

**COURSE DATA****DATA SUBJECT**

**Code:** 46766  
**Name:** Linguistic Landscape  
**Cycle:** Master's Degree  
**ECTS Credits:** 3  
**Academic year:** 2026-27

**STUDY (S)**

Degree	Center	Acad. year	Period
2267 - Master's Degree in Advanced Hispanic Studies: Application and Research	Facultat de Filologia, Traducció i Comunicació	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2267 - Master's Degree in Advanced Hispanic Studies: Application and Research	Paisaje lingüístico	ELECTIVES

**COORDINATION**

QUILIS MERIN MERCEDES

**SUMMARY**

In the curriculum of the Master's Degree, this subject is integrated into itinerary I (Spanish Language) and III (Hispanic Training).

This course examines the linguistic landscape in urban contexts and the multilingual and multicultural contact in contemporary society. It focuses on sociolinguistic variety and linguistic contact within urban geographic settings. The course studies the array of material realizations of written language, including signs, languages, and linguistic elements displayed in specific public environments such as urban spaces. This includes written texts on public signage, commercial advertisements, street names, and public buildings, among others, along with their connotative values. Special attention is given to the urban framework as a reflection of the interaction and coexistence of different cultures within the same space.

As detailed in the volume of work, theoretical classes are complemented by practical classes. To these face-to-face training activities is added attendance to conferences and seminars organized by the Department of Spanish Philology. This subject is part of the educational innovative projects HISLEDIDAC [2nd phase] i LENGUALDAD [2nd phase], granted by Servei de Formació Permanent i Innovació Educativa (SFPIE).



In this subject the following SDGs are especially addressed: SDG5, SDG8 i SDG11.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

### 2267 - Master's Degree in Advanced Hispanic Studies: Application and Research

Be able to conduct teaching and research activities in Hispanic philology subject areas

Be able to critically analyse and explain texts, choosing the specific philological methodology according to the potential audience to which they are addressed

Be able to discuss the ideas of different theories in the field of Hispanic philology and to analyse their contributions critically in order to contextualise their achievements and contrast these with the knowledge acquired

Be able to edit texts and to build and catalogue corpora related to Hispanic philological studies

Be able to read all types of Hispanic philological texts in a critical, analytical and competent manner, based on a pertinent method of analysis through which it is possible to draw all their implications, both in form and content

Ser capaces de elaborar un proyecto en el ámbito de estudio del máster y presentar sus resultados, mediante un discurso elaborado y coherente.

Ser capaces de emplear los recursos institucionales, los grandes instrumentos científicos, las técnicas, las bases de datos y bibliotecas, la bibliografía, las revistas especializadas y los nuevos recursos proporcionados por las TIC en el ámbito de estudio.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.



To be able to integrate knowledge and make complex judgments based on information that remains incomplete or limited, but include social and ethical responsibility reflections linked to the application of their knowledge and judgments, from a gender perspective.

## DESCRIPTION OF CONTENTS

### 1. Introduction to the Spanish Landscape

### 2. The Linguistic Landscape: Concepts and Contexts

- 2.1. Concept of Linguistic Landscape (LL)
- 2.2. Signs in the Linguistic Landscape: Functions, Units, and Typologies
- 2.3. Bilingualism and Multilingualism in Hispanic Geographic Spaces
- 2.4. Migration through the Linguistic Landscape
- 2.5. Diachrony and Transformation in the Linguistic Landscape
- 2.6. Tourism, Gentrification, and the Languages of the Urban Landscape

### 3. Studies and Research on the Linguistic Landscape

- 3.1. Literature Review and Key Contributions
- 3.2. Current Perspectives and Research Lines
- 3.3. Hispanic Linguistic Landscapes
- 3.4. Methods and Models for Linguistic Landscape Analysis

### 4. Designing a Linguistic Landscape Study in València

- 4.1. Objectives and Hypotheses
- 4.2. Methodology and Corpus Development
- 4.3. Study Areas and Fieldwork
- 4.4. Data Analysis and Results

These contents will be reflected in the following learning outcomes:

To be able to integrate linguistic, sociolinguistic, and pedagogical knowledge to address the complexity of professional situations where judgments must be made based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with applying their knowledge and judgments.



To be able to work effectively in teams, fostering interpersonal relationships, dialogue, respect for others, and non-discrimination, both linguistic and social, through the development of various collaborative tasks related to the study of urban sociolects within the framework of contact between different languages and cultures.

To be able to conduct a linguistic analysis of texts in public spaces, extracting all their formal and content-related implications by applying an appropriate method of analysis.

To be able to demonstrate proficiency in using the tools and instruments necessary for the selection, management, and analysis of information related to the study of linguistic landscapes in public spaces.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	20,00
<b>Total hours</b>	<b>20,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	3,00
Individual or group project	0,00
Independent study and work	52,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>55,00</b>

## TEACHING METHODOLOGY

Lectures (presentation of content based on theoretical developments) using various resources (texts, audiovisual materials, etc.).

Participatory practical classes (exercises, presentations, debates, tests, etc.), conducted individually or in groups.

Use of deductive procedures and strategies in applying acquired knowledge: problem detection and resolution, activities conducted individually or in groups (exercises, reading and critical commentary on various texts, writing assignments and/or oral presentation of results, etc.) based on prior content exposure.

Use of inductive procedures and strategies in applying acquired knowledge: problem detection and



resolution, activities conducted individually or in groups (exercises, reading and critical commentary on various texts, writing assignments and/or oral presentation of results, etc.) based on basic guidelines to formulate subsequent theoretical development.

In this subject, innovative methodologies are implemented based on the Teaching Innovation Projects *History and historiography of the Spanish language in its didactic innovation (HISLEDIDAC)* [2d phase] i *LENGUALDAD II: Comunicación igualitaria: prácticas de escritura académica en educación superior* [2d phase], funded by SFPIE, which aims to design teaching-learning activities characterized by effective student participation, as well as the inclusive usage of language in written essays respectively.

## EVALUATION

Assessment of active participation in the classroom and/or tutorials (exercises, commenting on readings, presentation of activities, etc.) and carrying out an activity within the HISLEDIDAC PIEE (creation of a collaborative interuniversity space for exchanging content in a digital dissemination médium): 30%. Up to 3 points. Not recoverable in second call. The grade obtained by the student in the first call will be kept.

Assessment of written work, essays, practical exercises, tasks, quizzes, etc., in non-face-to-face hours, demonstrating the skills acquired: 50 %. Up to 5 points. Recoverable in second call.

Assessment on the basis of final written or oral tests demonstrating the skills acquired: 20%. Up to 2 points. Recoverable in second call.

Both in examinations and coursework, orthographic, grammatical, and lexical accuracy will be required. Each spelling or language error will result in a reduction of the final mark, which may lead to a failing grade.

The use of inclusive language will be recommended and positively assessed in both coursework and final examinations.

The Virtual Classroom platform may be utilized as a means for evaluation and communication of results.

Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All work submitted in this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the course content and is authorized by the faculty teaching the course.

The assessment and the overall grading system will follow the regulations of the University of Valencia approved by the Governing Council on 30/5/2017-ACGUV108/2017.

## REFERENCES



## Basic

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