

Understanding the Linguistic Landscaping in North East India with Reference to Three Case Studies: Aizwal, Shillong and Thahekhu Village

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ABSTRACT

The paper synthesizes the patterns of linguistic landscape (LL) in North-East India with special reference to the three case studies: Aizawl, Shillong and Sumi speech community in Thahekhu village. In particular, the paper also focuses on the use and visibility of top-down and bottom-up signs in the public space of North-East India. It examines the presence of languages and their regularity in the LL of North-East India with special reference to the regular use of three languages: English, Hindi and languages of the communities.

1. ETHNO-LINGUISTIC REALITIES OF NORTH-EAST INDIA

Language use is ubiquitous in public spaces in the form of public notices, signs, signboards and advertisements. Especially in culturally diverse societies, such texts are multi-modal, multi-lingual, and increasingly being researched and analyzed to reveal information about the communities and societies in which they are found. Two thriving questions that have caught the attention of researchers pertain to the interaction of languages in the purposes they are used for; as well as the interaction of languages and the society. North East India is one such multilingual giant. This area comprises of states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim.