by Erika-Mária Tódor, Enikő Tankó, and Zsuzsanna Dégi enriches this line of interest and publications focusing on this topic. It comprises studies presented during the conference organized on 22–23 September 2017 by the Department of Human Sciences of Sapientia Hungarian University of Transylvania, Romania, in collaboration with the Research Institute for Linguistics and the Regional Committee in Cluj-Napoca of the Hungarian Academy of Sciences. The conference hosted researchers from five countries, including Finland, Hungary, Slovakia, Ukraine, and, naturally, Romania. Accordingly, the studies also accommodate a wide range of topics and research interests and bring together the linguistic realities of the Carpathian Basin. The two volumes contain 32 studies in Hungarian language, reflecting on the linguistic landscapes of the region, on the specific features of language use as well as on the current topics of language education. The studies also show that the linguistic landscape can be studied not only for its own sake but also related to contemporary language use, thus offering a nuanced image of linguistic diversity.

The editors grouped the studies into thematic subchapters. The first volume subtitled *Language Use, Linguistic Landscape, and Economic Life* contains three

chapters. The studies included in the first chapter, “Language Use and Linguistic Landscape”, deal with the analysis of the contemporary linguistic landscape of the region, adopting a synchronic approach, where “data collection [...] aims at freezing moments in time” (Ritchey 2015). The articles focus on the linguistic ideologies and language policies that govern the relationship between majority and minority language use and its manifestations: the use of visual methods introduced in the Moldavian Csángó Educational Program in Petteri Laihonon’s research, the re-emergence of Russian, the prestigious majority language in the Hungarian settlements in Transcarpathia (Ukraine) in István Csernicskó’s article, the tolerant or intolerant attitudes towards the bilingual inscriptions in the public spaces of the Transylvanian city of Cluj-Napoca/Kolozsvár in Attila Benő’s study, the name-semiotic landscape of Komárom/Komárno (Slovakia) as described by János Bauko, and the opinions and linguistic rights related to the visual language use in bilingual villages in Southern Slovakia presented by Károly Presinszky. The following two studies of the chapter describe the linguistic landscape of two Finno-Ugric speech communities living in Russia: first, the Komi-Permyaks as researched by Beatrix Oszkó and Larisza Ponomareva and then the Udmurt bilingual language community living in the Volga region in the study of Zsuzsa Salánki. The chapter closes with Erika-Mária Tódor’s summarizing analysis of the main features of linguistic landscape research carried out in Hungarian-speaking regions, focusing on visual language use enhancing language awareness. The study stresses the importance of understanding everyday language use and reflects on the special interpretation of language practices by considering their sociolinguistic and cultural contexts.

The second chapter of the first volume, “Linguistic Landscape: Past and Commemoration”, turns to a diachronic approach, viewing the linguistic landscape from a historical perspective. The first study written by Szilvia Szoták discusses the placard campaign and the visual and ideological conflicts preceding the 1921 Sopron referendum, during which the town of Sopron and eight surrounding villages, a population with 57% German, 36% Hungarian, and 5% Croatian, were given the opportunity to choose between the supremacy of Hungary or Austria. A historical and anthropological in-depth analysis is also carried out in Noémi Fazakas’s study focusing on the transformations of the Transylvanian linguistic landscape between the two world wars in the corpus selected from the newly emerging minority press of the time, *Keleti Újság* [Eastern Newspaper], and discusses the role played by the visual presence of the language in constructing the new national and minority identity in the new minority situation. The chapter ends with the research carried out by Barna Bodó on the inscriptions of minority, in particular, Hungarian graves, epitaphs in the Timișoara-Iosefin/Temesvár-Józsefváros public cemetery, where the new owners of the old graves bring with them the Romanian majority language they represent,

and thus the Hungarian past of the city is about to disappear, and the multilingual characteristic of this region is becoming extinct.

