

2022

Jina Maharjan

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Linguistic Landscape in Kathmandu: An Analysis of Linguistic Features

# **Linguistic Landscape in Kathmandu: An Analysis of Linguistic Features**

**A Thesis Submitted to the Department of English Education  
in Partial Fulfillment for the Master of Education in English**

**Submitted by  
Jina Maharjan**

**Faculty of Education  
Tribhuvan University, Kirtipur  
Kathmandu, Nepal  
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**T.U. Regd.No: 9-2-701-44-2010  
Fourth Semester Examination  
Exam Roll No: 7328071/074**

**Date of Approval of Thesis  
Proposal:09/04/2021  
Date of Submission: 31/05/2022**

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### **Declaration**

I hereby declare that to the best of my knowledge this thesis is original; no part of it was earlier submitted for the candidature of research degree to any university.

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**Jina Maharjan**

## **Dedication**

This work is affectionately

dedicated

to my wonderful *Family, Gurus and Friends*

for their unconditional sacrifices and being a source of inspiration, wisdom and proper guidance.

## Acknowledgements

First of all, I would like to express my gratitude to my thesis supervisor **Dr. Bal Mukunda Bhandari**, Professor of English Education, T.U., Kirtipur, Kathmandu, for his invaluable guidance, encouragement, inspiration for the completion of this thesis. This research would have not been possible without his constructive feedback and suggestion from the beginning to the end. His insightful ideas truly help me in completing this research.

Similarly, I would like to express my sincere gratitude to **Dr. Gopal Prasad Pandey** Head and Reader, Department of English Education, T.U., Kirtipur, Kathmandu for his valuable suggestions and guidance.

In the same way, I am thankful to my external **Prof. Dr. Tara Datta Bhatta**, Department of English Education, Tribhuvan University, Kirtipur for his constructive feedback on my research work. I am grateful to **Dr. Ram Ekwel Singh**, Reader, Department of English Education, T.U., Kirtipur, Kathmandu for providing me valuable comment and feedback while conducting the viva of my research proposal.

Furthermore, my deepest appreciation goes to my teachers **Dr. Purna Bahadur Kadel, Dr. Peshal Khanal, Mr. Guru Prasad Poudel, Mr. Khemraj Joshi, Mr. Ashok Sapkota, Mr. Resham Acharya** for their constructive feedback and invaluable suggestions. In the same way, I would like to extend my humble gratitude to all the respected teachers of Department of English education, Tribhuvan University, Kirtipur for being a source of inspiration and for their kind supports. And I am thankful to Mr. Shakti Chandra Thasineku for his technical support for the accomplishment of the study.

Eventually, I am extremely grateful to my colleagues and my sister **SaJina Maharjan, Sujan Gazmer, Jeena Maharjan** and **Razzu Maharjan** who helped me for data collection and also thankful to the shop owners for their kind support. I appreciate their patience and significant support and cooperation.

**Jina Maharjan**



## Abstract

This present study entitled '**Linguistic Landscape in Kathmandu: An Analysis of Linguistic Features**' aimed to explore linguistic features in English usage on linguistic landscape and to discover motives of using it on their signboards. Public textual signage as Linguistic Landscape (LL) around Kathmandu valley that used linguistic features such as code-mixing/ switching, stylistics, scripts, transliteration, and translation was selected purposively as a sample. This study used observation and interview as tools of primary data collection and some related documents were reviewed for secondary data. Hundred photographs were analyzed whereas ten shop owners were interviewed to get the required information. After the collection of data, they were coded thematically and analyzed descriptively. The findings of this study resulted that a variety of images and themes, alluring to the distinctive identities such as globalization and English, sloganeering the signboards, multimodality, preservation and promotion of local languages. Similarly, the predominance of English in the LL as expression, its use, identification, code, theme, symbolism and readable script can be observed as motivation to the advertisers.

There are five chapters in this research study. The first chapter, introduction part of this study consists of background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study, and operational definition of the key terms. In the second chapter related literature are reviewed thematically. Introduction of globalization and English, LL, features of LL, functions of LL, linguistic features such as code-mixing/ switching, transliteration, stylistics, scripts, and translation are included. It also consists of empirical review, its implication for the study and conceptual framework of this study. Chapter three discusses about methods and procedures of the study. It consists of design of the study, population, sample and sampling strategy, research tools, sources of data, data collection procedures, data analysis procedures, and ethical considerations. Fourth chapter of this study incorporates the analyzed and interpretations of the data where fifth chapter shows findings, conclusion and recommendations related to policy, practice and further research. References and appendices are included at the last part of this thesis.

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## Chapter 1

### Introduction

This research study is on **Linguistic Landscape in Kathmandu: An Analysis of Linguistic Features**. This introduction part incorporates background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study and operational definition of the key terms.

### Background of the Study

Linguistic landscape is the language that appears as in road signs, shop signs and advertising billboards to unite the LL in territory. Linguistic landscape (LL) is an emerging and dynamic field of research in applied and sociolinguistics which attempts to understand the motives, uses, ideologies, verities (Chanda, Hossain, & Rahman, 2018). It refers to any display of visible written language in public places. Landry and Bourhis (1997) found the relationship between LL to vitality beliefs, ethnolinguistic identity and language behavior. They supported LL as the most important indicator, capable of providing relevant information about societies, vitality and the inter-relationship of groups especially in linguistic contested regions. Similarly, Spolsky and Cooper, 1991 (as cited in Gaffney, 1994) found LL as an informational marker and symbolic marker, communicating the relative power and status of linguistic communities in a given territory. It means LL serve as a prevalence of a specific language on public signs that is used within public and private establishments, located in the pertinent territory where as language emerges in salient settings, the most important dimension of ethnic identity, contributing the most directly to the positive social identity of ethnolinguistic groups.

LL also called the language in the environment, words and images displayed and exposed in public spaces. (Shohamy & Gorter, 2009) is an emerging field for the interpretation to display social meaning, messages, purposes and contexts through signs, posters, advertisements, instructions, and inscriptions. The concern specified to language use in its written form in the public sphere is for language representation and also to make visible in a specified area. It relates to the sense that linguistic landscape as an overview of the languages through commercial signage and place names around

us. It means the languages are as they are used in the signs, representation of the languages, relating to public understanding and knowing the context. Therefore, linguistic landscape is a means of representing the language(s) through signage related to identification, interpretation and deliberation of purposeful and contextual messages. Moreover, LL covers globalization of English, preservation of minority languages and promotion of multilingualism in diversified city spaces.

English usage on linguistic landscape on the other hand, visualizes the 'importance and influence of English language as a globalized language' MacGregor, 2003 (as cited in Huebner, 2016, p. 49) in its written form in the public sphere which expresses deeper meaning for conveying linguistic expression along with the use of English features as language borrowing, mixing, translating, coding, scripting and stylistics, adapting the significance of English language as used by the world globally. Therefore, English as a global language and a lingua franca seem to be expanding in the field of LL and rapidly increasing its influence in a global scenario.

In this regard, it is seen that the use of English language particularly with code switching/ mixing, transliteration, translation, stylistics and scripts as linguistic features has delivered significant linguistic (multimodality) expression through figurative, signage and symbolic texts of the nature and styles of language and appreciation of the beauty of English usage texts that appear on linguistic landscape around Kathmandu valley. Linguistic items/features could be seen in the form of written sentences, spoken utterances, particular syntactic structure and a word or a way of pronouncing a certain sound to deliver meaningful messages to the audience.

### **Statement of the Problem**

Due to globalization of English language, English texts with signs on linguistic landscape have proliferated in city spaces around the world (Chern & Dooley, 2014). We can observe variety of textual signs and symbols everywhere in public spaces. It means every sector has been influenced by English signage texts, and education cannot be an exception of this reality. In this regard, English signage on LL has worked as one of the most remarkable forms of language version of a sign intended for audience to convey linguistic as well as symbolic meaning. LL as a cover term surrounds our environment with full of language postures which has been highly

used for different purposes like advertising, informational transaction, business transaction, health, communications and public spaces.

The study on linguistic landscape has recently become a very popular topic of interest of research world widely. But in the context of Nepal, this area has not been explored extensively. A very few of the research studies have been carried out focusing on the space of linguistic landscape in city areas of Nepal. Although some research works are concerned to this study world widely.

In this regard, what we can see is that the city space around Kathmandu valley, found to be the decorum of signage written texts as well as a topic of interest to study why English language along with the use of linguistic features has become motivational reasons for the shop owners to decorate their signboards. This research study was explored that why linguistic features like the use of code mixing/ switching, transliteration, stylistics, translation and scripts with English usage has been used, what are the motivations for using them and for what intensions, the variety of linguistic features in English usage on LLare used on signboards. Therefore, considering this fact, it is necessary to raise this scenario as a research problem.

