

**Exploring the Linguistic Landscape of Dhaka and Rangpur: A
Comparative Study of Language and Culture Variation in
Bangladesh.**

By

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Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party. except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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The thesis is titled “Exploring the Linguistic Landscape of Dhaka and Rangpur: A Comparative Study of Language and Culture Variation in Bangladesh.”

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Ethics Statement

While conducting this research, I have followed the ethical principles to make sure it is done with honesty and respect. I have collected all the pictures of the posters that are given in public places. Additionally, I protected my participants privacy by not using their real names. Moreover, to maintain transparency, I have informed and explained the participants about the objective of my research. And I also ensured that they didn't get upset by any of my questions in any possible way.

Abstract

This study focuses on my exploring the linguistic landscapes of two different cities, Dhaka and Rangpur. It aims to highlight how public signs and advertisements reflect language use, cultural identity, and societal norms. Additionally, to analyse public signage, I have used a qualitative approach with observation and interviews. The research also applies Dell Hymes' SPEAKING model. The findings of the paper reveal a difference between the two cities. A globalised urban city, Dhaka uses English most of the time, emphasising modernity and international influence. But in Rangpur, it is deeply rooted in Bengali tradition, which mostly uses the Bangla language in the public signage by reflecting cultural values and local identity. Along with that, the study explores educational and social implications and focuses on the need to balance the language representation between local identity and global influences. This study also focuses on comparative analysis that shows how linguistic landscapes, social identity and cultural expression in two types of cities in Bangladesh.

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Chapter 1

Introduction

The linguistic landscape of a city refers to all forms of written communication that are seen in the environment and also refers to the existence and visibility of language in public spaces.

“Linguistic landscape” was introduced by Landry and Bourhis (1997). He stated that:

“The language of advertising billboards, public signs, names of streets, place names, commercial shop signs, textual elements that enhance public discourse, and any other public notices on government buildings combine to form the LL of a given region or territory.” (p. 25).

Studying a linguistic landscape is a part of interdisciplinary research that integrates aspects of sociolinguistics, rural and urban studies, and cultural studies. **The linguistic landscape is concerned with the language and text that are visible in public spaces.** Along with that, it serves as a reflection of the social and cultural identity of a community. This means the language present in the community can indicate the historical influences and cultural practices of an area. Most of the time, in a modern city with a diverse population, the linguistic landscape is seen to be multilingual. However, in cities that are not that modern or upgraded and do not have diverse populations, a bit of bilingualism can be seen. In a country like Bangladesh, using multilingual languages often leads to hierarchies. In Dhaka, English is more visible and prestigious than other languages. Here, English is dominating public signage due to globalisation, but the local language here is being marginalised. One of the reasons is that the increasing number of multinational businesses frequently results in an increase in English signage that can overshadow the local language. Whereas, unlike Dhaka, Rangpur represents a different landscape. Rangpur is a city whose culture is deeply rooted in Bengali tradition, which is often reflected in its linguistic

landscape. So, Bangla is the primary language that is used as a public sign and communication. Even though English may be present in certain contexts, it is less than Dhaka. This is the reflection of the community's connection and the city's localised identity. Rangpur city is not as congested as Dhaka, which offers a more relaxed urban environment. Rangpur has seen lots of development in a short time, but it still kept a traditional feel compared to Dhaka. So, understanding the context of Rangpur is essential for a comprehensive analysis of the linguistic landscapes in Bangladesh. Because it highlights the diversity of identities and experiences within the country. This comparison can provide us with valuable insight into how culture, language, and community interact in different urban settings.

This research will study how Rangpur's linguistic environment differs from Dhaka's and what impact all of these differences have on communication and identity in each city.

Chapter 2

Literature review

Language and society

In every region, language has a significant impact on how people interact, how a community functions, and how identities are created; all of these contribute to the formation of social and cultural norms. Language is used in societies to create and reflect social hierarchies and norms governing interaction and behaviours. For example, language usage differences based on the context, like formal versus informal speech, expectations based on position, gender, and age, and maintaining social divisions. (Elmes,2013). The relationship between language and culture. On the other hand, the Sapir-Whorf hypothesis emphasises how linguistic structures impact our

thought processes by suggesting that our language affects how we see the world. According to this concept, people who speak various languages may perceive the world differently. Like, a culture with multiple words for a certain concept might encourage a more detailed understanding of that idea than the one with just one name. Additionally, at both individual and group levels, language has a role in the formation and communication of identity. This demonstrates how language plays an important role in identity formation and setting cultural boundaries. Again in the article named “Culture and Social Norms: Development and Application of a Model for Culturally Contextualized Communication Measurement,” the writer explores the complex relationship between language and social power structure. This study lastly found how dominant languages, like English, have become worldwide symbols of influence and of structuring societal hierarchies.

Urban and Rural Area Language

Nowadays, in a country like Bangladesh, the use of English is often noticed as more or less. But it varies from place to place. Like in urban areas, linguistic diversity is a common feature. It is because of globalisation, migration, and also the presence of different cultural groups. People from many linguistic backgrounds come together in cities that create a diverse tapestry of dialects and languages. The linguistic landscape of urban regions like Dhaka represents the sociolinguistic reality of the population. Therefore, it highlights the coexistence of several languages in public settings. Gorter (2006) In Dhaka, the use of English alongside Bengali in advertisements and signage shows the impact of globalisation and the status connected with English as a global lingua franca. (Rahman, 2019) It is because English has become a language that is used as a common means of communication between people of different languages in many parts of the world, especially in international business, science, and trade. On the other

hand, in rural settings, the language that is often used is characterised by a profound connection to local identity, culture, and community. Rural areas typically show a homogenous linguistic landscape. There is use of dialect in the rural areas that holds cultural identity, and its preservation is important for maintaining community cohesiveness. (Fishman, 1991) But sometimes dominant languages provide a threat to rural languages that lead to language shifting. For example, regional dialects like Chittagonian and Sylheti are at risk in Bangladesh, as Fisherman 1991, as it chooses Bengali or English for daily use. (Rahman, 2019) Similarly, the use of the Rangpur dialect is rarely seen. And when rural areas get more linked to media and commerce, it somehow influences language usage. For example, the growing usage of English in business and education in the rural areas of Bangladesh has influenced younger generations to use fewer dialects (Rahman, 2019). So, due to globalisation and language placement, the connection between language and identity could degrade, which may erase cultural identity and community cohesion.

Public space and language usage

Public space is an important place for social interaction, negotiation of identities, and expression of the culture. The conceptual framework of the linguistic landscape is the visibility and salience of language in public places, which includes advertisements, signs, and other written communicative materials. Signs are symbolic representations of social dynamics, functional objects, and cultural identity. (Ben-Rafael, 2006) However, the public signage's language choice can sometimes reflect the predominance of some languages over others. For, in multilingual cities, the high visibility of specific languages on public signage could negatively impact

minority Languages people, who might question social justice. (Shohamy, 2006). But sometimes it can also encourage linguistic innovation when combining local languages with global inspirations to produce a new form of expression. Local and global languages mixing in public spaces shows the complexity of language development in response to shifting social and economic language landscapes. (Pennycook, 2010)

Linguistic Landscape

Any form of written communication that is visible in any setting is included in the idea of the linguistic landscape. It describes the visibility and presence of languages in public spaces. It mainly offers more light on the social, cultural, and political aspects of language use in distinct groups by using signs, advertisements, public notes, and urban studies.

