LINGUISTIC LANDSCAPE ANALYSES IN JACAREZINHO-PR AND OURINHOS-SP

ANÁLISES DE PAISAGEM LINGUÍSTICA EM JACAREZINHO-PR E OURINHOS-SP

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Abstract: The contemporary world has experienced broad contact with the English language, which has spread through globalization, in mobility processes, translingual practices and reconfigurations of uses, giving rise to English as a Lingua Franca. In times of globalization, the spread of this language has been accelerated by media, digital and personal contacts. The English language, then, has been adequate and incorporated in different places in a globalized context, both in oral and visual forms in local performances. In this article we bring some examples of linguistic landscape, i.e. manifestations of the English language (and also other foreign languages) in signs, advertisements, names of commercial establishments, semiotic resources, among others, in the cities of Jacarezinho-PR and Ourinhos-SP, according to the research conducted in the year 2016. The data reveal that the choice of the English language in the names of the establishments in those cities is related to the prestige that this language represents, present in the fashion world, technology, personal influences, status, identity and mobility.

Keywords: Globalization. Linguistic landscape. English Language. Jacarezinho. Ourinhos.

Resumo: O mundo contemporâneo tem experienciado um amplo contato com a língua inglesa, no qual tem se disseminado por meio da globalização, em processos de mobilidade, práticas translíngues e reconfigurações de usos, dando origem ao Inglês como Língua Franca. Em tempos de globalização, a disseminação desse idioma tem sido acelerado pela mídia e pelos contatos digitais e pessoais. A língua inglesa, então, tem se mostrado apropriada e apresentada em diferentes lugares em um contexto globalizado, tanto nas formas orais e visuais nas performances locais. Neste artigo trazemos alguns exemplos de paisagem linguística, ou seja, manifestações da língua inglesa (e também outras línguas estrangeiras) em placas, anúncios, nomes de estabelecimentos comerciais, recursos semióticos, entre outros, nas cidades de Jacarezinho-PR e Ourinhos-SP, de acordo com a pesquisa realizada no ano de 2016. Os dados revelam que a escolha pela língua inglesa nos estabelecimentos comerciais daquelas cidades está relacionada ao prestígio que essa língua representa, presente no mundo da moda, na tecnologia, nas influências pessoais, status, identidade e mobilidade.

Palavras-chave: Globalização. Paisagem linguística. Língua Inglesa. Jacarezinho. Ourinhos.

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Introduction

The spread of the English language is undoubtedly linked to globalized information that emerges from the need of communication among people, not only in the technological environment but also as a way of adding value to their products.

This process is not something new or recent, since commercial networks in several continents have existed for a long time (WANG et al., 2013). In addition, these authors also mention the stages of globalization, including the Colonial Age and the post-Cold War era, which have consequently brought large global flows related to people, goods, and linguistic, cultural, technological, and several semiotic resources.

Block, Gray and Holborow (2012, p.58) mention that "the globalising world is dynamic", which encompasses flows of people, technology, commercial and financial, information and ideas, which are related to human rights, environment, among others (APPADURAI, 1990, 1996). Facing these diverse contexts involving globalization, the authors reflect on its two sides: either it can be considered as homogenizing in terms of economic, political, social and cultural phenomena or there is heterogenization, due to diversity.

Reflecting on the actions of the global over the place, these authors draw attention to the term glocalisation, which they say it "is associated with the cultural theorist Roland Robertson and it is used to capture the idea that the global does not merely overwhelm or swallow the local; rather, syntheses emerge from contacts between the global and the local." (BLOCK, GRAY, HOLBOROW, 2012, p.137). Glocalization, then, would be a movement of resistance to globalization, or it would be a way of balancing the influences of the global from the local, also considering the influences of global languages for the local languages and cultures, as it happens in multilingual and multicultural contexts, including superdiversity and English as a Lingua Franca interactions.