### **Objectives of the Study**

The research study had the following objectives:

1. To explore linguistic features in English usage on linguistic landscape on signboards
2. To analyze motivations in the use of linguistic features in English usage on linguistic landscape on signboards.
3. To suggest some pedagogical implications.

### **Research Questions**

The prime questions of this research study were:

1. What are the features of English language used in linguistic landscape on signboards?

2. How do linguistic features serve as a tool for motivations in the linguistic landscape on signboards?
3. What are the motivations behind the selection of English language on signboards?

### **Rationale for the Study**

Linguistic landscape plays an important role for enhancing effective communication and, in most cases involves a significant skills and knowledge in multilingual contexts. Therefore, it can be argued that LL serves as a number of functions in both speech and written form and these include emphasis, clarifying, accommodation and exclusion, word replacement, expanding among others. This study has also demonstrated the importance and significance of linguistic landscape in the preservation and promotion of 'minority languages' that is indigenous languages (Gorter & Cenoz, 2008) and 'multilingualism' as use of multiple languages (Backhaus, 2006) around Kathmandu valley.

As this research study aims to explore the linguistic features in English usage on LL of signboards and provides the accessibility to convey and deliver the meaningful messages to the people, it will be interesting to the students/ teachers in studying/ teaching mass media and thus will be pedagogically significant. People directly and indirectly involved in the field of advertisement can be benefitted from this study.

### **Delimitations of the Study**

The researchers cannot cover the entire study population. No research can use all the tools and the aspects of research related to the area of study. Researchers are limited by time, human resources and financial factors. Therefore, the researcher has to limit his/her study to a certain boundary. So, this research study was also limited in terms of study area, population, sample population and research tools.

This study was limited to the central area of Kathmandu city. 100 photographs were selected as the sample of this study. Likewise, observation and interview based only on the thematic divisions to linguistic features of English usage in the LL was the

tools for data collection. It was limited to the analysis and motivations of Linguistic features of English usage in the LL on signboards. And the unit of analysis of this research was limited to the visual linguistic objects displayed in open and public places such as commercial signboards on shops, restaurants, streets and name of the places. In this research, motivation, intention, reasons these terms are interchangeable in this research.

### **Operational Definitions of Key Terms**

The key terms of the study are listed and defined as follows:

***Code- mixing/switching.*** The term concerns with a language used synonymously i.e., a mixture of different codes/words in this research. Code –mixing/switching is any mixture of linguistic elements of two or more language systems.

***English usage.*** In this study, I have used the term 'English usage ' as the most dominant/sophisticated language to be used for delivering/conveying meanings through textual signs.

***Linguistic features.*** The term Linguistic features in this study includes an intra-sentential language mixing, transliteration, switching, styles, translation and scripts of English usage in public spaces. In general, the term Linguistic features is used to refer to the use of code-mixing/code-switching, transliteration, styles, scripts and translation on signboards.

***Linguistic landscape.*** The term refers to the language of billboards, commercial shop signs, shopping streets, public road signs, street names, and places names which are used by the people widely on public spaces.

***Scripts.*** Script is a system of writing adapted to a particular language or set of languages.

***Stylistics.*** Stylistics is the branch of linguistics that analyzes and describes features of style. Style includes a way of individualizing an act of speaking and writing, use of linguistic description and stylistics devices, and use of special grammar and lexis.

***Translation.*** The process of translating words or texts from one language into another.



***Transliteration.*** Transliteration is a branch of translation that involves converting the texts from one script to another script. Transliteration follows from the concept of translation.

***Signboard.*** Signboards, in this study refers to a board that is used for displaying the name or logo of a business or product for providing information or for advertising the products and services.

## Chapter 2

### Review of Related Literature

This part of thesis study consists of the review of theoretical literature, review of empirical literature, implications of review for the study and conceptual framework for the study.

#### Review of Theoretical Literature

The review of theoretical literature provides an insight to the researcher related to a number of aspects that have a direct or indirect assistance in the research topic. It serves as a basis for developing a theoretical framework which helps to investigate the problem that researcher wants to do. It is an integral part of the entire research process and makes a valuable contribution to almost every operational step. The theoretical literature that I had reviewed is discussed in this section:

**Globalization and English.** English has the prestige all over the world. We can find the high spread of the English at present. It is a language that people interact with each other without any cultural, social and economic barriers that is the world unites into a single thread as becoming globalized. In this regard Al- Rodhan (2006) defines the concept of globalization to holding with some connotations referring to progress, development and stability, integration and cooperation, and others referring to regression, colonialism, and destabilization. It involves the characterization by the existence of global, political, cultural, linguistic and environmental interconnections and flows that make the many of the currently existing borders and boundaries irrelevant. By its nature, the word globalization spans a multitude of disciplines, communities and cultures i.e., allowing for a variety of viewpoints. They are economic, social or political. Simultaneously, Globalization is interpreted as the transfer of policies across borders, the transmission of knowledge, cultural stability, the reproduction, relations, and discourses of power which is known for a global process that is a concept: a revolution and an establishment of the global market free from sociopolitical control.

English is termed as a 'global language', one of the most dominant international languages of the world. It means English language has gained its status of globalization because of its fast worldwide coverage. English language is often called link/ contact language because it is used to communicate with people who have different linguistic backgrounds. So, it is often called lingua franca as well. Meanwhile, Kachru 1985(as cited in Sharma, 2015, p. 57)the effects of globalization of English are now regarded as the 'dominant world language', or 'world Englishes' that means English is accepted as a common global language world widely and readily increasing in today's world. In addition, the globalization of English has led the outlets of the power of dominating world's English language as the politics of world Englishes in one hand, whereas English is taught as a foreign/ second language in another hand.

The definition that is applied to globalization throughout this thesis was formulated by Akindele (2011) as "the use of English around the world is marked as a globalization that defines in economic terms of markets, production and consumption" (p.3). By using English business, it aims at increasing their sales and thus its presence is motivated by economic reasons. The omnipresence of English in linguistic landscape is one of the most obvious markers of the process of globalization. To the support, Pennycook, 1993(as cited in Akindele, 2011) confirms this by saying that "The use of English has also raised the use of identity and power and thus can have consequences for the balance between the different languages in multilingual situations" (p.3).

English has been regarded as a very useful and powerful tool for interpreting the world as globalization. It means globalization is making English as a key to success in the age of globalization to enable communication with people of different nationalities. Recently, globalization in various fields of economy and society has been advanced rapidly, so do English language as a global language has also made its important space in the field of linguistic landscape. The omnipresence of English in linguistic landscape is placed as one of the most obvious markers of the process of globalization.

**Linguistic landscape.** The term LL was first used by Landry and Bourhis (1997) in their seminal work on ethno-linguistic vitality and signage in Canada as

"Visibility of languages on objects that mark the public space in a given territory". Specifically, the quoted definition of Linguistic Landscape is:

The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. (p. 25)

Linguistic landscape is a recent topic or area all over the world. People are using different kinds of linguistic landscape according to their purposes and their needs. We can see LL everywhere in our surrounding because of the rapid development of the world through technologies. According to Landry and Bourhis (1997) Linguistic landscape refer to the visibility and prominence of languages in public and industrial signs in a given territory or region. It is an area which shows the real use of languages through signs, symbols, images, captions and graffiti in public spaces and private spaces. LL refers to any signs or symbolic expressions that are located outside or inside a public institution or a private business in diverse spaces (Ben-Rafael et al., 2006, p. 14). The signs and symbols deliver social meanings along with social contexts in city spaces. The statement supports to the specificity of the context within a space in which the written signs and symbols are displayed through concept of official advertising or unofficial advertising.

As an emerging field of studying the social meaning of language, linguistic landscape helps to understand the messages, purposes and contexts through signs, posters, advertisements, instructions, inscriptions, graffiti and websites. Thus, LLs are also used in order to circulate messages of general public interest like information, directions, warnings, marketing, advertising etc.

Similarly, Gorter (2006) views linguistic landscape as 'the social context in which more than one language is presented and linguistic landscape indicates the use in speech or writing of more than one language and thus of multilingualism'. LL can be defined as a means for displaying deep meanings and messages of signage languages in city space or environmental space which shapes the meanings and contexts in local, global and transnational and in multiple languages. As the name,

LL refers to the signage written texts that can be seen on signboards, posters, advertisements, captions and billboards within a country or specified area.

Generally, linguistic landscape reflects the visibility of languages in public spaces but more specifically, it incorporates the languages used in shop signs, advertisements, products in the supermarket, commercial boards, the names of buildings, menus, graffiti, airport and bus station, public transport, shopping centers, notices, advertising posters and hoardings and many more as per the different contexts and fields.

