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«Global Landscapes» in Small Places: the Linguistic Picture behind the Public Inscriptions in Veliko Turnovo

Abstract. This article analyzes the language landscape of the inscriptions in the public space of Veliko Tarnovo, Bulgaria. Despite the fact that there is only one official language in the country – Bulgarian, the inscriptions reveal a diverse use of different languages. The use of foreign languages (primarily English is used as the language of international communication) can be direct, but more often «parallel use» occurs. «Parallel use» is the use of Bulgarian and foreign languages and is observed both in the form of translation and a mixture of languages. The confusion of languages leads to a creative linguistic use and unexpected interpretations. The analysis shows that such factors as sub-diversity, globalization and mobility of the population are characteristic not only of megacities and cosmopolitan urban centers, but also of smaller settlements.

Keywords: sociolinguistics, linguistic landscape, ethnographic analysis, super diversity, mobility of population, mixing of languages.

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Introduction. The aim of the present paper is to provide an overview of the languages that are used in the public inscriptions in the town of Veliko Tarnovo in Bulgaria. Bulgaria is a country where only one official language is recognized – Bulgarian. Veliko Tarnovo is a small town, with no great flux of migrants, languages and values. Despite that, the linguistic picture provided by the signs in the public space shows a surprising variety of use of different languages. The main source of knowledge of different languages is foreign language instruction, while writing in foreign languages opens up public space for anyone who is not Bulgarian and who happens to be in the town. This shows that factors like mobility and superdiversity, which are among the most important characteristics of our modernity, affect not only large cities and metropolises, but smaller places as well. My research of the public signs has been carried out within the theoretical framework of Linguistic Landscaping Studies (LLS), which is a novel branch in the sphere of sociolinguistics.

1 Linguistic landscaping studies. Linguistic landscaping studies (LLS) is a study in the field of sociolinguistics where public space and the signs in it are the main object of interest. Among its main representatives are Jan Blommaert, Ron Scollon and Suzie W. Scollon, Adam Jaworski, Elana Shohamy and others. It is interdisciplinary in nature and we distinguish two approaches to the analysis of language in public space – quantitative and qualitative. In quantitative analysis, the number of publicly visible languages is taken and then, their distribution over a specific area is studied. The qualitative approach is a semiotic approach. In a semiotic approach, signs as such are given greater attention. Signs are multimodal and they function not only individually, but also in relation to one another. It is the combination of individual signs that makes the landscape.

2 Space. Physical space is a concept of particular importance in the study of the linguistic landscape. Jan Blommaert (2012) explains that it is not neutral, but a social, cultural and political habitat. This implies that the analysis of language in space could not be reduced simply to showing how many languages are seen and, presumably spoken, in a certain place. Similarly, we cannot rely on the fact that the groups of people speaking these languages are their true bearers. I agree with J. Blommaert and B. Rampton (2011) that concepts like “native speaker”, “mother tongue” and “ethnolinguistic group” can no longer be used successfully in the approaches to sociolinguistic analysis. What becomes the object of analysis in LLS is the ways in which people take on different linguistic forms as they associate themselves with different social groups.

3 Signs. Public space is full of signs. It is the signs that turn space into a specific locus for social communication, called a particular place. This process of turning physical space into place is called semiotization (Blommaert 2012). Signs are interpreted indexically. Each sign can be explained with respect to its immediate environment and with respect to its historical process of becoming.

Ron Scollon and Suzie W. Scollon develop a theoretical framework, called geosemiotics. In it, they endeavour to find the social meanings of material placement of signs. The authors pay special attention to the material world of the sign users. R. Scollon and S. Scollon (2003: 129–141) explain the meaning systems that are associated with the presentation of language in public space. One of the meaning dimensions of the material representation of language in space is fonts, which we find of particular importance in our analysis of the linguistic picture of Veliko Turnovo.

4 The modern world of supersdiversity, transnationalism and complexity. The term “superdiversity” was coined by Steven Vertovec (2006) in an attempt to describe the modern forms of mobility. Nowadays people who migrate to other countries live in small scattered groups and due to modern technologies and ways of communication never lose touch with their home countries. The term “transnationalism” refers to the increasing tendency among migrants to maintain ties with their country of origin. People are no longer rooted in only one country at any given time. They develop identities and social relations in multiple national contexts.

Given the modern context of our world, we can consider the study of superdiversity to be a study of complexity (Blommaert 2012). Such an approach includes study of language in society, discourse analysis, literacy, sociolinguistic study of globalized environments, but the most important notion is the study of mobility. Mobility in the context of globalization and superdiversity leads to cases and situations where “full membership in a group” and “full knowledge of a language” do not exist any more. There emerge new forms of multilingual communicative behavior like language mixing, called also “translanguaging”, “polylanguaging”, „language crossing” or “transidomatic practices” (Blommaert and Rampton 2011). This multilingual behavior can no longer be explained adequately by terms like “speaking different languages” or “code-switching” used widely in the field of sociolinguistics so far. Contemporary linguistic repertoires are complex and unstable. They are not founded on the forms of knowledge of languages. Linguistic repertoires nowadays represent unpredictable forms of hybridity and multimodality, which combine elements of different languages.

5 The town of Veliko Turnovo. Veliko Turnovo is a town in the North of Bulgaria, which is famous for its being the former capital of the country during the second Bulgarian Empire (1185 – 1396). Compared to Sofia and other cities in Bulgaria, it is relatively small .

Despite its being small, the number of the population is fluctuating. Some people, mostly young, are leaving the place to find jobs either abroad or in bigger cities like Sofia. Others come to Veliko Turnovo from smaller neighbouring towns and villages for the same reason.

There are two universities in the town. One of the universities is St Cyril and St Methodius University of Veliko Turnovo, The other one is the military university. Both universities offer foreign language study. In addition, there are three high schools, where the study of foreign languages is a major subject. The universities and the high schools attract students and these students constitute an important mobility factor for the town.