A lot of research has been conducted to find the connection between socioeconomic factors and linguistic landscapes. Like, an increase in migrants and the existence of international corporations in the urban region have a wider range of languages. (Cenoz & Gorter, 2006).

Some past studies that have been done focusing on the area of linguistic landscape are mentioned below.

Thom Huebener, in the year 2006, conducted research named “ Bangkok's Linguistic Landscapes: Environmental Print, Codemixing, and Language Change” on Bangkok, a major city in Thailand in Southeast Asia. Here he analyses the issue of language dominance and language mixing. Focusing on 15 different neighbourhoods, he studied the linguistic landscape. By examining different neighbourhoods, he makes it visible that there is linguistic diversity in a large city area like Bangkok. Along with that, he also presents a linguistic framework for

understanding various types of code-mixing. Finally, it turns out that English has a significant influence even in Bangkok. He then shows evidence that in the city, English is becoming the major language for communication. Based on a linguistic perspective, the study shows how English has influenced the official Thai language not only through borrowing lexical words but also in areas such as syntax, orthography, and pronunciation. In his research, he also provides evidence of an emerging Thai variety of English. So, from a practical point of view, the information presented triggers questions about how Bangkok's linguistic landscape, which is dominated by English, impacts the youngest residents' ability in both Thai and English in terms of language proficiency.

Then another researcher, Peter Backhaus, in the year 2017, conducted research named “Linguistic Landscapes: A Comparative Study of Urban Multilingualism in Tokyo. Bristol, Blue Ridge Summit: Multilingual Matters.” Here he addresses multilingual signs in Tokyo (the capital of Japan), which is in Asia. But it was quite a different socioeconomic setting. His empirical analysis particularly focused on the distinction between the official language and nonofficial multilingual signs. He also tried to clarify how two different kinds of multilingual signs in Tokyo are related to one another. On the basis of the language use and the arrangement of the signs, he showed that the two types of signs reflect distinctly different characteristics. The distinction was interpreted through the concepts of solidarity and power. Whereas nonofficial signs use foreign languages, which are mainly English, it is because English indicates solidarity with non-Japanese things. The official signs primarily represent the power equation that exists in Japan. So, Backhaus makes clear connections between the expanding body of linguistic landscape studies worldwide and his investigation of Tokyo's linguistic landscape.

Lastly, Cenoz and Gorter conducted research comparing two European regions. Here he examines the linguistic landscape of Basque Country (Spain) and Friesland (the Netherlands). In this paper he has given an analysis of the usage of the state language, Spanish or Dutch; the minority language, which is Basque and Frisian; and the usage of English as an international language. Two streets of two multilingual cities in which the spoken minority language is Frisian or Basque are the subject of their study. They contrast the two scenarios linguistic landscape relation to variations in language policy, as well as the differences spread in English. The linguistic landscape data are analysed to find out how many languages are used, the unique characteristics of bilingual and monolingual signs, and which languages are displayed on the signs. Although there are significant variations between the two locations, their findings demonstrate that the linguistic landscape shows the official language policy regarding minority languages.

Dell Hymes speaking model

The field of linguistic landscape studies focuses on the study of language as it is displayed in a specific location. This includes the study of signs, billboards, and other forms of visible text that add to the language environment of a neighbourhood or city. What are you investigating or exploring? In this paper, I will analyse and interpret the linguistic features of Rangpur and Dhaka, selecting among the five data points from each that I have collected to see the language use of Rangpur and Dhaka in advertisements, billboards, banners, and other signs.

The name "mnemonic" comes from the fact that this theory has eight parts. Dell Hymes says that people should know how to talk to each other properly. It is important to know things, but we

also need to know how to use what we know when we talk to each other. Dell Haymes came up with a "mnemonic" to help people remember the parts of speech. This is what he called the "speaking model," and these are its parts:

1. S-Settings: This includes the place and time, as well as the situational setting and physics surroundings. Where someone is can change how they talk. Time also affects the way we talk, and setting includes both time and place.

2. P-Participants: This word refers to the agent and the audience, which also means the receiver and the producer.

3."E-Ends" talks about the purposes of speech and communication. It focuses on "why something is made." The expression's purpose is to show moods and feelings. Also, the directive or vocative role is to give advice and suggestions or to influence. To say it again, the informational role is to explain, report, justify, or assert. This is what the interactional or phatic function does: start, keep, and end communication between the sender and receiver, such as small talk. Finally, the purpose of poetry is to share meaning through a code that cannot be communicated in any other way.

4.A-Act Sequences: This part is about how things are put together.

5. K-Key: This type of code is based on the amount of writing, how clear the message is, and the choice of code used. It focuses on the tone, style, or spirit in which an action is carried out. Key can be clear or not clear, straight or indirect.

6. I-Instrumentalities: This part is about the tools we can use to talk. For Hymes, "instrumentalities" meant not only channel (like spoken, written, telegraphic, etc.), but also code (like language or accent) and register (like different sounds). For example: dialect or language, formal or informal.

7.N-Norms and Regulations:

When Hymes talks about "norms," he talks about both norms for interaction and norms of interpretation. There are many parts to these rules, and they are all very much connected. Different people in the same place may use different or even opposite rules for the same genre.

8. G-Genre: A genre is a group of verbal events that can be recognised by their standard shape and the way they're used. According to genre theory, linguistic works that are meant to do similar things will have similar linguistic elements. For instance: public, private, commercial, and Non-Commercial.page- 455.

Chapter 3

Methodology

The research methodology that I chose for completing my study is the qualitative method. Qualitative research is suitable for conducting research when certain factors are unknown and there is a need to explore them. The available literature can provide some information on the investigated topic, but the writer always needs to learn more from the participants. Qualitative research is a method of research that is used to explore and understand the meaning of

individuals, groups, or places. The research process includes establishing a set of questions; the data analysis is conducted inductively by focusing first on the particulars and then on the general themes; the collection of data is done with the participants setting, and the interpretation of the researcher's meaning of the data. (Creswell & Creswell, 2017) Again, in this case, the ultimate written report offers a flexible structure. The followers of this type of research method accept an approach to study that values an inductive method, emphasises individual interpretation, and recognises the significance of accurately reporting the complexity of a situation. (Creswell & Creswell, 2017)

The question now is – why did I choose this specific method to conduct my research? Most of the time, in the qualitative method, the interviewer and participants are familiar with each other. The participants I have chosen, I am already familiar with. This will help me conduct my research easily. Moreover, at the start of a research project, it is not totally conducted at once. Conducting research is a lengthy process. So, this method will allow me to change my research questions according to my findings and take them in another direction. Qualitative study also helps to understand the feelings, thoughts, and real-life experiences of other people. And as I am conducting a comparative study, this method will help me a lot. Furthermore, I will be concentrating on phenomenological methods among the five qualitative methodologies since I have a plan to take interviews to find out what other people experience. Briefly, qualitative research is what I have selected because it can meet all of my expectations and provide results for my thesis.

