

Project Title	Researching the multilingual linguistic landscape
School	Education
Project Supervisor/ Scholar Mentor	Dr James Simpson , with members of the TLang team and the LangScape Curators team: Jessica Bradley, John Callaghan, Mike Baynham, Louise Atkinson

1. Project overview

In this project, you will carry out an investigation of the linguistic and visual environment (i.e. the *linguistic landscape*) of an area of Leeds (in year 1) and a smaller town or rural area in England (in year 2) This will involve ethnographic fieldwork, including making observations, carrying out, transcribing and analysing interviews with the local community, and taking and analysing photographs. As part of your work you will develop educational resources from your findings. Your research will make a strong contribution to two established projects, the *Translation and Translanguaging* project (TLANG) and *LangScape Curators* (LS-C).

(1) TLANG is an AHRC-funded research project led by the University of Birmingham, with the University of Leeds, Birkbeck University of London, UCL Institute of Education and the University of Cardiff. Through this project we investigate how people communicate across languages and cultures in four UK cities (Birmingham, Cardiff, London and Leeds). We use an approach based on linguistic ethnography, which involves extended observation and detailed language analysis. One of the research areas for our study is the linguistic landscape, and your research will develop this exciting emergent field.

More information about the TLANG project can be found here:

<http://www.birmingham.ac.uk/generic/tlang/index.aspx> and www.tlangblog.wordpress.com.

(2) LangScape Curators is an ongoing linked series of projects associated with TLANG. LS-C takes findings from TLANG to develop resources and materials for use in formal and non-formal educational settings, including schools, helping pupils think about how investigation of the visual and linguistic landscapes around us can enable us to understand more about linguistic and cultural diversity. We are currently working with partners IntoUniversity, in Harehills and in Beeston, Leeds, whose pupils are carrying out and developing activities around the linguistic landscape in their own areas. We are also working in partnership with the Social Sciences Cluster in Educational Engagement who are supporting us with this activity. We are developing this strand of the project and the creative workshops embedded within it. An example of LS-C work can be seen here: www.langscapecurators.tumblr.com.

Your project will enable you to develop an understanding of different aspects of the research process, as well as designing and carrying out your own research project in conjunction with internal and external partners. You will also develop your skills across multiple research methods, including visual methods (photography and film). You will plan, coordinate and deliver a public-facing activity based on your research findings, and will contribute to academic outputs, principally a publication and a seminar presentation.

2. Key tasks to be pursued by the scholarship holder

In year 1 (summer 2017) you will photograph the linguistic landscape of the ward of Gipton and Harehills, an area of Leeds displaying cultural and linguistic superdiversity. You will also carry out in-depth ethnographic interviews, to collect the 'stories behind the signs', which you will then transcribe and analyse.

You will pay particular attention to the areas of the Gipton and Harehills which were documented in the early phase of the TLANG project (see <http://www.birmingham.ac.uk/generic/tlang/documents/changing-landscapes.pdf>).

This part of your research will enable an update of this work, and a comparative study of change over time.

In year 2 (summer 2018) you will build on the research skills you developed in year 1 to carry out a linguistic landscape study of a contrasting town, possibly a nearby West Yorkshire town such as Wakefield. Linguistic superdiversity is often seen as an attribute of large cities, but due to changing patterns of migration Britain's towns and smaller centres are also experiencing superdiversity of a new kind. Through your work in year 2, you will contribute to a growing understanding of superdiversity outside big cities, made visible in your study of the linguistic landscape and documented through your linguistic and visual ethnography.

In both phases of your project you will work with the LangScape Curators team to develop educational outputs, potentially in collaboration with IntoUniversity.

3. Principal academic outcomes/outputs to be generated by the scholarship holders' research

Working with the TLANG team you will produce two reports: (1) a study of the linguistic and semiotic landscape of Gipton and Harehills, Leeds, informed by linguistic and visual ethnographic methods, enabling a comparative study of the same area at two points in time, four years apart; (2) a similar study of a smaller town or rural area which nonetheless displays signs of superdiversity, enabling an examination of superdiversity outside the city.

These reports could potentially form the basis of papers co-authored by the project team, to be published in the TLANG Working Papers series (see examples at: <http://www.birmingham.ac.uk/generic/tlang/publications/index.aspx>) and/or for a series of TLANG blog posts (see www.tlangblog.wordpress.com). Other outputs are also envisaged, including possible submission to a journal, such as <http://languagescholar.leeds.ac.uk/>, and a presentation as part of the Centre for Language Education Research seminar series.

Working with the LangScape Curators team and partners you will produce educational outputs. These could be one or a combination of the following:

- An educational pack or of workshop for school pupils around the linguistic landscape.
- An exhibition, in collaboration with a school, a charity, or a community group.
- A website, developing your linguistic landscape reports into an online resource documenting the changing linguistic landscape.
- A walking tour resource.
- A short documentary film.

4. Support and personal development

You will have regular meetings with the TLANG and LS-C team members, mainly Dr James Simpson and Jessica Bradley, with training/input from external advisor Dr Elisabetta Adami.

- You will work with members of the TLANG research team to gain practical experience in community-based research skills and to develop your understanding of how to conduct research in non-formal settings, such as the street.
- You will develop ethnographic research skills, as well as an understanding of how different data collection methods can be used together.
- You will develop knowledge of different areas of the city of Leeds.
- You will gain experience of using research outputs in creative ways with young people and communities.
- You will develop an understanding of the relationship between academic research and community engagement work.
- You will gain experience of communicating your work to an academic audience.
- Links for this project include IntoUniversity, Harehills, with whose pupils you will have the opportunity to develop activities around the linguistic landscape; Educational Engagement, who will provide support and assist with the development of links and connections with the wider community.

5. Resource requirements of the proposed research

There are likely to be some equipment costs (e.g. a digital camera and a voice recorder) together with associated costs of supporting the project (e.g. travel within Leeds and the research site, printing etc) which we would expect to cover from the UGRS research support budget.

6. Who should apply?

This research project is suited to you if:

- You have a strong interest in (some or all of) multilingualism, contemporary language use, language education, migration;
- You have an interest in research language and the visual environment;
- You have an interest in community-facing collaborative team-oriented research;
- You are flexible and hard-working;
- You are considering postgraduate study in language and/or language education;
- You are prepared to travel to different areas within Leeds (year 1) and beyond (year 2).

Please note: you don't need expertise or prior experience in linguistics or any existing knowledge of research around the linguistic landscape. A DBS check may be required, depending on whether your research involves working directly with children and young people.