



Sveučilište u Zadru
Universitas Studiorum
Jadertina | 1396 | 2002 |



Visibility of Languages and Dialects in the Linguistic Landscape Conference Programme

Day 1: Friday, 7 July 2023

Venue: University of Zadar, Obala kralja Petra Krešimira IV. no. 2, 4th floor, room 142

9.00 – 9.15 Conference opening

9.15 – 10.00 Key note: Katharina Tyran (University of Vienna): *Commodifying minority languages and cultures: Strategies, challenges, and (im)possibilities*

10.00 – 10.30 Antonio Oštarić, Luca Melchior, Lisa Rieger, Ursula Doleschal (University of Zadar & University of Klagenfurt): *New perspectives on Slovene in the Linguistic Landscape of Austrian Carinthia*

10.30 – 11.00 Coffee break

11.00 – 11.30 Mladen Rajko (University of Zadar): *Witches, demons and vampires: Commodifying legends of central Istria*

11.30 – 12.00 Anita Skelin (University of Zagreb): *Young minority members of an old minority and their language(s)*

12.00 – 15.00 Lunch break

16.00 – Excursion to Betina, a visit to Betina Museum of Wooden Shipbuilding

Day 2: Saturday, 8 July 2023

Venue: University of Zadar, Obala kralja Petra Krešimira IV. no. 2, 4th floor, room 143

9.00 – 9.45 Key note: Carla Bagna & Martina Bellinzona (Università per Stranieri di Siena): *The role(s) of dialect in the Italian linguistic landscape and schoolscape* (online talk)

9.45 – 10.15 Anne Ambler Schluter (The Hong Kong Polytechnic University): *Constructing a metalinguistic community through Kurdish: Language and diasporic belonging among members of The Japan Kurdish Culture Association*

10.15 – 10.45 Seong Lin Ding (University of Malaya; University of Manchester): *(In)visibility of heritage language representation in the linguistic landscape of a 'Chinatown'*

10:45 – 11.15 Coffee break

11.15 – 11.45 Lucija Šimičić (University of Zadar): *Variation and change in the perception of what a language is: Arbanasi as a minority language in Zadar (Croatia)?*

11:45 – 12.15 Irena Marković, Karmen Tolić, Ivana Škevin Rajko (University of Zadar): *The (possibilities of) dialect use in the linguistic landscape of Zadar*

12.15 – 13.00 Final discussion

Final Conference of the Project *Commodification of languages and dialects in minority contexts* (KoDiMaK) (research project no. IP-UNIZD-2021-01, project leader: Ivana Škevin Rajko, assoc. prof., University of Zadar) with participation of the team members of the project *Minority languages and cultures as an economic resource in local branding and tourism promotion* (Scientific & Technological Cooperation between Croatia and Austria 2022-23, University of Zadar and University of Vienna)

Organized by: University of Zadar (Department of Italian Studies, Department of Linguistics, Centre for Foreign Languages, Department of Economics)

Organizing Committee: Ivana Škevin Rajko (President), Lucija Šimičić, Antonio Oštarić, Mladen Rajko, Nikolina Gunjević Kosanović