Chapter 4

Data analysis and discussion

Data collection procedures and Research tools

Some people whose towns are in Rangpur but who currently live in Dhaka for their education or job are being interviewed to learn more about their ideas and experiences regarding the language diversity of Rangpur from other parts of Bangladesh .

The data I have collected was gathered through interviews and observation. To conduct the study, I have collected data from the participants using a range of techniques. As it is difficult to gather all the participants on a single platform, I have conducted some of the interviews over the phone. I have recorded the whole conversation using the phone recorder on my device. Lastly, to analyse the data, I have transcribed the interviews.

Participants

My participants are the learners and the job holders whose hometown is Rangpur, but they are currently living in Dhaka for their studies and jobs. Based on my participant access, I have chosen the number of participants. There are three participants in this; some are my friends, and others are cousins who are currently pursuing degrees or working in the reputed job sector. Since all the participants are varsity students and new job holders, their age range is from 23 to 27. Again, all of them are connected with me via Facebook, so it has become easier for me to have contact with them for my study and to take their interviews.

Table 1: Demographics of participants

Name	Age Range	Background
X	23-27	Brac University
Y	23-27	Paikaree
W	23-27	Manush Tech

Data collection:

For conducting the research, I have collected data from two different cities, Rangpur and Dhaka . From each city, I have collected five data points and analysed them using the Delhymes Speaking model. The data analysis is given below:



Settings: Parker More, Rangpur, May 16, 2023.

Participants: Here, the producer is the owner of a beauty salon. The receivers are the middle class and rich women only because it has been mentioned in the poster that “ শুধুমাত্র মহিলাদের জন্য ”

Ends: Its function is directive or vocative (as it offers advice and persuades)

Acts: Informative value - In the picture, there are multiple modes. Firstly, a logo is on the top, so it's the ideal information here. At the centre is the beauty salon's name with the biggest font. Then they included in the poster their audience in a shorter form, and then there are types of text with different fonts, and at the end, they have added the real information. There is the name of the saloon again and lastly, the email address that is written in shortened form. For salience – on the signboard, they didn't blur anything; even the background picture is not blurred. Different

types of fonts and colours, for example, yellow, black, white, pink, and golden. At the top of the poster, there is the logo of the saloon in yellow colour featuring a woman's picture with a butterfly and flower. At the centre, there is the name of the beauty saloon “পারফেক্ট মেকওভার” with the biggest font. The word “পারফেক্ট” is written in the biggest font and the word “মেকওভার” is kept a bit smaller than that. Lastly, in the background is the picture of two brushes that are rubbed against each other, from where some sparkling is also seen.

Salience : In this part of the picture, they didn't blur anything. They have put the photo in the background and have put the text over it. They have used different fonts and only three colours to make the banner (yellow, black, and white); the background is also kept dark, and they just try to focus on the two brushes, and the makeup item is floating. The logo they have designed is very interesting because, with a girl, they used flowers and butterflies in the logo, which are loved by most of the girls. Then they put the name of the parlour and added the boundaries for who it is the font size was changed when they tried to give new information. In the last part at the bottom, they again mentioned their parlour name and included the email address. This is a very simple board, and the information is noticeable that less focus is given while selecting the picture also. But the poster is in harmony with the logo. Each part of the poster is written in yellow colour, as the logo is in yellow colour. Ignoring the white text, there is harmony in the other text.

Framing: In the given poster, multiple pieces of information are separated from each other, and each of the items has meaning because they are separate items. Visible lines are not the only thing that is used to separate the thing; different font sizes are also used to show that they have a different frame. Looking at the poster, we know first we should focus on the text and then on the picture. For example, here, The word “পারফেক্ট” is written in the biggest font; it is one frame.

and the word “মেকওভার” is kept in a font which is a bit smaller than that; it is another font. Then there is written, “শুধুমাত্র মহিলাদের জন্য” in another smaller font, which is another framing. In the background picture, there is the picture of two brushes that are rubbing against each other from where the highlighter and blush are sparkling. This is another frame. All the text is put over the picture. Lastly, at the bottom in the smallest font is written the saloon's name again with the email address. This is another frame.

Key: The poster is written professionally, and the message in the poster is given directly and explicitly.

Instrumentalities: The poster is written mostly in Bangla, and a little focus is given to English. It is written formally by using easier language. They are mostly targeting the Bengali speakers.

Norms: Depending on the norms of Rangpur, the poster is kept conservative. To fulfil the gender norms, the logo is made in that way, along with mentioning “শুধুমাত্র মহিলাদের জন্য”. In a country like Bangladesh, makeup is something that is done by women only, though in a foreign country, both men and women do makeup nowadays. Still, if a man does makeup in Rangpur, then he will still be judged. Because Rangpur is a very conservative area, this poster is following gender norms.

Genre: Public and commercial



Settings: Godown road, Bonarpara, Shagatha, Gaibandha, 10 May 2024

Participants: Here, the producer is Pro. Mr Addur Razzak Mia. The target audience is those who are Halim lovers and looking for a meal

Acts: Information value: In this picture, first there is the text – “স্বাদে অতুলনীয়” – which” is put at the upper left side of the poster so it is the ideal information and then there is the name of the store and beneath that, there is the name of the owner. Last, at the bottom there is the real information. On the right side of the corner, there are two pictures.

Salience: In the signboard, not part of the blur they simply just used two pictures of two bowls of food one is “Halim” and another is “Paya”. They have used different colours (black, red, blue, and white) and fonts for putting different kinds of information. First, there is a small text with the smallest font; then there is the name of the store with the biggest font; and then there is the name of the owner, which is a bit smaller than the biggest one with different colours. Besides that, there is the picture. Lastly, there is text over a highlighted green background. The board is not that creative, and to show people that it is a food store, they just added two simple pictures of food. Again no harmony is noticed in the signboard. Because each of the colors for the text or the background is different from the other.

Framing: In the given poster, multiple pieces of information are separated from each other, and each of the items has meaning because they are separate items. Looking at the poster, we know first we should look at the Text - “মায়ের দোয়া হালিম স্টোর ” because it is written in the biggest font and bright red color, this is one frame. Then we should look at the picture where there are two big bowls where in one bowl there is ‘Halim’ and in the other bowl there is ‘Nihari’. This is one frame. Then the name of the producer which is written in a bit smaller font and blue color is another frame and at the bottom on the green with a smaller form, there is written the address of the shop is another frame and lastly at the top with the smallest form there is written “ স্বাদে অতুলনীয়” in another frame with black color.

Key: The sign board is written professionally and the message in the poster is given directly.

Instrumentalities: The poster is written only in Bangla and a little. It is written formally by using easier language. They are targeting the Bengali speakers.

Norms:

Genre: Public and commercial



Settings: Kamarpara, Rangpur, 16 May , 2024.