Due to its historical past, Veliko Turnovo is visited by many tourists, whose short-term presence is another form of mobility that shapes the linguistic landscape I am trying to describe. Last but not least, there is a tendency for people from Western European countries (especially retired people) to come and buy property in Bulgaria, which is a comparatively new form of mobility.

6 Monolingual or multilingual? English as an international language. According to official statistics, the largest part of the citizens of Veliko Turnovo speak Bulgarian as their first

language and mother tongue. There is a Turkish minority in the town, which is bilingual – they speak Turkish as their mother tongue and Bulgarian, which is the official language of the country. Generally speaking, Veliko Turnovo is a monolingual town. Despite that, public inscriptions in languages other than Bulgarian abound in the linguistic landscape. The most widespread among them is English as an international language. Then, there is a variegated mixture of Italian (persistent in the menus and in the names of pizzerias, sweet shops and ice cream shops), German and Russian (on information boards and real estate agencies), and occasional inscriptions in Latin, Romanian, and even Japanese. As I have already mentioned, the knowledge of so many different languages comes through foreign language instruction. All primary and secondary schools offer extensive training and English holds the first place. Some of the high schools (like the High School of Languages and the High School of Mathematics) have foreign language study as their main subject. Among the preferred languages are German, Spanish, Russian and French. The faculty of modern languages at the University of Veliko Turnovo offers training in eighteen foreign languages (www.uni-vt.bg).

Writing on public inscriptions occurs in different forms. We can have writing in one language only (Bulgarian or foreign). This can be called “monolingual writing”. Along with them, we have bilingual writing, which I discuss in another paper (Atanassova 2017). In this paper I will focus on bilingual inscriptions and I will refer to writing in two languages as “double writing”. Double writing can include translating, transcribing and/or transliterating. In this case, two or, sometimes, three languages are clearly visible. Another form of double writing is translanguaging, where features of different languages are blurred (see 8). Translanguaging is an object of interest because what is blurred is not only features of grammar and vocabulary, but also letters that belong to different alphabets. Mixing languages can lead to different forms of creativity, which extends beyond the level of the purely linguistic features to include the material aspects of the signs (See 11D).

7 The Ethnographic approach of analysis. In the study of language in space and in the conditions of superdiversity, we rely on the ethnographic approach of analysis.

Classical approaches to sociolinguistic analysis view a language or a language variety as belonging to a bounded community. This community is a stable entity, its members live in one place and time, and they are able to understand each other because they share a certain amount of contextual knowledge. Within this framework, there is a stable correlation between social features and linguistic features. W. Labov’s study of Martha’s vineyard (1972) is an example of the study of one such stable linguistic community.

D. Hymes’s (1977) and J. Gumperz’s (1982) ethnographic approach to sociolinguistics challenged the assumptions about the boundedness of the speech community. The authors suggested that social and linguistic features are dialectic, co-constructive and dynamic. Rules and norms of language use have no abstract existence. They only exist in repetitive communicative enactment. Deviations from the rules are not only possible, but acceptable. They can sometimes become more important than the whole of norm-governed linguistic behaviour.

Scholars like R. Scollon and S. Scollon (2003) and Jan Blommaert (2012) adopt the ethnographic approach set by Hymes and Gumperz to the study of language and discourse in the conditions of superdiversity. When we do ethnographic observation, we not only record and describe details but we try to define and explain synchronic social events (objects, in our case public inscriptions) in terms of their histories of becoming social events (why and how they happened to look as they do).

8 Denaming of languages. In the modern context of language study, a language is no longer envisaged as bounded, homogeneous and composed of structured grammatical and lexical units. Named languages such as “English”, “Bulgarian”, etc. are ideological constructions. They are tied historically to the emergence of the nation state in the 19th century (Blommaert and Rampton, 2011: 3 - 4). Ideas about languages, language groups and speakers, and about communication have also changed considerably. Living in a mobile, unstable and superdiverse world, we need to

change the focus of language study and language analysis in terms of mobility of people, mixing of languages, historical embedding of public signs and inscriptions. Language is an abstract concept. It has structure, grammar and boundaries. It can be named and it consists of units, which are known to belong to it. We can also say that a language belongs to a certain ethnolinguistic group. When we have to analyse language use, however, it becomes less and less adequate to analyse stretches of actual speech in terms of a single language that can be identified and given a name. This holds true for the instances of language use in the public space, too.

9 The feature analysis. A more convenient way of analysis is the feature analysis, discussed in an article by J. Jørgensen et al. (2011). The authors believe that the level of the linguistic feature is “better suited as the basis for analysis of language use than the level of the language” (2011: 23). In this context, people can use features associated with different languages even when they have very little knowledge of these languages. Like languages, linguistic features are associated with values, meanings and speakers. Sometimes, features are not categorizable as belonging to one given language. Despite that, we can analyze them and find a meaning for them in the context, precisely because the level of feature analysis allows us to do so. At the same time, mixing features is not an entirely random and uncontrolled activity. Modern language users, having access to a very wide range of resources, carefully observe and monitor their norms of use.

In real language use, people use features rather than languages. Like “language”, “variety”, “dialect”, and “register” are abstractions. They are ideological and sociocultural constructs. What speakers actually use, however, are linguistic features as semiotic resources, not languages, varieties, or dialects. By “resources” we mean “the actual and observable ways of using language” (Jørgensen 2011: 28). The set of features or resources that speakers command or “know” are referred to as their “repertoires”. The feature approach is more suitable to be used as the analytical level of language practices than the abstract idea of language. People are unlikely to use ‘pure’ languages. They choose to use linguistic features, which are associated not only with “languages”, but also with values, speakers and places. These associations are fluid and negotiable.