**Features of linguistic landscape.** Linguistic landscape is an important social phenomenon which helps to give information to the people through signs boards, billboards and other signs. Ben-Rafael et al. (2006) agrees with a general agreement that language use in the linguistic landscape falls into one of two categories i.e., top-down (public signs created by the state and local government bodies) and bottom-up language use (created by shop owners, private business, etc.). Both 'bottom-up' and 'top-down' items are subdivided according to the areas of LL. As bottom-up item incorporates with private business, shop owners, companies related to clothing, food, house ware and private offices where top-down item incorporates public institutions with religious, governmental, municipal, cultural, education and public health.

Linguistic landscape are the spaces and areas where linguistic objects; the verbal and non-verbal use of language items like inscriptions, written signs, instructions, scripts, symbols, posters and images can be seen where verbal use serves as 'the expression of message by using language' and non-verbal use involves 'paralinguistic and non-linguistic devices in order to convey the message' (Esposito, 2007). The verbal expression of language is used as communication through speaking act where nonverbal expression uses gestures, signs and symbols for communicating with the audience.

Features like script in different forms for one language, use of different pictures with words or without words, translation and transliteration of languages, and artificial forms of language can be found on LLs in public places. Such LLs show the literacy of particular area, cultural aspects, social multilingualism, and real use of language in public place and multi meanings of words. The textual signage not only

delivers the meaning and understanding of specific contexts rather it states the summary of social, cultural, literature, multicity and practicality of language use of that spaces.

Various creativities can be seen on LLs which display the cultural, social meaning and language choice in public spaces. Language policy incorporates the best adaption of language choice in different contexts like bilingual and multilingual spaces. It provides an easy, visual and clear way to promote language and culture while it also provides excellent social meanings for language learning in real life situations.

Likewise, Huebner (2016) has opined the characteristics having monolingual signs, bilingual signs, trilingual signs, verbal signs, multilingual signs, official signs and non-official signs can act as the feature of linguistic landscapes. Likewise, the order of languages, its use, power and solidarity, ideology, the ecology, perspectives, policy and taxonomy of languages adds to the feature of linguistic landscape.

The feature of LL is that it focuses on the articulation of linguistic symbols in public space. To be specific, Ben-Rafael et al. (2006) emphasized that LL carries emblematic feature for the very fact that it constitutes the symbolic structuring of the public space, the decorum of public life that is shaped. LL mainly holds a variety of non-linguistic and linguistic signs, functional and informational signs, public and official signs, ecology and economy of language signs and socio-political signs.

Additionally, Cenoz and Gorter (2006) identified linguistic landscape as any establishment that displays language signs which indicates linguistic landscape as any piece of written text within a definable frame assuming to be the elements of linguistic landscape. The study of LL focuses on analyzing the linguistic items according to the utilization, their use, features, syntactical or semantic aspects. Thus, LL functions as any information marker on one hand and identification marker on the other. LL is important as it is considered to be an area of investigation that it is the public space where the dynamics of major aspects of social life are displayed in particular areas.

Moreover, the linguistic landscape is an important because it provides the backdrop to our day to day lives, but also as a valuable language learning resource. It shapes how we interact as a society and gives our identity. The best thing about it is that it is everywhere, open to everyone and free.

**Function of linguistic landscape.**The function of LLhas been discovered by different researchers and language practitioners. Ben- Rafael et al. (2006) argue that LL analysis has been emerged as a collection of approaches to understanding how the material word is symbolically constructed through visual language use. The emergence of LLserves as a sign and symbolic expression of materialistic word through use of language as a form of visual expression by variety of approaches. Likewise, Gorter (2013) has opined his view as "publications on the linguistic landscape pave a wider range of innovative theoretical and empirical studies that deal with issues related to multilingualism, literacy, multimodality, language policy, linguistic diversity, and minority languages, among others" (p.1). It means linguistic landscape covers larger varieties of studies which help to analyze the language use, its policy, diversities, multilingualism, language power and so on to support the theoretical and empirical study of research.

Linguistic landscape of a particular territory has served with two basic functions (Landry and Bourhis, 1997) LLfunctioning as an informational marker on one hand, and as a symbolic marker communicating the relative power and status of linguistic communities in a given territory on other (p. 25). Both the functions act as an important factor to identify the linguistic communication of a specific area through textual signage language.

*The symbolic function.* The symbolic function refers to the value and status of the languages as perceived by the members of a language group in comparison to other languages. LL under this function acts as the most observable and immediate index of the relative power and status of the linguistic communities inhabiting a given territory. Public signs, graffiti campaigns can provide a dynamic portrait of both current and past conflicts over the language of public signs within a given region or administrative territory.

*An informational function.* Informative function indicates the borders of the territory of linguistic group. It shows a specific language or languages for communication or to sell products. Public signs under informative function reflect the economic, political and cultural capital of the language group. The most basic informational function of the LL is that it serves as a distinctive marker of the geographical territory inhabited by a given language community and it also serves to define the territorial limits of the language group. Moreover, LL serves to inform the linguistic characteristics, territorial limits, and language boundaries of the regions they have entered.

There is a relationship between the taxonomy and functions of signs which provide deep information and symbolic expression of advertising, noticing, warning and conveying meaningful messages to the audience through LL. LLs convey information as per their forms in which they are situated. Thus, different kinds of signs convey different meanings in LL.

**Linguistic features of English usage in linguistic landscape.** The word 'linguistics' has been derived from Latin 'lingua' and 'istics' in which lingua means tongue or language and the suffix 'istics' means knowledge or science. So, linguistic is the scientific study of language or a systematic discipline. Generally, linguistics refers to the scientific study of language and its form, meaning and context. It is an extremely broad term which includes the core components like grammar, phonology morphology, syntax, orthography, phonetics, semiotics and other components which are encountered in written and spoken texts. Linguistic features are the full understanding/ study of the various components of language and their relations with the rest of the world outside language. Raveli, 1996 (as cited in Schleppegrel, 2008) says:

nominalization is usually associated with other, related linguistic features including complex nominal group structure, with many pre and post modifiers, the use of embedded clauses, and lexical choices which are prestigious, technical and formal, rather than coming from a more everyday realm. (p. 450)

Linguistic features are the basis of linguistics as well as fundamental aspects of the study of languages. The study of linguistic features includes the broader view



of lexicography, pragmatic, psychological, social, semantics, stylistics, phonology and grammar. Linguistic items/features could be as a written sentence, spoken utterances, a particular syntactic structure, a word or a way of pronouncing a certain sound. So, it provides a source of resources. Similarly, linguistic features study the nature of language, the fundamental nature of language, function of language, components of languages and universal features of language.

In nutshell, it studies the wholesome and systematic description of any language. However, this study was limited to linguistic features including code-switching/mixing, transliteration, stylistics and scripts in English usage on linguistic landscape of billboards. Therefore, I have reviewed the listed features to support this study.

*Code-switching/mixing'*. Code-switching ' and code-mixing', are the major terms in sociolinguistics, which show the characteristics of multilingual words. The term 'code mixing' emphasizes on hybridization of words and phrases while the term 'code switching ' emphasizes on the movement from one language to another language. According to Wardhaugh (1986), “code mixing occurs when conversant use both languages together to the extent that they change from one language to other in course of a single utterance.” Code mixing serves as the mixture of morphemes, words, phrases and sentences while code switching serves as the switch between words, phrases and sentences. We can observe code mixing and switching in the speech of almost all bilinguals. In this regard, they play a crucial role in the use of languages and we can find out the use of code mixing/switching on linguistic landscape in public and environment spaces. Bokamba, 1988 (as cited in Ndebele, 2012) defines both concepts as:

Code switching is mixing of words, phrases, sentences from two distinct grammatical

(sub) system across sentences boundary within the same speech event.....

Code mixing is the embedding of various linguistic units such as affixes

(bound morphemes), word (unbound morphemes) phrases and clauses from

co-operative activities where the participants, in order to infer what they hear

with what they understand. (p. 17)

Code-switching is the mixing of different codes by speakers in the same conversation. The switch may take place at any level of language differentiation (languages, dialects, styles/registers) and can involve units from the morpheme to the sentence. Very often the term 'code mixing' is used synonymously with 'code-switching'. It means basically intra sentential code switching is synonymous to code mixing. Consequently, Code switching/ code-mixing is a complex process which involves a great amount of skill in both languages involved and a social and culturally motivated phenomenon.

Leung, 2010 (as cited in Ndebele, 2012), in his remarks on the code-switching and code-mixing phenomenon asserts that;

The code-mixing phenomenon cannot be separated from the fact that many people these days are bilingual, trilingual and even multi-lingual. The advancement of transportation and communication increases local diversity and global consecutiveness. People of different languages and different cultures come into contact constantly. Managing linguistic and cultural variations has now become vital to our lives. Code-mixing has become socially and communicatively unavoidable and it helps us develop and improve relationships and enable us to adjust and adapt in the environment we are in.  
(p.2)

Apparently, code-switching/mixing has become socially and communicatively unavoidable phenomenon in a linguistic situation as speakers switch between languages for different social and cultural reasons. People easily accept the process of switching / mixing of languages to interact and mix in the situation they live. Thus, code mixing hypothesis states to be switching of two codes that is, languages constitute the appearance of a third code. In this modern world, intimate multilingualism is the norm for many people so people usually select a particular code as switch from one code to another or mixes two codes together to communicate and deliver meaningful information to each other.