Participants: Here, the producer is the Australian Burger which is a restaurant, and the receivers here are those who are searching for a common dining option which is a burger.

Acts: In the given picture there is no use of the image; they have just used different fonts and two different colors to make the poster. Here the poster is divided into two different parts: the left and the right. In the left part, there is the logo; which is the given information, and in the right part there is the name of the restaurant; it is the new information.

Then the salience. In the poster, they didn't add any images. They used two colors (Green and Yellow) to make the poster. There is only the name of the restaurant and the logo. The poster is very plain and to me, very little attention is paid to the poster to grab the attention of the audience. Only the color they have chosen is the vibrant color and there is harmony on the color choice with the logo.

Framing: In the given poster only two types of information are used and they are separated from each other. They have meaning because they have been separated from each other. Looking at the poster the first thing that catches the eye is the name of the restaurant Australian Burger because it is written in the biggest font. This is one frame. Then there is the logo which is written in a different color and a different background, that is another frame. Again, in the logo, there are three different frames. The Australian word in the logo is written in the biggest font, which is one frame, and the Burger is written in a smaller font which is another frame. In the lower part of the logo there is written “Bet you have to eat more” in the smallest font this is another frame.

Key: The poster is written professionally and the message in the poster is given directly.

Instrumentalities: The poster is written totally in English. I think it is written by keeping the target audience in mind. Here, the target audience is mostly middle-class and upper-class people.

Norms: There are different types of promotional posters in Rangpur. Most of them are colorful and with fewer pictures. This poster also maintains the norms in a way by not adding pictures of

modern models. In most cases, the posters in Rangpur are plain, and less focus is given to the images.

Genre: Public and commercial



Setting : Bonarpara station, Shagatha, Gaibandha, 10 May, 2024

Participants: In the poster the producer is the Bangladesh mobile network operator Robi. And the receiver is the audience who uses mobile services and speaks Bangla.

Act: Information value: In this signboard of Robi there is no ideal information. The name of the sim card company is put at the center along with their colorful logo. Beneath that, there is written 4.5. It's about what mobile network they could access and lastly, at the bottom, there is the real information.

Salience: In the signboard, there is no blurred part and like most of the signboards in Rangpur they didn't use any images. They have just used white color for the text and bright red color for

the background. The colors have harmony; they are all the same pattern type of color. This is a very simple signboard

Farming: Here, the text chosen for the poster has meaning because they are separated from each other. They used different fonts and two shades of colors(red and maroon) to make the poster. Looking at the poster we know first we should look at the name of the mobile operator “Robi” it is written in the biggest font. This is one frame. Then the eye catches the colorful logo of the robu with six different colors. This is another frame. In this poster, 5 frames have been used with 4 different fonts and one logo. After the operator name, there is written 4.5 G in another font that is one frame, and at the bottom, there are another two frames that are separated from each other with two different fonts.

Key: The given poster is written professionally and the message in the poster is given directly

Instrumentalities: The poster is written in both Bangla and English Language. But mostly it is written in Bangla. It is because of the target audience as it is in the rural area of Rangpur.

Norms: There are different types of promotional posters in Rangpur. Most of them are colorful and with fewer pictures. This poster also maintains the norms in a way by not adding pictures of modern models. In most cases, the posters in Rangpur are plain, and less focus is given to the images.

Genre: Public and commercial



Settings: Sayed Market, Bonarpara, Shaghata, Gaibandha, 16th May, 2024.

Participants: The producer is the Square company producing Senora Sanitary Napkins. The receivers are middle-class or upper-class adolescents, girls, and women.

Ends: The function of the poster is directive or vocative, that is, to offer advice and persuade.

Acts: Information value- The billboard has multiple modes – there is text, an image, then the product of the image, the logo, and again the text. The text given on the right side of the top, “কেমিক্যালযুক্ত সুগন্ধি স্যানিটারি ন্যাপকিন থেকে ইনফেকশন হতে পারে”, is the new information. On the left side of the top, there is given the logo of the square company. It is ideal and gives information. After that, there is the image. Here, the focus is given to the woman, as it is very visible and big. No text is used over the woman because they are trying to show what the woman is and what she is showing. The background is not blurred and there are two pictures of the

product in two different colours. Then at the bottom, there is real given information on the left and real new information on the right.

Salience: In the billboard, there is the woman wearing the apron and holding a sanitary pad in her hand. The women are kept in the almost centre part to grab the attention of the target audience. Beside her, there is a picture of the product with two different packagings. These two pictures side by side are kept to get more focus on the woman and the product. Here, they are trying to show that the product is recommended by the doctor or that it is approved by the doctor. In the billboard, the choice of colour is focused on the product colour. That is, white, green, and sky blue. The billboard is made by keeping harmony with their logo. The dress worn by the model also matches the colour of the product, which is blue and white. Without the bottom part text (black colour), all other colours match the colour of the product. This makes it easier for the target audience to focus on the women in the picture. Here, all the colors match the picture

Framing: In the billboard, multiple numbers of information are given and are separated from each other. Looking at the billboard, the audience knows they should first look at a picture of the woman, then at the logo, then at the package of the product, then at the text, and lastly at the logo of the Square company. Here, everything is separated by different font types, font sizes, pictures, etc. Firstly, there is the picture of the woman in one frame, and then beside her, there is the picture of the package of sanitary pads and the logo of it; this is another frame. Then there is written “শিউলী মেডিকেল স্টোর” in the biggest form of text; this is another frame. Then at the top, it is written, “কেমিক্যালযুক্ত সুগন্ধি স্যানিটারি ন্যাপকিন থেকে ইনফেকশন হতে পারে” in a smaller font that is one frame. Then there is another frame beside that with a different font where the address and the phone number are framed. Lastly, it is written “স্কয়ার টয়লেট্রিজ লিমিটেড” in a very short

font than the other and then there is the picture of the logo the square company at the top that is one frame.

Key: The billboard is written professionally. The message is also given directly by mentioning that using sanitary pads with chemical fragrances can cause infection. So in a way, they are influencing people to buy their pads, as they are fragrance-free and chemical-free.

Instrumentalities: The poster is written in both Bangla and English. But mostly it is written in Bangla. It is because of the target audience, as it is in the rural area of Rangpur.

Norms: Depending on the cultural norms of Rangpur, The poster is kept conservative. They have also maintained the gender norms here by choosing a female character as a doctor. In a country like Bangladesh, it is still not popular or common for a woman will go to a male gynecologist. Again according to the cultural context in a country like Bangladesh, most of the gynecologists are female because girls here feel more comfortable going to a female doctor. So this poster is showcased in a traditional way.

Genre: Public and commercial

1st data

Settings: Dhap jail, Rangpur, November 18, 2023.

Participants: Here, the producer is the T.K. group. The receivers are the middle class and the rich people, mostly people, mostly the older citizens who need to eat roti instead of rice.