Linguistic features appear in the shape of units and regularities. Units are words, expressions, sounds, phonetic characteristics. Regularities are ways of combining units into larger units. Through these combinations, larger units become associated with meanings. The regularities are not rules in the normative sense. This view of regularities implies that there is no such thing as inherently correct language. Correctness is a social convention. A feature is correct if it is used in the way that the “native” speakers do it. If it is used in the way that the “native” speakers would not use it, then it would be considered incorrect by social convention, and it would index non-belonging (See 11 C).

10 Translanguaging. Speakers may use whatever features are at their disposal without regard to norms of linguistic purity. “Purity” means the use of features associated with only one language. This also means avoiding features, which are considered “impure”. To be “impure” means not to belong to this language. But in practice, speakers frequently combine features of different languages in the same stretch of speech. Such language mixing is called “language crossing” and is associated with the use of a language, which is not thought to belong to the speaker. The term, known also as “polylinguaging” or “translanguaging” (Jørgensen 2011: 33-34) refers to the “use of features, associated with different “languages” even when speakers know only few features associated with (some of) these “languages”. This notion is different from both bilingualism and multilingualism. Bilingualism is not the sum of competence in one language plus the sum of competence in another language. It includes competence in switching between the codes. The multilingualism norm requires the employment of one language at a time. The speaker is expected to have a minimum command of the language. Languages are separated in use. Thus you understand whether one knows a language. Polylinguaging allows for the use of whatever linguistic features are at the disposal of the users. They use them to achieve their communicative

aims regardless of how well they know the languages. As a result, they know and use some features that are not perceived by some speakers to belong together. But polylinguaging is not entirely free and random. As the analysis below will show, it can exhibit persistent patterns of usage.

11 The overall linguistic picture in Veliko Turnovo. The dominant languages in the linguistic landscape of Veliko Turnovo are Bulgarian and English as an international language. They occur in both “mono” writing and double writing (see 6). Bulgarian always occurs as original writing. English is usually a reflection, appearing in the form of translation and/or transliteration but it can occur as a single language, too. Italian cannot be described as a dominant language in the landscape, but it occurs persistently as a single language on restaurant signs, for example. German and Russian appear in translation (as reflections) on information boards and in real estate advertisements.

11a. “Pure” languages: Quite naturally for a Bulgarian environment, Bulgarian does occur as a single language in “mono” writing, but this happens in a very unobtrusive way and in places, where the expected audience of the sign consumers is supposed to be mainly Bulgarian. For example, a small restaurant in a street leading from Tsarevets square to the centre of the town has its menu written only in Bulgarian. The signs says:

ЕВТИНО И ВКУШНО В ГОСТИЛНИЦА ЦАРЕВЕЦ СУПИИ ГОТВЕНО СКАРА
АЛАМИНУТИ ЦЕНИ НАРОДНИ .

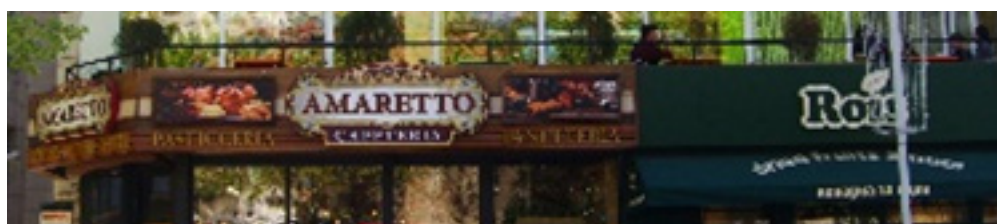
This eating place is probably targeted at museum workers, guides, shop assistants and perhaps other people, who work in the vicinity or just happen to be there.

English as an international language can also occur in “mono” writing. For example, in an invitation for a sports event, we read the following:

19-25. 06. WEEK FOR YOGA FREE FOR ALL PARK KARTALA 19.30 PARK HOLY FOREST
7.30 *OPEN AIR* WE HAVE MATS 0889 22 33 74.

This announcement probably addresses educated Bulgarian speakers who know English and who care about their health. It will also attract any native speakers of English who happen to see it, as in Bulgaria there is a tendency for people from Western Europe to buy property and to come and live permanently in Bulgaria.

Italian occurs persistently in monolingual signs. Almost all of these signs are installed in front of places for eating. One such sign is (See Appendix, Pic. 1):



AMARETTO PASTICCERIA CAFETERIA PANETTERIA.

I don't think that the majority of the Bulgarian audience will recognize the original meaning of these words because, unlike “pizza” and “spaghetti”, they are not international. People will most probably recognize “Amaretto” as the name of the drink, not as meaning “bitter”. But what everybody (both Bulgarians and tourists) will undoubtedly recognize will be the “Italianness” of these words: the double letters “tt” and “cc” and the morphological endings “etto” and “ia”. These Italian features will signal to the audience that in this bakery they serve Italian food, which in turn indexes Mediterranean atmosphere and exotic flavours.

11B. Languages as reflections: What I mean by the term “language reflections” in public inscriptions are the cases where linguistic features, belonging to different languages are “kept in their place”. The meaning of the original message is reflected in a foreign language. In another article (Atanassova 2017), I discuss this process from semiotic point of view and call it “sign conversion”.