***Transliteration.*** Transliteration is a branch of translation that involves converting the message from one script to another script. It refers to translating a text

from one writing system to another while keeping in its original language. It is a type of conversion of a text from one script to another in predictable ways.

Goldwasser and Roth (2008) mentions that "Transliteration is the process of transcribing a source language to some target language based on phonetic similarity between the entities." It is primarily concerned with the representation of perfect, accurate and unique characters of the texts, without losing the representation of the sounds of the original texts.

Transliteration considered as one of the features of LL is the sign that displays texts constituting a complete translation or translation of each other. Use of transliteration in LL is not so frequent but when occurred, it makes a positive, meaningful and symbolic result. It definitely attracts the attention of the readers. Thus, transliteration acts as the process of converting text from one script to another without any loss in content. However, the process of transliteration is changeable that is any transliterated text can be back-transliterated.

In this regard, transliteration acts as one of the major features in this study of English usage in LL. It makes the meanings and contexts of LL to be fruitful and helpful to the audience so that they can easily get to the actual messages of the signs.

**Stylistics.** According to Richards and Schmidt (2002) "Stylistics is the study of that variation in language which is dependent on the situation in which the language is used and also on the effect the writer or speaker wishes to create on the reader to hearer" (p.566). It incorporates the use of different styles of signs, symbols, texts, paintings and writings with prior to the given contexts and creation of the users to the audience. It includes the meaningful use of written language and literary texts in style form.

The word "style" has been derived from the Latin word "stilus" which means a short, stick, sharp at one end and flat at the other, used by the Romans for writing on wax tablets. Style incorporates a way of showing the function of language that implies registering language, analysis of grammar and stylistic devices. It includes a way of personalizing an act of speaking or writing; a way of expressing something in an expressive way and a way of catching attention.

In this regard, stylistics acts as an approach to the analysis of literary texts using linguistic description, a cultural mark/sign, an individual choice and arrangement of linguistic units according to the context. Furthermore, it incorporates the way to convey a message by applying of words with certain purpose, decoration of language, and the connection between thought and expression in linguistic landscape.

**Scripts.** Scripts refer to the system of writing adapted to a particular language or set of languages. Scripts in the LL signify the usage of set of languages in public spaces. It provides the symbolic meaning to the eyes with pictorial clearness in LL. the use of scripts adds fruitfulness to the notion of LL.

Curtin, 2008 (as cited in Huebner 2016) opines that language script as signifying power and solidarity. And also adds scripts as the means of any language/ signs that include social expression, identity, profitability, multinationalism, modernity, ideology, prestige, representativity and iconity. She assumes scripts as being cool and fashionable that means the decoration of language forms in terms of mono/ bi/ multilingual/ images scripts with broad and clear meanings. Similarly, Spolsky & Cooper (1991) asserts that the scripts of any different languages may serve as the functional and informational richness in LL (as cited in Ben-Rafael et al., 2006, p. 8). It can be assumed that script serves as clear evidence to the economic success, fashion, attractiveness along with intelligence of consumer mentality and self confidence in choosing the language choice/scripts in public spaces along with various functions and information to the audience.

**Translation.** Translation refers to the form of translating the words or texts in order to convey the messages easily as well as to create the communicative situation to be convenience. Translation can be found to be partial, direct and/ or with diluted meaning during the translation process. The signs bearing multilingualism and translation practices in the public spaces can be observed in LL which helps to display a duplication of information along with a clear separation of languages.

Translation is a process of conversion of different languages from one medium to other medium. According to Bassett-McGuire, 1988 (as cited in Sankolaba-Molokomme, 2011):

Translation involves the rendering of a source language (SL) text into the target language (TL) so as to ensure that the surface meaning of the two will be approximately similar and the structure of SL will be preserved as closely as possible but not so closely that the TL structure will be seriously distorted. (p.30)

There are various linguistic features of LL in terms of English usage and more especially, the language of LL is more diverse. However, researchers were analyzing the linguistic features of LL in terms of code- switching/ mixing, stylistics, translation, transliteration and scripts features of English usage.

### **Review of Empirical Literature**

There are no researches that have been carried out on LL in context to Nepal. However, many researches have previously been carried out in foreign context. These researches have been some kind of linkage with this thesis study. The reviews of the related empirical literatures are as follows:

Akindele (2011) conducted research entitled “Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Botswana”. The aim of presented research was to analyze the linguistic situation of Gaborone Botswana, including common patterns of language usages, offices languages policies, prevalent language attitudes and the long-term consequences of language contact among others. Selection of 270 photographs of every visible sign was collected using random sampling technique. He used interview as a tool of data collection. Finally, the result concluded of economic activities and the globalization in Gaborone Botswana including domination of English in the LL and the city is moving towards the multilingualism in English, Chinese and Setswana. The study showed that English has dominated the landscape as it was in the case of other Anglo African countries today. There was no any assignment by the nation for the status of minority language

Cenoz and Gortor (2006) carried out the research entitled “Linguistic Landscape and Minority Languages”. The major objectives of their study were to analyze the use of minority languages, the state language and English as an international language on language signs in terms of (Basque or Frisian) and (Spanish

or Dutch) respectively and to determine the number of languages used, the languages on the signs and the characteristics of bilingual and multilingual signs. They selected 975 pictures of language signs and applied coding scheme as a tool for data collection. Non purposive sampling was used as sampling procedure. Finally, they found that the LL is related to the official policy regarding minority languages that there is important difference between two settings. The findings resulted that Dutch and Spanish were the dominant language while Basque reflected as a minority language whereas Frisian was hardly to be seen.

Kandel (2019) studied on “Linguistic landscape in multilingual Nepal: urban context”. The main objectives of his research is to analyze the signs in linguistic landscape in multilingual urban setting in Nepal. It reveals the status of different languages, deal with issues related to multilingualism, language policy, linguistic diversity, minority languages, hierarchies and users. Besides it observes intricacies of language contact and choice, power and status of language groups and sociolinguistic situation. For, this observation and interpretation method of qualitative research were analyzed, compared and contrasting using the thematic approach with relevant theoretical backup. This study explored that the majority of urban linguistic landscape are occupied by English signs and English imperialism is greater challenges for Nepali and vernacular languages. It is inferred that diversity in LL is the concrete manifestation of multilingual society, where language battle for their existence, therefore, the multilingual policy is the stipulation of the day.

Landry and Bourhis (1997) conducted an empirical study entitled "Linguistic Landscape and Ethnolinguistic vitality An Empirical study " aiming to introduce the concept of Linguistic Landscape by examining the socio linguistic of this emerging in the field of language planning as well as focusing to access the independent and relative relationship of the LL to vitality belief, ethnolinguistic identity and language behavior. Students were selected from grade 11 and grade 12, from Nova Scotia and Prince Edward Island as the population of this study. Questionnaire and test were used as the tools for data collection. The research result demonstrated that the Linguistic Landscape as an independent factor along with the result of regression analysis showing the strength of the relationship between various INCL measures, including

linguistic landscape and the independent psychological variables such as vitality beliefs and language behavior.

Papen (2012) conducted research entitled “Commercial Discourses, Gentrification and Citizens’ Protest: The Linguistic Landscape of Prenzlauer Berg, Berlin”. The main objectives of the study were to find the contextual and visual analysis of LL in Prenzlauer Berg, Berlin and to identify how the LL reflects as well as shapes social change and urban development in Berlin since reunification. The main method of data collection used were taking photographs, making inventories of signs on specific streets and carrying out semi structured interviews with 18 shop owners, neighborhood activists and street artists. Finally, he found the reflection of LL as positive as well as shape of social change and urban development in Berlin prior since reunification. Furthermore, the finding reveals a variety of images and themes, appealing to the distinct but related identities a fashion-oriented women, environment conscious supports, mothers seeking the best for their children and tourist in search of secret of Berlin’s appeal as a modern metropolis.

Romanenko (2014) conducted the research entitled “Linguistic Analysis of On-line Advertising in English”. The aim of the presented research was to examine the linguistic analysis of on-line advertising in English and to identify the linguistic features and rhetorical figures employed in slogans. The research methods used in the descriptive thematic analysis made it possible with three thematic parts: alcohol and cigarettes advertising, non- commercial advertising and unspecified advertising of various products. For the purpose of investigation 150 advertisements was observed and created specifically with the help of search engine. The findings concluded statistically that the most commonly linguistic means in advertising slogans in relation to the thematic domain. Moreover, it reveals the connection between the use of advertising language and advertising objectives along with the identification of the patterns of their occurrence in the studied slogans.

