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Discourse Analysis of Linguistic Landscape in the Main Streets of Kathmandu

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

**Submitted by
Saraswati Bisural**

**Faculty of Education
Tribhuvan University,
Kirtipur, Kathmandu, Nepal**

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Declaration

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

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Dedication

This thesis is dedicated

To

My Parents

Acknowledgement

I am very indebted to my respected supervisor **Mr. Resham Acharya**, Teaching Assistant, Department of English Education who supported me throughout my thesis with his knowledge, patience and regular feedback which allowed me to work independently. I am always thankful for his feedback, regular comments, time, motivations and inclusive observation from very beginning to end.

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Abstract

The present study entitled **Discourse Analysis of Linguistic Landscape in the Main Streets of Kathmandu** was carried out to analyze the contextual meaning of discourse used in sign boards, to find out the features of linguistics landscape and to suggest pedagogical implications. It was carried out by using both primary and secondary sources of data. The data were collected from one hundred signboards from different commercial places including Bagbazzar, Darbarmarga and Newroad by using the purposive non-random sampling method. To achieve the objectives, observation and taking the photos of signboards were chosen as a tool for data collection. They were analyzed descriptively. The findings showed that single word performed different meaning in different situation. Ambiguous and vague words were not used in signboards which made the sentences clear and meaningful. Linguistic features like code mixing/switching, stylistics, translation transliteration, scripts were highly used in signboard. Those features made sentences more attractive, eye catchy and meaningful. Regarding pedagogical context, signboards can be used to teach vocabulary, speaking and reading skills.

There are five chapters in this research study. The first chapter consists of background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitation of the study, and operational definition of the key terms. Similarly, second chapter includes both of theoretical and empirical literature, along with the implications of the review for the study. It also includes conceptual framework. Likewise, chapter three deals with the method and procedures of the study. It also includes research design, population, sample, sampling strategies, data collection tools, data collection procedures, data interpretation procedures and ethical considerations. Furthermore, the fourth chapter includes analysis and interpretation of data. Equivalently, the fifth chapter presents finding and conclusion of the study. Moreover, it also suggests some pedagogical implications based on policy related, practice related and further research related. This chapter followed by references used for the study.

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List of Abbreviations

ELT	:	English language teaching
ed.	:	Edition
i.e.	:	that is/ that is to say
LL	:	Linguistic Landscape
M.A	:	Master in Arts
M.ed	:	Master in Education
T.U	:	Tribhuwan University
/	:	or
&	:	and

Chapter I

Introduction

The present study is about **Discourse Analysis of Linguistic Landscape in Main Streets of Kathmandu**. This introduction chapter consists of background of the study, statement of the problems, objectives of the study, research questions, significance of the study, delimitations of the study and operational definition of key terms.

Background of the Study

Linguistic landscape is one of the disciplines or areas of the study in applied linguistics. This is known as the language of public roads signs, advertisement billboards, street names, commercial shop signs, film, radio and magazine. This is growing phenomenon in the modern world. The study of linguistic landscape has attracted the attention of many scholars from different part of the world. Many European, Asian and western countries' researchers Landry and Bourhis (1997), Gorter and Cenoz (2008), Backhaus (2005), Botterman (2011) and many more have carried out research on linguistics landscape from different perception such as pedagogical, sociolinguistics and applied linguistics. According to Shohamy and Gorter (2009), "Linguistic landscape is an area where one interprets its meaning of particular context."

Linguistic landscape is informative in itself. It directs the way to strangers; it informs the people about the products and features of the things. It helps the people more about the context and they can accommodate themselves and they will be more aware about how to behave, where to go and where not to go, and what is the specialty of the stuff and place. According to Landry and Bourhis (1997) "The language of public roads and advertising bill boards, street names, commercial shop signs and public signs on government building combines to form the linguistics landscape, of a given territory, region or urban agglomerations. The linguistic landscape of a territory can serve two basic functions: as informational function and a symbolic function" (p.25). Linguistic landscape (LL) helps the people to know about the meaning and functions about the products and signs.

Goodman (1986) calls Linguistic Landscape (LL) as ' environmental print' that is a signage written texts in public spaces. It relates to the sense that LL as an overview of the languages through commercial signage and place names around us. Gorter (2006) explained that language is all around us in textual form as it is displayed on shop windows, commercial signs, posters, official notices, traffic signs, etc. It means the languages are as they are used in the signs, representation of the languages, relating to public understanding and knowing the context.

Bolton (2012) said that research in linguistic landscape may help us to understand the rapidly changing urban landscape and also it helps to know about the increasing multilingual worlds. Similarly, English usage on linguistic landscape on the other hand, visualizes the ' importance and influence of English language as a globalized language'. MacGregor(2003as 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, translation, coding, scripting and stylistics, adapting the significance of English language as used by world globally.

In the context of Nepal, the area of linguistic landscape is one of the least focused areas of investigation. Therefore, I would like to conduct the research under this area or topic. Linguistic landscape is broad in itself. It covers billboards, signboards, and graffiti. It is impossible to reach in conclusion if I try to cover the all the area of linguistic landscape in a certain period of time. So, I choose my most interesting area of linguistic landscape named signboard. Here, I tried to explore the type of discourses used in sign board in term of its usages. Similarly, I tried to explore the features of linguistic landscape and to find out the pedagogical implications.

Statement of the Problem

Kathmandu is the place of millions immigrants from the various part of world. People have gathered in Kathmandu for different purposes and linguistic landscape helps them to find those purposes. Nowadays, linguistic landscapes become the tools of showing the violation, promoting business, showing the features of stuffs and guide the strangers to reach in purposed location. Nowadays, English language's signboards are used to promote the business. Sign boards are informative tools to explain the time

and circumstances of the particular areas. I am interested to look over the discourses used in sign boards and features of linguistic landscape. Similarly, I am interested to know how Signboard helps in teaching and learning activities.

In this regard, English language has become motivational reasons for the shop owners to decorate their signboards. This study has explored how linguistic feature like the use of code mixing/ switching, transliteration, stylistics, translation and script with English usage has been used in the signboards or graffiti in the three busy street of Kathmandu valley. I am interested to know what kinds of discourses are used in the signboards and what are the intensions and variety of language features used on the signboards. That's why I was interested to conduct the research on linguistic landscape and wants to suggest and apply that how teachers can use Signboards as a teaching material.

Objectives of the Study

The objectives of the study were as follows:

-) To analyze the contextual meaning of discourse used in sign boards.
-) To find out the features of linguistic landscape.
-) To suggest the pedagogical implications.

Research Questions

The study investigated the following questions to fulfill its objectives:

-) What kinds of discourses are used in signboards and how does the sign board help the people?
-) What are the features of linguistic landscape?
-) How does the teacher can use the signboards as teaching materials?

Significance of the Study

This study is important as it is concerned with using Sign board as teaching material in language classroom. Linguistic landscape can be used as teaching tools. It is easier medium to teach different elements linguistic features like scripts, stylistics,

hybrid, metaphor, irony, code switching and code mixing. Both to the teachers and students, it helps to learn the sociolinguistics aspects such as customs, culture and multilingual areas. It helps the teachers to teach about the usage of sign language. Similarly, this study explores the features of linguistic landscape. For the study, I choose the streets of Newroad, Durbarmarga, and Bagbazaar which informs the people to get way and to get the meaning of the signs.

This study aims to explore the linguistic features in signboards and provide the accessibility to convey and deliver the meaningful messages to the people. I can say that it can be highly beneficial in many ways.