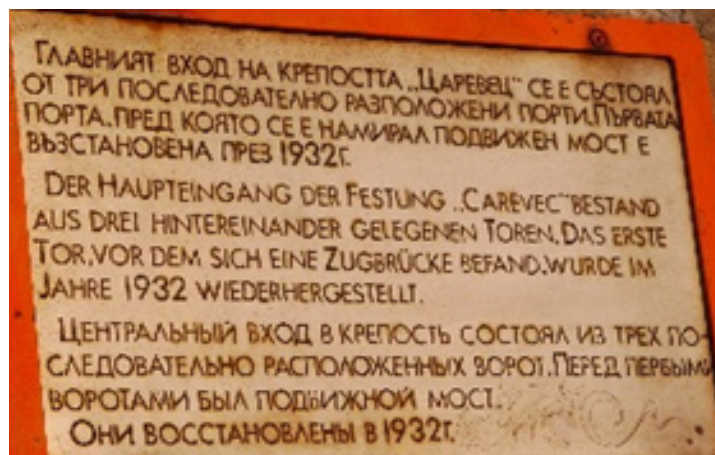
Translation, transcription and transliteration are involved in the process of language reflection to render different aspects of the message. Translation is for grammar and meaning, transcription is for saying things, while transliteration is for writing them. In the resultant inscriptions, two or more languages are clearly “seen” and recognizable.

For example, in the reflection below we read the following (See Appendix, Pic. 2):



МУЛТИМЕДИЕН ПОСЕТИТЕЛСКИ ЦЕНТЪР „ЦАРЕВГРАД ТЪРНОВ“
“TSAREVGRAD TURNOV” MULTIMEDIA VISITING CENTRE

This double language sign combines translation and transliteration. The English version is a reflection of the Bulgarian original. We call this “English translation” because the features of the English grammar are clearly visible in the word order – the head of the noun phrase “centre” comes at the end of the phrase, the modifiers, including the appositional name stand in front of it. The word “centre” reflects British spelling, which is another argument for labelling the language as English and we can even specify that this is British English. The transliteration of the names reflects English spelling, following Andrei Danchev’s system (1982) for transliteration. The only thing that is not English is punctuation. Names of streets and institutions in Bulgarian are spelt in inverted commas, while in English they are not. This feature of the Bulgarian spelling is reflected in the English version of the sign and at first glance appears to be an impurity with respect to its Englishness. This “impurity”, however, has conventional character – by convention in translation from Bulgarian into English names of institutions are rendered in inverted commas. The rendering of the Bulgarian punctuation rule in the translation in this particular case contributes to the graphical precision of the reflection – it indicates that what occurs in the inverted commas is a proper name. Here is another reflection, this time including three languages (See Appendix, Pic. 3):



ГЛАВНИЯТ ВХОД НА КРЕПОСТТА “ЦАРЕВЕЦ” СЕ Е СЪСТОЯЛ ОТ ТРИ ПОСЛЕДОВАТЕЛНО РАЗПОЛОЖЕНИ ПОРТИ. ПЪРВАТА ПОРТА, ПРЕД КОЯТО СЕ Е НАМИРАЛ ПОДВИЖЕН МОСТ, Е ВЪЗТАНОВЕНА ПРЕЗ 1932 ГОД.

DER HAUPTINGANG DER FESTUNG "CAREVEC" BESTAND AUS DREI HINTEREINANDER
GELEGENEN TOREN. DAS ERSTE TOR DEM SICH EINE ZUGBRÜCKE BEFAND, WURDE IN JAHRE 1932
WIEDERHERGESTELLT.

ЦЕНТРАЛЬНЫ ВХОД В КРЕПОСТЬ СОСТОЯЛ ИЗ ТРЕХ ПОСЛЕДОВАТЕЛЬНО РАСПОЛОЖЕННЫ ВО-
РОТ. ПЕРЕД ПЕРВЫМИ ВОРОТАМИ БЫЛ ПОДВИЖНЫ МОСТ. ОНИ ВОССТОАНОВЛЕННЫ В 1932г.

This information board was installed on the Tsarevets hill during the past socialist era. At that time, Russian and German were considered to be the two official languages of the socialist world. The aim is to render the identical historical information on the board in three different languages. The three different languages are neatly separated from each other and the principles of correct spelling and use of grammar for each of them were carefully observed when writing the inscription.

11 C. Languages as mixtures. Mixing languages is not uncommon practice in Bulgaria. It is especially popular in the speech of young people among whom studying one and very frequently two foreign languages is an obligatory educational requirement. Mixing languages in the discourse of young people has been studied extensively by Maria Georgieva. The author (Georgieva 2011) writes about what I will call "learned mixing". This is conscious manipulating of languages by people who have sufficient knowledge of English. Mixing languages in the inscriptions of the public signs can sometimes be "learned mixing", but more often than not it is of different character. It is the result of what J. Blommaert (2007) calls "grassroots literacy". This is the case of not having sufficient knowledge of a language or not having access to academic or educational resources in or about that language. In my opinion, in most of the cases, mixing languages in public signs is not a deliberate manipulation, but a process, where one has to fill gaps of knowledge with whatever linguistic resources are at their disposal. Public sign writers mix grammatical features, lexical units, alphabets, spelling and punctuation.

For example, a shop sign reads: МАГАЗИНИ ° INKOGNITO

It is a mixture of two languages – Bulgarian and, presumably, English. I presume that the word spelt in Latin characters is English because I am a speaker of English and because most of the signs around, written in foreign language are in English, so I analyse it as spelt in the wrong way. "Incognito", spelt with "c" in English, is an international word. English and languages of Roman origin retain the same spelling, but German has "k" in the spelling. Maybe the sign writer knew German as a foreign language, therefore for him or her this was the correct way of spelling the word in a language different from Bulgarian. Maybe they simply did not care about the correct spelling, knowing that the word will be recognizable the way it is spelt with "k".

