

## Linguistic Landscaping in North-East India: A Case Study of Tezpur Town in Assam

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### ABSTRACT

*The present study is carried out in the Tezpur town of Assam in North-East India. The main objectives of the study are to describe the types of language signs that are being used in the public space to identify linguistic objects which mark the public space in Tezpur; to provide information on the presence of linguistic groups, reflecting power relations that exist among such groups; to describe the types of language signs that are being used in the public space, and to examine the linguistic representations of LL in North East India. The study is based on the LL approach for mapping and measuring the linguistic objects which mark the public space. The data includes 208 pictures of language signs that were analysed so as to determine the number of languages used on the signs and the characteristics of bilingual and multilingual signs. The study also focuses on trends of LL in public space which includes advertising, billboards, posters, official (top-down signs) and non-official (bottom-up signs) road signs.*

### INTRODUCTION

The study draws attention to the north-east Indian state Assam and its official language Assamese in the Brahmaputra valley which is the lingua franca among the various speech communities of Indo-Aryan, Tai-Kadai, Bodo-Garo, Tani and Munda language families in Assam. The focus of this paper is to study the multilingual landscape of an important place of the