This study helps the books writers too. Because they can deliver the contextual meaning through their books. Similarly, this study also helps to the language teachers incorporate signboards as the pedagogical tools. Likewise, it can be significant to the students because it provides the areas of linguistic landscape that support by symbolism and signage language texts to grasp the knowledge of multilingual languages with figurative intension of critical and meaningful learning. In the wider context, this study is beneficial to all developing countries where the spirit of linguistic landscape has just been entered by providing findings and recommendations.

Delimitations of the Study

Due to the limited time, resources and financial factors, it was very difficult to include the large area in this study. Therefore, researcher had limited his/her study to a certain boundary. This study had been limited on the following areas.

This study was limited to the certain areas of Kathmandu valley namely Bagbazer, Durbarmarga, and Newroad. Only 100 photographs had been selected as the sample of the study. Likewise, this research analyzed the contextual meaning of discourse used in sign boards.

Similarly, this study was limited on the linguistic features used on signboard. Furthermore, only public and commercial signboards used on shops, restaurants, and the streets were chosen as the data. Only purposive non-random

sampling method was used for data collection. In the same way, this study was limited on finding out the meaning and functional aspect of discourses used on signboards.

Operational Definition of the Key Terms

The key terms that had been used in the study were as follows:

Code mixing/ switching. It is a language used synonymously i.e. a mixture of different codes/ words in this research. Code- mixing/ switching is any admixture of linguistic elements of two or more language systems.

Discourse analysis. Discourse analysis means the analysis of language in use. The analysis is not limited in only analysis of linguistic form but it tries to explore the text and context. According to Paltridge (2012) it takes the relationship between language and social and cultural context where language is used.

Discourse. Discourse is used as structure collected on texts and associated practices of textual production, transmission and consumptions located in historical and social context (Fairclough, 1992). It is concerned with the study of the relationship between language and context in which it is used.

Linguistics features. Linguistic features refer to the intra- sentential language mixing, transliteration, switching, translations, style, and scripts of English usages in public spaces. Generally, linguistics features refers to the use of code- mixing/ code-switching, transliteration, styles, scripts and translation on commercial billboards and sign boards.

Linguistics landscape (LL). The term Linguistic landscape refers to the language of billboards, shopping streets, commercial shop signs, street names, public road signs, and place names which are used by the people widely on public spaces. It is verbal and nonverbal use of language in public place.

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

Sign board. It is a board displaying the name or logos of a business or product. It gives the some information about a particular place, product, or event.

Style.It includes the way of individualizing an act of speaking and writing, use of linguistic description and stylistics devices, and use of special grammar or lexis.

Translation.It is the process of translating word, phrases or any texts from one language to another. It can be the word to word translation or sense translation but the theme of the texts shouldn't be changed.

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

Chapter II

Review of Related Literature and Conceptual Framework

This section provides the information of previous research study and other related literature of writing. This chapter includes the review of related theoretical literature, review of the related empirical literature, implications of the review of the study and conceptual framework.

Review of Theoretical Literature

The review of theoretical literature gives an insight to the researcher related to a number of aspects that helps directly and indirectly in the research topic. Theoretical framework helps to investigate the problems that researcher wants to do. The theoretical literatures I have reviewed are discussed in this section:

An introduction to linguistic landscape. The first use of the linguistic landscape as a field of study was introduced by Landry and Bourhis in 1997. Since then, different scholars have investigated different aspects of linguistic landscape and expanded this field of study into different branches. According to Landry and Bourhis(1997)

The language of public roads and advertising bill boards, street names, commercial shop signs and public signs on government building combines to form the linguistics landscapes, of a given territory, region or urban agglomerations. The linguistic landscapes of a territory can serve two basic functions: as informational function and a symbolic function (p.25).

In the above definition, the linguistic landscapes were public signs. Public signs can be the newspapers, images, logos; digital contents, advertisement. The size can be small or huge; billboards of a big public institution or a private business in diverse spaces. People are surrounded by the linguistic landscape in every moment but they hardly notice the language used in the specific linguistic characteristics of the linguistics landscape.

The signs and symbols deliver social meaning along with social contexts in city spaces. The statement supports to the specificity of the context within a space in which textual signs and symbols are displayed through concept of official or unofficial advertising. LLs are also used in order to disseminate message of general public interest like information, directions, warning, marketing, advertising etc.

The concept of LL was first drawn by Landry and Bourhis (1997) in their seminal work on ethno-linguistics vitality and signage in Canada as "Visibility of language on objects of languages on objects that mark the public space in a given territory".

Gorter and Cenoz (2008) say "Cities and towns are particular research sites or linguistics landscape such as the main streets, commercial and industrial areas". The densely populated areas are the main sampling areas for the linguistic landscape. Urban places are filled with numerous signboards in comparison to rural places and the study of linguistic landscape is easy to those areas where the LL is easily available within small area of multilingual and community. We can see the language signboards everywhere specially in the city, hospital and market areas.

Akindela (2011) conducted research entitled "Linguistic landscapes as public communications: 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.

Shohamy and Gorter (2009) described linguistic landscapes "the language in the environment words and images displayed and exposed in public places". The linguistics landscapes use the language that displayed from pamphlets to huge signboards and has multiple relations with sociolinguistic and language policy.

Ben- Rafel (2006) says that linguistic landscape refers to "any item that marks the public item from road signs to private names of streets, shops or schools", and these items are important factors in helping visitors and residents to develop a picture of a certain place and distinguish it from other places". Here, objects and signs refer to any language which is displayed in public places. Signs are the written pieces of the

text found in public places which can be advertisement, pictures, animation, logos, diagrams, and other visual effect.

Backhaus(2006) states that " signs is any pieces of written text within a spatially definable frames including anything from the small handwriting sticker attached to a lamp-post to huge commercial billboards outsides a department store". Signs are found in the everywhere including supermarket, products and public places.

Concept of discourse analysis. A speaker, in contrast, once getting the turn has to organize what he intends to say, considers what the other participants of the conversation knows and do not know, and do not know, as well as sequence everything in coherent way (Yule 1996). But when writing a message down instead of talking other people, the speaker (who is now the writer) has to consider the absence of listeners' immediate interactive feedback which makes his message more complex to organize. Similarly, American linguist Zellig Harris first introduced the discourse analysis in 1952. He explained discourse analysis as a way of analyzing connected speech and writing.

Discourse analysis describes and investigates the structural mechanism a writer has to deal with when articulating his message. Discourse analysis covers both written and spoken form of language. It studies the relationship between language and context in which it is used. According McCarthy (1991) discourse takes into account the relationship between language and social and cultural context where language is used. Likewise Cook (2004) states that discourse analysis is not focused only on language it is also examines the context of communication where it concerns things like; who is communicating with whom and why; in what kind of society and situation; through what medium ; how different types and acts of communication involved; and their relation to each other's. Discourse is not only about the language use, it also concerned with who used it which situation and why.

Features of linguistic landscape. Feature of linguistic landscape refers to the styles or elements of language which make the sentences unique, catchy, attractive and more explicit. It includes scripts, transliteration, code mixing, code switching, stylistic and translation (Wang, 2014, as cited in Blommaert, 2014).

Scripts. It is the system of writing adapted to a particular language or set of languages. It gives the symbolic meaning to the eyes with pictorial clarity in LL. Curtin (2008) opines that language scripts as signifying power and solidarity. She adds scripts as the means of any language/signs that include social expressions, identify, profitability, modernity, ideology, prestige and representatively. She claims that scripts is cool and fashionable that means the decoration of language forms in terms of mono/ bi/ multilingual/ images scripts with aboard and clear meanings.