Sayer (2010) studied on “Using the LL as Pedagogical research”. The main objective of his study was to analyze the different social meanings of English using public signs in local EFL community in Maxico. With an aim to discuss on the ideas of LL and describes small-scale research on LL. This study aimed to identify the six social meanings represented on the signs and photographs and suggested some

implication on LL. he designed the LL research project called 'environmental English'. he selected 250 English language photos of signs, billboards, posters and banners-basedLLs by digital camera. The tool for data collection was qualitative content analysis. He came to the conclusion that some signs are clearly intended to convey information to foreign visitors. English language was used for non-Spanish tourist in restaurants, money exchange places, social protest and churches. In the same way, English was used by a Mexican to communicate with other Mexican. Likewise, the researcher identified six themes- English is advanced and sophisticated, English is fashion, English is being cool, English is sexy, English for expression of love, and English for expressing subversive identities- that explain different social meanings that English has in Oaxaca. Moreover, the researcher provided some implications of using LL as a pedagogical resource: LL can be adopted to focus on language forms such as vocabulary, idiomatic expressions and grammatical features. Students find all the example of English on appliances and electronic in their houses and discuss what they mean and why they are in English. They can study the English used on T-shirt and backpacks. They can look at the way non-standard forms of English are used in public places. So, they can find out standard and non-standard grammatical forms, and students identify new loan words.

### **Implications of Review for the Study**

For my study, the review of literature helped me in a number of ways. First of all, it gives me an idea about what has been found and what is left to be found. The above research works were very beneficial for this study in order to bring clarity and focus on the researcher problem, to improve the methodologies. It makes me clear about LL and different integral aspect of it.

In the process of reviewing theoretical literature, I had gone through different books, articles and journals. Similarly, I had reviewed many empirical literatures which were very similar to this thesis study. After reviewing those literatures, I found some implications for the completion of this research study.

I had reviewed the Landry and Bourhis (1997) who carried out research to introduce the concept of LLas the emerging in the field of language planning along with focusing on the relative relationship of the LLto vitality beliefs, ethnolinguistic

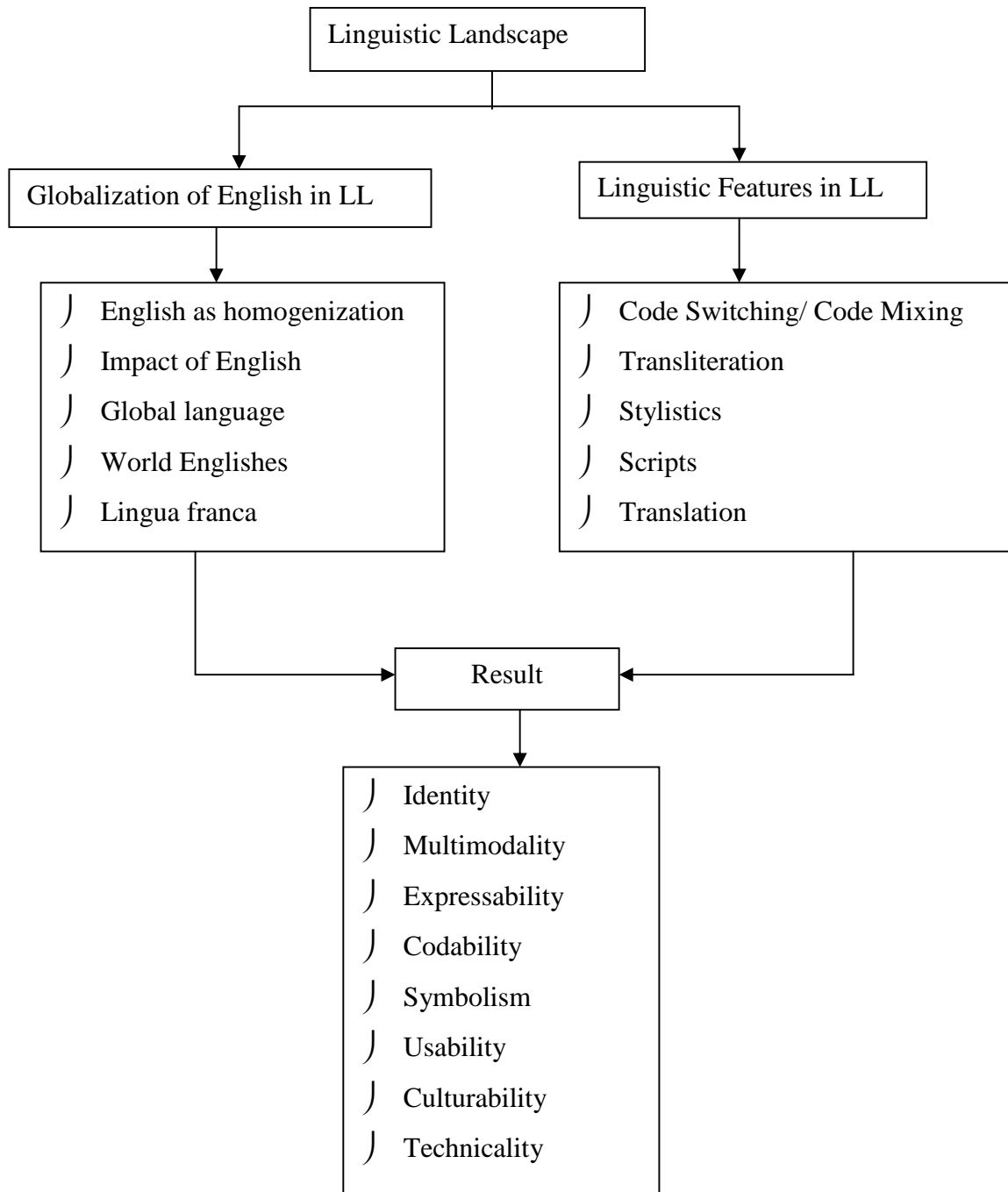


identity and language behavior and, it helped me to get good idea in generalizing the relationship of linguistic features like code-mixing/switching, transliteration, translation, scripts and stylistics of language usage on LL.

Similarly, I had reviewed the Kandel (2019) that helped me to explore the use of language and the pervasiveness of English in the localized context in the LL in the Nepalese context. These reviews seemed highly implacable to this study. They provided researcher the theoretical foundation and facilitated me to select appropriate research methodology by choosing multimodal analysis as design of study and 100 photographs as sample from the streets around Kathmandu valley. So do, the selection of purposive sampling strategy helped me in collecting the photographs and analyze them according to the linguistic features of study while data analysis were help me to observe the data and transcribe descriptively, following thematic division. Likewise, they also helped to select and design the appropriate research tools by selecting observation and interview for gaining thick details as well as covering the main objectives of this study. In the same way, from the above-mentioned researches, I got information about actual findings of their studies. From this, I have noticed the fact that the previous researches missed the investigation regarding the LL.

## Conceptual Framework

The conceptual framework is the skeleton of every research work. It shows the relation among the various concept of the study. The conceptual framework of the study is presented as follows:



## **Chapter 3**

### **Methodology**

This part of thesis deals with the method and procedure that were used for conducting research. This research was following the methodology to fulfill the objectives of the study.

#### **Design of the Study**

Method is the fundamental part of every research work. Method provides us some guidelines and shows the way how we can make complete our research. It is also a systematic way through we can collect data and analysis those data. According to Kerlinger (1978, p. 279) “a research method is a plan structure and strategy of investigation, so convinced as to obtain answer to the research question and problems”. The research study was based on qualitative descriptive research design.

According to Lamberts (2012) qualitative descriptive research is a term that is widely used to describe qualitative studies of any social phenomena. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts and describes the data collection. It often uses visual aids and such as graphs and charts to aid the reader in understanding the data distribution. Because the human mind cannot extract the full import of a large mass of raw form. Textual analysis under qualitative descriptive research was the major analytical design for this study. The design help to study the use of textual signage language on public places as well as analyze that very signs and symbols to deliver the meaning and contexts to the audience.

Therefore, this study was based on the descriptive qualitative research, following textual analysis of the study to collect the in depth information about the motivation of shop owners for using code mixing/ switching, translation, transliteration, stylisites and scripts in signboards and will analyze the use of linguistic features in English usage on linguistic landscape.

## **Population Sample and Sampling Strategy**

The sample of this study was 100 photographs from the different places of Kathmandu valley by using non random, simple purposive sampling strategy. The reason behind the selection of the concerned valley was that they depict the most use of code-mixing/ switching, transliteration, scripts, translation and stylized with multimodality uses of LL on signboards.

## **Research Tools**

Observation and interview were the major tools for this research. I use my mobile coolpad to take the picture and to record the interview. 100 photographs were collected from the different street of Kathmandu Valley.