By the way, the superdiversity term is known as "the diversification of diversity", (VERTOVEC, 2007, 2010), regarding the expansion of new technologies that promote the connection between people of diverse origins and social classes, to the question of social mobility and the new forms of communicative repertoires that have emerged with the advancement of new technologies. However, this concept is connected to superdiverse environments, which present several examples of language landscapes. In less diverse contexts, as we are going to

present further, plurilingualism is not so present. Rather, the English language seems to be the preferred choice in most of the linguistic landscape as an object of propagation of a linguistic and cultural ideology. In this sense, we will consider in this article some examples of linguistic landscape present in smaller cities, specifically, the municipalities of Jacarezinho-PR and Ourinhos-SP, in which there are few plurilingual manifestations, but somehow English and other languages are inserted in their contexts, through names of commercial establishments, graffiti and other semiotic resources.

The research will be qualitative, based on one of the articles by Bloommaert (2012), when analyzing photographic records of signs in the English language, in other languages and also other semiotic resources, and in other scholars, who mention the function of linguistic landscapes (LANDRY, BOURHIS, 1997; CENOZ, GORTER (2008; SHOAMY, GORTER, 2009; SHOHAMY, BEN-RAFAEL, BARNI, 2010).

Regarding this theoretical basis, we will discuss the question of globalization, superdiversity and the linguistic landscape of the researched places, associated with identity and authenticity in sociolinguistic concepts.

In the first section of this paper we will focus on the most prominent topics in the study of linguistic landscape that is related to policy and sociolinguistic perspectives. The following sections will summarize the relationship between language and the identity as an emerging field of research, explaining the contingent valuation method from globalization as a way to assess identity and economic value of some products.

On the notion of linguistic landscape

The recent theorising in sociolinguistics addresses multilingualism and mobility, which awakens a special and collective interest in the ever-expanding studies in this area. The mainly interest is to bring researches that addresses complex theoretical and methodological issues within the paradigm that emerges of the sociolinguistics of globalization, as we can see in Heller:

> Language, in this view, is not a reflection of the social order but is part of what makes it happen; in that sense, we cannot abstract away from the value attached to linguistic forms and practices or from their links to all kinds of social activities and to the circulation of resources of all kinds that social order mediates. (HELLER, 2010, p.102)

Blommaert (2010) justifies the importance of investigating these practices in language, specially on language motion and the process which a lot of trajectories cross in space and time, determining the state of translocality such a focus that permit us to examine the consequences of the mobility process for languages through globalization. This understanding is reinforced by Heller who considers:

> [...] language as a set of resources which circulate in unequal ways in social networks and discursive spaces and whose meaning and value are socially constructed within the constraints of social organisational processes, under specific historical conditions. (HELLER, 2007, p. 2)

Researchers argue that the mobility process, besides opportunities for sociolinguistic uses, also provides consequences for the local language.

It should also be noted that linguistic landscapes have been the object of study and have been expanding recently and highlighting works related to plurilingualism. A lot of manifestations of language landscapes are present in several places, not only in cities, but also, they are present outside them.

> The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration. (LANDRY; BOURHIS, 1997)

According to Blommaert and Maly (2014), such studies seek to understand how languages are available and represented in places and public spaces, in order to allow the understanding of the functions of each language in that context (MAHER, 2013; BLOMMAERT, 2012).

Other authors also discuss the functions of the linguistic landscapes. According to Cenoz and Gorter (2008), a local may try to promote a particular language as a way of maintaining or changing it. These authors still complement on the types of these functions, which are informative and symbolic. The informational type concerns plurilingualism, that is to say, the languages that are spoken in a certain place, where sociolinguistic reality can be demonstrated in the local linguistic landscape itself and also through census, research and interviews. The symbolic function concerns the perception of the status of a language, in comparison with other languages, as for example, with the choice of English in most commercial establishments.

It should also be mentioned that signs can add economic value, though it's not possible to measure this value in precise terms, but the benefit brought for a new sign to an establishment

makes clear to be understood as the market value. The income could be attributed to the number of exposures, location and social value generated when customers link some brand to a social status.

Besides signs have an important impact on product sales, as it will be shown in this article, landscapes are also responsible for interpretation of a specific place and the meaning of them in a diachronic view, which connect them to a mobility concept.

The linguistic landscape studies besides provides scenes from ordinary daily lives also value the language learning and its identity in a society.

