Thesis On

A Comparative Study of Linguistic Landscape between Dhanmondi & Hazaribagh

By

Joyanty Halder

21263012

A thesis submitted to the Department of English & Humanities in partial fulfillment of the requirements for the degree of M.A. in English

Department of English and Humanities

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Declaration

It is hereby declared that

1. The thesis submitted is my own original work while completing a degree at BRAC University.

2. The thesis does not contain material previously published or written by a third party, except where this 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.

Student's Full Name & Signature:

_____

Joyanty Halder

21263012

Approval

The thesis titled "A Comparative Study of Linguistic Landscape between Dhanmondi & Hazaribagh'' submitted by,

1. Joyanty Halder (21263012)

Of Fall, 2022 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of M.A. in English on 25 May, 2023.

Examining Committee:

Supervisor:

_____

Nazah Farhat

Lecturer

Department of English & Humanities, BRAC University

Head of Department:

_____

Firdous Azim, PhD

Professor & Chairperson

Department of English & Humanities, BRAC University

Letter of Transmittal

Nazah Farhat

Lecturer,

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Master's thesis on a comparative study of linguistic landscape between Dhanmondi and Hazaribagh.

Dear Madam,

This is my pleasure to display my Master's thesis on a comparative study of linguistic landscape between Dhanmondi and Hazaribagh.

I have attempted my best to finish the thesis with the essential data and recommended prepositions in as significant a compact and comprehensive manner as possible.

I trust that the thesis will meet the desires.

Sincerely yours,

_____

Joyanty Halder

21263012

Department of English & Humanities

BRAC University

Date: May 25, 2023

Abstract

The primary aim of this study was to investigate how different modes of language are used in the form of nameplates, banners, and bill-boards etc. of commercial buildings, government offices and schools to make a successful discourse between agent and audience and why these linguistic modes are practiced distinctively in Dhanmondi and Hazaribagh. The qualitative research method was used to collect and analyze the data. To conduct the research, eight different images of signboards, nameplates, banners of food stalls, schools, clothing stores and other sectors from Dhanmondi and Hazaribagh area were taken by mobile phone. This was an observational study to draw a line between two different linguistic landscapes. The main reason why I was interested in this particular area was that people can come to know how our income affects our linguistic behavior. People can make a relationship between economy and language. A further point why I chose this subject to investigate was that people can understand how global politics influence language usages. In addition to that, people can draw a line between upper and lower class in a society and this is how they can understand the relationship between language and social hierarchy in a society.

Dedication

I would like to dedicate this dissertation paper to my beloved parents and Nazah Farhat madam

for guiding and bearing with me during this period with love and patience.

Acknowledgement

I have taken efforts in this thesis. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them. I am highly indebted to Nazah Farhat madam for her guidance and constant supervision as well as for providing necessary information regarding the thesis and also for her support in completing the thesis. I would like to express my gratitude towards my parents and BRAC University for their kind cooperation and encouragement which helped me in completing this thesis. My thanks and appreciations also go to my classmates in developing the thesis and people who have willingly helped me out with their abilities.

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<div align="center">**Introduction**</div>

1.1 Linguistic Landscape:

Linguistic landscape consists of different modes of language to make understanding about our surroundings. In a written discourse, these all modes have a specific function in interpreting a particular meaning. They all together provide a complete sense of something. This is because it might be hard to understand the meaning from one mode such as black text on a white paper while advertising something. This can be said that when we interact in a spoken conversation, we use a range of linguistic features such as high pitch, low pitch, pause, smile, crying, etc. to let our interlocutors know different emotions and expressions. Like this, in a written language there are some rules and regulations through which we become able to convey our intentional meaning to the audiences. Instead of high pitch, low pitch, different linguistic modes such as code, color, image, different textual sizes and styles, comma (,), and full stop (.) in a written communication we use to make interlocutors understand what we intend to mean. For example, we frequently use capitalized words while chatting in a messenger group. We use this to make our friends understand that I am loud at them. Sometimes we use symbols to let them know I am crying, laughing. Can you imagine what would happen if we did not have these rules or regulations in the written communication? A misunderstanding might have occurred between speaker and interlocutor.

All mentioned features of a written communication are considered as linguistic mode, which we use intentionally to provide a particular meaning and can be varied depending on the socio-cultural factors of a geography. Unlike universal expression of human beings, these modes are developed on the basis of social variables that can change a language pattern of a place. It is evident that if we look at our surroundings, we can see how we are developing our language behavior. Looking at the linguistic landscape in more detail, we can draw a line between linguistic behavior of rural and urban people. This way we can make a contrast between two places in a cosmopolitan city where different groups of people live and also linguistic patterns can be different from one country to another country. This is because social variables become a big factor to affect our linguistic landscape. To know why linguistic behaviors

of a community is different from other communities and how these linguistic practices are developed in a society was my interest. I chose two different places, Dhanmondi and Hazaribagh of Dhaka city which are very near to each other but linguistic behaviors of them are utterly distinctive from each other. I have provided a brief overview of these two areas below.

1.2 An Overview of Dhanmondi Area:

Dhanmondi is located in the capital city of Bangladesh. It's a commercial residential area where mostly upper class people live. The majority of people in this place are well educated who are in the top positions of government services and business sectors. Moreover, several private universities and some well-known English medium schools are situated in this area. To meet the demand of its locals, many branded clothing stores and restaurants were established there. They are expensive enough which middle-income people might not afford to buy. This is a crowded place where young people who are university going students, gather to meet their necessities. Furthermore, many foreigners come to this place for their various necessities.

   This reflects on the language representation of this place. On the basis of above socio-economic factors, a different language pattern is developed in this place where people mostly prefer to use standard Bangla and English to communicate within this community. If we look at linguistic landscape of this place such as nameplates, banners, and bill-boards etc. of any commercial shops or institutions, we can see they use English language and the illustration of language has been shown in a sophisticated manner where different colors, images, font styles and font sizes they incorporated to provide messages to the audiences. The shop owners have tried to do all possible mediums to draw attention of people of this area.

1.3 <u>An Overview of Hazaribagh Area:</u>

Hazaribag is another place of Dhaka city which is very near to Dhanmondi. It takes about 20 minutes to reach Hazaribagh from Dhanmondi. In this place, mostly lower and middle income people live who have a little education. They are mostly daily-workers for example maid, rickshaw puller, and small businessman. The majority of people in this area are middle aged who are not much more stable to work hard or able to do any official jobs due to not having enough literacy. This is why it is inevitable for them to do lower level jobs in society. Moreover, several Bangla medium schools are located in this area to serve education for the local children and also a few number of madrasah schools are situated to teach the Muslim children. Furthermore, there are some clothing shops who are selling garments at a cheaper price and also we can see some local hotels who sell rice at a low expense.

The socio-economic conditions of Hazaribagh area reflect on the linguistic orientation which is utterly different from Dhanmondi. If we look at the linguistic data of this place, we can see how locals are communicating within this community. They use only Bangla as a tool of communication. This can be seen when we look at the nameplate, banner, wall-writing, and bill-board of Bank, school, house, and market etc. respectively.

1.4 <u>Research Statement:</u>

There are some reasons why I am interested in analyzing the linguistic landscapes of Dhanmondi and Hazaribagh. Perhaps the main reason why I am interested in this particular area is that people can come to know how our income affects our linguistic behaviors. They can make a relationship between economy and language. A further point why I chose this subject to investigate is how education teaches us to behave in a community. As a result, people can realize how important education is in people's lives. Moreover, people can draw a line between upper and lower class in a society and this is how they can understand the relationship between language and social hierarchy in a society.

To get the answers of all above questions, I investigated how different modes of language are used in the form of nameplate, banner, and bill-board etc. school, clothing shops, restaurants, government offices

and others to make a successful communication between agent and audiences and why these linguistic modes are used in these two places. This research examined how social variables such as social class, education and religion influence the linguistic behaviors of people and also socio-cultural practices affect people to behave distinctively in terms of language. In this regard, the main purpose of this research was to investigate how and why people of two different places are practicing two distinctive linguistic landscapes.

Many research studies have been conducted on the linguistic landscape in Bangladesh. For instance, Nazifa (2020) conducted research on 'English in the linguistic landscape of Dhaka city' and Chanda & Rahman studied on 'linguistic landscape in Bangladesh: a practical study in Sylhet city perspective' but no specific study on linguistic landscape of Dhanmondi and Hazaribagh in the light of Dell Hymes' SPEAKING model has been taken place yet in Bangladesh. For this reason, research on this particular issue is my keen interest to know how and why linguistic landscapes of these two places are distinctive.

