

دراسة لغوية لللافتات المحال في مدينة كركوك
A linguistic Study of Shop Signs in Kirkuk

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Abstract

Kirkuk, presents a fascinating case study of ethnolinguistic diversity. This study delves into the city's linguistic landscape by analyzing shop signs across one of the main streets in Kirkuk Namely: Baghdad Street. Employing a hybrid model, it combines Reh's (2004) framework for categorizing multilingual shop signs (duplicating, fragmentary, overlapping, and complementary) with Scollon & Scollon's (2003) framework for analyzing code preferences. Moving beyond a simple language inventory, this research investigates the socio-cultural aspects affecting language choice of the shop signs under focused. It examines the distribution of languages, explores shop owner motivations for code choice, and analyzes how signs influence intergroup communication. By focusing on these three key areas, the study aims to:

I. Identify the dominant languages and code-switching patterns used on shop signs.
II. Understand how shop owners strategically employ language to engage with diverse audiences.
III. Explore how shop signs reflect and potentially influence intergroup dynamics within Kirkuk's complex social fabric.

It has been hypothesized that:

I. Shop signs with code-switching strategies will be more effective in attracting wider audiences and fostering intergroup communication within Kirkuk's diverse social fabric.

II. Shop owners in Kirkuk will prioritize languages based on their perceived target audience and business needs, regardless of the dominant neighborhood language.

The findings reveal a complex linguistic landscape:

I. Dominant Arabic with Growing English Presence: Arabic is the clear favorite for monolingual signs (72.94%), suggesting it is the primary language for a large portion of the customer base. However, a significant minority (23.53%) of monolingual signs use English, indicating its growing importance for reaching a wider audience.

II. Limited Use of Kurdish and Turkish: Interestingly, Kurdish monolingual signs are entirely absent, and Turkish monolingual signs have a minimal presence (3.53%) on Baghdad Street. This might not reflect the overall demographics of Kirkuk, suggesting shop owners prioritize Arabic and English for commercial reasons.

III. Focus on Clarity in Multilingual Signs: Duplicating (42.03%) and complementary signs (20.29%) are the most popular styles for bilingual and multilingual signs. This prioritizes clarity by ensuring each language is presented distinctly or with a clear hierarchy.

IV. Overwhelming Arabic-English Combinations: A staggering 85.51% of bilingual and multilingual signs combine Arabic and English. This reinforces the dominance of these two languages for communication on Baghdad Street.

This research investigated the linguistic landscape of shop signs in Kirkuk, by interviewing 33 shop owners and surveying 75 random customers across Baghdad Street. The findings reveal a complex interplay between language, identity, and customer preference in shaping shop sign communication.

Key Findings:

I. Shop Owner Motivations: Shop owners expressed various reasons for language choices: attracting customers, informing about products, reflecting Kirkuk's diversity, personal identity representation and mimicking famous brands.

II. Targeted Languages: Shop owners primarily target all three local languages (Arabic, Kurdish, Turkmen) to reach a wider customer base.

III. Customer Preferences: Customers generally appreciate bilingual/multilingual signs, finding them helpful for shopping. Duplicating and bilingual signs are most preferred, followed by fragmentary and overlapping types. Logos are seen as further enhancing communication. The majority support their use for city attractiveness and inclusivity.

IV. English as a Foreign Language: The inclusion of English was generally supported by customers, potentially reflecting its global appeal and association with modernity.

V. Shop Sign Evolution: Some shop owners have changed their signage over time, often incorporating English for perceived elegance and uniqueness.

This study sheds light on the intricate interplay of language, and identity in Kirkuk's public sphere. By decoding the multifaceted messages embedded in shop signs, the study contributes to a deeper understanding of the city's unique linguistic landscape and its potential role in promoting social cohesion.

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المخلص

تقدم كركوك حالة دراسة رائعة للتنوع العرقي واللغوي. تتعمق هذه الدراسة في المشهد اللغوي للمدينة من خلال تحليل لافتات المحال التجارية في أحد الشوارع الرئيسية في كركوك وهو شارع بغداد. وباستخدام نموذج هجين يجمع بين إطار عمل ريه (2004) لتصنيف لافتات المتاجر متعددة اللغات (المكررة، والمجزأة، والمتداخلة، والمتكاملة) وإطار عمل سكولون وسكولون (2003) لتحليل تفضيلات اللغات المستخدمة.

