EXTENDED ABSTRACT

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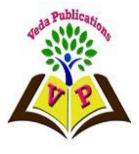Veda Publications

IMPOSITION OF SOCIAL ORDER AND STRUCTURE THROUGH PUBLIC SIGNAGE: INVESTIGATING THE LINGUISTIC LANDSCAPE OF PAKISTAN

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ABSTRACT

This study explores the linguistic landscape in a specific area in Pakistan. Linguistic landscape research involves studying the display of languages in public; on signboards, advertisement hoardings, street names, road signs and so on. It is a new field of study and much of the research has been conducted in recent years. A linguistic landscape is an interesting phenomenon to uncover social realities. This study will look at the linguistic landscape from an issue of power, politics, and ideology, specifically how the government imposes and maintains social order evident through signboards. The discourse of language and power will be investigated and will be linked to how power is enforced on people in the name of maintaining social order. The language of public signs will be observed critically by applying the framework of mediated discourse analysis. Mediated discourse analysis takes discourse as social action. According to Scollon (2003), we can only fully interpret the meaning of public texts by considering the social and physical world that surrounds them. This will be a qualitative study using NVivo where the signboards will be studied to find out power structures at the thematic level. It will be significant for researchers in the field of linguistic landscape, as it provides a new perspective of analyzing signboards that is to observe them by linking it to the issue of power.

Keywords: *Linguistic Landscape, Social Order, Language and Power, Language in Context, Mediated Discourse Analysis.*