The third chapter of the first volume, “Linguistic Landscape and Economic Life”, includes articles that discuss the relationship of linguistic representations and the economic factor. Angella Sorbán’s study views this relationship from a Transylvanian perspective, pointing at the process of economic actors’ shaping the linguistic environment through their economic calculations, awareness of language rights and their ingenuity. The study maps those linguistic tools that influence economic processes, culture, discourse, and customer consumption, but it also reveals subtle manifestations of different language identities as well as relations of power and resistance. The relationship between the linguistic landscape of Beregszász/Berehove (Transcarpathia, Ukraine) and its tourism, as an important economic sector, is discussed by Kornélia Hires-László, while Zoltán Karmacsí’s article concludes that the development of tourism does not only induce positive developments in the economic potential of Transcarpathia, but it also creates significant changes in the linguistic landscape of the region with a Hungarian majority population, manifesting itself in the emergence of Ukrainian and Russian inscriptions. The first volume ends with István Kozmács’s study on the multilingual linguistic landscape of Kecskemét, a monolingual Hungarian city, both from a synchronic and a diachronic perspective.

The second volume is entitled *Spaces of Language Use and Linguistic Diversity*, and it is similarly divided into three chapters. The authors of the first chapter, “Virtual Linguistic Landscape”, discuss the language use of virtual spaces such as: the presence of the Gypsy language, with its traditionally oral culture, in the semiotic landscape of YouTube in Ágnes Hátori’s study; the nature and functions of the Internet memes of Hungarians in Transcarpathia in Anita Márku’s article; a discussion on websites interpreted as linguistic landscapes by Etelka Tóth; the linguistic cyberspace of minority schools in Romania in the work of Réka Vitályos-Bartalis. The second chapter of the volume entitled “customs in Language Use and Linguistic Diversity” moves away from the topic of linguistic landscape in its strict sense and opens towards a more general sociolinguistic perspective. We can read about the sociolinguistic practices of the Hungarian community in the Greater Toronto Area in Tímea Molnár’s study, about aspects of speech production in bilingual primary school children in Krisztina Bartha’s article, codeswitching in the speech of bilingual people in a city in Szeklerland as investigated by Ella Emilia Kelemen, a study of Hungarian language use for high schools in Slovakia in the article of Angelika Gál and István Kozmács, concluding with Boróka Emese Salamon’s article on the language of the law, legal translations, and language rights of the Hungarian minority in Romania.

The last chapter of the second volume, “Language Learning, Language Teaching”, contains studies exploring the latest trends, orientations in the

educational systems of Romania and of neighbouring countries regarding the learning and teaching of languages. The role of schools as areas of social network and supportive programmes are stressed in Ildikó Schmidt's study on the social and linguistic integration of immigrant children into the public education system in Hungary. The students' marked vernacular distorting teachers' evaluation in the educational assessment is discussed by István Jánk. Enikő Bíró investigates the relationship between language teaching, its ideologies, and teachers' belief within the schoolscape of Hungarian and Romanian-Hungarian mixed schools in the central part of Romania, while Zsuzsanna Dégi deals with the latest holistic multilingual approaches such as translanguaging, the study of cognates and false friends in vocabulary teaching, or the development of metalinguistic awareness as recent trends in language learning. The language proficiency of English and American Studies students and their motivational background is studied by Ágnes Tápainé Balla and Beatrix Bajnóczi. The topic of language acquisition is further discussed in the article of Tünde Nagy, who presents the difficulties encountered by Hungarian-Romanian bilinguals while studying the uses of the Present Perfect and proposes a methodology suitable for teaching it in order to prevent negative linguistic transfer. Similarly, linguistic and metalinguistic awareness in mother tongue education, especially in the acquisition of reading comprehension skills, lies in the focus of Györgyi Zs. Sejte's study, who offers a positive answer to the question whether there is a correlation between students' level of text comprehension and their text linguistic knowledge. Last, but not least, Enikő Tankó's paper analyses the linguistic attitude of fifth-grader learners whose working language is Hungarian, with respect to the new Romanian language and literature curriculum and the two, newly introduced alternative communication-based Romanian language and literature textbooks written for non-native speakers of Romanian.

As the multitude of topics and perspectives enlisted above show, the studies comprised in the two conference volumes display a vivid research work carried out in the region that is in line with the latest research trends in the study of linguistic landscape and linguistic diversity of our time. The two volumes are well structured, and the studies are written in a readable and engaging style, in several cases illustrated with charts, tables, and samples from the linguistic landscape of the studied area. Both volumes are completed with a table of contents and a list of abstracts in English and Romanian.

All in all, the studies incorporated in the presented conference volumes contain both theoretical and empirical research results and are highly recommended not only to professional linguists but also to all those interested in the linguistic diversity and everyday language use in the Carpathian Basin.

Reference

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