Codeswitching/ code mixing. The code mixing emphasizes on hybridization of words and phrases. It serves the mixture of morphemes, words, phrases and the sentences. Similarly, code switching emphasizes on the movement from one language to another. It serves the as a switch between word phrases or sentences. Bokamba 1988(as cited in Ndebele,2012) define the both concepts as:

Code switching is the mixture of the words, phrases, sentences from two distinct grammatical (sub) systems across sentences boundary within the same speech event. Code mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (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).

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 language and different culture come into the contact constantly. Managing linguistic and cultural variation has now become vital to our lives. Code- mixing has become socially and communicatively unavoidable and it helps us develop and develop relationships and enable us to adjust and adapt in the environment we are in. (p.2)

Transliteration. Transliteration is the branch of translation which involves converting the message from one script to the script. It translates the text from one writing system to another while keeping in its theme. Goldwasser and Roth (2008) said that "Transliteration is the process of transcribing a source of language to some target language based on phonetic similarities between the entities" (p.353).

It is primary concerned with representation of perfect, accurate and unique characters of the texts, without losing the representation of the sounds of the original texts. It is the process of converting the text from one script to another without any loss in contents. 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. 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 Romans for writing on wax table. Style incorporates a way of showing the function of language that implies registering a language, analysis of grammar and stylistic devices.

Richards and Schmidt (2002) "Stylistics is the study of that variation in the 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 includes different styles of sign, to the symbols, texts, painting and inscriptions with prior to the given contexts and creation of the users to the audience. It is meaningful use of written language and literary texts in form.

Stylistics 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 LL. So, Stylistics acts as an approach to the analysis of literary texts using linguistic description, a culture mark/sign, an individual choice and arrangement of linguistic units according to the context.

Translation. It is the process of conversion of different language from one medium to other medium of language. It refers to the form of translating the words or texts in order to convey the message easily as well as to create the communicative situation to be convenience.

According to Bassnett- McGuire, 1988 (as cited in Sankoloba- 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 the SL will be preserved as closely as possible but not so closely that the TL structure will be seriously distorted (p.30).

Analytical framework of linguistic landscape. An analytical framework of linguistic landscape is categorized into different parts which are described below with the sub categories of each.

Socio-political meaning in LL. Linguistic landscape (LL) and it is the reflection of the society and it helps to reflect the socio-political context of given space. The linguistic landscape contains the purposive meaning, symbolic meaning, gender meaning, and identical meaning to the public. LL is always representative and it is also the representative of language policy. According to Cenoz and Gorter (2008) "linguistic landscape is additional sources of input in second language acquisition". It means second language teachers and students can teach and learn the second language through the linguistic landscape. Similarly, the language, signs use in LL represents that particular society and meaning of those words can be different from society to society as well.

Signs in linguistic landscape. Landry and Bourhis (1997) mentioned that Linguistic Landscape has two main functions: symbolic and informative. Linguistic landscape is not only about how beautiful are the signs rather it is informative and provides the information about when, what, where, and how related questions to the signs. Similarly, signs in linguistic landscape indicates symbolic function which contains images, written languages, written language and semiotics. Some of the signs used in LL are as follows:

Informative signs. It is the signs which are very legibly printed and very noticeable card that informs the people of the purpose of an object, or gives them instruction on the use of something. Traffic signs include signs of go, stop etc. Similarly, it serves to inform the linguistic characteristics, territorial limits, and language boundaries of the reason they have entered.

Advertising signs. It is the signs used in advertising devices placed on or before premises to identify its occupant and the nature of the business or its product. It helps the people to identify the quality of the brand. Different companies use different signs for introducing their company for example the popular CG Company has their own sign. Similarly, the nonprofit organization UNICEF has its own sign.

English and Nepali language. Language used in linguistic landscape refers to kind of language used in linguistic landscape. Kathmandu is the capital city of Nepal. So, most of the places in Kathmandu, English and Nepali language are used in Signboards. As a result I choose only these languages' signboard as the data for the research.

English language. English is spoken in different parts of the world but it is not obviously and exactly same English that people use all over the world. There are more than 1.5 billion English language speakers in the world but their English are different because of dialect and idiolect and register. World English is cover term to denote the English which refers to English language communities from all around the world. Kachru's three concentric circles are very helpful to categorize English language communities from all around the nation. World English includes all the English language communities from Inner Circle, Outer circle and Expanding Circle. Kachru and Smith (1985) talk more about World English and say: "World English symbolizes the functional and formal variation in the language and its international acculturation. The language belongs to those who use it as their first language, and to those who use it as an additional language, whether in its standard form or in its localized forms". The English language use in the inner circle countries like Britain, America, and Canada are known as a Standard English and the English used in the outer and expanding circle is known as localized form of English.

Like other countries of the world, English plays very vital role in education and market of Nepal. And its craze is increasing day by day. Every parent wants to put their children in English schools for fluent English speaking and creating the English speaking environment at home. Similarly, we people can see the English signboards and billboards everywhere though English language is not originally emerged in Nepal.

Nepali language. Nepali language is an Indo-Aryan language of sub branch of Eastern Pahari. It is official language of Nepal. Similarly, it is spoken in the different countries of the world including India, Bhutan and Myanmar. Historically, Nepali language was known as Khas speech. The origin of Nepali language is Sinja valley of Jhumla. King Prithivi Naryan Shah had big contribution to make the Nepali language as the official language. Census 2068 shows that 44.6% people speak the Nepali language as their mother tongue.

Nepali language is medium of education in the most of schools. So, most of the Nepalese people can read and speak Nepali language fluently. For the different purpose Nepali language is widely used in Nepal. To promote their business people use the Nepali language especially in the sign boards and billboards. For example most of the customers are Nepali as result businessmen choose Nepali language in signboards and billboards.

Review of Empirical Literature

Many research works have been conducted in different aspect of LL around the world and it is new area for research in Nepalese context. Some of the study related to LL is reviewed here.

Laundry and Bourhis (1997) conducted their research on "Linguistics Landscapes and Ethno linguistics vitality an empirical study". He observed the perception of Francophone high school students of public signs in Canadian provinces. The study didn't analyze the actual signs. The study had aimed to introduction 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 linguistic landscape to vitality beliefs ethno linguistics identity and language behavior. They had chosen the students of grade 11 and 12 as the populations of the study. Questionnaire and test were used as tools for data collection. The conclusion was the information and symbolic functions of the linguistic landscape may constitute and important factors in the processes of language maintenance and language shift for ethno linguistics groups regardless of the strength of their vitality.

Cenoz and Gorter (2006) studied on "Linguistics and Minority Language" which focuses on the linguistics landscape of two streets of two multilingual cities in Friesland (Netherlands) and Basque country (Spain), where minority language is spoken. Their major objectives were to analyze the minority language, find out the language on the signs and characteristics of bilingual and multilingual signs. They used 975 pictures as data collection tools. Non purposive sampling was used as a sample procedure. And the conclusion was LL is related to the official policy regarding the minority language and that are important different between two setting.