Linguistic landscape and Brazil language policy

Throughout history we have borrowed words from many languages. Nowadays English is considered the most used language as a representative mark of globalization; in the early twentieth century, for example, French was the most used language.

Using foreign words is a social phenomenon and, in order for you to better understand what this means, we can compare the language to the clothing: just as the clothes, the linguistic behaviors of society follow the fashion of the time. This comparison tells us that social, economic, cultural and political interactions considerably reflect the linguistic behavior, so it is concluded that, in the face of tradition, that, of the Portuguese language, foreign words present in Brazilian context is only a way to get part of the globalization world.

Some words of foreign language took time from our vocabulary, while others were so well received and assimilated that it is hard to believe that they are not ours. Using foreign language must be understood as an organic linguistic phenomenon, that is, it happens spontaneously, and when we realize it, we are using linguistic loans to refer to objects and ideas.

Some researchers, especially traditionalists, see foreignism as a threat to the Portuguese language, an intangible cultural heritage of Brazil. However, caution is needed before we claim that language loans cause damage to the official language of a country. As Park and Wee confirms in *Markets of English*:

> [...] as a global language, English is construed as having a universal reach further contributes to the global struggle for English; it is seen as language worth pursuing regardless of where a speaker happens to be located or how uncertain her social trajectory happens to be, to the extent that English is often considered a good linguistic 'hedge' against social and economic uncertainties. (PARK, WEE, 2012, p.165)

The preference for English terms instead of Portuguese just demonstrates the dominant ideology of the global language market.

Research context

A brief history of the cities of Jacarezinho-PR and Ourinhos-SP

Located in the northern mesoregion of the state of Paraná, known as "Norte Pioneiro" or "Norte Velho", the city of Jacarezinho is known for being a university city, since it encompasses the faculties of philosophy, law and physical education, which integrate UENP (Universidade Estadual do Norte do Paraná). With a population of approximately 40, 588, according to IBGE (2015), with 602,526 km2 of area, it has limits with other municipalities in Paraná State: Cambará, Santo Antônio da Platina, Ribeirão Claro, Barra do Jacaré and Joaquim Távora, and a border with the state of São Paulo, with the city of Ourinhos.

Its colonization took place in the late nineteenth century by people from the states of Rio de Janeiro, São Paulo and Minas Gerais, known as "fluminenses", "paulistas" and "mineiros" . As a municipality with fertile land for planting, agriculture and livestock, the regional economy was consolidated (SELONK, 1999).

Nowadays, its economy also involves industries, such as JBS enterprise, a food company, and also sugar cane production, commerce, with many stores situated at Paraná Street and sports and environmental tourism.

Regarding the migration of other ethnicities, Paraná is one of the states that includes greater ethnic diversity in Brazil, composed of German, Pole, Ukrainian, Italian and Japanese people. According to the website of the Government of the State of Paraná, the colonization process began only after the prohibition of the slave trade, which increased the demand for labor to work on coffee farms, mainly in the North of the State .

Among the people who have settled in Jacarezinho, from time ago to the present day we can mention African, Italian, Spaniard, Japanese, Chinese, Portuguese, Arabian, Haitian and Indian people.

With regard to the city of Ourinhos, it is located in the central-western region of the State of São Paulo with approximately 114.352 thousand inhabitants according to the IBGE (2019), distributed in a 347,78 km2 .The occupation process of the municipality is directly related to that

of the State of São Paulo, which began with a boarder town and then expand throughout the interior of the state of São Paulo seeking, mainly, new land for coffee planting in past and sugar cane nowadays.

With all the characteristics of the municipalities of the pioneer zone and the economic phase that began with the advance of coffee to the new lands of felled forests, in the region on the banks of the Paranapanema River, little known in the first years of this century. With the presence of a new element - the Italian settler - a rapid occupation of the land was achieved, with the predominance of monoculture (coffee and cotton), integrating into the economic life of monoculture and the state at that moment.

Jacintho Ferreira de Sá, who came from Santa Cruz do Rio Pardo, acquired a vast state of land, almost all of the present municipality, from Miss Escolástica Melcheret da Fonseca, that subdivided the central part of the city and donated land for the construction of a school group and a church. Then, in 1906, the town began with a small number of houses. In 1908 was created the Post of the Railroad, 4 years later transformed into a station. From that time on, it had a development conditioned to the exuberance of its lands and its excellent geographical condition.