يتخطى هذا البحث مجرد لغوي بسيط، فهو يبحث في الجوانب الاجتماعية والثقافية التي تؤثر على اختيار لغة لافتات المتاجر قيد التركيز. فهو يدرس توزيع اللغات، ويستكشف دوافع أصحاب المتاجر لاختيار اللغات، ويحلل كيفية تأثير العلامات على التواصل بين المجموعات. ومن خلال التركيز على هذه المجالات الرئيسية الثلاثة، تهدف الدراسة إلى:

أولاً: تحديد اللغات السائدة وأنماط تبادل اللغات المستخدمة في لافتات المتاجر.

ثانياً: فهم كيفية توظيف أصحاب المحال التجارية للغة بشكل استراتيجي للتفاعل مع جمهور متنوع.

ثالثاً: استكشاف كيف تعكس لافتات المحال التجارية الديناميكيات بين المكونات داخل النسيج الاجتماعي المعقد في كركوك.

حيث تم افتراض ما يلي:

أولاً: ستكون لافتات المحال التجارية التي تستخدم استراتيجيات تبديل الرموز أكثر فعالية في جذب جمهور أوسع وتعزيز التواصل بين المجموعات داخل النسيج الاجتماعي المتنوع في كركوك.

ثانياً: سيعطي أصحاب المحال التجارية في كركوك الأولوية للغات بناءً على جمهورهم المستهدف واحتياجاتهم التجارية المتصورة، بغض النظر عن لغة الحي السائدة.

كشفت النتائج عن مشهد لغوي معقد:

أولاً: اللغة العربية السائدة مع حضور متزايد للغة الإنجليزية: اللغة العربية هي اللغة المفضلة بشكل واضح في اللافتات أحادية اللغة (72.94%)، مما يشير إلى أنها اللغة الأساسية لجزء كبير من قاعدة العملاء. ومع ذلك، فإن أقلية كبيرة (23.53%) من اللافتات أحادية اللغة تستخدم اللغة الإنجليزية، مما يشير إلى أهميتها المتزايدة للوصول إلى جمهور أوسع.

ثانياً: الاستخدام المحدود للكردية والتركية: من المثير للاهتمام أن اللافتات أحادية اللغة الكردية غائبة تماماً، كما أن اللافتات أحادية اللغة التركية لها وجود ضئيل (3.53%) في شارع بغداد. قد لا يعكس هذا الأمر التركيبة السكانية العامة في كركوك، مما يشير إلى أن أصحاب المحال التجارية يعطون الأولوية للغة العربية والإنجليزية لأسباب تجارية.

ثالثاً: التركيز على الوضوح في اللافتات متعددة اللغات: تعدّ اللافتات المزدوجة (42.03%) واللافتات التكميلية (20.29%) أكثر الأساليب شيوعاً في اللافتات ثنائية اللغة ومتعددة اللغات. وهذا يعطي الأولوية للوضوح من خلال ضمان تقديم كل لغة بشكل واضح أو بتسلسل هرمي واضح.

رابعاً: التركيبات السائدة بين اللغتين العربية والإنجليزية: تجمع نسبة مذهلة تبلغ 85.51% من اللافتات ثنائية اللغة ومتعددة اللغات بين اللغتين العربية والإنجليزية. وهذا يعزز هيمنة هاتين اللغتين على التواصل في شارع بغداد.

استقصى هذا البحث المشهد اللغوي للافتات المحال التجارية في كركوك، من خلال إجراء مقابلات مع 33 من أصحاب المحال التجارية واستطلاع آراء 75 زبوناً عشوائياً في شارع بغداد. وتكشف النتائج عن تفاعل معقد بين اللغة والهوية وتفضيلات الزبائن في تشكيل التواصل بين لافتات المتاجر. النتائج الرئيسية:

اولاً: دوافع أصحاب المتاجر: عبّر أصحاب المتاجر عن أسباب مختلفة لخياراتهم اللغوية مها: جذب الزبائن، والإعلام عن المنتجات، وعكس التنوع في كركوك، وتمثيل الهوية الشخصية، ومحاكاة العلامات التجارية الشهيرة.

ثانياً: اللغات المستهدفة: يستهدف أصحاب المتاجر في المقام الأول اللغات المحلية الثلاث (العربية والكردية والتركمانية) للوصول إلى قاعدة أوسع من الزبائن.

ثالثاً: تفضيلات العملاء: يقدر الزبائن بشكل عام اللافتات ثنائية اللغة/متعددة اللغات، ويجدونها مفيدة للتسوق. اللافتات المزدوجة وثنائية اللغة هي الأكثر تفضيلاً، تليها اللافتات المجزأة والمتداخلة. يُنظر إلى الشعارات على أنها تعزز التواصل. تؤيد الأغلبية استخدامها لجاذبية المدينة وشموليتها.