Sayer (2009) studied on " Using the linguistic landscape as a pedagogical research". The main objective of the study was to analyze the different social meaning of English using the public signs in local EFL community of Mexico. With an aim to discuss on the idea of LL and describes a small scale research on LL. This study identifies six social meanings represent signs and photographs and suggested some implication on LL. The study used 250 signs and identified connection and pattern across part of data within 6 themes. He designed the LL research project called 'environment English'. The tool for data collections was qualitative content analysis. He reached in the conclusion that some signs are clearly intended to convey the information to the foreign visitors.

Bohora (2010) carried out a research entitled "Code Mixing in the Television Program 'play It On'. The main objectives of this study were to find out and analyze the English code mixing in television program 'paly it on'. He used survey research design. For this study twenty episode were taken as sample using non- random judgmental sampling procedure. It showed that English code mixing in television program is a natural phenomenon. This study found that words that are used in day to day communication were used maximally in television program.

Akindele (2011) conducted the research on the "Linguistics Landscape as Public Communication: A study of public signage in Gaborone Bostswana". The objectives of the research were to analyze the linguistics situation of Gaborone Botswana, including the common pattern of language usages, offices languages policies, prevalent language attitude and long term consequences of language contact among others. Through the random sampling technique 270 photographs were collected. Similarly, he used the interview as tools for data collection. And the

findings were economic activities and the globalization in Gaborone Bostswana including domination of English in the LL and the city is moving towards the multilingualism in English, Chinese and Setswana.

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 activities and street artists. In conclusion, 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 indentified 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.

Chhetri (2012) carried out research on "Code Mixing in Nepali film songs". His objective was to find out and analyze the code mixing in Nepali film songs in term of language function, word class, sentence type etc. He used survey research design. he used checklist and observation as the data collection tools. He used purposive non-random sampling. He sampled 30 instances of code mixing. He found that the words specially adjectives and adverbs are maximally used and regarding language function warning, ordering, requesting, scolding etc. were mainly used.

Babur (2014) undertook a research on 'Discourse Analysis of Advertisements of School admissions in Pakistan'. The purpose of the research were to find out which devices of language do the school use in their advertisement and to picture out how and why schools makes use of pictures in the advertisement. The researcher investigated different school brochures which are meant to be published for admission purpose in Pakistan using Fairclough (2003) three dimension model of CDC. The researcher found out that the use of language in school advertisement is astonishingly manipulating.

Romanenko (2014) carried out research on the research entitled "Linguistic Analysis of on-line Advertisement in English". The main objective of the presented study 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 and 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 were analyzed. The finding conducted statistically that the most commonly linguistic means in advertising slogan in relation to the thematic domain.

Kathpalia and Wee Ong (2015) studied a research on the "The Use of code-Mixing in India Billboard Advertising". The main objective of the study was to analyze the aspect of Hindi- English code mixing involving literary devices in the 'Amul Butter' advertising campaign which uses billboards to advertise its product throughout India. 1191 billboards spanning years 2000 to 2013 through online advertisement of Amul Butter products was used as a data. Observation was used as a data collection. In conclusion they found that the mixed language of billboards showing the figures of speech employing that included alliteration, allusion, assonance, blending, compounding, irony, metaphor, onomatopoeia, oxymoron, parody, puns, and rhyme.

Rai(2018) conducted the research on "Localization English in Linguistic Landscape in Kathmandu". She had chosen 100 photographs of public signs through the non random sampling. The main objective of the study was to explore the reasons behind the localization of English language in shop signs. The finding was localization of LL were used because it was for market trend, a long stance practice, random use of English language, modern language, prestige reason, eye catchy nature of English language and to promote the localized English.

Bhattraï (2018) studied on "Linguistic features in English usages on commercial billboards in Kathmandu valley". The main objective of this study was to analyze motivations in the use of linguistic features in English usage on LL of commercial billboard. She selected 100 photographs from streets of Durbargmarg, Budhanilkantha, New Baneshwar, Tripureshwor and some street of Lalitpur Districts by non random sampling. The finding was the reason of using linguistic features in

commercial billboard was to attract the customers and make them readable to the context.

Joshi (2018) conducted the research on "Use of language in advertisement: A linguistic perspective". The main objective of the study was to explore the use of language on LLs of advertisement in terms of: I) nature of language, II) Linguistic features, III) Creativity and forms of language use. He used the survey research design which provides a qualitative or numerical description of trends, attitudes, or opinion of a population by studying a sample of the populations. He chose the eighty non-governmental LLs related advertisement in the different part of Kathmandu valley. He used the checklist and observation as a research tools. He mentioned that he used the statistical tools for data analysis and interpretation. The finding of that research was there are altogether six languages used on LLs of different areas of Kathmandu district. They are English, Nepali, Newari, Japanese, Chinese and Korean. Similarly, he found that linguistic features like transliteration, translation, code mixing were used in LLs. He found that to make the advertisements attractive people use the picture of people and different things.

Pujara (2018) conducted a research entitled "Language Formation in Linguistics Landscape and Teachers' view on its use for ELT pedagogy ". The main objectives of the study was to find out the language formation system of language used and priority given in language selection of language, transliteration, translation and code- mixing etc. and the next objectives is to explore the view of English teachers on LLs in relation to ELT classroom. He adopted mixed method design in which the qualitative and quantitative data bases are analyze separately. He used both primary and secondary sources for data collection. In the process of data collection, he used both checklist and semi-structure interview for quantitative part is study 100 non- governmental LLs from three different areas of Kathmandu were as population. They were collected from Kritipur, Bagbazar and Thamel. For qualitative parts of his study he selected five secondary level teachers from Kathmandu district by purposive non-random sampling. His research shown that there were used altogether seven languages of three different areas of Kathmandu district as LLs. They are: English, Nepali, Newari, Urdu, Chinese, Japanese and Korean. Among all sample of three areas, seventeen LLs were unilingual, twenty three bilingual and four multilingual.

The English language has been given most priority on LLs in Kathmandu district. It was found that none of those teachers were familiar with the concept of LL and all the teachers were found to be positive regarding the use of different LLs as teaching materials in the classroom.

Likewise, Thapa (2018) conducted a research entitled "Linguistic Landscape in the Signboard of Governmental and Nongovernment Organizations". The main objectives of this study are to explore the choices of the languages used on the signboards of governmental and nongovernment organizations. He adopted descriptive research design to find out the necessary facts, opinion and practices. He used both primary and secondary sources of data to find out the necessary data. Semi-structured interview is used as a tool for data collection. He collected 100 photographs from different places of Kathmandu valley and six people from different governmental and nongovernment organizations. He used non-random purposive sampling to select sampling for the study. At last he found choices of language used and the purposes of using those languages on sign boards of governmental and nongovernmental organization.

Linguistic landscape is very interesting area for research. In the context Laundry and Bourhis (1997) conducted their research on "Linguistics Landscapes and Ethno linguistics vitality an empirical study", Cenoz and Gorter (2006) studied on "Linguistics and Minority Language", Akindele (2011) conducted the research on the "Linguistics Landscape as Public Communication: A study of public signage in Gaborone Bostswana", Sayer (2009) studied on "Using the linguistics landscape as a pedagogical research", Papen (2012) conducted research entitled "Commercial discourses, Gentrification and Citizens' Protest: The Linguistic Landscape of Prenzlauerb Berg, Berlin", Rai (2018) conducted the research on "Localization English in Linguistic Landscape in Kathmandu", Joshi (2018) conducted the research on "Use of language in advertisement: A linguistic perspective", Bhattra (2018) studied on "Linguistic features in English usages on commercial billboards in Kathmandu valley". But all these studies are different from each other's. I am also doing research on the same area Linguistic Landscape. My study is also different than them because I choose the three different areas of Kathmandu valley namely

Bagbazzar, Kritipur, Darbarmarga. Similarly, I chose the picture of signboards as a data. Similarly, their objectives of the study are different than mine.