## **Sources of Data**

In this research I have used both primary and secondary sources of data. The primary data was collect through observation and interview with concerned photographs and shop owners in this study. And then I consulted with different books, articles and journals as a secondary sources of data.

## **Data Collection Procedure**

I had followed the step wise procedures to carry out the investigation in order to collect the authentic data:

- A. At first, I visited different public spaces in the valley.
- B. I took photographs of signboards of shops, restaurants, garments, beauty parlor, shopping malls, institutions and wall posters from the different streets of Kathmandu valley.
- C. I observed the linguistic features used on the signboards and analyze thematically.
- D. To explore the purposes regarding the use of linguistic features in signboards, I conducted an unstructured interview to the shop owners to meet the objective of my study.
- E. Then I analyzed the data descriptively and analytically.

- F. I analyzed the data thematically according to the interview taken from the shopkeepers.

### **Data Analysis and Interpretation Procedure**

To fulfill the first objective of this study, I observed the data and transcribe descriptively following thematic divisions. After that, to meet the second objective, I took the notes and record interview. Then, I transcribed and translated in written form, analyzed descriptively and present thematically.

### **Ethical Considerations**

Ethics is the main phenomenon to be considered while doing research so that the informants' identity may not be exposed. One another important ethical aspects is about plagiarism. To avoid the risk of plagiarism. I give proper credit to the authors of books, journals, articles and research work. To maintain the ethicality, I conducted this research by taking permission of sample populations that are the shopkeepers of related signboards and also by informing them about this research objective and purpose. Likewise, I assured to keep the response of the respondents confidential and the ideas generated in this research to my own expectation from the cited one.

## **Chapter 4**

### **Result and Discussion**

This collected data through the research the research tools were analyzed and interpreted following descriptive approach. The qualitative data elicited by using observation and interview were analyzed through the process of transcribing, translating and coding. The main objectives of the research were to explore the linguistic features on LL as well as analyze the purpose of using different linguistic features forms as code mixing/ switching, translation, transliteration, stylistics and scripts on the signboards. Similarly, it was also conducted to get authentic data which could flash out the use of English as a globalized language and its visibility as a symbolic expression through signs, posters, billboard advertisement and many more as accordance to the contexts and fields. I have collected one hundred photographs and also interviewed ten shop owners to investigate their purposes regarding the use of linguistic features on public spaces.

The data were collected by using observation and interview as a tool of data collection then analyzed. Observed 100 photograph were grouped and transcribed thematically for the linguistic featuring analysis of the study so do recorded data were also transcribed into written form, translated into English and then subsequently transcribed thematically for the second objective of the research.

#### **Linguistic Features in English Usage on Linguistic Landscape**

What I found out when observed the photographs on signboards is that the city spaces had full of decorative signs, symbols, logos, arts, inscriptions and texts with meaningful deliberation of contents for the audience. While exploring the use of linguistic features usage on LL of signboards, I came to know that linguistic features had served as identification, policy and power, indigenized, nativized, hybridized forms, domination and appropriation of English usage by the LLs.

According to Blommaert (2012), LL studies “offers the fieldworker a relatively user- friendly toolkit for detecting the major features of sociolinguistic regimes in an area: monolingual or multilingual” (p.6). It helps to investigate the area

of linguistic features, whether the texts on LL are official languages or hybridized languages and one language policy of a particular area or multiple language uses on that very place. Based on his theory, this area of the study also concerns to use of language features, the study is analyzed on the basis of major features like code-mixing/ switching, transliteration, translation, stylistics and scripts.

To meet the first objective, I grouped out the sampled photographs on the basis of linguistic features as mentioned above. Then, data were analyzed and transcribed thematically under the sub-topics.

**Scripts.** Scripts refers to the system of writing adopted to a particular language or set of language. It serves with various functions and information to the audience, expressing boarder and clear meaning. Scripts as a linguistic feature could be seen with 30 photographs out of 100 samples. English with Nepali scripts, as well as Newari, Chinese, Korean and Japanese scripts could be seen on the streets of Kupondole, Jawalakhel, Sundhara by boutique, restaurants, cafe, clothing store, saloon and crafts shop owners.



*Figure 1. English Scripts Only*

As figure 1 illustrated, English scripts of private shop in the middle of the city which deals beauty treatment and hair cutting. This figure illustrates English scripts only in a shop advertisement.



*Figure 2. English and Japanese Scripts*

Likewise, figure 2 the little use of sample bearing English and Japanese scripts on the streets of Thamel. It also illustrates the information of services in English as translated into Japanese language. The name of ‘Nepal Dream Travel Service Private Limited’ is translated to Japanese scripts to serve as both languages for the use of multilingual propose to understand in both scripts.

Roman scripts only seem to be used mostly by shop owners of boutique, education, consultancy, clothing store and saloon. It is paradoxical note that a shop which advertises its name in English scripts relies on a global medium for publicity than on original Nepali scripts. The reason behind the use of English scripts on the signboards could be to make the text readable an intelligible to attract passers-by as they could get the contents. And also, the localization of English language is purposely performed to synchronize the message to the socio-culture and socio-educational ecology of the people too.

**Stylistics.**Stylistics is the branch of linguistics that describes the features of language styles along with signs, symbols, logos and numerical expressions. Out of 100 photographs 24 photographs could be seen as stylistics features of linguistic expression. The large number of samples displayed creativity, multimodality and styles on the streets of almost all street around valley by restaurants, boutique, gifts, optical automobile, clothing, bag, cosmetics and shoes shops.





*Figure 3. English in Style*

As figure 3, demonstrate the features using English in stylistics form. Ironically, the sign of 'note' in signboard make its advertisement with stylistic features. The use of word notes along with sign instead of simple 'N' serves meaningful deliberation as we can enjoy music here. The stylistics features illustrate the use of English in stylistic forms to understand the actual meaning. Most of the sample displayed the use of English in a stylistic way.



*Figure 4. English- stylistics Form*

Likewise, figure 4 illustrate the use of shop's name along with the heart beats art in signboard. The notable identification is that the use of artistic sign of heart beat graph instead of words that sign signifies the usage of stylistic features in signboards.

The English language with the fusion of different signs, symbols and logos display a contextual meaning deliberation among the audience. It means stylistics features serve as a multimodality feature of expression. It provides an overall understanding through logos, signs, pictures and arts.

**Code-mixing/switching.** Code-mixing/ switching is termed as the use of mixing of words/ codes together to deliver meaningful information to the audience through textual signs and symbols. The selection of use of mixing/switching of words can be observed on the streets of Themel, Kupondole, Kirtipur, Dillibazar, Jamal around the city. It has established its status as one of the most dominant features on public spaces. 21 photographs could be seen as code mixing/ switching. It means education consultancies hotel, restaurants, cafes, boutiques, interior shops and clothing stores seems to be the most use of this features.



*Figure 5. Code-mixing / switching – English to Japanese*

Figure 5 illustrates the strategy of using English and Japanese code mixing. In this photograph both English and Japanese words are used to facilitate the audience with the kind of accommodation service, they provide with favorable environment and enjoy the hard and soft drinks. It is important to note that Japanese food serves

with various hard and soft drinks which creates enjoyment while having Japanese food.



*Figure 6. Code- mixing/ Switching Newari and English*

There are number of samples as signage of Newari and English words highlight the use of code- mixing around the valley. Kathmandu is well known for the home of

Newari population so the figure 2 also illustrated, the use of Newari language seems as the most usages in public spaces at Kirtipur. The shop owners seem to mix Newari language and to service with English words as clear to promote and preserve the Newari language and to service with English word as English is a language of communication as a globalized language



*Figure 7. Code- mixing/ switching- English, Nepali, Japanese*

The figure 7 had been taken from the Kupondole, the shop of pashmina products. The image shows that most number of samples constituting as using of mixing/switching codes along with the use of English, Nepali and Japanese words as well as scripts to highlight their products. In this signboard the use of English along with various other codes serve as ease in understanding and giving the information to the audience.

Code- mixing/ switching as a linguistic feature has served as an ease in understanding in more than one language as well as to get information with accurate understanding to the meaning and contexts. It also made the contents to be more applicable in understanding not only for the local customers but also the foreigner customers.

**Translation.** Translation is the process of translating words or texts from one language into another. it uses the translation of words, phrases and sentences level. Out of 100 photographs 9 photographs as translation features could be seen at the street of Kitipur, Kumaripati, Themel, Kalimati and khumaltar by saving and credit co-operative bank Ltd, trekking shop, DDC franchise shop and mostly government offices. similarly, few samples displayed the use of English with its translated version of Nepali, Newari and other languages.



*Figure 8. English and its translated Nepali Version*



As figure 8 illustrates the use of Nepali words 'DugdhBikashSanstha' and 'pasal' is translated version of English texts as 'DDC' and 'shop' respectively. The image demonstrates the illustration of both English and its translated version. These kinds of signboards describe the use of bilingual words in two languages.