رابعاً: اللغة الإنجليزية كلغة أجنبية كان إدراج اللغة الإنجليزية مدعوماً بشكل عام من قبل العملاء، مما قد يعكس جاذبيتها العالمية وارتباطها بالحدثة.

خامساً: تطور لافتات المتاجر: قام بعض أصحاب المتاجر بتغيير لافتاتهم على مر الزمن، وغالباً ما قاموا بإدراج اللغة الإنجليزية من أجل الأناقة والتفرد.

تسلط هذه الدراسة الضوء على التفاعل المعقد بين اللغة والهوية في المجال العام في كركوك. ومن خلال فك شيفرة الرسائل المتعددة الأوجه المضمنة في لافتات المتاجر، تسهم الدراسة في فهم أعمق للمشهد اللغوي الفريد للمدينة ودوره المحتمل في تعزيز التماسك الاجتماعي.

المقدمة

1. Linguistic Landscape of shop signs: an Overview

Shop signs are a ubiquitous feature of urban landscapes, and they can provide valuable insights into the linguistic diversity of a community. Shop signs can be written in a variety of languages, reflecting the different groups of people who live and work in a community. They can also reflect the historical and cultural influences that have shaped the community (Landry & Bourhis, 1997, pp. 23-49).

The study of shop signs as a reflection of linguistic landscape is a relatively new field of research, but it has grown rapidly in recent years. Researchers have used shop signs to study the linguistic diversity of communities in all parts of the world. They have also used shop signs to study the impact of globalization, migration, and language policy on linguistic landscape (Rafael and et al, 2006, pp. 299-317).

Gorter & Durk (2006, pp. 315-337) Argue that Shop signs are a reflection of the linguistic diversity of a community. In major cities around the world, it is common to see shop signs written in a variety of languages, reflecting the diversity of the population.

They also discuss that Shop signs can be used to track changes in linguistic landscape over time. By comparing the languages used on shop signs at different points in time, researchers can learn about how the linguistic diversity of a community has changed. (ibid)

In addition, Shop signs can be used to study the impact of globalization and migration on linguistic landscape. As globalization and migration have increased, shop signs have become more multilingual in many parts of the world. This reflects the increasing diversity of the populations in these communities. (ibid)

As well as Shop signs can be used to study the impact of language policy on linguistic landscape. Language policy can influence the languages that are used on shop signs, for example by requiring shop signs to be written in the official language of a country. (ibid)

2. The Shaping of Linguistic Landscape

As previously demonstrated, there is a growing interest in the field of LL studies, as evidenced by numerous research projects and publications. Some authors, such as Itagi and Singh (2002, p. 255), make a distinction between the noun "LL" and the gerund "LL." Backhaus (2007, p. 10) clarifies that "LL" refers to the planning and execution of actions related to language on signs, whereas "LL" denotes the outcome of these actions.

Regarding the shaping of LL, (Rafael et al., 2006, pp.7-30) address the linguistic landscape actors who actively contribute to the development of the public space by either commissioning or creating linguistic landscape elements based on their preferences, deliberate choices, or policies. Moreover, there is a wide array of actors, including public institutions, associations, businesses, and individuals from various backgrounds and social environments.

In terms of LL actors, Edelman and Gorter (2010, pp. 96–108) identify five categories of participants involved in constructing and perceiving LL:

- I. Businesses that erect signs and thereby add linguistic elements to the LL.
- II. Individuals responsible for the design, production, and sale of signs.
- III. Private individuals who place signs to announce events, often through posters.
- IV. Authorities contributing to the LL, often through regulations.
- V. Passers-by, pedestrians, or drivers who traverse the streets and observe the signs, whether consciously or subconsciously.

In addition to the actors involved in the linguistic landscape (LL), Ben-Rafael (2006) makes a significant differentiation between the top-down and bottom-up components of LL. The top-down category encompasses elements created under the direction of authorities, often reflecting language policy management and actual language practices. In some countries, the linguistic composition of top-down signs can be regulated by law.

The question of authorship is further explored by Malinowski (2009, as cited in Gorter et al., 2012), who emphasizes the role of state, regional, and local authorities, as well as political organizations and individuals, in influencing or objecting to the top-down LL.

Given that LL primarily consists of signs, it is crucial to define a sign and discuss its role as a unit of analysis when collecting data. Cenoz & Gorter (2006, pp. 31–51) opt to count all visible signs, regardless of their size, treating a shop front as one unit and an individual street sign or poster as one unit as well. In contrast, Backhaus (2007, pp. 324-339) only count signs (in Tokyo) featuring multiple languages and broadly defined a sign as any written text within a defined space, encompassing everything from small stickers to large commercial billboards.