This study explored the meaning aspect of the discourse used in signboards. By observing the previous study, the researcher came to know that using linguistic features in linguistic landscape is common. The researcher found out meaning of discourses used in signboards and how the discourses instruct, guide and help the people to reach in their destinations. How the linguistic features were used is also studied in this study. As per my knowledge, this study found out the meaning of discourses and roles of the linguistic features to being clarity and uniqueness and attractiveness in signboard.

Implications of Review for the Study

Basically, literature review plays the significant roles in research process. It is contentious process of the research study that started from topic selection to the writing the report. It is integral part of any research study to complete the study successfully. By reviewing the literatures I got the concept of linguistic features and linguistic landscape. It provided insight about the objectives, research questions, methodological procedures and other important aspects of research. That is to say, it helped the researcher to bring the clarity and focus on research problem, methodology and contextual findings.

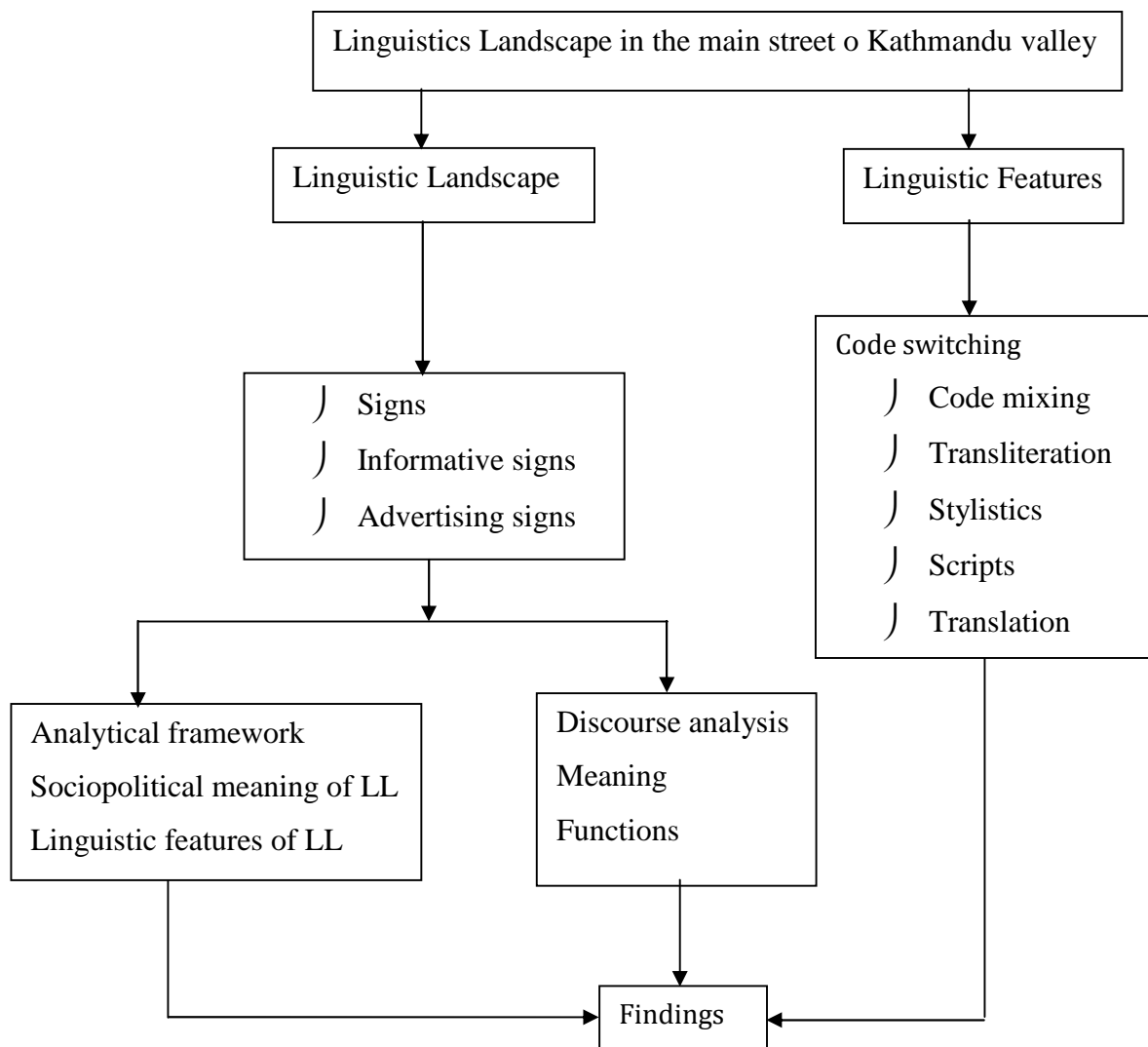
Literature review helped to expand the horizon of knowledge related to the particular area. I can contextualize the findings after analyzing the collected data. The review of empirical literatures helped me to select the topic, find out the objectives and to develop the methodology for the study. The work of Landry and Bourhis (1997) helped me to conceptualize the LL in my study and made clear about the linguistic landscape. Similarly, Cenoz and Goter (2006) helped me to develop on insight into the aspect of LL. Likewise, Kathpalia and Wee Ong (2015) and Saylor (2009) helped me to take an idea of Linguistic features. Akindele (2011) helped to select the methodology for the research. Moreover, Rai, Bhattraai and Joshi (2018) helped me to select the research problems and tools.

Likewise, from Bohara's (2010) study, I understood that the code mixing is the natural phenomenon in day to day communication. Subedi (2014) concluded that code is common phenomenon in Nepali literature and different readers of Novel perceived mixed codes as new trend of literature writing.

Finally, reviewing the above researchers' study I got basic guideline to develop theory of my research.

Conceptual Framework

The researcher conceptualized the following framework:



Chapter III

Methods and Procedure of the Study

This chapter includes design of the study, populations, sample and sampling procedure, research tools, sources of data, data collection procedures, data analysis, and interpretation procedure and ethical considerations.

Design and Method of the Study

This study adopted descriptive qualitative research design. It generates the data that describe the 'who', 'what', and 'where' of event or experiences from subjective perceptives. In the qualitative research design researcher collects the data, analyses the data and carry out the findings.

Qualitative descriptive research is a term that is widely used to describe qualitative studies of any social phenomena (Lamberts, 2012). This is the descriptive qualitative research design. It analyzes the discourses used in signboards and explores the features of linguistics landscape. It describes and analysis of the language used in signboards. Descriptive qualitative research design is acceptable and available label. Descriptive qualitative research design involves gathering the data that describe the event and then organizes, tabulates, depicts, and describes the data collection.

This study followed the descriptive qualitative research design and tries to find out what kind of linguistic features are used in signboards including code mixing/switching, translation etc. Similarly, I chose the descriptive qualitative research design to get the detail qualitative data. Observation was taken as the tool for data collection. I visited the three busy streets of Kathmandu valley namely Durbarmarg, Newroad and Bagbazzar and take the photos of signboard as a data.