*Figure 9. English and its Translated Nepali Version*

Figure 9 illustrates the meaning conveying as informing the audience about the shop in very two languages by use of translation

Moreover, translation features with English submersion appears occasionally on the signboards. However, its use is apparently informative rather than symbolic as the advertisers generally prefer to use both languages to make the audience understanding in both forms.

**Transliteration.** Transliteration as a branch of translation involves converting the texts from one script to another script. The city is fewly decorated with English and its transliterated version of other languages. Out of 100 samples, 13 photographs could be seen as a version of transliteration features.



*Figure 10. Nepali and its transliterated English version*

Figure 10. is a private signboard of tailor indicating the service of stitching clothes. This also bilingual script as in the previous one. The notable description is that the use of transliterated feature serves as ease in understanding for the local people.



*Figure 11. English and its translated Korean version*

As figure 11. Illustrate English and its transliterated version of Korean scripts. The word 'Korean' is used for representation of global service of Korean cosmetic products in context to Nepal. And also figure display the cosmetic center and training place for learning and training of Korean beauty products.

Transliteration as one of the useful linguistic features is seen in most shops around valley. It symbolizes the power of scripts in two or more languages. It means transliteration serves as a global representation of services to the audience.

### **Motivation Regarding the Use of Linguistic Features in English Usage on LL**

To fulfill the second objective of this research study that is to know about the reasons behind the use of linguistic features in English usage on LL, a total of 10 business people were asked why they had used English along with linguistic features on their signboards. The data revealed a display of reasons which are presented in accordance to the thematic division.

**Identity: English is lingua franca and easy to mesmerize.** The theme that emerged through the interview is that the shop owners had used linguistic features along with the use of English as to serve with the identity of language usage. The linguistic features used in signboards become eye catchy and unique to attract the customers thus its identity. As the customer's first observed the shop's name and their eyes got stuck to the English name and then they could easily memorize its name as for a long time and used to visit the shop again. It means English has served as a brand signifier in context to identification.

While analyzing the motivation regarding the use of English language instead of using other language, one of the respondents of clothes' shop responded:

*I used my shop's name 'HELLO' because people used it while greeting each other. So, I want customers got attracted and stuck by their mouth so people easy memorize my shops name as 'HELLO'. Customers add that they could memorize our shop's name as 'HELLO' not by our name.*



Similar sound was echoed in an interview with another advertiser who owes a clothing shop in Kupondol. His shop was decorated with imported ladies and gents wears from the well-known brand Reebok. He responded with same answer that English is an inspiring language for him. He said:

*In my shop I kept all the sports items for running, training and also classic casual brands. I keep my shops name as Reebok because of very famous international brand. I got inspired to put my shops name as Reebok.*



While interpreting their voice, it can be assumed that they had been motivated for the use of English language in their shop's name to attract the customers in the name of branded company. It shows that the advertisers had used English for they got inspired by the name of international branded company.

**Multimodality: theme and symbolization.** The public signboards were seen full of two or more modes as multimodality by use of theme and symbolization following stylistics features. Kress and Van Leeuwen (2006), supports multimodality as texts constructed through different media, which reflects different meanings in their interpretations. The texts consist of images and written text. For the idea of getting the motivation for the usage of multimodal use of stylistic on signboards, what I found out that the advertisers had used most of use of stylistic features in their billboards to provide thematic meaning as well as symbolized texts in a creative way. The



specificity of stylistic use is that they do not only give rise to different textual meaning but also to the semiological meaning.



While talking with one of the shopkeepers who runs a private optical shop also talked about the creativity as a stylistic feature on his signboards. He mentioned:

*See OC is the logo of optical center, 'O' means optical and 'C' means center. It is not only the logo but also it is logo of glasses. I made the symbol of glasses. I used English word optical not only for Nepali but also international level. So, I give priority to English language.*

It shows that English language followed by stylistic features comprises variety of meaning conveying to the customer through texts, symbols, themes, logos and other forms as well. The meaning through stylistic features with English usage served as multipurpose of interpretation to the audience.

**Expressability: Code-mixing/ switching and the use of English.** Textual signage (LL) has been considered more expressive with formation to mixture of different codes/words. English could be seen serving with mix code/ switches. In the same context, Huebner, (2016) also expresses that English language offers a language shift/ mix/contact with other language.

The signboard's signage seemed serving with the mixture of both Nepali and English scripts, English with numeric forms and also Newari along with English

language. Moreover, the shop signs could be observed with blended English and local languages and other languages.

To the response of the question about the reasons behind the selection and improvisation of code- mixing/ switching for their business products. While interviewing the shopkeeper who had owned the mixing of Newari and English on her signboard running beauty parlor at Kalanki. She expressed:

*Tisa means jewelry in Newari language. In our community there is the majority of Newari people. So, I thought to use Newari language to give priority to Newari language. Many shopkeepers are seen using English randomly in their signboards. I use English word in my signboard to attract the local people.*



To concern of query to this research, I interviewed another shop owner who runs a clothing store. He expressed:

*Many shopkeepers are seen using English randomly o their signboards. In contradiction I want little different. I prefer to use Nepali word instead of English word with the transliteration version of word (Darjee). So, I kept my shop name as mixing of Nepali and English word. Which give different meaning by using different style.*



Form these interviews, I felt that code-mixing/switching features had served as an expression of mater piece using various pieces of text along with numeric and codes of other languages. It had tries to express the content in an extra ordinary way by the use of creativity and meaning was been served to express English in a mixing way of language use on the signboards.

**Symbolism: Transliteration as a global advertising.** Bhatia & William, (2006) note that the use of English in non- roman script (transliteration) for advertisement is not an exception, but quite widespread tendency in global marketing. So, it's crucial to point out that English active use in confined in typically transliteration form.

Transliteration usage in this study symbolizes the power of English in local and global advertisement of any shop signs. While observing the use of transliteration, I found out the use of transliteration is several signboards on food and restaurants, café and bars and private bank. I interviewed one shop owner owing a restaurant and he said:

*I have put my shop's name in English roman version. I advertise my shop's name in local and global level to made people understanding. In my shop most of the customers are local people. In local sense 'BhojanGriha' means food house the transliterated version of Nepali text to English by knowing the craziness of people for English language.*



As discussed in the above analysis, it can be interpreted that transliteration usage is symbolized as the powerful means for local and global advertising of shops name. It can be used to promote the local language as well as the national language of a place.

**Codability: English as a uniqueness.** English as a code had served to highly appreciable in public spaces around Kathmandu valley therefore many shop signs were seemed using of English as a code. During the study, I came to know that English has also served the shop owners with language of code i.e., 'code preference' as referred by (Scollon & Scollon, 2003). The English were used for the purpose for creativeness and uniqueness in signboards. A respondent who ran an accessories shop at Durbar Marg, he stated that the use of code as an English was for the linguistic creativity for him. He added that:

*Look here watch is English word we give some decoration to it and 'See' (code for shop) we can use spectacles but spectacles were common word and used by other shopkeeper also. So, we use 'See' code here. Durbar Marg is the area of tourist. Most of tourist came here so we use code 'See' to attract the customers and look unique.*



It shows that English was visible in public spaces regarding to code preference. The code of English language had added a newly created phenomenon in shop signs and valued as activist fir unique deliberation of meaning to the audience.

**Usability: English as an inspirational language.** Ben- Rafael et al. (2006) study on the analysis of usability of existing sociological theories support to the motivation regarding this study. The use of linguistic features served with an inspirational motivation to one of the shop owners of clothing store at Kumaripati, Lalitpur. Similarly, the surrounding seemed to be filled up by multilingual use of languages on shop signs of clothing store of clothing store, boutique, food and restaurant, book stall and educational consultancies.

While making query about the appreciation of English on public spaces (LL), its use, exposure and display on commercial advertisement. I came to know that English language had been used with an inspiration to the shop owners. They had been motivated and inspired by the very popular game named ‘angry bird’ regarding the use of English.

What I found out when interviewed one of the shop owners who running a cloth store is that he got inspired through one of the games named ‘Angry Bird’.

*As I have usedangry bird in my shop because some years ago there was a game named angry bird which was very popular in youngster. It was very famous game at that time by giving using angry bird code it was easy to remember and attract the customers.*





While interpreting the respondent voice, it can be assumed that advertiser followed the trends that attract the youngster with the blended of games name and sign, logos to attract the customers and unique deliberation of meaning to the audience.