In 1915, from a small settlement it became a Peace District subordinated to Salto Grande de Paranapanema. Three years later it was elevated to the category of municipality, on December 13, 1918, which installation occurred on March 20, 1919.

Then it became a parish under the invocation of Lord "Bom Jesus". With constant development and progress, it eventually became the county seat, transferred from Salto Grande to Ourinhos on November 30, 1938, being one of third entry and with two sticks, only one installed. Among the first inhabitants of the municipality are Mr. Heráclito Sândano, Francisco Lourenço, Manoel Soutello, Abuassali Abujamra, Benedito Ferreira, Angelo Christoni, José Felipe do Amaral and Isordino Cunha.

Among other factors, by the arrival of a large number of immigrants who settled all over the country and served as cheaper labor on coffee farms. With the occupation of the region by large farms during the 1950s, soon the population became remarkable. The village has developed around the railway line, initially as a hostel to travelers and workers and later as housing for Japanese, Lebanese, Italian, Spanish and Portuguese immigrants attracted by the coffee expansion. Currently the city has a large colony of Japanese descendants.

Methodology

Landry and Bourhis (1997) explore specific aspects of vitality beliefs, language behaviour in multilingual settings, ethnolinguistic and identity relating to linguistic landscape and its importance in different areas, in order to conduct studies in different parts of the world.

The authors also focus on the most prominent areas discussed in most recent papers on the linguistic landscape: the spread of multilingualism and English, differences between top-down and bottom up signs and the effect of language policy.

The spread of multilingualism and English include the factor of globalisation that reflects people's cultural and its diversity. The study of landscape conducted in linguistic diversity the use of different contexts in different fields, including mobility (tourism) and the use of English in commercial signs as economic language to attribute value for the local population. The use of English can activate values such as international orientation, future orientation, success, sophistication or fun orientation (PILLER, 2001, 2003). Because of it, they will be the focus of our landscapes analyses.

As a recent area of interest, linguistic landscape studies face some difficulties in theoretical and methodological levels. The main problems, according to Cenoz and Gorter (2008, p.241) are:

- The large number of language signs next to each other makes it difficult to decide what each linguistic sign is;
- Multidisciplinary related to different theories in sociolinguistics, city planning, language mixing, language policy and other disciplines;
- Dynamic nature of the linguistic landscape makes its study more difficult;
- To establish criteria which improve the representativity of the language signs under analysis;
- Consider other aspects of the signs when coding and analyzing the language or languages used, in order to establish where the sign is located.

When we try to connect the proposals by Cenoz and Gorter (op.cit.), we present the following data regarding them: Ourinhos city counts with over 700 commercial establishments, according to data from Ourinhos Commercial and Business Association (ACE). Great part of them are linked, in any way, to the English Language. Sometimes English is not part of their names but surely they have an English sign or word in their shop windows.

As for the city of Jacarezinho, most of the names of commercial establishments also chose the English language, although other languages were also found in our research. In relation

to the number of establishments, such data were not found, but only 50 commercial establishments were mentioned on the website of ACIJA (Commercial and Business Association of Jacarezinho), which were part of the "Christmas of Light Campaign", in 2016.

In this sense, we analyze in the next section, data from the first moment of field research: collection of linguistic landscape data in the region of the research in which photographed habits of a community and/or linguistic occurrences. With regard to the analysed cities, we have chosen some names of the commercial establishments that attract our attention, by the choice of their language and semiotic resources, besides some places using translanguaging forms and linking grammar uses of the English Language with the nouns of the Portuguese Language.

Language landscapes in Jacarezinho and Ourinhos cities: data analysis

In the local linguistic landscape, we have observed that English and Portuguese are the two languages used, as we see in the examples below, pointing first to standardization of these languages and, second, to social representations related to local and translocal mobility. There is an attempt to represent the group through the use of standard as Linguistic materiality.