Both studies excluded mobile signs such as advertisements on buses, text on T-shirts, or discarded wrappers. Seba (2010, pp. 59–76) argues that while fixed signage is undoubtedly significant, it should be considered as a subset of all public texts, which also includes mobile or "non-fixed" public texts.

Besides LL actors and signs, which play a role in shaping and perceiving LL, Rafael (2009, pp. 47–48) proposes four principles of LL structuration:

- I. The "presentation of self" principle involves actors expressing their identities through their linguistic choices, as signs compete for passers-by attention. This leads to the hypothesis that languages associated with prestige in a particular setting will be present in the linguistic landscape.
- II. The "good reasons" principle is based on the hypothesis that positively valued languages are used in the LL, as LL actors adapt to the values of the audience and aim for the signs to be attractive.
- III. The "power relations" principle relates to the ability of actors to impose patterns of behavior on others. Dominant groups may dictate the use of a particular language, and this principle suggests that languages of dominant groups will be more prevalent in the LL.
- IV. The "collective identity" principle implies that actors assert their identities and commitments to specific groups within the public. This is particularly relevant in multicultural societies, where it reflects regional, ethnic, or religious identities that differ from the mainstream. This principle leads to the hypothesis that languages of minority groups will be present in the linguistic landscape.

In recent years, an increasing number of scholars have turned their attention to the languages displayed in public space signs and have explored the concept of LL in various ways. While LL studies have been influenced by Landry and Bourhis' (1997, pp. 23–49) approach of cataloging language choice on signs, some authors are now redefining definitions and contributing additional perspectives to our understanding of societal multilingualism.

In the study of linguistic landscape (LL), a variety of factors are explored, including language choices, language hierarchies, contact phenomena, regulations, and aspects of literacy (Gorter, 2013, p. 191).

In 2015, a new peer-reviewed journal titled "Linguistic Landscape: An International Journal" was launched to emphasize the field's focus on understanding the motives, uses, ideologies, language varieties, and contests involving multiple forms of languages as displayed in public spaces (as outlined in the journal's aim and scope).

The study of LL underscores the significance of multilingualism and its connection to the process of globalization, particularly evident through the presence of English in LL. Researchers also examine regionalization, localization, regional identity, and language, often referred to as "glocalization" (Gorter, 2006, pp.67-80).

An innovative contribution to LL studies comes from Blommaert (2013, p.144) who emphasizes the role of geosemiotics in LL research. He suggests that understanding the socio-cultural meaning of language material requires an ethnographic approach, treating signs as multimodal objects rather than purely linguistic ones. Blommaert believes that LL studies can enhance sociolinguistics and provide valuable insights to other disciplines.

Blommaert introduces the concept of "scale" as a metaphor for how people and messages move through a space filled with codes, expectations, and norms, emphasizing interactions between different scales as crucial for understanding globalization. Blommaert's understanding of "semiotic mobility" is also highlighted, as it has a significant impact on signs involved in such mobility. These processes are considered central to understanding globalization as a sociolinguistic phenomenon. In terms of mobility, LL can be analyzed as both a geographical and social space where language provides local meanings and frames for understanding the local environment, known as "territorialized language." Simultaneously, other languages and lingua-francas do not belong to one locality but organize translocal trajectories, referred to as "deterritorialized language" (Blommaert, 2010, p. 213). These perspectives have been influenced by the discussions of linguistic imperialism and linguistic rights literature.

3. Types of Linguistic Landscapes

Landry and Bourhis (1997, pp. 23-49) identify several types of linguistic landscapes, which are discussed in more detail below:

A- Public Signs:

Qiannan (2012, p. 168) mentions that public signs are the text language for people in public places" is rephrased as "Public signs, defined by Qiannan (2012) as the text language used in public spaces. "There are several same expressions, including sign language, logo, sign, slogan, and so on" is rephrased as "encompass various forms such as sign, language, logos, symbols, and slogans. In addition, He (2019, p. 286) states that public signs, which means written language to be seen publicly in public places, are the most common practical language in human's life" is rephrased as "He (ibid) further emphasized their pervasiveness and practicality in everyday life, considering them a prevalent form of written language displayed publicly. They are special writing styles that are open to and facing the public to achieve certain communicative goals" is rephrased as "These unique writing styles, designed to engage the public and achieve specific communicative goals, are characterized by their openness and accessibility.