We can also notice a small circle before the name "Inkognito". For me, its function is like the function of the inverted commas (though we do not have a similar circle at the end of the word). In Bulgarian, proper names of streets, museums, shops and other institutions are marked off by inverted commas. In this inscription we see that the Bulgarian word "магазини" denotes the place (a shop, a member of a local chain of shops), while the word in a foreign language, which we cannot identify, denotes the name. An interesting mixture is the following sign (See Appendix,



Fig. 4):

A PLACE FOR FRIENDS CITY PUB CHEK BAR

In this inscription, none of the words is Bulgarian. The English phrase in italics (*A PLACE FOR FRIENDS*) describes and advertises the place. At the same time, it restricts the audience to include English-speaking people (non-native intellectuals, students, native speaking visitors). The main part of the inscription “CITY PUB” has dual function. In the first place, it denotes the place (defines the place as a pub, not as a sweet shop). In the second place, it functions as a proper name. From cultural point of view, a pub is a place, associated with English culture. I do not mean that this one is an imitation of an English pub. The place is known for its openness and for its being popular among students, a large part of whom do languages at the university. That is why it is given an English name. Below comes the expression CHEK БАP, which identifies it as a snack bar and not as an English pub. CHEK БАP is an English borrowing in Bulgarian. This inscription identifies the type of place this is – somewhere where one can have a light snack, a drink and a chat with friends. CHEK БАP could have been spelt in English but if it had been, then it would have caused serious confusion, especially to foreign visitors. The Bulgarian spelling eliminates all possible confusion. It gives the final shape of the message of the inscription, which says: This place for friends is a snack bar and it is called “City Pub”.

Another mixed inscription is ТЕРАСАТА НА SAMMY’S BAR РАБОТИ ЗА ВАС

The Bulgarian part of the inscription – “ТЕРАСАТА НА” identifies the place in detail – it is a café, which has a terrace, where one can sit in the open and have a drink. “РАБОТИ ЗА ВАС” is an advertisement, addressing the potential clientele. “SAMMY’S BAR” occurring in italics is the name of the café.

It is possible to observe a repeated pattern in the linguistic mixtures described above. They consist of a Bulgarian part, naturally written in Cyrillic. This part of the inscription defines the place and tells you whether this is a restaurant, a café, a snack bar, a shop or something else. The other part communicates the name of the place. This proper name is usually foreign, written in Latin letters, but the language, in which it is written is sometimes difficult to recognize. “Sammy’s bar” is definitely English (because of the possessive marker), and so is “A place for friends City Pub”. In them, the features of the English language are recognizable in the grammar, word order, lexical units and spelling.

This is not, however, the case with “Inkognito”, which, in the first place, is an international word. With respect to the linguistic environment as a whole, where the main part of the non-Bulgarian writing is English, this word is considered to be spelt wrongly. Its spelling could be interpreted as correct if we considered it as reflecting German spelling, for example. However, this is a single word, which is used together with a Bulgarian one, both of them functioning in a Bulgarian environment. Therefore, it is difficult to say what language the word “Inkognito” belongs to.

In addition, the names of places can occur not only in a foreign alphabet and in a foreign language, but in a different shape, too (Scollon and Scollon, 2003). They appear either in italics, or in a different script and frequently in a different colour. All these material features can be interpreted as parallel to the function of the inverted commas in punctuation. They make the name clear and distinct.

D. Linguistic creativity. Sometimes language mixtures lead to interesting forms of creativity. Language users manipulate not only languages but the material forms of the signs too:



МАРИЯ FASHION BOUTIQUE

In this sign (See Appendix, Pic. 5) we recognize in the first place the mixture of English and Bulgarian languages. The Bulgarian language is represented in the Cyrillic spelling of the international Christian name “Maria”, which in this case is also the name of the shop (named, probably after its owner or designer). The word “fashion” is English and the word order of the whole phrase is English, too – the head of the phrase “boutique” comes last, while the modifiers “Maria” (apposition) and “fashion” (pre-modifying adjective) come in front. The word “boutique” has definitely got “French” connotations. We associate it not only with the language, but with fashion – one of the emblems of France. If we observe the inscription carefully, we will see that the three words it consists of are written in different alphabets, different shape of the letters, different sizes and different layout of the words on the inscription board. Thus, each word “points” to a different language. “Мария” has its letters in the largest size, it is in Cyrillic, it represents the Bulgarian language and stands for the name of the shop (probably bearing relation to its owner or main designer). “Fashion” is English, it stands for the international clientele and indicates that it is a clothes shop. The word “boutique” bears associations with the French language and fashion. It makes us associate the clothes sold at the shop with high style, quality and perfect taste.

Conclusion. The qualitative approach to the analysis of the linguistic landscape in Veliko Turnovo proves to be revealing: the number of different languages that are to be seen in public space do not necessarily belong to the people who live there. Nor are they indicative of the number of the ethnicity groups that inhabit the town. The mixture of languages on the public signs in Veliko Turnovo is an endeavor to become part of an ever-changing, globalized world, characterized by constant mobility, superdiversity and instability.

The most important mobility factor - tourism forces the citizens of the town in the face of civil administration, people employed in the different spheres of tourism, shop owners and others to open up a space in the town that could make the foreign visitors feel welcome. This is the main reason why double writing in its two forms – language reflection (sign conversion) and language mixing is dominant. Language reflection is usually the result of educated writing. It involves process like translation, transcription and transliteration. This requires particular linguistic skills, which are acquired at school or at university. Language mixing has basically got grassroots character. Yet, it is not random but exhibits a pattern, which is characteristic for the public writing in this particular town. That part of the inscription, which is written in Bulgarian identifies a given place (as a shop, coffee-bar, snack bar, etc.), while the part, which is in a foreign language (usually English, but sometimes difficult to identify) represents the name of the place. Sometimes language mixing can lead to interesting forms of creativity, which, apart from different languages, employ other kinds of non-linguistic elements (materials, fonts, colours, lay out), too.

Writing in a single language is also used and the surprising thing is that it is not only Bulgarian. Writing only in Bulgarian restricts the audience and stands in places which are not conceived of as tourist attractions. Writing only in English advertises social events to specific

audiences. Finally, writing in Italian is associated with restaurants, bakeries, sweet shops, ice-cream shops and vending machines. The Italian language is not largely spoken in Veliko Turnovo, but its occurrence on public inscriptions brings about a characteristic atmosphere.