Descriptive qualitative research design is a comprehensive summarization of specific events experienced by individuals or groups of individuals in everyday terms. It involves gathering data that describe events and then organize, tabulates, depicts and describes the collected data. Descriptive qualitative research is a term that is widely used to describe the qualitative study of any phenomenon (Lamberts, 2012). It focuses on what, where, when and why etc in research. I tried to analyze the

discourses used in signboards in terms its meaning and functional aspects. Similarly, I tried to explore the features of linguistics landscape and to select some pedagogical implications through this research. And I found that descriptive qualitative research design is one of the best research designs to meet my objectives So, I chose this research design.

Population, Sample and Sampling Strategy

Signboards were population for the study. One hundred photographs of the signboard were taken as the sample for the study. Those samples of the study were collected through purposive non random sampling. And those samples were collected from the three main busy streets of Kathmandu valley named Newroad, Durbarmarga and Bagbazaar. The reason behind the selection of the concerned streets was that they depict the most use of Linguistic landscape on the public signboards.

Research Tools

I used observation and photographs of signboards as the main tools for data collection.

Sources of Data

Data are the unit of information which helps the researcher to justify, analyze and draw the appropriate findings. Data include numbers, opinion, images, figures, fact or ideas and other relevant materials. It helps the researchers to justify, analyze, and draw appropriate findings. There are primary and secondary sources.

Primary sources. Here, the primary data were altogether one hundred photographs from different three busy streets of Kathmandu valley named Durbarmarga, Newroad and Bagbazaar.

Secondary sources. The secondary sources of data included readily available others' books, journals, research, articles etc. Here, the researches of Sayer (2009), Kathpalia and Wee Ong (2015), Laundry and Bourhis (1997) Cenoz and Gorter (2006), Akindele (2011), Sayer (2009), Rai (2018), Bhattra (2018), Joshi

(2018), Pujara (2018), Thapa (2018), Babur (2014), Romaneko (2014), Lamberts (2012) were taken as secondary sources for this research.

Data Collection Procedures

I followed the step wise procedures to carry out the investigation in order to collect the authentic data. At first, I visited different streets of Kathmandu valley like Durbarmarga, Newroad and Bagbazzar. Then after, I captured the photographs of Signboards which were found in Newroad, Durbarmarga and Bagbazzar. After that, I spent more time on observing discourses used in signboards and features of linguistic landscape used in the collected signboards.

Data Analysis and Interpretation Procedures

The process of data analysis and interpretation started after the collection of raw data from observation. I used the Descriptive method for the data analysis and interpretation. It seemed as the process of systematic procedures of collecting data, observing, organizing and structuring them. It helped to get meaning from the raw information and I interpreted under different thematic headings. To fulfill the first objective, I observed the data and I analyzed the discourses used on signboards in terms of its meaning and function aspects. After that to meet second objective I observed the data systematically and analyzed them descriptively and point out the linguistic features use on different signboards.

Ethical Considerations

Ethical consideration plays a very significant role in the research. So, while conducting the research, I was careful about ethical issues. To maintain the ethicality, I cited all research works from different scholars which helped me while doing thesis writing. I collected the data from different multilingual and multiethnic locality and only those photographs which were public displayed. The collected data kept confidential and used only for research purpose.

Chapter IV

Analysis and Interpretation of Data

This chapter mainly concerned with analysis and interpretation of the data. The collected data for the study was analyzed and interpreted to derive findings and fulfill the objectives of the study. So, this chapter of the thesis includes the analysis and interpretation of the Data.

Analysis of the Data and Interpretation of Results

100 photographs were taken as a data for this research. The data were collected from the very busy streets of Kathmandu named Newroad, Durbarmarga, and Bagbazzar. These places were chosen because they were recognized as the area of business and different educational institutional. I wanted to inform the people about the meaning of discourses used on signboards. Similarly, I wanted to inform the teachers how signboards are taken as a teaching material. Likewise, through this research I wanted to explore the linguistic feature used in signboards.

The first part deals with micro level of analysis, it analyze the contextual meaning of discourse used in signboards. The second level of analysis finds out the features linguistic landscape. The third part of analysis finds out the pedagogical implication of signboards. The research has tried to study as depth as possible to gain the motto of thesis. Data for the different objectives of the study are analyzed in sub topics.

Meaning of discourse used in signboards. Here, this section focuses on the contextual meaning of discourse and its function on the particular context. A single word has the multiple meanings. So, it is very necessary to find out the particular meaning of the word in the particular context.



Picture1: pictures of Signboard from Darbarmarga

The collected data was taken from one of the hotel from Durbarmarga. This signboard was used to inform the people about opening or closing condition of the hotel. It invited the people to visit there. It used the verb phrase. No complex words were used there. The discourse "come on in we're open" was used in signboard. There we meant hotel. And whole discourse meant the hotel was opened for the peoples' services. Similarly, it played great roles of informing the people about hotel.



Picture 2:Picture of Signboard from Newroad

The collected data was taken from the Newroad parking area. This sign board used collaborative noun "taxi stand". Generally, it put on the place where vehicles can allowed parking specially, taxi. It informed about the costof parking to the general people. It was informative signboard. It informed the people where to park.

This signboard does not follow subject, verb and object pattern though it informs the people.



Picture 3: Exemplar of Signboard Taken from Darbarmarga

This photo of the signboard was taken from the Durbarmarga which informed the people about not to directly turn the vehicles. If the people have turned their vehicle wherever they want, traffic police can take the charge. This signboard seemed simple and informative. The signboard used English script as well as it used perfect sign of no u turn. The sign used over here also made the illiterate people to get the meaning of the discourse. So, the signboard helped to both the visitors and traffic police.



Picture 4: Picture Taken from the Newroad

This signboard was informative. It is in Nepali script with some pictures and signs. Due to the corona virus people have frightened to talk nearly, join the hand and walk in the crowd. Though, people obliged to go to offices, walked in the crowd. So that by taking the preventions (using the masks, washing the hands with soap before and after touching the stuffs and if washing was not possible use the sanitizers) they went to work places. People were busy in their daily life. Here, the Nepali sentence "Tapaiko mask khoi?" was used which was in interrogative form but the exact intention of this sentence was not to forget to wear mask. Similarly, to support this sentence the picture of mask, washing the hand with soap, worn mask was attached.



Picture 5: Picture Taken from the Bagbazzar

This picture was taken from the Bagbazzar. It was informative signboard. It was in Nepali script. It used to inform the people not to horn. As a result it helped to reduce the sound pollution. Simple Nepali sentence "HornNisedh", " Kripaya Horn Nabajaunu hos" were used with perfect picture which meant no horn and please don't horn respectively. These phrases were simple in the sense of getting meaning. This signboard was clear, meaningful and attractive.



Picture 6: Picture Taken from the Newroad

This picture 6 is the signboard used in the private shop of Darbarmarga. It was used for promoting the business. The Script of the signboard was in Nepali language. Similarly, there was linguistic feature of code mixing. All the words used over there were like "swostherasaundryakolagi, jadrakshichutaunachayapotohataunahimalayan" which had a Nepali meaning but the word "Teleshop" was English word which meant using the telephone or internet to buy goods. So, we can say that this signboard had the linguistic feature code mixing. The meaning of whole discourse was health is important and removes the addiction of alcohol and to prevent the beauty that is to say to remove the melasma in touch with Himalyan Teleshop. Like wise to highlight the business the shop owner different colored in the Signboard.