Furthermore, Ding (2006 as cited in Ko (2010, p. 112), says that public sign refers to the type of language that shows what the public need to know in public places, including signs, directions, road signs, slogans, public notices and warnings" is rephrased as "Ding (2006), cited in Ko (2010), categorized public signs as a type of language that informs the public about essential information in public spaces, including signs, directions, road signs, slogans, public notices, and warnings. Moreover, Luo and Li (2006) as cited in Ko

(2010, p. 112), mentions that the type of language displayed in public places is called public sign. It serves special communication functions and provides information and instructions. That kind of language includes road signs, advertisements, product brochures, tourism guides, propaganda materials and public notices" is rephrased as "Luo and Li (2006), as cited in Ko (2010), concurs with this definition, emphasizing the distinct communication functions served by public signs. This category of language encompasses road signs, advertisements, product brochures, tourism guides, propaganda materials, and public notices, providing valuable information and instructions to the public.

B- Commercial Shop Signs

Shop signs are public signs written in many languages. The language of a shop sign depends on the country in which it is located. Shop signs can be monolingual, bilingual, or even multilingual. They are typically seen by people when they are walking or driving down the street. Shop signs appear in front of the shop and serve as its identity. The more attractive a shop sign is, the more likely it is to attract customers. Oktaviani (2019, p. 10) states that shop names are a type of commercial sign that has the function of attracting potential customers.

The main purpose of signs is to communicate and convey information that is designed to assist the receiver in making decisions based on the information provided. Sebeok (2001, p. 11) states that signs, in human life, serve many functions, namely: they allow people to recognize patterns in things; they act as predictive guides or plans for taking actions; they serve as exemplars of specific kinds of phenomena.

4. Types of Linguistic Landscape of Shop Signs

According to Scollon and Scollon (2003, pp.116-128) There are many different types of linguistic landscapes of shop signs. Some of the most common types include:

I. Monolingual

Shop signs that use only one language. This is most common in countries where there is a single dominant language, but it can also be found in multilingual countries where shop owners choose to use only one language on their signs.

II. Bilingual

Shop signs that use two languages. This is common in multilingual countries, where shop owners want to reach a wider audience. Bilingual signs can be used to indicate the languages that are spoken in the shop, or to translate the shop name and product information into another language.

III. Multilingual

Shop signs that use three or more languages. This is less common than monolingual or bilingual signs, but it can be found in very multilingual countries or in areas with large immigrant populations. Multilingual signs can be used to indicate the languages that are spoken in the shop, to translate the shop name and product information into multiple languages, or to create a sense of welcome and inclusion for people from different backgrounds.

5. Multilingual writing approach

Reh (2004, PP. 1-41) formulates a model for examining and categorizing multilingual inscriptions found in urban spaces. This model encompasses three parameters related to multilingual writing: a) the movement of signs within a space, b) the visibility of multilingualism, and c) the organization of information on signs. Among these parameters, the third is particularly noteworthy for the present study as it aids in the analysis of multilingual signs. This parameter pertains to how information is structured in a multilingual

text, identifying four primary types of arrangements: a) duplicating, b) fragmentary, c) overlapping, and d) complementary.

Duplicating multilingual writing involves presenting the same information in more than one language, reflecting what Reh (2004, p. 8) terms "societal multilingualism"—the coexistence of multiple languages in a community. This type of multilingualism may arise from technical and affective aspects of communication. Technical instances occur when "individual multilingualism" is inadequate in certain settings, and not all individuals in the community can be reached by a single language. It is also relevant in situations where the multilingual writer aims to reach a specific target group, particularly in trade and tourism. The latter form of duplicating multilingualism arises when individual multilingualism is widespread to the extent that texts are understood if inscribed in just one language.

Fragmentary multilingualism involves presenting the full text in one language and translating certain parts into another language. Overlapping multilingual writing occurs when information is provided in two or more languages, with different pieces of additional information in each language. Despite Reh (2004) distinguishing between fragmentary and overlapping multilingual texts, Backhaus (2007) draws a distinction both types the same, labeling them as mixed signs. Complementary multilingualism arises when different parts of the overall information are presented in different languages. The last two types of multilingual text (overlapping and complementary) presuppose multilingual readers since knowledge of all the languages involved is necessary to understand the entire message. Reh finds out that in the case of English-Low inscriptions in Lira (Uganda), examples of complementary and overlapping multilingualism were more prevalent than duplicating or fragmentary multilingualism.

According to Reh (2004, p. 38), analyzing multilingual text types and their communicative functions allows for drawing conclusions about various factors such as the social structure of the community, the relative status of societal segments, and the dominant cultural ideals. In terms of translation, duplicating multilingualism aligns with word-for-word and free translation. Partial translation may be either fragmentary or overlapping, and no translation implies complementary information. Additionally, Reh (2004) distinguishes between visible multilingualism and covert multilingualism. Visible multilingualism implies that different codes are visible on the same physical sign without moving. The taxonomy proposed by Reh (2004) regarding combinations of languages and information in the text on signs has proven useful in subsequent LL studies by researchers like Alomoush (2015), Backhaus (2007), Edelman (2010), and Wielfaet (2009).