The snapshot presented here is by no means of permanent character. Some of the signs, inscriptions and usages will probably persist in time, but some of them will quickly disappear. The tendency to use double-writing, however, seems to be dominant, with Bulgarian and English being the main languages. What turn will the practice of double writing take and whether (and what) other language or languages will emerge in the public space of Veliko Turnovo is a question that will probably find an answer in the future.

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С. Атанасова

«Әулие Кирилл және Мефодий» Велико-Тырново университеті, Тырново, Болгария

Шағын аймақтағы «жаһандық ландшафтар»: Велико Тырноводағы қоғамдық жазбалардың лингвистикалық суреті

Андатпа. Бұл мақалада Болгарияның Ұлы Тырново қаласының қоғамдық кеңістігінде жазулардың тілдік ландшафы талданады. Елде тек бір ғана ресми тіл болгар болатынын ескере отырып, жазулар әртекті тілдерді әртүрлі пайдалануды көрсетеді. Шет тілдері (негізінен ағылшын тілі ұлтаралық қатынас тілі ретінде пайдаланылады) пайдалану тікелей болуы мүмкін, бірақ «параллель қолдану» ең көп таралғаны болып табылады. «Бір уақытта пайдалану» болгар және шет тілдерін пайдалану болып табылады, аудару нысанда және тілдерді қоспасы ретінде де байқалады. Тілдердің шатасуы шығармашылық лингвистикалық пайдалануға және күтпеген түсіндірулерге әкеледі.

Талдау осындай халықтың ерекше әртүрлілігі, жаһандану және ұтқырлық сияқты факторлар, қалалар және космополиттік қала орталықтарында, сондай-ақ аз елді мекендер үшін тән емес екенін көрсетеді.

Түйінді сөздер: социолінгвистика, лингвистикалық ландшафт, этнографиялық талдау, ерекше әртүрлілік, халық ұтқырлық, тілдерді шатасуы.

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«Святой Кирилл и Мефодий» Университет Велико-Тырново, Тырново, Болгария

«Глобальные ландшафты» в небольших местах: лингвистическая картина за публичными надписями в Велико-Тырново

Аннотация. В данной статье проводится анализ языкового пейзажа надписей в публичном пространстве города Велико-Тырново, Болгария. Несмотря на то, что в стране только один официальный язык – болгарский, в надписях обнаруживается разнообразное употребление различных языков. Использование иностранных языков (прежде всего употребляется английский как язык международного общения) может быть непосредственным, но чаще всего встречается „параллельное употребление“. „Параллельное употребление“ представляет из себя употребление болгарского и иностранного языков и наблюдается как в форме перевода, так и в виде смеси языков. Смешение языков приводит к творческому языковому употреблению и неожиданным интерпретациям.

Анализ показывает, что такие факторы, как сверхразнообразие, глобализация и мобильность населения, характерны не только для мегаполисов и космополитных урбанистических центров, но и для меньших населенных пунктов.

Ключевые слова: социолінгвистика, лингвистический ландшафт, этнографический анализ, сверхразнообразие, мобильность населения, смешение языков.

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Автор туралы мәлімет:

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**«Л.Н. Гумилев атындағы Еуразия ұлттық университетінің Хабаршысы.
Филология сериясы» журналында мақала жариялау ережесі**

1. Журналдың мақсаты. Филология ғылымдарының өзекті мәселелерін, тіл және әдебиетті оқыту әдістемелерін және де ғылыми конференциялардың ең маңызды материалдарын, библиографиялық шолу мен сын пікірлерді көрсететін әдебиеттану және тілтану саласындағы мұқият тексеруден өткен түпнұсқа ғылыми жұмыстарды жариялау.

2. Журналда мақаланы жариялаушы автор Ғылыми басылымдар бөліміне (мекенжайы: 010008, Қазақстан, Астана қаласы, Қ. Сәтпаев көшесі, 2, Л. Н. Гумилев атындағы Еуразия ұлттық университеті, Бас ғимарат, 408 кабинет) қолжазбаның қол қойылған 1 дана қағаз нұсқасын тапсыру және **Word** форматындағы нұсқасын **vest_phil@enu.kz** электрондық поштасына жіберу қажет. Қағазға басылған мақала мәтіні мен электронды нұсқасы бірдей болулары қажет. Мақаламен бірге автордың жұмыс орнынан **Ілеспе хат** та тапсырылуы қажет. Мақалалар **қазақ, орыс, ағылшын** тілдерінде қабылданады.

3. Авторлардың редакцияға мақалаларды жіберуі «Л.Н. Гумилев атындағы Еуразия ұлттық университетінің Хабаршысында» басуға және шет тіліне аударып, қайта басуға келісiмiн бiлдiредi. Автор мақаланы редакцияға жіберу арқылы өз туралы мәліметтің дұрыстығына, мақала көшірілмегендігіне (плагиаттың жоқтығына) және басқа да заңсыз көшірмелердің жоқтығына, барлық көшірмелердің, кестелердің, сұлбалардың, иллюстрациялардың тиісті түрде рәсімдеуіне кепілдеме береді.

4. Ұсынылатын мақала көлемі (жекедеректер мен әдебиеттер тізімін қоса):

- мақалалар үшін - 8 ден 16 бетке дейін;
- сын пікірлер (монографияға, кітапқа) және конференция туралы пікір - 6 дан 12 бетке дейін.

5. Мақала мәтінінің пішіні:

- **Microsoft Word** (docx) форматындағы файлда;
- **Times New Roman** шрифінде;
- жақтау жолағы 2x2x2x2;
- 1,5 жоларалық интервалы;
- 14 кегл;
- мәтінді жақтау көлеміне сәйкестендіру керек;
- Әрбір азатжол қызыл сызықтан басталуы қажет (1 см шегініс);
- **транслитерация** Library of Congress (LC) жүйесінде жасалуы керек.