Figure 1: Stop Lava car: car wash (Jacarezinho-PR)

Figure 2: Music House: music school (Ourinhos –SP) (Ourinhos-SP)

Source: Personal collection

Figure 3: Art & Life: art gallery (Ourinhos-SP)

Figure 4: Big Pão: bakery (Ourinhos-SP)

Source: Personal collection

Source: Personal collection

Figure 5: Mãe Indian Fashion: Indian clothes shop (Jacarezinho-PR)

Source: Sent by the owner by means of a message

Figure 6: Casa da Esfiha: "Esfiha shop" (Jacarezinho-PR)

Source: Personal collection

The first picture in "Stop Lava Car", there is a union of English and Portuguese Language, specifically in the expression "lava car" instead "car wash" or "lava carros" refers to the possibility of a translanguaging form, whose semiotic resource is being represented by the stop sign, used in traffic signs. On the pictures 2, 3 and 4, the texts are examples of the relationship between economic and valorization of the product, made through the use of English language. The fourth picture presents the use of two languages as a way to value the product and connect the community to a foreign language. The shopping facilities on figures 5 and 6 also present translanguaging forms. In "Mãe Indian Fashion", the choice for this expression intended to attract people's attention and because the English Language is associated with fashion, as well. The choice for the noun "Mãe" is due to be similar to Bangali Language ("Maa"), and because, according to the owner's shop, that name has a strong meaning. It is also observed in a picture of a beautiful Indian woman, whose semiotic resource is highlighted, as a way to represent the Indian woman identity. On picture 6, Portuguese Language with Arabian Language are present, whose kind of the letters is also linked to the Arabian forms to write as on picture one, already mentioned.

Figure 8: Cyber Net: store providing technology services (Ourinhos-SP)

Figure 9: Dr. Sell: store providing technology services (Jacarezinho-PR)

Source: Personal collection

Source: Personal collection

Though the text also presents a cultural interaction, it's also possible to notice the use of English Language in the technology that reflects its use as a globalised language. The very name of the "Dr. Sell" store, for example, reminds us of the commercial meaning, that is, the sale of products. The choice for the English language is given by the question of prestige and for being the language related to the internet and technology. In relation to the semiotic feature represented by the figure of a penguin is to make connection to the Linux operating system logo.

On figure 10, for example, the name of this store refers to the clothing brand "Planet Girls", being adapted by "Planet Street", with reference to surfing, skating and fitness fashion.

Figure 10: Planet Street : Surf, skate and fitness clothes shop (Jacarezinho-PR)

Source: Personal collection

The following pictures, from 11 to 19, are related to the idea of power of a language, that is, a question of status, in which a language is valued in terms of the power it maintains on scales translocals. One language is chosen, presenting it as better, "more correct" in terms of each representative product than means social mobility and needs to be considered as identity used in favor of the edge language demonstrating the multiculturalism brought by globalization.

Figure 11: Fato a Mano – Uomo/Donna: clothing store (Ourinhos- SP)

Source: Personal collection

Figure 12: L'amour Gourmet: French candy store (Ourinhos- SP)

Source: Personal collection

Figure 13: Parrilla: Argentinian food restaurant (Ourinhos- SP)

Source: Personal collection

Figure 14: Empório árabe e delicatessen O'hana: Arabic food shop (Ourinhos- SP)

Source: Personal collection

Figure 15: Hukariya: Japanese food restaurant

Source: Personal collection

Figure 16: Cantina Famiglia di Belluno Italian restaurant (Ourinhos- SP)

Figure 17: Welcome Cowboy: clothing store (Ourinhos- SP)

Figure 18: La Chérie: Underwear clothing store (Ourinhos- SP)
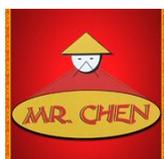
Source: Personal collection

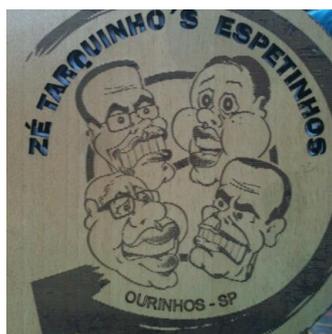Source: Personal collection

Figure 19: Mr. Chen: Chinese food restaurant
(Ourinhos- SP)

Source: Personal collection

The picture 20 demonstrates the use of English grammar related to Possessive Case in Portuguese Language and it also shows people want to be connected to the Global Language even if they don't have enough knowledge. It's the power of symbolic forces which makes people relate it to the objectives of mobility.