Ends: Its function is directive or vocative (to offer advice and persuade)

Acts: Information value—There are multiple modes in the picture—firstly, there is the text, then the image, then the product, and again, a text. On the top, the text is divided into two parts; the information is given on the left side. অসাধারণ টেস্ট পাবেন পুষ্টি আটায় তৈরি

রুটি দিয়ে যাই খাবেন is the given information, and on the right at the top there is the name of the company, so this is ideal and new information. Then comes the image. In the image, the focus is on the woman; it is put at the center and is visible. There is no text on the woman because they try to show what the woman is doing. The whole thing is at the top of the image.

They did blur the background. Moreover, there is also an image of the product in the foreground.

Salience: In the picture, they blur the background, which is the kitchen. Then, in the background, there is also a picture of the woman eating roti. The girl is kept in the middle and is not blurred to grab the attention of the audience so that they focus first on the girl. In the foreground, there is a picture of the product(the pushtir ata) because they want the reader to focus on the product also. They are mainly trying to show that the product test is very tasty by showing the satisfying expression of the women. Furthermore, in the choice of color, we can see the product mostly uses golden and white colors along with red and black. If we look thoroughly at the background and text of the image and the text colors, we will find that they have used the same tone and colors as the poster . Moreover, there is also white and golden in the jar, and the text that is written on the poster is also written in the same color. So, all the colors of the posters match the color of the posters, which makes it easier for the audience to see the woman. We see that the color matches the poster.

Framing: In the poster, multiple pieces of information have been given and they have been separated from each other. They have meaning because they are separate items. By seeing the

poster, we know first we should look at the picture, then the text, then the product packet, then again, and then we will read the name of the company (T.K.). We don't always use visible lines to separate things; when they use a particular font time and font size, it means they are in the same frame. For example, "টেষ্ট" is written in the greatest font. This is one framing. Then - অসাধারণ পাবেন" in another framing. There is a picture of the woman eating roti, which is another frame. The entire background picture is another framing that has been separated by blurring the kitchen part. Moreover, seeing the product picture, it can also be said that it is put over the background picture. Then, in a bit smaller font, there is written "পুষ্টি আটায় তৈরি ,রুটি দিয়ে যাই খাবেন" This is a separate frame. After that is the top right side of the banner, where the company has been mentioned; it is another frame.

Key: It is written professionally. The message is given directly.

Instrumentalities: The poster is written in both Bangla and English. But the focus is mostly given to Bangla. It was also written in a formal way and with easier language.

Norms: The poster is conservative, depending on the norms of Rangpur, as Rangpur still does not tend to accept modern ideas. Moreover, in a poster for a product like flour, they have used the image of a woman fulfilling the gender norm. In our cultural context, we see women involved in preparing food, and mostly they are seen working in the kitchen. Moreover, they have used older-aged women. As we can notice, after 35 years of age most of the adults are on a diet because they are having different health issues. So, this poster is also showcasing the traditional process of diet practice after a certain period. Moreover, though there is an increase of frozen items seen in the busy areas of our country, Rangpur is not still that popular so they place an emphasis on the homemade roti.

Genre: Public and commercial



Settings: At Jahangirnagar University, Savar, Dhaka.

Participants: Here, the producer is ACI Limited (Freedom brand). The receivers are mostly young girls and women.

Ends: Its function is directive or vocative. As it promotes the use of Freedom sanitary napkins.

Acts: Information Value- In the picture, there are multiple modes. Firstly, a logo is on the top, so it's the ideal information here. Then there is the text, then the image, then the product, and again, the text. On the top, the text is divided into two parts; the information given on the left side is the logo of the ACI company is the given information. In the centre, there is information regarding what day they are celebrating and three pictures of the freedom sanitary napkin, and then at the end, there is written the name of the product in the biggest font. The image and text

put at the center are visible. **Salience:** On the signboard, they didn't blur anything; even the background picture is not blurred. Different types of fonts and colours have been used, for example, orange, white, pink, green, and purple. The drop of the red bold colour logo at the top is something that immediately draws attention. The text "International Menstrual Hygiene Day 2023" and the photos of three packets in the centre immediately draw the attention of the receiver. Along with watching the product picture, the reader will read the text. They kept the text bigger here because they wanted to show that menstrual days need hygiene, and this can be ensured by using sanitary pads. Furthermore, in the choice of colour, we can see the middle product mostly uses purple and white colours, and others are orange-white and green-white. If we look thoroughly at the background and text of the image and the text colours, we will find that they have used the same tone and colours as the middle packet had used. Moreover, there is a logo of the producer company in green and white, which colour also matches one of the packet colours of the product. So, all the colours of the posters match the colour of the posters, which makes it easier for the audience to see the product name and its picture. **Framing:** In the poster, multiple pieces of information have been given, and they have been separated from each other. They have meaning because they are separate items. By seeing the poster, we know first we should look at the product packet, then the text with the biggest font, then the smaller font, then the top blood-dropping picture, and lastly at the product producer logo "ACI." We don't always use visible lines to separate things; when they use a particular font type and font size, it means they are in the same frame. For example, "ফ্রিডম মানেই স্বাধীনতা" is written in the greatest font. This is one framing. Then, "International Menstrual Hygiene Day 2023" is in another framing and "we are committed" in a bit smaller form. Then there is a picture of the blood-dropping sign

at the top; this is another frame. Lastly, the logo on the left has a much smaller font than others; this is another frame. So the poster here is divided into different sections.

Key: It is written professionally. The message is given directly.

Instrumentalities: The poster is written in both Bangla and English to reach a wider audience. But the focus is mostly given to English. It was also written in a formal way and with easier language.

Norms: Until now, there have been taboos in our society regarding menstruation, and this type of poster challenges the traditional norms. This poster does not seem conservative or open; it is a poster that will make people concerned about menstrual health and hygiene during period days. They are mainly trying to create an accepting environment for women.

Genre: Public and commercial



Setting : South Banasree, 14 November 2024

Participants: Here, the producer is the clothing brand "Mirror." The receivers are the middle class and the rich people, mostly people, mostly the residents of South Banasree and nearby areas.

Ends: It's function is directive or vocative (to offer advice and persuade)

Acts: Information value- In this picture, multiple modes are not used; it is filled with text. On the top, it's a sharp end. There, given the information about what number of outlets it is, because of the shape of the poster, each and every piece of information is noticed at the centre. No picture is being used in this poster

Salience: First of all, in the picture, they didn't blur anything and didn't add any types of images. They used different fonts and colours, like red, yellow, white, and orange. They have used

different tones for different information. First, there is the information about the opening ceremony of the brand “10th Outlet Grand Opening,” written in white and golden colour here. “Grand” is written in the biggest font; others are in a shorter form. While looking at the poster, the audience will first look at it because its font is bigger than others. Then they introduced the brand name "mirror" along with the word "NOW" in two different colours, orange and white . Then, there is "@," and under that, there is “SOUTH BANASREE” in white; all are the second biggest font. Then they write the date of the opening ceremony and then the address, after that the phone number, and lastly the mail address. The text mentioned in the poster changes the font size every time they provide different information. Which will make it easier for the audience to focus on each text differently.