 Exploring two linguistic landscapes of Dhanmondi and Hazaribagh might be new in Bangladesh. The relevant literature on this particular issue indicates that conducting study consistently on this particular area might be much more challenging as collecting data from the real domain and analyzing those collected data might be a challenge. For obtaining consistent data from the interest domain, a qualitative research method was expected to be used for conducting the research through collecting language samples on the basis of capturing photos from two places. Then the collected data was analyzed in the light of Dell Hymes' SPEAKING model.

To investigate the linguistic landscape by using only images is not much more common in the relevant literatures where authors conducted researches in both qualitative and quantitative ways but my study aimed to use a qualitative research method where linguistic samples of signboard, nameplate, and banner of different commercial shops and schools to know how the linguistics features are incorporated to make locals understand about their tendency and from this study people can get a clear idea of how linguistics features are distinctive that was not concern before. For this reason, this study might establish a new stage in the analysis of linguistic landscapes in Bangladesh.

Chapter: 2

Literature Review

In this section I summarized what I found from existing relevant research on my research topic under themes. In this regard I have studied some pragmatic aspects such as theory of multimodality, social semiotics and Dell Hymes' SPEAKING model for the interest of my research topic. These were summarized in the following sections.

Pragmatics is the study of meaning. It concentrates on how other elements of a text can provide meaning to the audiences rather than sentences. Finding the meaning beyond the sentences is the focus of pragmatic study. In the discussion of pragmatics many pioneers contributed to find out the meaning beyond the sentences in a written or verbal communication (Zaghal, 2021). For instance Dell Hymes is one of them who described how a speaker should talk in different social contexts (Ray, 2011). In my pragmatics study, the theory of multimodality and also social semiotics were discussed in making meaning from two different place's linguistic landscapes.

Lim (2021) reported that the theory of multimodality and social semiotics are connected to convey a meaning to the interlocutor. Using different cultural norms presenting on different modes can provide different messages to the target audiences. Incorporating any social semiotics on modes conveying meaning depends on the Dell Hymes' SPEAKING model based on which the language usages can be varied to deliver the context based meaning. In applied linguistics there is a strong relationship between social semiotics, multimodality and Dell Hymes' SPEAKING model. Based on the place, time, audience and purposes the representation of a language to convey a message can be different. For example one color might convey different meanings in different cultural settings. So these are the aspects of applied linguists to analyze for knowing how language usages can vary depending on the context (Kress, 2015). The multimodality, social semiotics and SPEAKING model have been presented in the light of various researchers' articles in the following section.

2.1 <u>Theory of Multimodality:</u>

 Theory of multimodality refers to the study of different modes of meaning making. Finding meaning is not restricted only to the sentences; rather it emphasizes on the different modes such as font size, color, logo, para-linguistics aspects, context of the sentences, to meaning making (Geenen, 2013). Different modes can provide different meanings depending on the places or context of text or utterances. Different modes along with sentences can deliver distinct meaning to the audiences (Bezemer, Jewitt, Diamantantopoulou, Kress & Marvers, 2012).

 Especially multimodality study focuses on how different modes of a written conversation on sign board, advertisement bill-board and also spoken conversation such as gesture and posture provide various meanings along with sentences to the audiences (Jones, 2021). Sentences' meaning can be distinct depending on the visual representation such as color, font sizes of a written text. Each mode of a text conveys a different meaning to the audiences. Moreover, the combination of various modes such as color, font size and other images on a written text might provide a meaning (Ononye, 2014). In the study of Bezemer, Jewitt, Diamantantopoulou, Kress & Marvers (2012), theory of multimodality was applied in the context of academic classroom to examine how effective different modes such as gesture posture of a teacher while teaching to make students understand the lectures and content. The research shows a multimodality approach in a classroom is much more effective for making students understand the contents.

 Ononye asserted (2014) that something written in an image such as any advertisement bill-board on which different color has been used on the background of text might be interpreted in a different way by the audiences. In the field of typography, the multimodality approach has been focused more to meaning making as in the typography the message of something is not delivered overtly in the sense that meaning of a message can depend on many different aspects which might not be interpreted directly by the audiences. A study theory of multimodality was incorporated for delivering the lecture through slide presentation in classroom and this research shows the images and color of the slide presentation make the students more understandable rather than only classroom lecture (Jones, 2021). For this reason in typography, distributors should maintain some strategies to convey the message. In this regard multimodality approach is the interest of conveying the message through the typography media.

In the verbal communication multimodality approach has been of interest to researchers because various kinds of para-linguistics aspects such as low pitch, high pitch do matter in the meaning making. Depending on these para-linguistics features meaning can be altered depending on the context and interlocutors might interpret different meanings (Bezemer, Jewitt, Diamantantopoulou, Kress & Marvers, 2012). Every speaker and hearer interpret the all para-linguistics aspects while they aim to say something depending on the previous discussion. In contrast the goal of the communication might not be successful and a misunderstanding can occur between speaker and hearer. In this regard the speaker and interlocutor must be co-operative in the communication and able to understand what multimodal aspects speakers are using (Geenen, 2013).

2.2 Theory of Social Semiotics:

Social semiotics is another field of pragmatics study which talks about how one social sign or norm conveys different meanings in the different context. In this discussion meaning making depends on the context of a text (Bezemer & Jewett, 2009). This theory was developed from the idea of chomskey's 'competence and performance'. In broader discussion, this theory focuses on a speaker should have some levels of sociolinguistics competence to interact in a specific language to make a successful communication (Lim, 2021).

Social semiotic resource refers to some linguistics norms and values that a group of people belong to communicate within that community. Social semiotics resources can be varied depending on the social class, community, place and country (Bezemer & Jewitt, 2009). The social semiotics resources are related to the cultural practices in the sense that one social symbol can be interpreted in a different manner among different social groups (Kress, 2015). One speaker can choose one semiotics resource to communicate within a community and that resource might be interpreted rightly in community; in contrast it can be misunderstood in the different context (Bezemer, Jewitt, Diamantantopoulou, Kress & Marvers, 2012). So having sociolinguistic competence is much more important when someone aims to start an interaction (Ononye, 2014).

Social semiotic resources are co-related with the theory of multimodality in the sense that a social norm such as white used as a mode can be interpreted in different manners in different social contexts ((Bezemer, Jewitt, Diamantantopoulou, Kress & Marvers, 2012). For example, 'white clothing' has been used in marriage in most of western countries, in contrast 'white clothing' has been worn in the funeral occasion in some South Asian countries such as India. White in one mode conveys the different messages in the different cultural settings (Bezemer & Jewitt, 2009). So there is a strong relationship between social semiotics and multimodality to interpret a meaning. Basically social semiotic resources are socially constructed norms and values from which speakers select depending on the context of conversation and it conveys a message to the audiences (Lim, 2021).

These socially constructed norms and values can provide different meanings in terms of different social classes, for instance one color can be interpreted distinctively in different social classes (Kress, 2015). Linguists keep these aspects in mind while they aim to make distinction among different social class people. They are very concerned about how linguistic usages can be varied depending on social hierarchy. In the field of applied linguistics the relationship between social class and linguistics usages are emphasized to know how economy influences the linguistics landscape of a specific place (Lim, 2021).

2.3 Dell Hymes' SPEAKING Model:

In the field of Pragmatics and applied linguistics Dell Hymes contributed a lot to analyzing the linguistics usages depending on the context. He came up with the theory of ethnography of communication where he focused on how linguistic landscapes can be varied depending on the context (Ray & Biswas, 2011). In the ethnography of communication he emphasized on how to speak in different social contexts and in this regard he had a concern about how to manipulate the sociolinguistic knowledge while someone aims to interact in a community (Setyawati, 2022). He was trying to explore linguistic usages that can be used depending on the social class and different cultural settings (Sari & Widiastuti, 2020).

In the discussion of Zaghal (2021), I come to know Dell Hymes was also inspired by the idea of Noam Chomsky's theory 'Competence and Performance' where Noam Chomsky talked about how linguistics, sociolinguistics and psycholinguistic knowledge can make speakers able to interact in a community. Dell Hymes also had a concern about how to manipulate all the rules to make a successful communication. When someone aims to interact in a given social context, he/she must require some levels of linguistics

and sociolinguistic knowledge to meet the purpose (Sari & Widiasti, 2020). Furthermore, Setyawati, (2022) discussed that one speaker should have knowledge about whom I am talking to and what I should talk about. These are the concerns of Dell Hymes' theory to explore how linguistics usages can be altered on the basis of context, audiences etc.