Methodology

Introductory remarks:

The present study introduces Kirkuk city ethnolinguistic profile and the location that the date was selected from as well as it focuses on the model of analysis in addition to the variables of the study according to which the sample will be analysed.

7. The model:

The current study will employ an eclectic model for analyzing Shop Signs in Kirkuk, Iraq, following Scollon & Scollon (2003) and Reh (2003):

This model integrates frameworks on code preference and sign characteristics to analyze shop signs in Kirkuk, Iraq.

7.1 Data Analysis Levels:

1. Sign Level:

A- Code Preference (Scollon & Scollon, 2003):

- I. Analyzes the dominant language(s) on each sign: Arabic, English, Kurdish, Turkish.
- II. Identifies any mixing or code-switching patterns.

B- Sign Characteristics (Reh, 2003):

Categorizes signs based on:

- I. Duplication: Same message in multiple languages.
- II. Fragmentary: Incomplete messages or reliance on visual cues.
- III. Overlapping: Multiple messages layered or competing.
- IV. Complementary: Different languages conveying different information.

2. City Level:

- I. Analyzes the overall linguistic makeup of Kirkuk's shop signs.
- II. Considers the sociolinguistic (ethnolinguistic) context and historical factors influencing language choices.

6.2 Theoretical Integration:

- I. Scollon & Scollon (2003): Their framework on code preference helps understand the power dynamics and social meanings associated with language choices on shop signs.
- II. Reh (2003): His study of sign characteristics adds a layer of analysis, considering the visual and communicative functionalities of different sign designs.

6.2.1 Benefits:

- I. Comprehensive analysis: Captures both linguistic and visual aspects of shop signs.
- II. Multi-level approach: Examines individual signs, shop types, and the city-wide linguistic landscape.
- III. Theoretical depth: Integrates established frameworks on code preference and sign characteristics.

6.2.2 Considerations

- I. Data collection methods: Ensure representative sampling of shops across three main streets in Kirkuk as well as different areas and types.
- II. Ethical considerations: Respect the privacy and sensitivities of shop owners and local communities.

This eclectic modal provides a flexible and comprehensive framework for analyzing the linguistic landscape of shop signs in Kirkuk, Iraq. By combining insights from Scollon & Scollon (2003) and Reh (2003), you can gain a deeper understanding of the social, cultural, and communicative functions of language in this diverse city.