Framing: In the poster, multiple pieces of information have been given, and they have been separated from each other. They have meaning because they are separate items. They used different fonts and colours, like red, yellow, white, and orange, in different sectors to separate them from each other. By seeing the poster, we know first we should look at the “GRAND” because it has the biggest font; this is one frame. Then the second biggest font is written in three lines: "mirror NOW, @, SOUTH BANASREE." This is another frame. But inside this there is also a separate frame where the brand name is written in red colours. So this will grab the attention of the reader first and then the white colour part. The other texts are written in almost the same font and same colour, still the address info and opening ceremony . Just the date of the opening ceremony is written in orange. Again, each piece of information is written in different colours and languages to separate it from others. Then again “ South Banasree” and the phone number is written in the same font and lastly, the mail ID of the brand company is written in the

smallest font and orange colour. This way, they have used 6 different fonts and also different colours to separate information in the same frame.

Key: It is written professionally. The message is given directly.

Instrumentalities: The poster is written in only English but in a formal way.

Norms : The poster is conservative. Though Dhaka is a modern city still they did not use any pictures of their clothes and models. But the language they have used shows that it is for the people who are educated and middle class; they don't have any focus on the lower class people and the people who don't know English. Nowadays, people understand the brand value and are more interested in shopping. So, this poster might help those people who are shopping lovers.

Genre : Public and commercial



Setting: Borobagh 60 feet road, 14 November 2024.

Participants: Here the producer is the owner of the saloon And the receivers are the middle-class women or other individuals who are seeking beauty treatments

Ends: It's function is directive or vocative (to offer advice and persuade).

Acts: Informative value - In the picture, there are multiple modes. Firstly, there is a logo on the right, and then at the top of the centre there is written “Grand” with the biggest font, so it's the ideal information here, and besides this, in the right-top there is the number of the shop; it is the ideal and new information. Then, in shorter form, they have written “Beauty Parlour,” "Heart of Beauty Parlour,” and lastly the number. For salience, on the signboard, they didn't blur anything; even the background picture is not blurred. They have also used only one colour. On the right side of the poster, there is the logo of the Saloon in purple, featuring a woman's picture flower. At the centre, there is the name of the beauty salon, “GRAND” with the biggest font, and then Beauty Parlour is kept a bit smaller than that. then there is written “Heart of Beauty." the phone and the top right, then there is written “Heart of Beauty." the phone and the top right the number of the shop.

Salience : They have used different fonts and only purple colours to make the background; the background is white. The logo they have designed is very interesting because with a girl they used flowers, which are loved by most of the girls. Then they put the name of the parlour and added the boundaries for who it is; the font size was changed when they tried to give new information. In the last part at the bottom, they included their phone number. This is a very simple board, and the information is noticeable that less focus and effort is given while making the poster. But the poster is in harmony with the logo. Each part of the poster is written in purple colour.

Framing: In the given poster, multiple pieces of information are separated from each other, and each of the items has meaning because they are separate items. Visible lines are not the only thing that is used to separate the thing; different font sizes are also used to show that they have a different frame. Looking at the poster, we know first we should focus on the logo picture and then on the text. For example here, The word “Grand” is written in the biggest font; it is one frame, and the word “ Beauty parlour ” is kept in a font that is a bit smaller than that; it is another font. Then there is written, “Heart of perfect beauty” in another smaller font, which is another framing. The phone number and the shop number are also written in a separate font. This is another frame. So four different frames have been used there.

Key: The poster is written professionally, and the message in the poster is given directly and explicitly.

Instrumentalities: The poster is written mostly in English. It is written formally by using easier language. They are mostly targeting the English speakers.

Norms: The poster is kept conservative. To fulfil the gender norms, the logo is made in that way. In a country like Bangladesh, makeup is something that is done by women only, though in a foreign country both men and women do makeup nowadays. Still, if a man does makeup in Bangladesh, he will still be judged. So, this poster is following gender norms.

Genre: Public and commercial



Analysis of the Poster

Setting: Merul Badda, Dhaka, 14 November 2024

Participants: Here, the producer is KFC. The receivers are the fast food lovers, mainly the young university students of Badda area.

Ends: Its function is directive or vocative (to offer advice and persuade).

Acts: There are multiple modes in the picture—there is the text, the picture of the logo, and then an image of food. On the top, the logo of KFC is given in the middle. Then there is written "New," and beneath that is the name of the food, "TOASTED TWISTER.". Salience: In the

picture, they did not blur anything. They have done the poster on a black background. They just kept it plain and simple. Their selection of bold colours will surely attract the people at once. The whole poster is on a black background, and the text is written over that in only black and white colour. Again, there is a picture of the newly launched food with some smoke in the back, making it feel like it's hot. Here, in the poster, they tried to keep connection with the logo name by keeping the logo in mind. They have used that type of colour in the text in different colours.

Framing: In the poster, multiple pieces of information have been given, and they have been separated from each other. They have meaning because they are separate items. By seeing the poster, we know first we should look at the picture, then the text, and then the logo. It's because we don't always use a visible line to separate things; when they use a particular font time and size, it means they are in the same frame. Here, in the picture of the food is one frame. Looking at the poster, we know first we should look at the picture, then at the big font text, "Toasted Twister," then at the logo of the "KFC, and then at the word "New," which is being separated from the font and colour than the other. So, this poster has 3 frames.

Instrumentalities: The poster is written in English. I think it is done by keeping the target audience in mind, as every university student knows English. It is also written in a formal way and with easier language.

Norms: Nowadays, different restaurant pictures are using posters to promote their food in Dhaka; in the case of restaurant-related posters, they mainly focus on food pictures rather than models. This poster is also the same.

Genre:Public and commercial



Settings: Merul Badda, Dhaka, 14 November, 2024

Participants: Here, the producer is The Ruti Gosh. The receivers are the middle class and the rich people, mostly those who love Bengali food rather than fast food.

Ends: It's function is directive or vocative (to offer advice and persuade)

Acts: Information value—There are not that many modes in the picture: firstly, there is the text, then the logo, and again, a text. The text is divided into two parts; the information given on the left side is the given information, and on the right at the topic there is the name of the restaurant, so this is ideal and new information. No pictures are used in the picture. They didn't blur anything on the billboard.

Salience: On the billboard, there is no picture. In the logo, there is a plate-shaped thing, and there are two hands on the plate holding a spoon and roller. Both of these two are used to make roti,

then at the upper side of the plate is a pleated hat that chefs wear, and lastly, at the lower part of the logo, there is the restaurant name “the Ruti Gosh” in an italic font." In the picture, not a lot of colour is used; they just used three colours: orange, white, and black. Each of them is written in different fonts. The vibrant orange colour on the billboard is used to attract the attention of the audience. Framing: In the poster, multiple pieces of information have been given and they have been separated from each other. They have meaning because they are separate items. By seeing the poster, we know first we should look at the text, then the logo, then again, and then again the text. We don't always use visible lines to separate things; when they use a particular font time and font size, it means they are in the same frame. For example, on the billboard, the name of the restaurant, "The Ruti Gosh" is written in the biggest font, so we know first we should look at this text; this is one framing. Then there is the logo, this is another framing, and lastly the text, which is written at the bottom, "দ্যা রুটি গোশ্" and “Treat Yourself” in the smallest font using two types of language.

