

1. Record Nr.	UNINA9910511334003321
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Titolo	Multiple globalizations : : linguistic landscapes in world-cities / / By Eliezer Ben-Rafael, Miriam Ben-Rafael
Pubbl/distr/stampa	Leiden ; ; Boston : , : Brill, , [2019]
ISBN	90-04-38513-4 90-04-36083-2
Descrizione fisica	1 online resource (237 pages)
Collana	International comparative social studies , 1568-4474 ; ; volume 39
Disciplina	307.76
Soggetti	Public spaces - Social aspects Linguistics - Social aspects Sociology, Urban Multiculturalism Globalization Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Front Matter -- Copyright Page -- Preface -- Figures, Illustrations and Tables -- Abbreviations -- Introduction -- Investigating Multiple Globalizations -- Methodologies and Research Objectives -- Berlin -- Paris -- Brussels -- London -- Tel Aviv-Jaffa -- Downtowns Around the World -- A Linguistic Landscape Paradigm for Multiple Globalizations -- Emblems of Singularities -- General Conclusions -- Back Matter -- Bibliography -- Index.
Sommario/riassunto	This work studies aspects of the symbolic construction of public spaces by means of linguistic resources (i.e. linguistic landscapes or LLs) in a number of world-cities. The sociology of language leads us to this field and to study the intermingling impacts of globalization, the national principle and multiculturalism – each one conveying its own distinct linguistic markers: international codes, national languages and ethnic vernaculars. Eliezer and Miriam Ben-Rafael study the configurations of these influences, which they conceptualize as multiple globalization, in the LLs of downtowns, residential quarters, and marginal neighborhoods of a number of world-cities. They ask how far

worldwide codes of communication gain preeminence, national languages are marginalized and ethnic vernaculars impactful. They conclude by suggesting a paradigm of multiple globalizations.