In the discussion of Setyawati, (2022), Dell Hymes was trying to explain that the linguistic landscape can be varied depending on the context, participants and purposes and other factors. He described what one should say while he will play different roles in the different contexts. This theory directs a speaker to the extent of what he/she should talk about. Basically language is rules governed and it's very tough to insert the right linguistics features in the right place. In our daily lives linguistics usages are changed naturally because linguistics usages are much more connected to behaviors of a community (Sari & Widiasti, 2020). For this reason language usages have been different from culture to culture and community to community. Basically Ray & Biswas reported that norms and values of a community are intelligible only when it is used within a community. For this reason, 'competence and performance' theory was brought into this discussion by Dell Hymes. Knowing sociolinguistics resources of a community is important to make a successful communication.

In the Dell Hymes' 'SPEAKING MODEL' he tries to explain every aspect of a conversation through which one can examine how linguistics landscape can be used in different contexts to meet the purposes Setyawati, (2022). The 'SPEAKING MODEL' has been connected to the theory of multimodality and social semiotics. Geenen asserted (2013) that social semiotics is all about the competence of a language and this linguistics competence allows speakers to insert language depending on the setting, participants, purpose and genre etc. Someone can convey the right meaning to attain the purpose if he/she has enough knowledge about that particular language and knowing how to incorporate the language depending on context is about sociolinguistics competences which is the study of social semiotics. For conveying the meaning many mediums are incorporated which really play the pivotal rule to make sense to the audiences. A study in Nigeria shows only some written texts are not able to make any specific sense to the audiences. The audiences or participants can understand better while multimodal technique is used and the combination of all mediums can convey a meaning easily to the target audiences (Ononye, 2014). Using multimodal technique is a competence of the speaker. I described how theory of multimodality, social semiotics and SPEAKING models are connected below.

S-Setting and Scene that refers to the context or place and time of a conversation from where one speaker might understand what he/he should talk about and what linguistics landscapes he/she should select to make a conversation in contrast the aim of conversation might go in vain (Sari, & Widiastuti, 2020). Setting also is about how to speak in different social contexts if someone wants to continue a successful conversation and when someone should talk about something (Setyawati, 2022).

P- Participants which consists of a group of people who are involved in a conversation (Ray & Biswas, 2011). Basically it's about with whom someone should talk and how to address the audience to attain the purposes. For example, linguistics features have been illustrated in such a way in an advertisement so that they can appeal to the target audiences. In this regard using linguistics features depends on audiences to whom it might be a concern (Ononye, 2014).

E-End refers to the goal of a conversation. To attain the goal all involved participants try to make a successful communication through manipulating the right linguistics features in the right context in contrast the aim of conversation might go in vain (Zaghal, 2021). Obtaining the goal depends on how to use the linguistics features in the context. In an advertisement, the goal is appealing to the target audiences. The target audiences might be discouraged if the representation of language is not illustrated in a right manner depending on the context (Sari & Widiastuti, 2020).

A - Act Sequence refers to the plot of a conversation. In every conversation there is a sequence to track the conversation (Ray & Biswas, 2011). It can also be defined as topic changing on the demand of conversation. Act sequence requires a variety in choosing linguistic features in a conversation (Setyawati, 2022).

K- Key that comprises a group of para-linguistics aspects manipulated in a conversation to make a successful communication (Zaghal, 2021). Key basically refers to tone, manner of a spoken language and different modes in a written communication. One speaker should keep it in mind if he/she wants to deliver the message correctly (Sari & Widiastuti, 2020). Using keys in a disorganized way might convey the wrong message to the audiences for this reason an awareness should be maintained in designing a conversation (Ray & Biswas, 2014).

I – Instrument that refers to the medium of conversation. Basically it's about how to convey the message to the audiences such that it can be spoken conversation or written conversation (Ray & Biswas, 2014). Depending on the form of a conversation the linguistics features can be different (Geenen, 2013).

N- norms that consists of a group of social norms and values which are socially and culturally acceptable to the audiences (Setyawati, 2022) In this regard, a speaker should have some levels of sociolinguistics knowledge to know what is acceptable and not in the context of a conversation. To attain the goal social norms and values do matter in a conversation (Kress, 2015).

G – Genre that refers to the type of message aimed to deliver to the audience through a conversation (Zaghal, 2021). An advertisement can be a genre if someone tries to appeal to the target audience for buying the products. Linguistics features can be different depending on the genre types (Ononye, 2014).

Chapter: 3

Research Design

In this methodology section I would discuss how I conducted my research on the comparison and contrast of two different linguistic landscapes of Dhanmondi and Hazaribagh in the light of Dell Hymes' 'SPEAKING Model'. In this regard, I am expecting to incorporate a research method for collecting and analyzing the data of these two areas. Here I am describing the process step by step of how I conducted research.

3.1 Research Methodology:

I am aiming to incorporate a qualitative research method in this study. In the light of Aspers and Corte's discussion (2019) I came to know that qualitative method is a multimethod approach to collect data in a more realistic manner where researchers can collect the data directly from the real participants or locations for the purpose of getting accurate and consistent data. According to Jackson, Drummond and Camera (2007), the qualitative method sometimes is considered an 'umbrella term' in the field of research because of having multidimensional potentialities in the investigation of authentic data. Qualitative method consists of a group of research tools such as interviews, observation, case study etc. In contrast, research in a quantitative way does not make researchers able to collect data in a more descriptive way. Participants do not get an opportunity to open up or make any comments from their perspectives in the quantitative way study.

My research on comparison between two linguistic landscapes of Dhanmondi and Hazaribagh is to investigate how linguistic features can be different in the context of two economically and culturally distinct places. In this regard, getting the authentic linguistic data of these two areas was my primary focus for this reason my study was aiming to incorporate the qualitative research method to collect data from the field level. Linguistic data was collected through a direct observation of these two areas.

3.2 <u>Research Instruments:</u>

Data was collected through a direct observation of these two areas' linguistic landscapes. I observed bill-boards, sign-boards, different types of shops and schools' names and I was trying to compare and contrast the linguistic features of those areas and how linguistic features can vary depending on the context of Dhanmondi and Hazaribagh.

Through my direct observation about these two areas of linguistic landscapes I have obtained a knowledge about how linguistics features can be varied depending on the context of areas. Dhanmondi and Hazaribagh are very near to each other geographically but the linguistic usages of these two areas are very distinctive which let me find out the reasons why linguistic usages are different.

3.3 <u>Data Collection Process:</u>

Data collection process was quite lengthy and challenging as my data collection took two days to collect data from two separate places so that data might not be messed up and also I aimed to collect data in a consistent manner. Observing data directly is quite challenging as many of the shops' owners did not allow me to take the photos from their shops and many people addressed me as if I did something offensive. For these reasons I would say data collection through observation is quite challenging.

One day I observed all the bill-boards, sign-boards of the Dhanmondi area and I took around hundred photos through my mobile phone and it was quite a challenging task. Dhanmondi is a commercial-residential area and economically and culturally developed place where majority of shops' owners and private academic owners have tried to maintain a global standard linguistic landscape compared to Hazaribagh.

On a separate day I observed how linguistic features have been used in the context of the Hazaribagh area and I took around hundred photos of several sign-boards and wall writings of various shops and academic institutions. Hazaribagh is an economically and culturally under-developed area where the majority of people have tried to maintain a minimum level of livelihood. So their lifestyles bring an impact in the usages of linguistic features.

3.4 Data Description:

I am aiming to represent my collected data under four different themes for example food, clothing brand, education, and others. Under four different themes, I would describe what I found from my research and how linguistic features can differ from one place to another. To represent the data, I would like to attach four different photos based on four different themes for each place so that the audience can understand how two linguistic landscapes vary in the context of two places.

 Dhanmondi is a place of Bangladesh where upper class people live mostly in contrast Hazaribagh is an economically and culturally under-developed area where mostly lower middle class people live. By targeting these groups of people daily, necessary product stores have been designed in such a way so that retailers can appeal to them. Here an interesting thing is that these two areas have been approximately two miles apart but a huge variety in linguistic features has been found in terms of five themes between these two areas. For example, a variety in font size, color, font style etc. has been found from my collected data. In this regard, I am going to give a detailed view of my collected data in terms of linguistic features under five themes in the following sections.