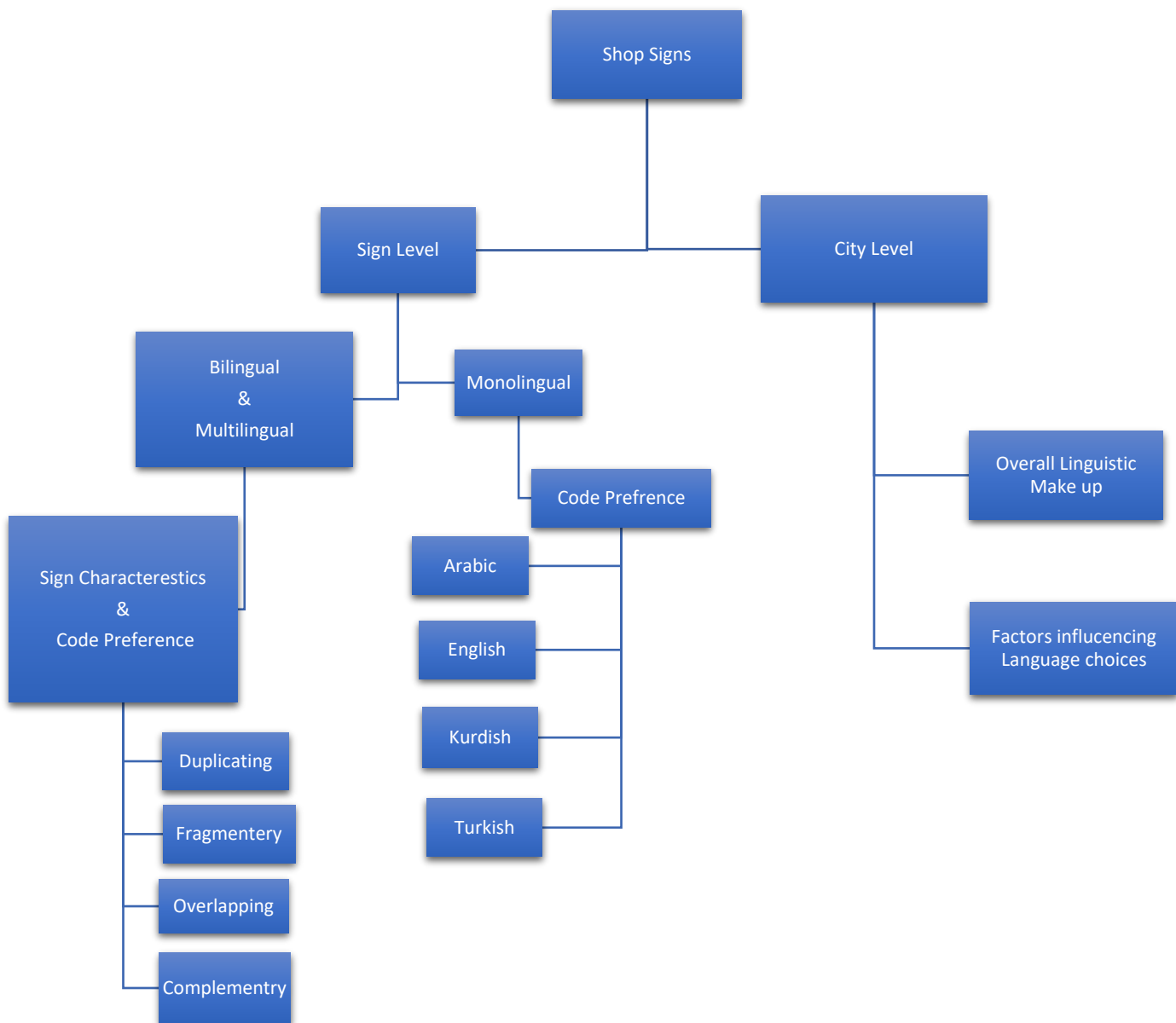


Figure (1) The Model of The Analysis

7. Data selection

The study sample data are gathered from one of the main streets in Kirkuk namely Baghdad Street of totally 239 shop signs.

Shop Sign Address	Number
Baghdad Street	239

Table (1) The street name and the shop signs number.

Baghdad Street		
Shop Sign Type	Number	Percentage
Monolingual	170	71.129%
Multilingual	69	28.2780%
Total	239	100%

Table (2) Baghdad Street Total Shop Signs Distribution

7.1 Data Analysis

The shop signs of Baghdad Street in Kirkuk, Iraq (Refer to Appendix 1 – 7 for more details)

The data provided offers a glimpse into the language use on shop signs specifically located on Baghdad Street in Kirkuk, Iraq. Here's a breakdown of the key points and some interesting observations:

Monolingual Dominance: A significant majority (71.13%) of shop signs on Baghdad Street are monolingual. This suggests that a single language, likely Arabic might be sufficient for communication with a large portion of the customer base on this particular street.

Multilingual Presence: Despite the monolingual dominance, a noteworthy minority (28.28%) of shop signs on Baghdad Street are multilingual. This indicates that some shop owners recognize the value of catering to a more diverse clientele or promoting inclusivity.

Monolingual Shop Signs		
Code Preference	Number	Percentage
Arabic	124	72.941%
English	40	23.529%
Kurdish	0	0%
Turkish	6	3.529%
Total	170	99.999%

Table (3) Baghdad Street Monolingual Shop Signs

The data presented in table (3) sheds light on the language preferences for monolingual shop signs in Kirkuk, Iraq, based on a sample of 170 signs. Here's a breakdown of the key observations:

Arabic Dominance: Arabic is the overwhelming choice for monolingual signs, accounting for 72.94% of the total. This aligns with the previous findings about Arabic being the most common language used with customers.

English Presence: A significant minority (23.53%) of monolingual signs use English. This suggests potential recognition of the value of English for reaching a wider audience or catering to a specific customer segment.

Limited Use of Other Languages: The complete absence of Kurdish monolingual signs and the minimal presence of Turkish (3.53%) is intriguing.

Bilingual & Multilingual Shop Signs		
Sign Characteristics	Number	Percentage
Complementary	14	20.289%
Duplicating	29	42.028%

Fragmentary	23	33.333%
Overlapping	3	4.347%
Total	69	99.999%

Table (4) Baghdad Steet Multilingual Shop Signs Characteristics

Data provided in table (4) valuable insights into the stylistic choices employed for bilingual and multilingual shop signs in Kirkuk, Iraq, based on a sample of 69 signs. Here's a breakdown of the most common styles and some interesting observations:

Duplicating Most Popular: Duplicating signs (42.03%), where each language is presented separately, are the most frequent style. This approach offers clarity and ensures both languages are easily readable.