Мақаланы құру сұлбасы:

XҒТАР <http://grnti.ru/> - бірінші жолдың сол жақтауында;

Автор(лар) туралы метамәліметтердің мазмұны (Рәсімдеу үлгісі / Образец оформления статьи / Template қараңыз)

Автор(лар)дың аты-жөні – жолдың ортасында **қою әріппен** жазылады;

Мекеменің толық атауы, қаласы, мемлекеті (егер авторлар әртүрлі мекемелерде жұмыс істесе, онда автордың тегі мен тиісті мекеменің қасында бірдей белгіше қойылады) Автор(лар)дың **E-mail**-ы – жақша ішінде (*курсивпен*);

Мақала атауы – жолдың ортасында (жартылай қоюмен)

Аңдатпа – (100-200 сөз) формуласыз, мақаланың атауын мейлінше қайталамауы қажет; әдебиеттерге сілтемелер болмауы қажет; мақаланың құрылысын (кіріспе, зерттеу әдіснамасы мен әдістемесі, зерттеу нәтижелері, қорытынды) сақтай отырып, мақаланың қысқаша мазмұны берілуі қажет.

Түйін сөздер («Түйін сөздер» сөз тіркесі **жартылай қоюмен** белгіленеді) (5-8 сөз немесе сөз тіркестері) - Түйін сөздер зерттеу тақырыбын өте дәл бейнелеу керек, сонымен қатар, ақпараттық-ізвестіру жүйелерінде мақаланы жеңіл табуға мүмкіндік беретін мақала мәтінінің терминдерін және де басқа маңызды ұғымдарды қамтуы қажет.

Мақаланың негізгі мәтіні кіріспені, мақсат пен міндеттерді қоюлуын, зерттеу тақырыбы бойынша жұмыстардың шолуын, зерттеу әдістерін, нәтижелер/талқылау қорытынды қамтуы қажет (жоларалық интервал - 1, азат жол «қызыл жолдан» - 1 см, беттеу жолағы – еніне сай жасалады.

Кестелер, суреттер – аталғаннан кейін орналастырылады. Әр иллюстрация қасында оның аталуы болуы қажет. Сурет айқын әрі сканерден өтпеген болуы керек.

Мақаладағы формулалар тек мәтінде оларға сілтеме берілсе ғана нөмірленеді.

Жалпы қолданыста бар аббревиатуралар мен қысқартулардан басқаларына міндетті түрде алғаш қолданғанда түсініктеме берілуі қажет.

Қаржылай көмек туралы ақпарат бірінші бетте көрсетіледі.

Әдебиеттер тізімі. Мәтінде әдебиеттерге сілтеме тікжақшаға алынады. Мәтіндегі әдебиеттер тізіміне сілтемелердің нөмірленуі мәтінде қолданылуына қатысты жүргізіледі: мәтінде кездескен әдебиетке алғашқы сілтеме [1, 153 б.] арқылы, екінші сілтеме [2, 185 б.] арқылы т.с.с. жүргізіледі. Мақаланың негізгі мәтініндегі кітапқа сілтеме қолданылған беттерді көрсету керек (мысалы, [1, 45 б.].

Жарияланбаған еңбектерге сілтемелер жасалмайды. Сонымен қатар, рецензиядан өтпеген басылымдарға да сілтемелер жасалмайды (әдебиеттер тізімін, әдебиеттер тізімінің ағылшынша әзірлеу үлгісін төмендегі мақаланы рәсімдеу үлгісінен қараңыз).

Мақала соңындағы әдебиеттер тізімінен кейін библиографиялық мәліметтер орыс және ағылшын тілінде (егер мақала қазақ тілінде жазылса), қазақ және ағылшын тілінде (егер мақала орыс тілінде жазылса), орыс және қазақ тілінде (егер мақала ағылшын тілінде жазылған болса) беріледі.

Авторлар туралы мәлімет: аты-жөні, ғылыми атағы, қызметі, жұмыс орны, жұмыс орнының мекенжайы, телефон, e-mail – қазақ, орыс және ағылшын тілінде толтырылады.

6. Қолжазба мұқият тексерілген болуы қажет. Техникалық талаптарға сай келмеген қолжазбалар қайта өңдеуге қайтарылады. Қолжазбаның кейін қайтарылуы, оның журналда басылуына жіберілуін білдірмейді.

7. Электронды корректурамен жұмыс істеу. Ғылыми басылымдар бөліміне түскен мақалалар жабық (анонимді) тексеруге жіберіледі. Эксперттер ұсынылған мақалаға оның жариялау мүмкіндігі, жақсарту қажеттілігі немесе қабылданбауы туралы дәлелді қорытындысын қамтитын жазбаша сын пікір береді. Жарамсыз деп таныған мақала қайтара қарастырылмайды. Мақаланы түзетуге ұсыныс берген жағдайда авторлар үш күн аралығында мақаланың корректурасын жіберу керек. Мақаланың түзетілген нұсқасы мен автордың рецензентке жауабы редакцияға жіберіледі. Оң сын пікірлер алған мақалалар оларды талқылау және басылымға бекіту үшін журналдың редакциялық алқасына ұсынылады.

Журнал жиілігі: жылына 4 рет.

8. Төлемақы. Басылымға рұқсат етілген мақала авторларына келесі реквизиттер бойынша төлем жасау қажет (ЕҰУ қызметкерлері үшін - 4500 тенге; басқа ұйым қызметкерлеріне - 5500 тенге).

Реквизиттері:

РГП ПХВ «Евразийский национальный университет имени Л.Н. Гумилева МОН РК
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Author's e-mail (s) – in brackets (italics)

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Abstract (100-200 words) must not contain formulas or repeat the content of the paper; it must not contain bibliographic references; it must reflect the summary of the paper, preserving the structure of the paper – introduction, methodology and research methods, research results, conclusion.