Key: It is written professionally. The message is given directly.

Instrumentalities: The board is written in both Bangla and English. But focus is mostly given to English. It was also written in a formal way and with easier language.

Norms: The poster is conservative. Nowadays, different restaurant posters or billboards in Dhaka avoid using model pictures. Ruti and meat are something that is related to culture; a very small amount of restaurants are seen to sell these types of items. Ruti gosh is something that is found in hotels, so this poster is trying to hold the cultural norms of the country.

Genre: Public and commercial

Data Analysis

A lot of differences can be noticed in the linguistic landscape of Rangpur and Dhaka. Where Rangpur places emphasis on local identity, Dhaka focuses on global outlook and multicultural representation.

The posters in Rangpur are mostly written in Bangla, and the use of Bangla adds a layer of connection and authenticity. Again, in Rangpur, the use of English is seen in some commercial advertisements. The use of limited English indicates that it's for the localised audience, and they are not focusing on the foreigners that much. Moreover, in Rangpur, the posters are very conservative and promote local culture, showcase traditional forms, and address social issues. For example, health awareness, education, etc. As “x” also mentioned, “I see posters of coaching centres most of the time. Nowadays it has increased a lot.” Again, health awareness posters like “Pads” posters that I have collected to do data analysis are often noticed.

But, in Dhaka, the posters are mostly written in English with a limited use of Bangla and sometimes incorporated with other languages. This variation and mixing of languages are for the local middle class and rich people, along with the international audiences. It showcases Dhaka's role as a cultural and economic growth. Moreover, the use of English in the posters of Dhaka shows the influence of globalisation and the connectivity of the city to the world. In this, Rahman (2010) also noted, “There is dominance of English in the urban linguistic landscape.” One of the interviewees mentioned, “It’s frustrating when we see the English language everywhere. It gives us deep feelings that our language is being pushed aside.” Whereas another interviewee mentioned, “We see English everywhere in Dhaka. Using English has become a necessity now.” The posters of Dhaka follow themes that reflect global trends and

are appealing to a diverse audience. One interviewee mentions that “in Dhaka most of the time we notice commercial advertisements, posters of concerts, and restaurant posters.”

These are the differences that are noticed in the public signage of Rangpur and Dhaka.

Chapter 5

Conclusion:

The linguistic landscape is the visibility of language on public signs that we notice in a territory or region . This study has focused on and explored the linguistic landscape of two different parts of Bangladesh to examine how public signs, advertisements, and other visual communication reflect language and culture. Moreover, it also highlights the significant differences between the representation of language and culture in two cities, Rangpur and Dhaka. highlighting the interaction between the local identity, social norms, and globalisation. With the deep-rooted history of Bengali tradition , Rangpur uses the Bangla language as public signage. That reflects a close connection to the socially conservative norms and local culture. In contrast to that, Dhaka is an urban globalised city that represents a multilingual environment. Dhaka gives a strong focus on the English language, as it reflects it’s role as a centre for global trade, cross-cultural interaction, and education. Apart from the comparative study of the linguistic landscape, this study also focuses on the dynamic nature of the wider use of language in educational development, reflecting it’s role for international business and social and political implications.

Social Implication: The research highlights how the linguistic landscapes of two distinct cities—Rangpur and Dhaka—language and culture manifest in advertisements, public signs, and various forms of visible communication. The findings of the study show notable differences in

linguistic and cultural characteristics of the two cities, emphasising the interaction between local identity, social norms, and globalisation. Like, Rangpur is recognised for its rich Bengali traditions, so it mostly uses Bangla in the public signage, emphasising a strong connection with the conservative social norms and local culture. Whereas Dhaka, as a global urban centre, presents a multilingual language usage with a strong focus on English, mainly focusing on the cultural exchange. The use of English as a dominant language often symbolised modernity. It's language diversity often makes a bridge between different cultures and also grows mutual respect for diverse linguistic identities. So, in the social aspect, where Rangpur focuses on their own culture and tradition, Dhaka aims to validate the linguistic preferences of various communities to ensure all voices are heard in public.

Educational implications: The language use in public signage highlights the need for a balanced strategy for language teaching . Though English is used worldwide for communication and economic exchange, the preservation of local languages is equally important for preserving our culture. Nowadays in Dhaka, most of the posh areas like Gulshan, Banani, and Mohakhali DOHs, and even in a commercial area like Badda, mostly make the posters in English. This usage of the English language in public areas points out the increasing significance of learning English for educational purposes and professional opportunities . So, this reflects a societal shift to value the English language as a key to success. For this reason , nowadays we see lots of schools and colleges of English versions and mediums. So, it can be said that the usage of public language can have an impact on education . Though in Rangpur using English is not that prominent because of it's preservative cultural heritage, there should be incorporation of lingual

approaches to celebrate linguistic diversity . This can be ensured by increasing English competency along with encouraging Bangla use in public areas.

In order to provide a thorough understanding of Bangladesh's linguistic landscape in the context of the city and other rural areas, future studies could focus on broadening the scope of studying the additional city areas and rural areas in Bangladesh. It can offer a thorough examination of the linguistic pattern and the consequences. Moreover, the research can also be done focusing on comparing Bangladesh and other multilingual societies that will help to provide information about how cultural identity changes through the impact of language use in an increasingly interconnected world.

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Appendix

Participant 1

DU	Participants	Questions and Answers
1.	I	Okay, so now I will ask you some questions regarding the billboards and posters you see in everyday life. So, let me first ask about your occupation. Can you please tell me what you are doing now?
2.	P	I am a software engineer, and currently, I am assigned as a senior software engineer at Manush Tech Company.
3.	I	Okay. You are from Rangpur, right? So how often do you visit Rangpur now?
4.	P	Not very frequently. Most in long holidays like Eid or Ramadan or for attending family functions
5.	I	Hmm, now please tell me what type of billboards, posters, or other public signage you notice in your city. Do you notice any differences between the posters of Rangpur and Dhaka?
6.	P	Yes. I see some significant differences.
7.	I	Mm-hmm, it is. Okay, now can you please tell me what types of differences you notice? Like, how are the posters for your city different from those of Dhaka?

8.	P	In Dhaka I can see many posters which promote youth and modernisation. But as most of the areas of Rangpur are rural areas, most of the posters there promote rural development, in my opinion.
9.	I	Right! But did you also notice any differences in the language use?
10.	P	Yes, I can see the difference of using English or English terms more often in posters of Dhaka, which is not often seen in Rangpur.
11.	I	Okay. Did you ever feel that in some regions some languages are over-highlighted?
12.	P	Yes. I can see that, as I've previously said, in Dhaka, seeing English titles and modern terms is very familiar. Especially in modern parts like Gulshan, Banani or airport areas.
13.	I	According to you, is there any specific reason why, in Dhaka, people are using the English language everywhere to make billboards and posters?
14.	P	Yes. As Dhaka is more on the modern side of the country, I think I can often see

		posters with English writing or English headlines.
15.	I	Alright, do you think it's affecting Rangpur? If yes, how so?
16.	P	In Rangpur It is quite rare to see English posters or billboards.As most of the consumers there are actually rural people who are not familiar with English or English terms.
17.	I	What language would you prefer? and do you think your city is able to reflect the local and cultural identity of Rangpur?
18.	P	In the case of Rangpur, I prefer using Bangla as most of the people there are actually familiar with it . So that they can understand what I want to offer to them and Yes I think my city successfully reflects our cultural values and identities.
19.	I	Do you think that the economic status of a city can influence the use of language in the posters?
	P	Yes. I think it will have a heavy effect.
20.	I	Can you please explain how?