Picture 7: Picture of Signboard from Bagbazaar

Picture 7 was the informative signboard which informed the people not to enter and go outside to the construction area. This was the notification for the constructor of the Kathmandu view tower and the people who planned to visit view tower. This signboard strongly abandoned the people to enter the construction area due to covid 19. Most of the discourse in signboard is in Nepali script except “No entry” and “covid 19”. Even the illiterate people could guess the intention of signboard because the picture exactly expressed the meaning of discourses over used there. This signboard was prepared by JalesworswochchanndaBikoi Builds P.V.L.



Picture 8: Picture Taken from the Darbarmarga

This signboard was taken from the construction area of Darbarmarga. That was the informative signboard. It informed the people not to smoke the cigarette and Tobacco in the construction area. If they smoked the cigarette took tobacco there, they had to pay 100 rupees. This signboard was posted outside the construction area because the construction area was not safe or there may be the danger of firing. Similarly this signboard had another linguistic feature such as using Nepali script. It also highlighted the main points with red color for example the line of 100 rupees charge and restricted area and picture of not to smoke cigarette was highlighted by the red color. Even the illiterate people guessed the meaning of this signboard by seeing the picture used over here.

The meaning of signboards was simple and clear. There was not any use of vague and ambiguous words. There was use of contradict words. Similarly, there was the use of abbreviation but sentences were meaningful. The signboards used symbols and signs which made the sentences meaningful.

Linguistic features in English usage on LL. While exploring the use of linguistic features in Linguistic landscape of informative and advertising signboards. While collecting the data I knew that the Kathmandu valley is filled by the photographs, symbols, logos, arts, inscriptions, signs, and texts with meaningful deliberation of contents of the audience. I came to know that linguistic features had served as identification, policy and power, indigenized, hybridized forms, domination and appropriation of English usage by the LLs (Shohamy & Gorter, 2009).

According to Blommaert (2013), LL studies "offers the fieldworker a relatively user- friendly toolkit for detecting the major features of sociolinguistic regimes in an area: monolingual and multilingual" (p.6). The study helped to investigate the areas of linguistic features, whether the texts on LL were official languages or hybridized languages and one language policy of a particular areas or multiple language used on that place. Based on his theory, this areas of study also concerned to use of language features, the study was analyzed on the basis of major features like code-mixing/switching, transliteration, translation, stylistics and scripts.

To meet second objective of this study, I grouped out sampled photographs on the basis of linguistic features i.e. code- mixing/switching, scripts, stylistics, translation and transliteration. The data were analyzed under the listed sub topic.

Code- mixing/ switching.Code mixing/ switching refers to mixing of words/ code together to deliver meaningful information to the audience through textual signs and symbols. The selection of use of mixing/ switching words can be observed on the street of Bagbazer, Darbarmarg, Newroad. It was one of the dominant features of signboards and billboards. Many hotels, restaurants, cafes, boutiques, interior shops and clothing stores made the signboards by using this feature.



Picture 9:CodeMixing/ Switching English and Nepali Language

The picture 9 was taken as a sample for analyzing code mixing/ switching. It was a representation of informative signboard in the area of Bagbazar. The image shows that most number of samples constituting as using of mixed/ switched codes along with the use of English and Nepali. Here, the English and Nepali languages were used. The picture showed the direction to the wave institute.



Picture 10: Code Mixing of Nepali and English Language

The picture 10 was taken as a sample of code switching Nepali language to English language. It informed the people not to park any vehicles in front of the shop. This kind of sign boards was visible and clear as a result, owner of the shop didn't need to orally inform the people.

Stylistics. Stylistics is the branch of linguistics that describes the feature of language main styles along with signs, symbols, logos and numerical expression. It is creative, informative and attractive. It is used in different shops, restaurants, boutique and street. It attracts the people as well as informs about the goods, foods and so on. A large number of samples displayed creatively, multimodality and styles on the street of Kathmandu valley by cosmetics, accessories, clothing, bag, medicine, optical automobile, gift, restaurants, and boutique and shoes shops.



Picture 11: Style of Nepali Language with Picture

This picture was taken from the area of Bagbazzar. It was kept in the center of the road because the vehicles were producing the unnecessary sounds. As a result, this sign boards were kept in the busy roads. This sign board used the unique style of discourse and it kept the picture of horn in the mid of the discourses. It attracted the people. It was informative too.



Picture 12: Style of Using Color in the Background of Discourse

This is the picture I have taken from the Newroad area which is in front of the traffic light. It is the unique style of informing the people about traffic light. Here, red color denotes stop, yellow refers look and green signifies go. People easily get the meaning of red, yellow and green with this unique style.

Translation. Translation is the process of translating words or texts from one language into another. It uses the translation of words, phrases and sentence level. It can be English language into Nepali language, Nepali language into Japanese language, and Japanese language into Korean and so on



Picture 13: Translation Nepali Language into English Language

This picture 13 was taken from the Newroad's parking areas. Newroad is the center attraction of Nepali and Non Nepali people for shopping. So, huge numbers of the vehicles are seen there. This was the informative signboard which informed the people about not to park the buses there. Both the Nepali and English languages were used there just to help the Nepali and foreign people to understand the meaning of the discourse used over there.



Picture 14: Translation of the Name of office Nepali into Newari into English

Picture 14 was the signboard of Kathmandu Metropolitan city office. The first phrase was in Nepali language. Similarly, same phrase was changed into Newari language and then after English language. It was informing the Nepali and Non Native speakers about the office. Except the word "Kathmandu" other words was translated Nepali into English language.

Transliteration. Transliteration is also the branch of translation. It converts the text from one script to another script. The cities are covered with the same feature Signboards. Two signboards with the same featured are as follows:



Picture 15: Nepali Language into English Language

Here, the picture 15 was the signboard used in the public place to indicate the area of BhotahitiChowk andShahid Gate. This also displayed a bilingual script. However, the exception in this sample was the usage of Nepali word "Bhotahiti"and "Sahid". there the word"Sahid" meant martyr in Englishbut there the wordSahid gateBhotahitichowk were the name of the places. The notable description was that the use of transliterated feature serves as ease in understanding for the local people as well as foreign one.



Picture 16: Signboard withFeature of Transliteration

This picture 16 was the signboard which had the feature of transliteration. There wasonly two words used. The first word was "Ratnapark" and second one was "Sundhara" which was first time written in Nepali script and second time same words was transliterate into English script. This signboard was used to show the direction to the people. The words used over here were the name of the place. Similarly, this signboard was showing the direction. To make the signboard attractive, it used the green color.

Scripts.Script is the system of writing adapted to a particular language or set of language. It serves with various function and information to the audience, expressing broader and clear meaning in understanding. English scripts only, English with Nepali Scripts, as well as Newari, Chinese, Korean and Japanese Scripts could be seen on the streets of Newroad, Darbarmarga and Bagbazer.



Picture 17: Only Nepali Script

Picture 17 was the signboard of Nepal trade organization in a Nepali script which searches the different problems, solutions and new technique for promoting the Nepalese business. The picture used the Nepali script in a signboard.



Picture 18: English and Nepali Scripts

This picture was found in Bagbazer. It was the signboard of the Educational institute which used the Nepali and English scripts. It was informing the students and their parents about exact flat of the institute. The phrase "Wave Institute" was in English script. Similarly, "MathilloTalla" was in Nepali language. The main purpose of using both scripts was making the signboard attractive and meaningful.

In whole study, it was found that English usage with code-mixing/ switching, stylistics, translation, transliteration and translation, scripts had served public spaces, highlighting meaningful understanding of textual signs. Similarly, it helped to promote the local languages and products beautifully. Additionally, advertisers expressed array of reasons behind the use of linguistic features with English usage on signboards.