Figure: 1

 The above picture shows this is a food shop building which is located at Dhanmondi. This is a crowded place and also a commercial area of Dhaka city where people of all ages gather to meet their necessities. We can also see in the picture how busy and crowded this area is!

 The photo shows six restaurants that have been placed in one building and we can make a distinction among them through taking a look of words' sizes. First photo shows 'Buffet Lounge' is a two word name of a restaurant in this regard the first word 'Buffet' has been written in an italic style and the last letter 'T' was capitalized. Moreover, every first letter of each word was capitalized. The first two words have been represented in a bigger size than other words in the name of 'The noir restaurant & party center'. Besides, the last three words of this restaurant's name are written in an uppercase manner which is noticeable. In the next restaurant's name (Hangout) all letters are capitalized and written in a larger size than other restaurants' names which is quite noticeable in this case. The name of 'Rosh' is written in a curved style which is not regular in Bangla writing. The word 'Rosh' is represented in a smaller size than other words. Last, the photo shows the first word 'Shakib's Restaurant' is written in a bigger size than other words and also in a bold manner in the name of 'Shakib's Restaurant'.

In this section I am going to show how many colors are used in the names of restaurants in one photo. Color is used to make a distinction from one name to another. The photo shows in total five colors have been used for six restaurants' names. The names of 'Buffet Lounge', 'The noir restaurant & party center' and 'Rosh' have been colored in yellow, white and orange and black combination respectively in contrast

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'Hangout' and 'Shakib's Restaurant' have been represented in red but the shades of red have been used to make a distinction between them. The word 'Hangout' is colored in a light shade of red on the other side 'Shakib's restaurant' has been illustrated in a pure red. The combination of orange and black in the name of 'Rosh' seems to me more standard and nice.

Figure: 2

'Yellow' is a renowned clothing brand which is very popular among the upper class people in Bangladesh. The store of this clothing brand is situated in the center of Dhanmondi area. Western outfits and also three pieces have been retailed in this clothing brand and they are much more expensive to purchase. In this regard, I am going to show how the linguistic features have been used in the name of this clothing brand.

The photo shows the word 'Yellow' written in an upper case manner in the above front of the store which looks more emphasized. The other word 'By Beximco' has been also represented in upper case manner in the above corner side of the store. Moreover, the word 'Yellow' has been presented in a larger font size than the word 'By Beximco' has been written in a smaller font size. The word 'Yellow' has been taken into more limelight through having this linguistic feature.

The two colors have been used in this regard to illustrate the brand name. The photo shows the word 'Yellow' has been presented in a pure yellow associated with the brand's name on the copper color which looks more modern and standard.

 Figure: 3

'Green Gems international school' is a private English medium school which is situated in Dhanmondi. The English medium education is considered as upper class people's education in Bangladesh for this reason Dhanmondi is an area where maximum renewed English medium schools are located for serving the posh people of this area. In this regard, I am going to show how linguistic features have been used in the name and logo to appeal to the posh people of this area.

The name of the school 'Green Gems International School' has been presented in two font sizes. The picture shows the word 'Green Gem' has been written in a bigger font size in contrast 'international school' has been written in a smaller font size which is noticeable in this regard.

Moreover, two different fronts have been used in the name of school such as the first two words 'Green Gems' have been written in a regular font style in contrast the last two words 'international school' have been presented in another font style. Last, the first letter of every word has been capitalized.

 The two colors have been incorporated in the name and logo of the school such as green and white. The combination of white and green gives a positive vibe to the target audiences. We can see the name of the school has been colored in a pure green on the white. Moreover, the logo has also been represented in white and green.

 The logo of the school has been designed in such a way that it portrays a book and also a green leaf on the white cover page of the book. Moreover, the words 'green gems' have been written in a smaller size in the middle of the logo.

Figure: 4

This is a product delivery car which serves in the area of Dhanmondi. This car basically takes away the products from different manufacturing companies of Bangladesh to deliver them to the consumers. In this perspective, we can see some linguistic features in the car body which I am going to represent in the following paragraphs.

The picture shows the words 'Safe', 'Reliable' and 'Fast' have been written in the same font size and the first letter of each word has been capitalized. Moreover, the word 'Daraz' is written in a bigger size than 'the biggest sale year'. The words 'the biggest sale year' have been presented in an uppercase manner which makes an emphasis in this regard.

Two colors have been incorporated mainly to illustrate the writing on the car body. The all words have been colored in a pure white on the orange which looks more standard and modern.

Figure: 5

The picture shows 'Nanna Biryani' is a food stall in the area of Hazaribagh. This is a single stall and we can see this hotel is not crowded as much as Dhanmondi restaurants. Mainly this hotel is serving the local lower middle class people. Depending on the income of the local people this biryani stall was established. In this regard I'm going to show how linguistic features have been used in the name of food stalls below.

We can see the name of this stall has been written in Bangla. The word 'Nanna Biryani' has been presented in large size letters and the name of place 'Hazaribagh shaka' has been shown in smaller size letters. The large letters size in the name of the food stall has been used to highlight. Moreover, other information has been written in too small a letter size which is not visible from a distance.

Using various colors in the name of the stall serves a key role in the process of appealing the target audiences. In this photo we can see a total of four colors such as yellow, red, blue and white have been incorporated to illustrate the writing. The dark yellow has been used as a base on which the

The name of the stall has been colored red. Besides, we can see in this picture that the name of the place has been presented in white on the dark blue color.

Figure: 6

In the above picture we can see a clothing store which is located at Hazaribagh. It's a small clothing store which is serving the local lower middle class people and we can assume that the products of this store might not cost a huge amount of money and also we can see this clothing store is not so crowded. I am describing how linguistic features have been used in this picture below.

We can see in this picture that all the writings have been presented in Bangla but some English words have been written in Bangla which is noticeable. The Bangla writings have been presented in three different font sizes and also different font styles. The name of the clothing store 'Sabbir Cloth Store' has been written in large font size and also the writing font is different from other writing in the signboard. Other details about products have been presented in small font size in this picture. In this regard, target audiences can make a distinction among writing font size and font style.

In this picture we can understand that the signboard of the clothing store has been presented in a more colorful manner. We can see a total of six colors have been used to illustrate the writings in this picture. The color 'blue' has been incorporated in three different shades which is more noticeable in this picture. Light blue has been used as a base on which the various products' names have been presented in dark blue and also another type blue has been used on the base on which the location address has been written in white. On top of that, the name of clothing store 'Sabbir Cloth store' has been illustrated in red but light yellow and light blue have been used as a contrast color in the background.

Figure: 7

The picture shows this is an admission promoting advertisement of a school of Hazaribagh area. This admission advertisement targets the local people of this area. Basically this school is serving education to the local Muslim community.

Picture shows this advertisement has been presented in Bangla. Bangla writing has been portrayed in different font sizes. In a detailed discussion, we can see the name of the school 'Umme Habiba Mohila Madhrasah' has been written in large font size in contrast other information has been illustrated in smaller font size. All words have been presented in such a writing style which is not regular in Bangla.

We can see this advertisement has been presented in a more colorful manner in this picture. In this advertisement banner, a total six different colors have been incorporated to present the writing to the target audiences. Basically the promoter tries to present every information in different colors and also different color backgrounds have been used for presenting the writing. For instance, we can see the name of the school has been presented in red on the white background and green has been used in presenting 'vorti cholse' on the yellow background. Other information has been written in blue and black on the white background.

Figure: 8

 We can see this is a tannery workers' union club at Hazaribagh where all workers gather to make a decision. From this place, they make decisions about how to manufacture the products and how to provide the products to the target consumers. We can see some linguistic features have been used in the signboard of this workers' union club and I would like to describe them below.

 We can see the name of the union club has been written in both English and Bangla in this picture. In the name of the club, we can see one font size has been incorporated to present the name in contrast other details have been written in smaller font size. All writings have been presented in the same font style in this picture.

In the picture we can see very decent color shades have been incorporated to present the writings. For example, light red has been used in the part of Bangla name and dark blue has been incorporated in the part of English name on the light yellow shade background which gives a decent look to the audiences.

3.5   Data Analysis:

In this section I am going to explain how the orientation of linguistic landscapes of two distinct places is different and how language and society are related to each other. In this analysis section every linguistic aspect of the individual picture was demonstrated in terms of Dell Hymes' SPEAKING model.

Figure: 1 (Restaurants at Dhanmondi).