	P	As in the modern areas there are much more opportunities and people can earn sufficient which triggers them more towards education. Which also enables them to learn language like English and get used to with it. In that case , people can use English in posters or billboards less hesitantly.
	I	Do you think globalization has affected the linguistic landscape in Bangladesh?
	P	Yes , I definitely think globalisation has affected the linguistic landscape in Bangladesh highly.
	I	What type of impact does this have on our life?
	P	As the internet availability is pretty much everywhere now and the social media usage is pretty high in all the areas of the country, it is enabling everyone to be familiar with languages like English.If not fluently but atleast they are getting used to with popular terms.They are also learning languages like Hindi because of media like Hindi movies.
21.	I	Mm-hmm, last question did you notice the billboards and posters of any other city besides Rangpur?

	P	Yes , I've seen posters and bill boards of some other cities like Chittagong,Cox Bazar. In some cities I've also seen usage of popular local terms of their cities.

Participant 2

DU	Participants	Questions and Answers
1.	I	Okay, so now I will ask you some questions regarding the billboards and posters you see in your day-to-day life. Let me start by asking what your occupation is. What are you doing now?
2.	P	I am currently a student.
3.	I	Okay. You are from Rangpur, right? So how often do you visit Rangpur now?
4.	P	Rarely, mainly on semester breaks.
5.	I	Hmm, now please tell me what type of billboards, posters, or other public signage you notice in your city. Do you notice any differences between the posters of Rangpur and Dhaka?

6.	P	In Rangpur, I often see low-key and mainstream billboards and posters. And I mean mainstream in the sense of promotion for things that maintain the bare minimum in relevance.
7.	I	Mm-hmm, it is. Okay ..now can you please tell me what type of differences you notice? Like, how are the posters of your city different than of those of Dhaka?
8.	P	In comparison to Dhaka, the posters in Rangpur lack adversity and futuristic opportunities and or viewpoints.
9.	I	Right! But did you also notice any differences in the language used?
10.	P	Yes, the billboards in Rangpur are more prone to go for Bangla as a language medium.
11.	I	Okay. Did you ever feel that in some regions, some languages are over-highlighted?
12.	P	I feel like English is overhighlighted in Dhaka.
13.	I	According to you, are there any specific reasons why the people of Dhaka tend to use mostly English language to make billboards and posters?
14.	P	

		I think people in Dhaka mostly opt for English because, as a capital, it is more futuristic and adaptive to the modernisation of the world that heavily depends on English as a medium.
15.	I	Alright, do you think it's affecting Rangpur? If yes, how so?
16.	P	Because Rangpur is not yet on par with modernisation.
17.	I	Which language would you prefer? And do you think the billboards you see in Rangpur are able to preserve the cultural and local identity of our nation?
18.	P	I prefer English because it gives me the advantage of getting along with globalization. But yes, the posters and billboards are able to capture the locality and cultural identity of our nation, or at least of its regional traits.
19.	I	Do you think that the economic status of a city can influence the usage of languages in the posters?
20.	P	I think so, yes.
21.	I	Can you please explain how?
22.	P	Mostly because the economy heavily influences people to adapt more to the modernisation of the world outside the radar, that eventually helps look at the bigger picture.

23.	I	Do you think globalisation has affected the linguistic landscape in Bangladesh?
24.	P	Yes.
25.	I	What type of impact does this have on our lives?
26.	P	It does encourage us to opt for more professionalism and look at something outside our radar. But it also takes away our own cultures and traditional norms as a nation, at least to some extent.
27.	I	Mm-hmm, last question: did you notice the billboards and posters of any other city besides Rangpur?
28.	P	Yes.
29.	I	What differences did you find there?
30.	P	It was actually quite similar. The cities that are behind in the race of adapting to modernization tend to lack futuristic thoughts and modern ideas.

Participant 3

DU	Participants	Questions and Answers
1.	I	Okay, so now I will ask you some questions regarding the billboards and posters you see in everyday life. So, let me first ask about your occupation. Can you please tell me what you are doing now?
2.	P	I'm working as a content writer at The Business Standard.
3.	I	Okay. You are from Rangpur, right? So how often do you visit Rangpur now?
4.	P	Unfortunately, due to work pressure and everything, I get to visit my hometown five or six times a year.
5.	I	Hmm, now please tell me what type of billboards, posters, or other public signage you notice in your city. Do you notice any differences between the posters of Rangpur and Dhaka?
6.	P	Well, the differences are not so much. But yes, there are some.
7.	I	Mm-hmm, it is. Okay, now can you please tell me what types of differences you notice? Like, how are the posters for your city different from those of Dhaka?
8.	P	I believe my hometown posters are less vibrant than the ones from Dhaka.

9.	I	Right! But did you also notice any differences in the language used?
10.	P	Yes.
11.	I	Okay. Did you ever feel that in some regions some languages are over-highlighted?
12.	P	Yes.
13.	I	According to you, is there any specific reason why, in Dhaka people are using the English language everywhere to make billboards and posters?
14.	P	I think in Dhaka, usage of the English language is more common. Also, using the English language makes it more catchy in terms of billboards and posters. Also, I believe in Dhaka, foreigners are mostly present.
15.	I	But then why is it not affecting Rangpur?
16.	P	Maybe because Rangpur is still a developing city. And people prefer more Bangla than English over there.
17.	I	What language would you prefer? And do you think the billboards you see in

		Rangpur are able to preserve the cultural and local identity of our nation?
18.	P	I think it varies. Because to me, Dhaka and Rangpur are not the same. Definitely! It still holds up the essence of local and cultural identity.
19.	I	Do you think that the economic status of a city can influence the use of language in the posters?
20.		Obviously.
21.		Can you please explain how?
22.		As Dhaka is the capital city so it will surely be more developed more than the other cities of Bangladesh. And economic factors are the underlying reasons behind it.
23		Do you think globalization has affected the linguistic landscape in Bangladesh?
24		Surely.
25.		What type of impact does this have on our lives?

26.		Nowadays, we see most of the students in Dhaka are getting enrolled in the English Medium school. We can also notice the increasing numbers of English-medium schools in Dhaka. I think it's because of the usage of English in most of the posters.
27.	I	Mm-hmm, last question: did you notice the billboards and posters of any other city besides Rangpur?
28.		Yes, I have
29.		What difference did you find there?