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## Summary

### **The linguistic landscape of the Polish-Czech borderland as viewed from a quantitative perspective**

The subject of this dissertation is the analysis of the linguistic landscape in a selected section of the Polish-Czech border area. The linguistic landscape is understood as the language of all kinds of signs found in public and commercial space, for example road signs, signposts, billboards, advertisements, names of places and streets, information boards or showcases. The monograph is primarily an attempt to define how the neighboring Czech and Polish nations communicate with each other through the creation of urban space. The research area includes four locations in the Czech Republic, situated in the Hradec Králové Region: Hradec Králové, Hronov, Adršpach and Náchod, and four locations in Poland in part of the Kłodzko Region: Wałbrzych, Duszniki Zdrój, Karłów and Kudowa Zdrój. The choice of the territory was determined by the aspect of territorial proximity between the analyzed cities and their similar characteristics.

The dissertation consists of two theoretical chapters and two analytical chapters. The first chapter focuses on the essence of the borderland as a place of contact and division, discusses various ways of perceiving and defining borderland, also through the prism of stereotyping and tolerance. The second chapter is devoted to the linguistic landscape and presents various research perspectives: a sociolinguistic, static and dynamic approach, a linguistic landscape in terms of contact linguistics, a metrolinguistic, ecolinguistic and glottodidactic approach. The common binder of all these research approaches is the "plasticity" that characterizes the linguistic landscape, its universality and research potential.

The third chapter focuses on the quantitative analysis of the selected section of the Polish-Czech border area. First of all, the adopted method of categorization of signs is presented, i.e. the division into public and private signs, and the division into the following categories: names, information boards, road signs and signposts. In addition, the analysis covers the languages that appear on the signs, i.e. whether they are monolingual signs created only in *lingua materna* (the native language), or are they multilingual (message in other languages appear on the sign in addition to the native language). The way in which the signs are created is also analysed, i.e. whether they are homophonic signs the content of which is created in an equivalent way in at least two languages, or mixed signs on which only a part of the message is presented in another language etc. Next, the linguistic hierarchy appearing on multilingual signs was analyzed, i.e. in

what order the messages in a given language appear on the signs and how they were displayed. Polyphonic and historical (or commemorative) signs are discussed separately.

The first of the conclusions that can be drawn from the analysis is the unquestionable dominance of *lingua materna*. Both on the Polish and Czech side of the borderland, the native language was the one that appeared most often in the private sector as well as in the public sector of the surveyed towns. Message created in a language other than native can be seen on less than 20% of all signs analysed.

The second conclusion concerns non-native languages regarding the number and language configurations appearing on signs that resolves doubts about the state of rivalry between the English language as a *lingua franca* (ELF) and the Czech language (or Polish - on the Czech side of the border) as *lingua receptiva*. Despite the criterion of neighborhood proximity that accompanies the studied areas, ease of movement between border towns, and tourist values that characterize the analyzed places, English is the language that appears most often on foreign-language signs. ELF takes second position in the hierarchy on the vast majority of signs, regardless of the category: in the case of private and public names on the Polish and Czech side, on public mixed and homophonic information boards, on private mixed and monolingual boards...

The dominance of ELF as the first foreign language in the linguistic landscape of the Polish – Czech borderland is reduced only in the case of public monolingual boards in a language other than *lingua materna* (German is dominant on the Polish side, and Latin on the Czech side of the border) and private homophonic boards on the Czech side of the analyzed section where the most frequent is the configuration of three languages: Czech-German-Polish. Among the private as well as public homophonic signs on the Polish side, ELF dominates over other foreign languages, but on the Czech side their hierarchy is more diverse, for example configurations Czech-Polish-German-English, Czech-Polish-English-German and Czech-German-English-Polish appear very frequently.

The fourth chapter is devoted to the more qualitative analysis of the collected material. Pairs of cities from the Polish and Czech side of the studied section of the border area are collated in search for new views. In Náchod and Kudowa Zdrój analysis, attention is paid not only to the linguistic landscape, but also to the inhabitants themselves and how they perceive multilingual communication. When commenting on the languages used in everyday contacts, they repeatedly emphasized their openness to receptive communication, stressing that due to the similarity of their native languages and frequent contact with the neighbors, they can understand each other quite well. The next pair Adršpach and Karłów have been analyzed through the prism of the unique tourist values of the nearby Czech Rock Town and the Polish Szczeliniec Wielki and Błędne

Skaly. Adršpach turned out to be the only place where foreign-language notice boards dominate over those created in the native language. The last of the places juxtaposed are Duszniki Zdrój and Hronov, where it was possible to observe what general patterns or strategies guide the residents' choices in the symbolic space created together. On both sides of the border, *lingua materna* comes first and *lingua receptiva* is second one in the language hierarchy on signs. The high position of the neighbor's language is especially visible in the category of public signs, which indicates a planned language policy. In the private sphere, a globalization tendency is evident and the second position in the hierarchy of languages is occupied by the *lingua franca*.

The analysis carried out in the dissertation allows also to conclude that the linguistic landscape of the Polish-Czech borderland carries a number of research opportunities, both strictly linguistic and interdisciplinary in manner.