Setting and Scene:

 The above sample was taken from Dhanmondi around 2:00 pm. In every restaurant's name different font styles, font sizes and lowercase and uppercase have been used because of having a competition among them to appeal to the audiences and also helping people recognize individual names of all restaurants in one building. Furthermore, front names of all restaurants except 'Rosh' have been presented in English. Using English aims to target the upper class people who are literate and also the international customers because it is a commercial area and many foreign visitors come to this place for their necessities. In this area, color has been used in a modern manner.

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The color contrast was so eye soothing in the sense that on the black background all colors such as white, red, yellow have been used and it gives a modern look to the audiences.

Participant:

There are two types of participants such as agent and audience involving themselves in providing any message through different types of medium of communication. On one hand, agencies or owners of all these restaurants are trying to give a modern look of their restaurants through using different sophisticated color combinations. This is how they are manipulating the upper class people to believe that they follow a global standard in serving food at their restaurants at Dhanmondi. On the other hand, restaurants' name plates have been presented in English to make audiences such as international or literate customers understand which products are selling at this place.

End: the purpose

In terms of 'End', each linguistic aspect of these brand names or store front names has a purpose. The main purpose of these stores is to convince the upper class and international customers to take the services and also show the standard of themselves in the competitive world. The aim of using different font sizes, styles and colors is to highlight the store names so that target audiences can recognize the restaurant's name from a crowded commercial complex and audiences might not be confused about which name belongs to which restaurant. The tendency of incorporating English in the name of restaurants is to appeal to the upper class people who are educated and also foreign customers who do not read Bangla.

Act Sequence:

In terms of act sequence, two different methods were used to analyze the visual data of the 'Rosh' sign board. To analyze the above data we look at the placement of data where it is inserted on the sign board. The layout of the 'Rosh' sign board was divided into two parts. In the left brand name 'Rosh' was written considering it as ideal given because name was given by authority to give itself an identity and on the right a slogan 'Mistir Sristi' was presented as ideal because no one used this before. This is the tact-line which

attracts the audiences. On the bottom of sign board contact information such as 'Nichtoala- B, Road- 9/A, Saat Masjid Road, Dhanmondi, Dhaka-1205 of this store was demonstrated as real news so that customers can find it easily. At the center 'Rosh Limited' was presented as the nucleus information about this store that it's important to make people understand it has more branches over there.

Key:

We found some lines which implicate meaning in the above picture. For example, 'Spin the taste' and 'Mistir Sristi' which are called hard sell because those linguistic behaviors are performing directly to appeal to the passersby but no soft sell meant to indirect message is used in the above picture. In terms of reason vs tickle, we found that signboards of all restaurants have a motive. Like, 'Rosh' has a reasonable motive for demonstrating the statement 'Mistir Sristi' which performs as a condition of why people want to buy the sweet from this store. On the above signboard, no adjectives or repetition of words were used in terms of rhapsodic communication but a minimalist element has been found in the above picture. For example, using English for a multi-dimensional communication which has been seen as a minimalist medium of communication which has a motive for both agent and audiences.

Instruments:

In the above picture no specific instruments have been found rather than code mixing. On the sign board of 'Dhanmondi Kabab and Restaurant', we can see code mixing has been used between English and Bangla and also Bangla has been illustrated in English font to target the upper class people.

Norms:

In terms of Norms and Regulations, we can see a bilingual culture has been tried to portray in the sense that sign boards have been presented in both Bangla and English and this is a legitimate role in the commercial field because of meeting global communication. Maintaining bilingualism is a primary demand of this modern era.

Genre:

Genre used in communication between agents and audiences is sign boards of different restaurants that aim to target the audiences for this reason this is a public medium of communication in which different font sizes and colors have been used to make people understand which products are sold in these stores. For example, texts have been presented in red, yellow, white color to make a distinction among names.

Figure: 2 (A clothing store at Dhanmondi)

Setting and Scene:

The above sample was taken from the Dhanmondi area around 2:00 pm and it is a residential area which is not so crowded. Mostly upper class people visit this store to shop for their garments which are pretty much more expensive than others. Basically the products they sell are branded for this reason lower income people can hardly afford to purchase outfits from this store. The appearance of this shopping complex is sophisticated in the sense that the exterior and interior are decorated in such a way that ordinary people might feel afraid to enter this place. The usage of language and other linguistic features such as English word and color contrast is impressive to the upper class people.

Participant:

The participants are the owner of this shopping complex who is playing the role of agent and the upper class people who are the target consumer of the agent. The sample above demonstrates agents are trying to focus on linguistic features to bring a sophisticated look to their outlet so that it will be more attractive to the upper class people entering into it. Basically they want to show how quality they maintain in their products. On the other hand, targeting the upper class people considered as literate, English language such as 'Yellow' and 'By Beximco' used in the front name of the store as English is considered as a prestigious language and also upper class language. Another minor reason could be targeting some international customers who come to visit Bangladesh. Another aspect is a focus on color contrast such as Yellow on copper background used to impress the upper class people who like to use more sophisticated colors.

End:

The purpose of this store is to convince the upper class people to buy their garment products from here. The aim of using English language is to impress the aristocratic people who prefer to use English in their daily lives activities and using English they consider as a more elegant medium of communication which brings their prestige in upper class society. Furthermore, the reason for using a sophisticated color contrast, large font size and upper case 'YELLOW' is to emphasize on the name of the store for catching the buyers' eye.

Act Sequence:

In the above picture, a sequence is maintained to categorize the focus of each linguistics aspect for making audiences understand on which information they should pay more attention. In this regard, we can see that Kress and Van Leeuwen's triptych model is used to represent information in the front name of a store. According to triptych, the nucleus information 'Yellow' about the store is presented in the center of the name plate and other supporting details such as 'By Beximco' shown in the right which is considered as real information. The aim of putting 'Yellow' in the center is to catch the buyers' eyes easily and also they can distinguish between main act and supporting acts in the given name plate.

In the front name we can also see that a color sequence was used to perform an act in the sense that the 'Yellow' word was presented in only yellow color on the copper background which is more eye catchy and gives a sophisticated impression to the passersby. Furthermore, different font sizes and upper lower case presented in the name plate are to emphasize the particular information. For example, 'YELLOW' is fully capitalized to emphasize on it. So every aspect of the linguistic landscape has a particular function in any commercial name plate.

Key:

In terms of Key, no major implicature is found except one linguistics feature that is 'By Beximco' in the above picture. I consider this fragment 'By Beximco' as a soft sell because it provides a message indirectly to the audiences that this shop is owned by a leading business company of Bangladesh and it might convince the target audiences to pay more attention to it.

In terms of reason vs tickle, the name of the store 'Yellow' illustrated in correspondence color tone but it has no major implicature in the context of clothing store. On the other hand, presenting the brand name 'Yellow' in only a yellow color on a contrast background might make people more focused on the brand name. Besides, no adjectives or any repetition of word or phrase were used in terms of rhapsodic communication but a minimalist element has been found in the above picture. For example, 'Yellow' and 'By Beximco' presented in English for a multi-dimensional communication which refers to a minimalist medium of communication that aims to show off the class standard of both agent and audiences.

Instruments:

In terms of instruments, the name plate was written rather than verbal or telegraphic. Besides, any major or minor linguistics elements such as code switching or code mixing and register have not been found according to instruments in the front name of the above store.

Norms:

Using English is becoming a legitimate norm in upper class society. The above sample is not exceptional in the sense that clothing store names are presented in English for attracting foreigners and a particular group of people who are highly literate in both English and Bangla. This can be defined as a norm of interaction.

On the other hand, norm of interpretation can be defined as a legitimate right of a particular community. In this regard, color contrast of name plates such as yellow on copper background might be interpreted in a variety of ways as interpretation of these color combinations depends on the communities such as upper class people and lower middle class people. For example, upper class people might consider this color combination as more sophisticated in contrast lower middle class people might interpret this color contrast as back dated.

Genre:

The genre is a commercial name plate which is used for a clothing store for making people recognize the store from where people can purchase their outfits. It is a nameplate of a clothing store as a brand name 'Yellow' and other supporting details such as 'By Beximco' are presented on the nameplate.

Figure: 3 (An English medium school at Dhanmondi)

Setting and Scene:

The above sample was collected from Dhanmondi around 2:00 pm. Basically it's a residential area where mostly upper class people live. To target this group of people, we can see all information about the school sign board is presented in English and also presenting information in English indicates that this is a place of highly educated people as illiterate people can not read the English sign board at all.