Figure 20 – Zé Tarquinho's Espetinhos: snack bar (Ourinhos- SP)

Source: Personal collection

Figure 21 – Skina's Lanches: advertisement for a snack bar (Jacarezinho-PR)

Source: Personal collection

This simple advertisement (figure 21) refers to the appropriation of the English Language and its reconfiguration, using the Portuguese noun "esquina" as an attempt to transform it into the English Language, in addition to using the possessive case: "Skina's Lanches", besides composing a translingual expression.

Language display and language distribution in signs

> (…) language in the environment, words and images displayed and exposed in public spaces, that is the center of attention in this rapidly growing area referred to as Linguistic Landscape (LL). (SHOHAMY, GORTER, 2008)

Although commercial establishments in Ourinhos, for example, make up the third sector of the city's economy, they are the largest source of Gross Domestic Product (GDP) of the city. The first one is the sugar cane followed by industries. It's able to affirm that the migratory movements and the change in sociality, cultural and linguistic diversity do not only affect large centers but also the local life of non-cosmopolitan contexts.

There is much more dynamic of their linguistic repertoire besides making use of Portuguese, they are in contact with other languages with a view to better work, traveling and participation in social activities.

In this case, English appears in the linguistic landscapes of the cities, associating with modernity, mobility and a cosmopolitan discourse for economic purposes. The basic estimation is that the linguistic landscape helps to form the sociolinguistic context because people process the visual information that comes to them.

> [...] the effects of technological change are not confined to the economic sphere: they are also seen in the development of new cultural forms and the popularity of new leisure activities [...], and in process raising questions about the potential of technology to radically change the experience of learning languages. (BLOCK, CAMERON, 2002, p.5)

Therefore, the linguistic landscape or parts of it can influence the language learners' perceptions, including the status of the different languages and even affect their own linguistic behaviour, adding value to multilingualism. This line of research can contribute to a better knowledge of the ways in which the linguistic landscape seems to be an important part of the preservation and the continued existence of different languages. Even that, there is still a lot of work to be done at the theoretical level.

Conclusion

The different pictures we have discussed in this article can provide us insights on the development of multilingualism and prove that research on linguistic landscape can certainly contribute to the knowledge about language in different ways. The spread of English, the effect of linguistic and global language studies based on landscape has had a very important contribution in early years in different directions and all of them are likely to develop in the closest future as confirmed by researchers:

> Language Landscape, indeed, constitutes the very scene – made of streets, corners, circuses, parks, buildings – where society's public life takes place. As such, this scene carries crucial sociosymbolic importance as it actually identifies – and thus serves as the emblem of societies, communities and regions. (BEN-RAFAEL, SHOHAMY, AMARA TRUMPER-HECHT, 2006, p.8)

The theoretical development of studies in the linguistic landscape will also develop further and in different directions.

> This suggests that policy that aims to transform the linguistic market in order to overcome the structures of inequality and power cannot focus on issue of language alone; it must so focus on culcating in speakers and learners of English [...]which is the foundation of all the abstractions, objections, and discriminations that permeate our social life. (PARK, WEE, 2012, p.174)

As reported, many constructions and analyzes are possible in relation to the use of linguistic landscape and its contribution for education, history and especially language interaction. But its most significant contribution works in increasing our knowledge about language and its difference to develop linguistic diversity.

Another point to mention is about the influence of globalization by the English Language in small places, as we have tried to show in this article. From this study, we can observe that, the influence by the English Language is significant in most of the names of commercial establishments, for specific purposes, and their uses have been appropriated, reconfigured and even linked to Portuguese Language. The presence of other foreign languages were also found and the translanguaging forms presented in the researched places, even if they are not in a superdiversity context, have suggested, in our view, the importance of a representation of identity and mobility, linking the aspects from the global with the local.

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