**Culturability: expressiveness of English as a local space.** The public signagewas found to be covering with a strong aspect of cultural sense to the audience. As an emerging trend and reflection of tradition, English was used a pointer towards globalization of culture as a local adapts global elements and blended English with the local languages and culture to serve the local communicative need (Robertson, 1995). During the study what I found the reason behind the use of English to express cultural sense on public signboards. I interviewed a shop owner who owed boutique. According to him:

*I put my shop name according to Hindu religion. In Hindu religion everything starts with 'Om'. People used word Om while doing chants and worship the god and goddess which believe that it is sign of purity. I use luxury house in English word because fashion is the part of luxury. Fashion is not the basic needs of life so it is part of luxury. To show some newness in my signboard.*



In this regard, the interpretation resulted that the English usage is strongly seen with culture expressability on public spaces. The LL serve as a current trend and new system of expressiveness of culturality in public spaces.

**Technicality: Translation as intended function.** In support, Scollon and Scollon (2003) argue that in trend where signs bear multilingualism and ‘translation practices’ such signs do not only display a duplication of information but also display a clear separation of languages.

Being mostly shopping area investigate, translation context seemed to be directly and partially featuring by the landscapes at small market spaces. However, English was discovered to be the source language and Nepali the target language of translation on signboards around the Kathmandu valley. Translation was used to ensure the surface meaning of two languages as to preserve the local language and deliver the intended meaning as functional to the audience. I interviewed the shop owner and he replied:

*You can see most of the shop’s signs in English along with the translation of that same language into Nepali script is to preserve our Nepali language and intend the meaningful message that though English language has been used in every sector of life but we should not forget that our language can also function as the intentional meaning deliberation to the audience.*



It displays that translation was used for adopting the techniques to preserve the variety of languages of concern to the places/ nation. Further, it shows that translation also served as an easy form of meaning dedication to bilingual contexts so that both languages can conclude meaningful intention.

In this study, it is found that English usage with code-mixing/switching, stylistics, scripts, transliteration and translation had served public spaces, highlighting meaningful understanding of textual signs, facilities with as well as preserving and promoting local language and English language as a language of communication at local level. Additionally, advertisers expressed array reason behind the use of linguistic features with English usage on signboards. Some said that the inspiration forms the international branded companies' shop's names attracted them for English selection on signboards. Similarly, most of the shop's owner's owing clothing store expressed that English as the only word of identity to attract audience. For instance, medical shop owner realized that the use of English in stylistic form dedicates the symbolization, thematic description to the customers. Also, most shop owners from small area expressed that the use of bilingual/ multilingual scripts delivers the intended and clear information to the clients.



## Chapter 5

### Findings, Conclusion and Recommendations

#### Findings

On the basis of analysis and interpretations of data, following findings about analysis and motivation in the use of linguistic features in English usage on LL of signboards have been outlined.

**Linguistic features in English usage on LL on the signboards.** It is found that code-mixing/ switching had highlighted an ease in understanding the textual signage using of English code with the local languages. It helps to contextual understanding by usage of English codes with other various language codes to provide information to all language groups/ audiences.

Likewise, scripts as linguistic features had used an understanding in various language scripts. It had used for publicizing their business and sloganeering of their brands as well. By using English scripts, it established a global medium for publicity at a local level. Meanwhile, linguistic features as stylistics had displayed a multimodal usage on the signboards. It had showed mixtures of different symbols, logos, figures and style of letters and numbers whereas translation as a linguistic feature had illustrated the representation of bilingual texts, understanding in two languages. It had aimed to put up the local language to be foundation of a nation, to help the local people and to establish an identification of that very language. So do, transliteration feature had also supported to synchronize the messages/ content to the local as well as global level.

**Motivations in usage of linguistic features in English use on the signboards.** While exploring the reasons behind use of English language along with the linguistic features, it is discovered that the linguistic features had assisted distinctly in English usage on signboards. Similarly, the purpose of advertisers' uses for various language code/mix, styles, translation and translation along with English use on public spaces had been observed to be varied accordingly as: for inspirational motivation, uniqueness, cultural identity, eye catchy, specific language status, easy to mesmerize, symbolization and global marketing. While talking with the shop owners their motivations and reasons for the interest were felt very impressive and contextual.

English language was discovered as an inspirational language to attract the customers in the name of international branded company. As well, the dominance of English language could be seen as global marketing in public spaces. English had established its identity as modernized language, easy to memorize, distinct expression of identification on public signs. English use could be seen clearly on the local area to attract the audience because English is taken as language of sophisticated language. Mostly, the use of English code/mix with other varieties of language coding/ mixing express a blended form of selection and improvisation in understanding the sign languages on the public boards. So do for business products, to show styles and uniqueness.

Similarly, English use was found to express the culture as a local space as well as to express strong aspect of culture sense to the audience. English language had established globalization of local culture and communication needs. English code is flashed to be the creativity and newly adopted phenomenon to get motivated towards the use of it on the signboards to flourish their business and to attract customers by showing uniqueness in their signs.

Likewise. Adaptation of English language along with other languages served the context and content to be readable for the audience. The common local languages had made the signboards to get access for meaningful understanding through reading, to give propriety to the local language, to deliver the messages through understanding of different language scripts.

So do, the English transliterated version with other languages scripts was also used to express a reference to global spaces and more widely to local marketing as well as global marketing. The local shops had tried to show multilingualism, repetition of information and to preserve the local languages and delivering the messages.

## **Conclusions**

This present study was a descriptive qualitative study conducted to explore linguistic features in English usage on LL. Similarly, it aimed to discover shop owners' motivations in the use of linguistic features on their signboards. This study revealed the reality that the people are interestingly adapting the use of linguistics features along with English use. The research identified different motives that caused the advertisers to use English code only, along with purposeful use of mixing/ switching, transliteration,

translation, stylistics and scripts. The conclusion explored that the English only (roman script), mixing of English language/code with local language or other language (code-mixing/switching), English scripts with other different language versions (scripts) and localization of English and Englishization of local language (translation/ transliteration) were interpreted as symbolic and informational purpose for the advertisement to attract the customers and make them readable to the context.

However, the city is moving towards multilingualism in English, Nepali, Japanese and Korean. This is a result of globalization and economic activities. Similarly, the analysis confirmed the reflection that English is being influenced by both global trends as well as local communicative needs. It has been observed that the predominance of the English language. The data clearly signaled that the most frequent use of code-mixing/switching, transliterating, translating, styling and scripting were employed on signboards.

In summary, the data provided that a variety of interconnected factors such as symbolic, culture and economic has determined the selection of English use along with linguistic features in the LL. It appeared that English was typically used as to present uniqueness, business, eye catchy, identity, global advertising and multilingualism.

## **Recommendation**

The present study has investigated a unique analysis of LL on public spaces around the Kathmandu valley. Basically, the study has explored motives of advertisers towards the use of English on their signboards with code-mixing/switching, translation, transliteration, stylistic and scripts. This study has own purpose and findings but it was not possible to discover all LL related area. So, this study has provided some policy related, practice related and further research related recommendations that has been discussed as follows:

**Policy related.** Language teaching is guided by the policy of the government as well as the educational institutions responsible to impart course related to a

particular field of study. This study throws the light on the types of linguistic features used in the signboards.

There should clear policy to implement learning and teaching through LL education. The special criteria should be provided for the recruitment of English teachers and materials to be adopted regarding the knowledge of LL from the government side. Similarly, multimodal textbooks as proper and separate curriculum of LL education must be fixed for English learning students because no fixed course book related to textual signage education has been assessed for teaching and learning contexts in schools. To support the teaching and learning of English by usage of multimodal signage texts, the policy for language teachers must be different from the existing system.

**Practice related.** Language is for communication and understanding. Unless it is practice in a real context, it cannot be mastered. Keeping in view the findings of this study, teachers and students both can be benefited. The teacher of English may take the formal features of signage texts (LL) like modality, metaphor as what ideological value they carry in consideration while teaching. They may be aware of appropriate choice of textual signage materials for the students. The students may develop their thinking ideas and information towards contextual and functional meaning as learning through LL education.

**Further research related.** The present study was conducted to investigate linguistic features in English usage on LL and also to discover the motives of advertisers for using it on signboards around the city. It is complete study in itself regarding to the objectives of this study. But it does not mean that all LL related area are covered in this present study. Many areas related to LL on signboards. Similarly, researcher can study on linguistic analysis on effectiveness in the use of English on the online products. Similarly, perception of teachers' students, customer and advertisers can be taken through survey. Therefore, I prefer to recommend that there is only few research conducted in this area yet. Hence, study on LL required to be done to create new opportunities for English learning and teaching through signage texts into the classroom.

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## **Appendices**

### **Appendix I**

#### Interview Schedule Guidelines

- Why had you selected the different use of code-mixing/ switching, scripts, stylistics, translation or transliteration on your billboard?
- What were the motivations that inspired you to select the use of code-mixing/ switching, scripts, stylistics, translation or transliteration on your billboard?
- How had the different use of code-mixing/ switching, scripts, stylistics, translation or transliteration served as a tool for motivation?



Appendix II  
List of Photographs









































