Participants:

The participants of this sign board are school authority, parents and students to whom information of the sign board may concern. In terms of agent, school authority tries to demonstrate how standard their education or services are through illustrating the English language, different font sizes, logo and color combination on the sign board. In addition, being a school sign board authority maintains language usage, color combination and logo so that the face value of school will not be threatened.

In terms of audiences, using English on the sign board indicates that authority tries to manipulate the target audiences such as parents and students as presenting anything in English seems to them as prestige for this reason English is more attractive to upper class people. In addition, other linguistic aspects such as color combination perform as key elements in a society. For example, the combination of white and green is an eye soothing color appreciated by upper class people.

End: The purpose

The aim of each aspect of the above sign board is to make people concerned about school and manipulate the target audiences. Each and every mode has a meaningful purpose but somehow all modes have a common goal in any commercial medium. For example, the purpose of using English is to convince upper class people to admit their children at this school. Another mode is that using green on white background gives an eye soothing look which is much more relevant to the concept of education. The aim of using large and small font sizes such as 'Green Gems' and 'Playgroup to A level' is to distinguish the major and minor information. By using large font size, the school name 'Green Gems' is emphasized more so that the audience can understand which school name belongs to the school name.

The illustration of logo 'a green tender leaf on a book cover' indicates that the purpose of this institution is to provide education. In a detailed discussion, a green tender leaf may be a symbol of an innocent child to whom education will be provided.

Act Sequence:

 The above sign board contains written language that is presented in a spatial organization. The place of any linguistic elements implicates a meaning to audiences. In the above sign board we can see written language is illustrated into different sections. For example, on the right top we can see 'British council' associated with ideal new and on the right bottom a facebook page name 'GGISD' considered as real new and on the left top, a logo of school with year of establishment of school presents as ideal given and on the left bottom an Instagram account name '/greengemsinternationalschool' is provided as real given. Moreover, on the center point, we can see all information such as 'Green Gems International School' and other supporting details are presented as the most important or nucleus information. In this regard, the placement of written language implicates the value of meaning and audiences can distinguish them according to value of meaning.

The written language can be analyzed according to an act set where a group of sentences presented top to bottom such as headline 'Green Gems' under that a body copy contains information about school such as 'international school', 'play to A level' that provide information about the nature of school. The last section 'standing detail' such as 'House # 33/A, Road # 9/A, Dhanmondi' contains information about how audiences can contact the school.

Key:

In the above sample we can see meaning is presented explicitly. On the other hand, all information presented in English has a reason to persuade the upper class people. Color tone used in logos such as 'white book' implies a meaning of a real book and 'green' implies a meaning of a new beginning. These are all key elements of this signboard which contain distinctive meaning to entice the audiences.

Instruments:

In terms of instruments, 'Green Gems' used as the name of a school can be considered as a register as the meaning of this phrase is culture and context specific in the sense that the meaning of the phrase might be interpreted in many different ways depending on the culture and context. For example, in the context of school, this phrase 'Green Gems' implicates a new life.

Another instrument is code selection in illustrating the information. For example English is used as a code that is selected depending on the target audience's preferences. Using English has been considered as a legitimate role in the upper class.

Norms:

According to norms and regulations, color tones such as white and green used on the signboard and logo play a vital role in the education sector so this can be considered as a norm in the field of education. Another thing is code selection such as English. Using English in the sign board of English medium schools is considered as a legitimate norm and regulation.

Genre:

The genre is a school sign board in which the school's name 'Green Gems' and contact information 'Dhanmondi' are given for audiences to identify the nature of institution and school. The position of the sign board for instance 'in front of the school's building' also indicates this a school sign board.

Figure: 4 (A delivery car at Dhanmondi).

Setting and Scene:

The above picture was taken from the residential area of Dhanmondi around 2:30 pm. From the illustration of written language such as 'safe', 'reliable' and 'fast' we can know this is a delivery car which distributes the products to ultimate consumers.

Participants:

The participants are product distributors and consumers. In terms of agent, product distributor uses some linguistics features such as 'safe', 'reliable' and 'fast' to give a message about the nature of business on the other hand, distributor tries to persuade the consumers by demonstrating some words such as 'safe', reliable' and 'fast' in terms of audience.

The aim of written language 'safe', 'reliable' and 'fast' on cars is to make people identify this is a product distributor car in the residential area. Another feature is 'Daraz' , which is the biggest online shopping platform. The advertisement of 'Daraz' implies that this is a residential product distributor car. In addition, the aim of this advertisement is to promote Daraz' 11.11 sale offer and also to persuade the audiences to purchase products from 'Daraz'. For example, '11.11', 'the biggest sale year' these are too persuasive language used in the advertisement.

Act Sequence:

According to 'Act sets', the written language of 'Daraz' printed advertisement can be segmented into different placements from top to bottom and each placement serves a particular function for instances, headline 'Daraz', on the top for catching audiences' attention to know about body copy such as '11.11' that provides message about an offer sale to the audiences. The slogan 'the biggest sale of the year' illustrates a message about the 11.11 offer followed by a standing detail that contains information about the time table of the 11-11 offer for example, '11-21 November'. According to the importance of information, data is organized in such a way into different segments in an advertisement.

Key:

In the above sample, we can see some keys that implicate a meaning and audiences will pay attention to those elements to perceive the meaning. Those elements have been categorized into hard sell vs soft sell, reason vs tickle and rhapsodic and minimalist. In terms of hard sell vs soft sell, we can see some words such as 'safe', 'reliable' and 'fast' are illustrated on the car to persuade audiences directly. On the Daraz's 11.11 offer poster, advertisement audiences are appealed directly through using language such as 'the biggest sale of the year', '16 lakh deals', 'TK 40 crore vouchers' and 'up to 60% discount'. Explicitness in using language is defined as hard sell. No soft sell devices have been used in the advertisement.

 In terms of rhapsodic, some adjectives are presented in advertisements and on cars for example 'safe', 'reliable', 'fast',' biggest', to entice the audiences to buy the products from Daraz and to take services of this car. Basically the product distributor is ensuring audiences about the quality of services. In the case

of minimalism, advertisements are presented in English as they try to draw the attention of literate people to whom this advertisement may concern.

Instruments:

No register is found in the above advertisement. English has been selected as code to present all information as mostly this delivery car is seen to distribute the products in some residential areas which belong to educated communities who are literate in reading English.

Norms:

In terms of the norm of interaction, advertisements are presented in English as the target audiences are educated people of our society and also this car is delivering the products in the upper class society for this reason English is used as a norm of interaction. On the other hand, no elements have been found in terms of norms of interpretation.

Genre:

The medium of conveying the message is a poster advertisement that promotes the '11.11 offer' of Daraz. All descriptions of the biggest sale and types of vouchers such as 'the 40 crore vouchers' that are illustrated in this advertisement make people concerned about offer sales.

Figure: 5 (A food store at Hazaribagh)

Setting and Scene

The above picture was captured from Hazaribagh around 12:00 pm. Mostly lower income people who have little education live in this place. If we look at the sign board of 'Nanna Biryani' store, linguistic orientation is influenced by the culture of Hazaribagh. Having little education allows them only to read Bangla that is used in presenting information on sign boards.

Participants:

The participants are the owner of a biryani store and the local lower middle class people. From the view point of agent, a tagline 'Puran Dhakar Uittijjobahi' used on sign board is to make believe they maintain the taste and quality of old Dhaka's biryani for this reason this will be considered as top-down approach as this is used for the store owner's perspective for the audiences in contrast, all information is presented in Bangla so that audiences can read and understand the nature of business. So this is a bottom-up approach.

The purpose of sign board is to help audiences identify the name and nature of business, products and find out the way how they can reach the 'Nanna Biriyani' and also persuade the consumers entice to go inside for having food through using persuasive language such as 'Puran Dhakar Oittijjobahi'.

Act Sequence:

The spatial organization of written language in any printed medium of communication implicates meaning. According to the Triyach model, on the right top, a registration number '11258' is given as ideal new and on the right bottom, a contact address '129/5, Hazaribagh Bazar, Dhaka' is given as real new. Furthermore, on the left top a slogan 'Puran Dhakar Oittijjobahi' is illustrated as ideal given and on the same side bottom personal contact information ' 'Pro: Mo: Farukh Ahmed and phone number" was provided as real given. On the center of the sign board the name of store 'Nanna Biriyani' is posited as a nucleus information. Audiences can make a distinction among information through the placement of written language.