Key words (the phrase «Keywords» is bold) (5-8 words/word groups). Keywords must be extremely accurate to reflect the subject area of the study, include terms from the text of the paper and other important concepts that make it possible to facilitate and expand the possibilities of finding the paper by means of an information retrieval system).

The main text of the paper must contain an introduction, setting goals and objectives, a review of works on the research topic, research methods, results / discussions conclusion / conclusions – line spacing – 1, «main line» indent – 1.25 cm, justified alignment.

Tables, figures must be placed after the mention. Each illustration must be followed by the inscription. Figures should be clear, clean, and unscanned. Only those formulas referenced in the text are subjected to numbering.

All abbreviations and shprtenings, with the exception of obviously well-known, must be decoded when first used in the text.

Information about the financial support of the work is indicated on the first page in the form of a footnote.

References. In the text, references are indicated in square brackets. References must be numbered strictly in the order of mention in the text. The first reference in the text to a reference must have the number [1, 153 p.], the second – [2, 185 p.], Etc. The reference to the book in the main text of the article should be accompanied by an indication of the pages used (for example, [1, 45 p.]). Links to unpublished works are not allowed. Undesirable references to unlicensed publications are not recommended (examples of the description of the list of references, descriptions of the list of references in English, see below in the sample article).

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Information about the authors: last name, first name, patronymic, scientific degree, position, affiliation, full business address, telephone, e-mail – in Kazakh, Russian and English.

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БИН 010140003594

БИК TSES KZ KA

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«За публикацию ФИО автора»

Положение о рукописях, представляемых в журнал «Вестник Евразийского национального университета им. Л.Н. Гумилева. Серия Филология»

1. Цель журнала. Публикация тщательно отобранных оригинальных научных работ в области литературоведения и языкознания, отражающих актуальные проблемы филологических наук, методы преподавания языка и литературы, а также наиболее значимые материалы научных конференций, библиографические обзоры и рецензии.

2. Автору, желающему опубликовать статью в журнале, необходимо представить рукопись в твердой копии (распечатанном варианте) в одном экземпляре, подписанном автором, в Отдел научных изданий (по адресу: 010008, Казахстан, г. Астана, ул. Сатпаева, 2, Евразийский национальный университет им. Л.Н. Гумилева, Учебно-административный корпус, каб. 408) и по e-mail vest_phil@enu.kz. При этом должно быть строго выдержано соответствие между Word-файлом и твердой копией. А также авторам необходимо представить **сопроводительное письмо**.

Язык публикаций: казахский, русский, английский.

3. Отправление статей в редакцию означает согласие авторов на право Издателя – Евразийского национального университета им. Л.Н. Гумилева – публикации статей в журнале и переиздания их на любом иностранном языке. Представляя текст работы для публикации в журнале, автор гарантирует правильность всех сведений о себе, отсутствие плагиата и других форм неправомерного заимствования в рукописи, надлежащее оформление всех заимствований текста, таблиц, схем, иллюстраций.

4. Рекомендованный объем (включая метаданные и список литературы):

- для статей – от 8 до 16 страниц;
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5. Требования к форматированию текста:

- формат файла Microsoft Word (docx);
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- междустрочный интервал 1,0; – кегль 14;
- выравнивание текста по ширине;
- каждый абзац должен начинаться с красной строки (отступ 1 см);
- транслитерация осуществляется по системе Library of Congress (LC).

Схема построения статьи:

ГРНТИ <http://grnti.ru/> – первая строка, слева

Содержание метаданных об авторе (см. Рәсімдеу үлгісі/Образец оформления статьи/ Template)

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Полное наименование организации, город, страна (если авторы работают в разных организациях, необходимо поставить одинаковый значок около фамилии автора и соответствующей организации)

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Аннотация (100-200 слов) не должна содержать формулы, по содержанию повторять название статьи; не должна содержать библиографические ссылки; должна отражать краткое содержание статьи, сохраняя структуру статьи – введение, методологию и методику исследования, результаты исследования, заключение.

Ключевые слова (словосочетание «Ключевые слова» выделяется полужирным) (5-8 слов/словосочетаний). Ключевые слова должны предельно точно отражать предметную область исследования, включать термины из текста статьи и другие важные понятия, позволяющие облегчить и расширить возможности нахождения статьи средствами информа-

ционно-поисковой системы).

Основной текст статьи должен содержать введение, постановку цели и задач, обзор работ по теме исследования, методы исследования, результаты/обсуждение, заключение/выводы – межстрочный интервал – 1, отступ «красной строки» – 1,25 см, выравнивание по ширине.

Таблицы, рисунки необходимо располагать после упоминания. С каждой иллюстрацией должна следовать надпись. Рисунки должны быть четкими, чистыми, несканированными. В статье нумеруются лишь те формулы, на которые по тексту есть ссылки.

Все аббревиатуры и сокращения, за исключением заведомо общеизвестных, должны быть расшифрованы при первом употреблении в тексте.

Сведения о финансовой поддержке работы указываются на первой странице в виде сноски.

Список литературы. В тексте ссылки обозначаются в квадратных скобках. Ссылки должны быть пронумерованы строго по порядку упоминания в тексте. Первая ссылка в тексте на литературу должна иметь номер [1, 153 с.], вторая - [2, 185 с.] и т.д. Ссылка на книгу в основном тексте статьи должна сопровождаться указанием использованных страниц (например, [1, 45 с.]). Ссылки на неопубликованные работы не допускаются. Нежелательны ссылки на нерцензируемые издания (примеры описания списка литературы, описания списка литературы на английском языке см. ниже в образце оформления статьи).

В конце статьи, после списка литературы, необходимо указать библиографические данные на русском и английском языках (если статья оформлена на казахском языке), на казахском и английском языках (если статья оформлена на русском языке) и на русском и казахском языках (если статья оформлена на английском языке).

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