Linguistic Landscaping, Language Ideology and Language Policy: The Case Study of Meghalaya

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ABSTRACT

Much of the study from linguistic landscape approach is descriptive in nature. However, the literature points to the new trend in the study of the concept 'multilingualism' through the semiotic of signs subsumed under linguistic landscaping that underpins the 'language policy' implementation in a particular jurisdiction (for e.g. Jingjing 2013). Guided by the ideological perspective of the signs, the present study is an explanatory account attempting to explore the reduced functional role of the associate official languages (Khasi and Garo) in the LL scene of Meghalaya. Being predominantly multilingual, the current development of the state's language policy making/planning and implementation has been rather problematic in Meghalaya owing to factors such as lack of structural organization; planning and formulation (see War & Lyngdoh 2001). In focus, this paper envisages to inculcate the ideology that increase functionality of the state associate official languages (Khasi and Garo) in the different linguistic landscapes of Meghalaya can be a small conscious step in promoting the visibility of these languages. Conversely, since the visibility of a language(s) depends on the increase functional use of signs of the concerned language in the different domains of landscapes, this paper concomitantly view LL as a tool in increasing the relative status and vitality of Khasi and Garo languages which is currently very limited (if not restrictive) in their use in the different domain (administrative, judicial and educational) configuration in