Complementary Signs Popular Too: Complementary signs (20.29%) come in second, where one language acts as the main message and the other provides additional information. This strategy allows for prioritizing a dominant language while still catering to a multilingual audience.

Fragmentary Signs Present: Fragmentary signs (33.33%) are also used, where different languages are used for different parts of the message (e.g., shop name in one language, product category in another). This approach can be space-saving but might require more effort for customers to comprehend the full message.

Overlapping Signs Least Common: Overlapping signs (4.35%) are the least frequent, where elements from different languages are intertwined. This style can be visually interesting but might pose readability challenges.

Bilingual & Multilingual Shop Signs Code Preference		
Code Preference	Number	Percentage
Arabic - English	59	85.507%
Arabic - Turkish	4	5.797%
English - Kurdish	1	4.347%
English - Kurdish - Arabic	3	4.347%
English - Kurdish - Turkish	1	1.449%
English - Turkish	1	1.449%
Total	69	99.999%

Table (5) Baghdad Steet Multilingual Shop Signs Code Preference

The data offered in table (5) insights into the language combinations most frequently used on bilingual and multilingual shop signs in Baghdad Street based on a sample of 69 signs. Here's a breakdown of the key findings:

Arabic-English Dominance: A staggering 85.51% of bilingual and multilingual signs combine Arabic and English. This reinforces previous observations about the prevalence of Arabic and the growing presence of English in Kirkuk's linguistic landscape.

Limited Use of Other Languages: The remaining combinations involve Turkish, Kurdish, or a combination of all three with English. The low numbers for Kurdish (4.35%) and Turkish (5.80%) are noteworthy compared to the overall population demographics of Kirkuk.

9 Conclusion:

This research investigated the linguistic landscape of shop signs in Kirkuk, by interviewing 33 shop owners and surveying 75 random customers across Baghdad Street.

The findings reveal a complex interplay between language, identity, and customer preference in shaping shop sign communication.

9.1 Key Findings:

- I. **Shop Owner Motivations:** Shop owners expressed various reasons for language choices: attracting customers, informing about products, reflecting Kirkuk's diversity, personal identity representation and mimicking famous brands.
- II. **Targeted Languages:** Shop owners primarily target all three local languages (Arabic, Kurdish, Turkmen) to reach a wider customer base.
- III. **Customer Preferences:** Customers generally appreciate bilingual/multilingual signs, finding them helpful for shopping. Duplicating and bilingual signs are most preferred, followed by fragmentary and overlapping types. Logos are seen as further enhancing communication. The majority support their use for city attractiveness and inclusivity.
- IV. **English as a Foreign Language:** The inclusion of English was generally supported by customers, potentially reflecting its global appeal and association with modernity.
- V. **Shop Sign Evolution:** Some shop owners have changed their signage over time, often incorporating English for perceived elegance and uniqueness.

9.2 Language Dynamics on Shop Signs in Baghdad Street, Kirkuk

The analysis of shop signs on Baghdad Street in Kirkuk reveals a fascinating interplay between languages used for customer communication. Here are the key takeaways:

- I. **Dominant Arabic with Growing English Presence:** Arabic is the clear favorite for monolingual signs (72.94%), suggesting it's the primary language for a large portion of the customer base. However, a significant minority (23.53%) of monolingual signs use English, indicating its growing importance for reaching a wider audience.
- II. **Limited Use of Kurdish and Turkish:** Interestingly, Kurdish monolingual signs are entirely absent, and Turkish monolingual signs have a minimal presence (3.53%) on Baghdad Street. This might not reflect the overall demographics of Kirkuk, suggesting shop owners prioritize Arabic and English for commercial reasons.
- III. **Focus on Clarity in Multilingual Signs:** Duplicating (42.03%) and complementary signs (20.29%) are the most popular styles for bilingual and multilingual signs. This prioritizes clarity by ensuring each language is presented distinctly or with a clear hierarchy.
- IV. **Overwhelming Arabic-English Combinations:** A staggering 85.51% of bilingual and multilingual signs combine Arabic and English. This reinforces the dominance of these two languages for communication on Baghdad Street.

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Appendix (1) Baghdad Street Monolingual Arabic Shop Signs









Appendix (2) Baghdad Street Monolingual English Shop Signs

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Appendix (3) Baghdad Street Monolingual Turkish Shop Signs





Appendix (4) Baghdad St. Bilingual Duplicating Shop Signs









Appendix (5) Baghdad St. bilingual Fragmentary Shop Signs







Appendix (6) Baghdad St. Bilingual Complementary Shop Signs











Appendix (7) Baghdad St. Multilingual Overlapping Shop Signs

