

# Linguistic Landscapes and Identity: A Global Perspective

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**Abstract.** This research investigates the concept of linguistic landscapes and their role in shaping cultural and national identity. By analyzing public signage, advertisements, and other written forms in various regions, we explore the interaction between language and identity. Our study provides a global perspective on how linguistic landscapes reflect cultural diversity and influence social dynamics.

**Keywords:** Linguistic landscapes, Cultural identity, Public signage, Language and society, Global perspective

## Introduction

Linguistic landscapes refer to the visible language found in public spaces, such as signage, advertisements, and graffiti. These landscapes serve as a reflection of the cultural and linguistic identity of a community, offering insights into the interplay between language, culture, and society. This study investigates the role of linguistic landscapes in shaping cultural and national identity, focusing on how public language use reflects and influences social dynamics. By analyzing linguistic landscapes in diverse regions around the world, we aim to uncover patterns of language use and their impact on identity formation. Our research highlights the importance of linguistic landscapes in understanding cultural diversity and offers a global perspective on the relationship between language and identity.

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