Chapter V

Findings, Conclusion and Recommendation

This chapter mainly presents the conclusion of the study and suggestive recommendation for policy level, practice level and further research. On the basis of analysis and interpretations of data, following findings about analysis and motivations in the use of Linguistic feature in the use of LL of signboards have been outlined here.

Findings

This thesis entitled "Discourse analysis of the linguistic landscape in the main street of Kathmandu valley" was carried out to analyze the contextual meaning of discourse used in sign boards, to find out the features of linguistics landscape. The main aim of this study was to suggest the pedagogical implications.

Contextual meaning of discourse used in signboard. It was found out that single word has different meaning in different situation. i.e single word perform different meaning in different situation. Here, in the process of research I worked on the discourse used in signboard and see its contextual meaning. Before going to the field I thought the discourse used in the signboard can mislead the meaning but when I collected the data and interpreted them, I found there was the least chance of misleading the meaning of discourse because of the signs used over there. For example there was the traffic signboard in the side zebra crossing in the Newroad. There was the discourses stop, go and look on board and to bring the clarity in the meaning; the background of the discourse stop had red color, look had yellow and go had green.

Similarly, I found that people can get the meaning of discourse used in signboard had the clear and meaningful. Even the illiterate people could get the sociopolitical meaning of the discourse by seeing the signs or picture. Discourse used in the signboard helped the people to reach in the wanted places.

Likewise, there was no any use of ambiguous and mysterious words. So, people got the meaning of the signboards very clearly. They followed the instructions and got the information very clearly.

Linguistic features used in LL of signboard. It was found out that code-switching/ mixing had highlighted an ease in understanding the textual signage using of English code with local languages. It brings the clarity in meaning. Similarly, it facilitated the contextual understanding by usage of English and Nepali codes to provide the information to all the language groups/ audience.

Likewise, translation feature also supported in synchronizing the message/ content to the socio-cultural and socio- educational ecology. I found many signboards having translation feature in discourse which ease the native and nonnative people to get the meaning. It had aimed to put up the local language to be the foundation of nation, to serve the local people and to establish an identification of that very language. Transliteration is also one of the features of translation. I found mostly English and Nepali language were used as the transliteration on the public signboards. It had aimed to increase the craze of Nepali language/ scripts as English language/ scripts.

English and Nepali scripts are mostly used in the signboard. English scripts had established a global medium for publicity at a local level. For the promotion and preserve the Nepali culture, language and values.

Stylistics had displayed a multimodal uses of signboards in the Kathmandu valley. It had showed fusion with different logos, figures and styles of letter and numbers. The reason of using different style in the signboard was draw the attention of the visitors or customers into the discourses.

The reason behind using all the linguistic featured in signboard were to bring the uniqueness, cultural identity, language policy, modernity, eye catchy, specific language status, easy to memorize, creativity, symbolization. The motivation and reason for using linguistic feature was to make signboard impressive and contextual. The main aimed of signboard was to give the information about location or anything else. So many signboards were found in the main street of Kathmandu valley, most of them are either in Nepali or English language. The reason behind choosing these language was to make ease to understand the meaning of discourses to the non native and native people. The majority of people in Nepal speak Nepali language. Similarly, English was found to express the culture as a local space as well as to express strong aspect of cultural sense to the audience. English language had established

globalization of local culture and communicative needs. Scripts of English language along with other languages served the context and content to be readable for the audiences. The common local language had made the signboards to get the access for meaningful understanding through reading, to deliver the message through understanding of different language scripts.

Conclusion

The discourses used in signboard are simple and clear with pictures or sign. And it is made to provide the message or information. There is the use of linguistics features which can make the signboards eye catchy and informative. There is the use of different language or language scripts in signboards mostly English and Nepali scripts are used. The main purposes of using those scripts are to make the signboard readable and get the exact meaning of them.

LL along with linguistic features in English use is increasingly business being adapted by shop owners and nonprofit organization and government for spreading the information to the audience in the Kathmandu valley. Signboards were made attractive by the use of LL. Many scripts including Newari, Japanese, English, Nepali has been used signboard but mostly Nepali and English language are used in the signboards. It has led the expansion and growth of globalization of English language over the city. Similarly, Nepali language has played great role to spread the information to the native people who are not expert in English and other languages.

This study was a descriptive qualitative study to analyze the contextual meaning of discourse used in signboards. Similarly, I tried to explore the features of linguistic landscape in signboards. And I wanted to suggest the pedagogical implications. This study revealed the reality that the people are interesting for adapting the use of linguistic features along with the different scripts but mostly with English and Nepali. It is found that the craze of signboards is increasing day by day. The research also found that the discourses, features of LL and well as signs used in signboards are helping the people to get the meaning very vividly. Likewise, the study found that the English only (roman script), mixing of English scripts with other different version (scripts) and localization of English and translation/ transliteration were interpreted as symbolic and informative purpose for the nonprofit organization,

government and shopkeeper to attract the audience and make them readable to the context.

In conclusion it was found that Kathmandu valley has shown that the city is moving towards multilingualism in English, Nepali, Japanese and Korean and so many other languages. This is the perfect example of globalization of services, goods and economy. People can easily get the meaning of the discourses used in signboards. The sign used over there, linguistic features, discourses had the good combination to express the meaning. Informative and advertising signboards were mainly found. The reasons of using linguistic landscape in signboard were to make the signboards unique, eye catchy and informative. Similarly, teacher can use the signboard as teaching materials and the sign used over there is informative.

Implications

This study found that single word has different meaning in different situation, there were use different linguistic features including code mixing/switching, stylistics, translation, transliteration, scripts. This study has become very much useful and beneficial for the teachers who are teaching speaking in large. From the finding of the study, I would like to suggest few recommendations to the policy makers, practitioners and further researchers.

Policy related. This study can be helpful for curriculum developers, textbook writer, teachers, trainers and experts to formulate the policy relating to encourage the teachers to teach speaking and readingskills in the large size classroom. Similarly, it would be helpful for curriculum development center to incorporate different strategies of speaking and reading skills that can be used in large size of primary and secondary level class.

Practice related. The teachers and students are expected to be supported in analyzing the language in the public space (LL) and challenge the ideological context as well as meaning. The study helps to use linguistic features with English usage as a tool for selecting the appropriate features and functions to learn specific aspect and skill of English use as well as greater understanding of how they are reflected in the language use of the others. This study helps English teachers to recognize the

linguistic landscape usages on public spaces and then, teach through the project work into the classroom. Similarly, the students may develop their thinking of ideas and information toward contextual and functional meaning as learning through LL education.

Further research related. It is the complete study in itself regarding to the objectives of this study. But what I meant is not that this study covers all areas of LL. many researchers can works on the other area of LL in future. Further research can be regularities in the use of LL on the signboards. Linguistic landscape is the new attempt in the area of study to Nepalese context; the further research can be conducted in the urban context on multilingual approach. Likewise the further study as co-related research can be done to explore on the comparison of linguistic landscape on urban or rural area of Kathmandu valley. Similarly, researchers can also research on linguistic analysis on effectiveness in the use of Signboard by taking the publics' thoughts. The teachers', students', customers', advertisers 'and traffics' opinion can be collected which can help further linguistic and educational planning. Therefore, I can strongly prefer to recommend that there is very few researches conducted yet. LL can create new opportunities for English learning and teaching through signage texts into classroom.

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Appendix