Key:

Key is a linguistics technique that is constructed by the choice of language and its explicitness. In terms of soft sell, a fragment such as 'puran Dhakar oittijjobahi' is used to indicate that the taste and quality of 'Nanna Biriyani' is the same as old Dhaka. Agent implicates the meaning indirectly through this phrase. No word is used as a hard sell on this sign board. On the other hand, the aim of using different color tones is to help audiences to make a distinction among information according to reason vs tickle. From the minimalist point of view, information on sign boards is presented in Bangla so that people with a little education might read the message.

Instruments:

In terms of Instruments, we can see a register and code on the sign board. On the signboard of Nanna Biriyani at Hazaribagh a phrase 'Puran Dhakar Oittijobahi' is considered as a register which represents old Dhaka's food habit and it contains a meaning within this community. This line might not be intelligible to

any foreign people. Furthermore, only Bangla has been used on the sign board of this store so that local people with little literacy can read messages.

Norms:

In terms of the norm of interaction, to make local people understand the message of the sign board, information is presented in only Bangla that becomes a norm for Hazaribagh area as people with little literacy can not read any message in English. According to the norm of interpretation, the phrase 'Puran Dhakar Oittijjobahi' can be interpreted in a variety of ways by people of different cultures. For example, a foreigner might not interpret this line in the right manner. Only Bengali people can understand that the taste and quality of old Dhaka's Biriyani are implicated by this line.

Genre:

The genre is a sign board of a food store that contains all information presented to make people identify the name and nature of the business and product and also the way how they can reach this place. For example, the name of store 'Nanna Biriyani' is posited on the center of the sign board as a nucleus information. Furthermore, the placement of the sign board indicates that this is a sign board of a food store.

Figure: 6 (A clothing store at Hazaribagh).

Setting and scene:

The above sample was collected from the Hazaribagh area around 12:00 pm. It's a small clothing store where lower middle class people of this area can get garments at a low expense. This place is not so crowded.

Participants:

The participants are owners of clothing stores and local lower middle class people. In terms of agent and audiences, the linguistics orientation of this sign board is organized in a top down method in the sense that for example, only Bangla as a communicative code is used to present information for people who have little literacy, and can hardly read Bangla. Considering the audiences' language capability, the agency designed the sign board so that target audiences can understand the nature of business.

End: The purpose

The aim of this sign board is to help to recognize this as a clothing store named 'Sabbir Clothing store' where people get different types of outfits such as lungi, shirt, pant, readymade garments at low expense. Furthermore, passersby get to know the contact information given in the sign board.

Act Sequence:

In the above sample we can see written language is organized in top to bottom sequence that implicates meaning in the sense that the name store 'Sabbir Clothing Store' on top considered as headline through which audiences come to know this is a clothing store driven audiences to pay attention on body copy that contains information about what products are available such as 'lungi, shirt, pant, readymade items given under the headline. On the bottom, Sabbir clothing store's contact address is given such as '1 no. Gojmohol road, Hazaribagh, Dhaka-1209' that helps people to locate where 'Sabbir Clothing Store is.

Key:

According to reason vs tickle, illustrating written language in different font sizes has a specific reason in the sense that headline 'Sabbir clothing store' on top is presented in big font size than other two lines under headline through which passersby can identify this is a clothing store that is more important to know the nature of business. Another feature is presenting written language in different colors. For example, the name of the store 'Sabbir clothing store' presented in red, product detail in dark blue and contact information in white on contrast background so that audiences can identify the given information without having any difficulty. Last not least, using only Bangla when presenting information has a reason in terms of minimalist approach for majority people of this area who have a little education, can read or understand Bangla only. These are keys used to implicate meaning rather.

Instruments:

No register has been found on the linguistics orientation of this sign board. On the other hand, a code such as only Bangla is used in presenting information so that local people not much more educated can read or understand information given on the sign board.

Norms:

According to the norm of interaction, only Bangla is used in presenting information for the local middle class people who have a little literacy. Bangla is used to make a successful interaction between customer and sign board. We can assume that using Bangla in Hazaribagh is a kind of norm while designing a sign board of any business. On the other hand, norm of interpretation is an important phenomenon in any business discourse to make a successful communication between audiences and business. For example, depending on Hazaribagh culture, written language of sign boards is presented in a colorful manner such as red, blue, dark blue, white, light yellow that may concern Hazaribagh people rather than other areas in Dhaka city.

Genre:

The genre is a sign board that contains the store's name 'Sabbir cloth store', products' details such as lungi, shirt, pants etc. and also contact information such as '1 no. Gojmohol road, Hazaribagh, Dhaka-1209. The placement of a sign board for instance sign board in front of a store that implies this is a sign board of a clothing store.

Figure: 7 (A Madrasah School at Hazaribagh).

Setting and Scene:

The above picture was taken from the Hazaribagh area around 12:00 pm. In picture we can see this is a banner of women's madrasa school where local Muslim female students are approached to get admission.

Participants:

The participants involved in admission promotion are the authority of school 'Umme Habiba Ra Mohila Madrasa' and local Muslim people. In terms of agent, school authority tries to give an overview of which subjects and facilities the target audiences can get in this school such as 'Nurani Kindergarten', ' Najera', 'Hiphs', 'kitap' and also 'abashik' facilities. According to the audience, only Bangla is used to present information so that target audiences can read and understand the messages banner aims to provide for this reason this is a top down approach.

End:

The purpose of the banner is to promote the admission circular of 'Umme Habiba Ra. Mohila Madrasa school. People can know which subjects and facilities offered by school authority from the banner and also they can identify how they should contact to get admission there and what is the last date of getting admission there.

Act Sequence:

The written language of banners is organized in such a way so that readers can make a distinction among given information. The given information on banners is illustrated in mixed methods in the sense that information is presented in a top to bottom method and also a triptych method.

According to the triptych method, on the right top 'abashik/onabashik' is given as ideal new and on the right bottom a contact number '01853……' is given as real new. On the opposite bottom, 'vorti cholse' is given as real given. On the center of the banner, madrasah school name 'Umme Habiba (Ra.) Mohila Madrasa' is presented as nucleus information. On the other hand, in terms of top to bottom method, on the very top, madrasa school name is presented as headline that contains most important information so that passersby can be enticed to know the body copy that provides information about which subjects are available such as 'Nurani Kindergarten' etc. after that on the bottom a contact details are given to identify where this school is located such as 'Hazaribagh Bazar, Gojmohol Cluber Uttor pashe, Hazaribag, Dhaka-1209'. The placements of written language give a hint to audiences to locate the most important information.

Key:

In terms of reason, using only Bangla has a motive to make people understand what this banner is about. Majority of people of this area are illiterate in reading English for this reason only Bangla is used in presenting information so that target audiences can perceive the information. According to a minimalist approach, Arabic language is used in presenting information such as 'Umme Habiba (Ra.) Mohila Madrasa', 'Nurani Kindergarten', 'Kitap' etc. that are used to give a perception of where students are taught in Arabic language.

Instruments:

In terms of code mixing and switching, in total three languages such as Bangla, Arbi and English are used in presenting information. For example, 'Nurani Kindergarten' a mix of Arabic and English is used and 'Vorti cholse' authority switched to Bangla from Arabic language but mostly Bangla and Arbi are used in illustrating information on the banner so that Muslim community can understand well. Furthermore, color illustration plays a key role in making people distinguish information. For example, the headline is colored in red and body copy is presented in blue through which audiences can locate the information.

Norms:

In terms of the norm of interaction, the agent used two languages such Bangla and English so that Muslim community understands this is a madrasa school. Basically we noticed before that English medium school used only English in presenting information on the signboard and here we also see the same manner that this is an Arabic medium school for this reason Arabic is used in presenting information on the banner considered as a norm of interaction. According to the norm of interpretation, Arabic might not be interpreted by anyone other than Muslim community.

Genre:

The genre is an admission promotional banner of madrasa school in which details about available programs, contact information and other facilities are described in a nice manner so that passersby can identify admission is going on 'Umme Habiba (ra.) Mohila Madrasah'.

Figure: 8 (A Tannery Workers' Union at Hazaribagh)

Setting and Scene:

The above sample was taken from Hazaribagh around 12:00 pm. This is a tannery workers' Union where tannery workers come to make the decision together. For example, 'Duniar mojdhoor ek hou' indicates this is a place of all workers.

