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 Šimić (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 Šimić, Antonio Oštarić, Mladen Rajko, Nikola Gunjević Kosanović