

Linguistic Landscape in the Major Business Areas of Main Ethnic Groups in Singapore

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Linguistic Landscape (LL) has drawn the attention of many scholars all over the world to study about language situations in linguistically complex areas. Home to a variety of races, Singapore is one of the most ethnically diverse countries but unfortunately the research about LL in the country is surprisingly inadequate. This study aims to explore the language situation in Singapore by using LL methodology. We investigated the major business areas of the three main ethnic groups in Singapore: Chinatown, Malay Village, and Little India. The data were collected from the signs of the shops located in the major landmarks of those three mentioned areas. They were analyzed into two main parts; language use and language function. The findings show that English is the most dominant language in the areas except in the area of Chinese ethnics where Chinese is the most dominant. Moreover, the bilingual sign is the type of sign which is used most in every area. For the language function, the findings also indicate three major functions: Shop Name, Shop Detail and Product Detail. "Shop Name" is the most visible sign that has the combination of English and other native languages.

Keywords: *linguistic landscape, Singapore, shop signs, language use, language function*