Participants:

The participants are tannery workers and the government. In terms of agent, using both English and Bangla are used to maintain the rule of government for this reason this will be considered as top to bottom in contrast in terms of audiences, using two languages on the nameplate will be seen as bottom to top method as government imposes both languages as rule for making workers and other people understand this is a workers' union.

End:

The purpose of this name plate is to make people identify this is a tannery workers' union club where workers and authority sit together for making any kind of tannery business decision. For example, in the

name plate, the name of the club is written in both Bangla and English so that people can easily read what authority aims to convey.

Act Sequence:

According to the top to bottom method, on the very top, 'Duniar Mojdhoor Ek Hou' is written as a headline so that people can perceive this is a workers' club from the very first line. Then this line might direct audiences to know union club in detail in body copy where a 'tannery workers' union' is mentioned in the middle and contact details are provided such as 'Registration no.- B, 1033' and '180/A, Hazaribagh, Dhaka-1209' on the bottom through which target audiences can locate the place.

Key:

In terms of minimalist approach, English and Bangla are used to present information so that local and foreign target audiences can read information to identify this is a tannery workers' union club. On the other hand, the reason for using different font sizes and colors in presenting information is to help audiences make a distinction among information according to importance.

Instruments:

No register has been found in the name plate but a tendency of code switching is incorporated in the name plate. For example, the name of the union club and other supporting details are presented in both English and Bangla for example, 'Duniar mojdhoor ek hou' and 'Tannery workers' Union' so that everyone can read what is written in the name plate.

Norms:

According to norms of interaction, information about the name plate I presented in both English and Bangla as a rule so that local audiences as well foreign audiences can read what is written in the nameplate to identify this is a tannery workers' union club.

Genre:

The genre is a name plate of tannery workers' union club where name of union and other contact information are provided so that target audiences can identify this is a place for tannery workers to make any kind of decision about tannery business together.

Chapter 4: Discussion:

In this discussion section I make a connection between finding and relevant literature on my research to justify the found data. Findings of this research have a soothing connection with what researchers conducted before on my research topic. The findings and literature of this research have been discussed below.

There are many reasons why linguistic landscapes of two different places are developed in a divergent way. Social variables are the key factors to exert different linguistic landscapes of these two places. In addition, imperialism is another key factor which affects linguistic behavior of human beings. In the following paragraphs I intend to critically discuss how social variables and imperialism direct us to behave in different ways in terms of language and also other aspects such as color, text size, style which are influenced by the cultural practices.

4.1 Impact of Linguistic Imperialism:

We can see in the above analysis that English is used in every sector in the form of signboards, nameplates and banners in Dhanmondi. Perhaps the main reason why English is promoted everywhere is that English tries to dominate local languages such as Bangla. In the past, we can see native English speaking countries such as England, America, and Australia colonized all over the world by incorporating rules and regulations to seize the land of a nation (Ma, 2023). These days English is a modern tool of colonizing the world and this is happening all over the world. This is how English captures about 1.5 billion speakers all over the world. This is because English is a 'gatekeeper' of any success. A good illustration of this idea is that people with a good command of the English language can get access to many advantages such as a good job, promotion, academic success etc. (Penny Cook, 1994).

4.2 Impact of Social Variables:

Linguistic variation takes place also due to social class. In the past, we can also see colonizers divided people into different groups on the basis of social status. To cite an example, the British Empire made

social class in India to separate the wealthy and peasants, respectively and they became successful to do that. The British Empire convinced wealthy people to be interested in English, by contrast lower class people were not allowed to learn English (Sultana, 2020). By doing this they became able to make upper class people act in favor of them. Basically using English was a trick of separating Indians and also to show how prestigious the English language is. These days we can see the same scenario where English is a symbol of modernity, prestige. This is how English in the context of Dhanmondi is to attract the posh people.

The native English countries target posh people of our society who are responsible citizens. In many cases, they are the decision maker of a country. In Dhanmondi, English takes a position in a highly expensive school where upper class send children to be educated and even the medium of instruction of this school is English. Another place English takes away is expensive clothing brand stores where mostly posh people go to buy outfits. By any cost, English has to dominate silently and sweetly for grabbing a position in every sector of upper class society. In contrast, such imperialism of English we can't see in the context of Hazaribagh where only Bangla is used as a communication tool.

'Age' is another factor for distinctive linguistic features among communities. In the context of Dhanmondi, target audiences of shops are university going students who are much involved in using English because English is the medium of instruction of university. Moreover, this group of people is biased more by the trend of English. These university going students are considered as the main carrier of the English language. On the other hand, mostly day-workers live in Hazaribagh who are not educated well to translate English. For this reason, only the colloquial language, Bangla, is used there.

Another reason is religion changing linguistic behavior among communities. Religious practices make people believe to use a particular language to communicate within a community. In the context of Hazaribagh, Arabic language is used to present information promoting a Madrasah school's admission. Arabic is the language of 'Quran' and it is considered as a sacred language of Islam. For this reason, Arabic is preferred more as a medium of communication for Madrasah schools.

Education background is another key factor of changing the linguistic pattern of a community as people who are highly educated, hardly use informal language whereas people with a little education have less command on language. Mostly they use colloquial language which we can see in the context of Hazaribagh where locals use only Bangla as an only communication tool within the community.

4.3 Color & Textual Orientation:

There is a legitimized rule in presenting information on the basis of institution (Sultana, 2020). For instance, Bangla medium schools are supposed to use Bangla to present any information. In contrast, English medium schools should incorporate English while illustrating any information. This ideology is common in Bangladesh also we can see. In the collected data, we can see an English medium school 'Green Cham International school uses only English while presenting information in the nameplate in Dhanmondi by contrast, Bangla and Arabic languages are used while presenting information of a madrasah school in Hazaribagh.

'Color' is another aspect of the linguistic landscape that has a particular function in interpreting meaning about the world (Hong, 2019). In linguistic history many colors are socially constructed as a symbol of meaning translation. In the context of India, people wear the 'white' clothing while attending a funeral ceremony, by contrast, in England, the bride wears the 'white' gown to celebrate the marriage ceremony (Calovkova, 2019). The 'one color' is interpreted in two different ways among two communities. The social construction of a society influences the interpretation of color in different contexts (Ma, 2023). The same ideology can be seen in the context of Dhanmondi and Hazaribagh. In Dhanmondi, color is used on the basis of business theme such as 'white and green' in school's signboard, 'yellow' in clothing store's name, 'red' in restaurant's name, by contrast, in Hazaribagh, the 'red' is common color in every signboard/nameplate of shop and school. These are socially constructed ideologies which affect the process of how we see our surroundings (Said & Ong 2022).

Font size and font styles are other features of the linguistic landscape that implies meaning also to the audiences (Shohamy & Gorter, 2009). In a crowded place, a big font size is used to present information such as billboards in a metropolitan city so that audiences can understand what is written on the billboard. In contrast, a small font size is used inside the rail station where passengers can get a closer view of the message. In this regard, the size of font does matter to the audiences (Sultana, 2020). In the context of

Dhanmondi, five restaurants are located in one high rise building and each restaurant uses different font style and font size so that passersby can understand which name belongs to which restaurant. In the other situation, shops of Hazaribagh use only one font style as they are situated in different places for this reason they might not require different font styles to identify the names of shops rather.

Chapter 5: Conclusion & Recommendation

In conclusion it must be said that social variables that I found from my investigation play a big role in changing the linguistic landscape of a place. Dhanmondi and Hazaribagh are two distinctive places of Dhaka city but linguistic behaviors of people are utterly different. The high economy and education allow people of Dhanmondi to use English whereas low income and a little education make the people of Hazaribagh restricted in using only Bangla. It is evident that allowing upper class people to use English is a linguistic imperialism. English culture is colonizing in the place of Dhanmondi to persuade the upper class people to act on behalf of English while low-income people of Hazaribagh area are not allowed to use English. So English is a modern tool of colonization that targets the upper class to benefit. Furthermore, a huge impact of religion can be seen on linguistic attitudes of people in Hazaribagh whereas religious influence was hardly seen on the linguistic landscape of Dhanmondi area. Turning to other linguistic modes such as color, image etc. which are very much biased by the cultural practices of these two communities.

I must say in this regard that my research on only the nameplate, signboard, banner and bill-board of school, restaurant, and clothing store, in Dhanmondi and Hazaribagh area might not represent the whole scenario of linguistics landscape of these two places. In this case, I consider this issue as my research limitation as extensive research on this particular issue can bring a different result which might not be similar to my study. So I recommend my respected readers to conduct this study in a wider perspective if they are interested in this regard.

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