

FRIDAY, 27 JUNE 2025

8:15 CONFERENCE OPENING

Grzegorz Lisek (Greifswald)

Martin Henzelmann (Greifswald)

KEY NOTE

8:30-9:30

Piotr Romanowski (Warsaw)

*Language Learning and Developing
Language Awareness through the
Linguistic Landscape Research*

9:30-9:45 COFFEE BREAK

**SESSION 1: LANGUAGE IN
ADVERTISING**

9:45-10:20

Tigran Simyan (Yerevan)

*Playing with Language in Advertising: The
Traces of Russian in Contemporary
Tiflis*

10:20-10:55

Amela Šehović (Sarajevo)

*Jezički pejzaž Sarajeva: Analiza reklamnih
bilborda*

10:55-11:15 COFFEE BREAK

SESSION 2: CITIES IN MOTION

11:15-11:50

Grzegorz Lisek (Greifswald)

*Ukrainian as the New English? Changes in
the Linguistic Landscapes of Polish
Cities*

11:50-12:25

Jana Pelclová (Brno)

*When Brno Speaks: How Vernacular Street
Signage Challenges Brno
Residents*

12:25-13:00

Marta Koszko (Poznań)

*The Perception of LL in the Moment of
Crisis: Interviews with Ukrainian
Refugees/Immigrants to Poland*

13:00-14:45 LUNCH

Restaurant TBA (self-payment, more
information on site)

**SESSION 3: MULTILINGUAL
MATTERS**

14:45-15:20

Katharina Tyran (Helsinki)

*Marginalization, Minoritization and Conflict in
Multilingual Context:
Examples of Slavic Languages in the
Austrian Linguistic Landscape*

15:20-15:55

Dániel Balizs (Budapest)

*The Linguistic Landscape in the Context of
Social Processes in North
Macedonia*

15:55-16:30

**Monika Kowalonek-Janczarek
(Poznań)**

Michael M. Kretzer (Aachen)
*Multilingualism at Schools in Germany and
Poland? The Visibility of Slavic
Languages in Schoolscapes*

SLAVIC LINGUISTIC LANDSCAPES IN TIMES OF GLOBAL CHALLENGES

27–28 June 2025

**INTERNATIONAL
CONFERENCE**

University of Greifswald
Department of Slavonic
Studies
Ernst-Lohmeyer-Platz 3

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Foundation (DFG).



SATURDAY, 28 JUNE 2025

SESSION 4: METHODS AND THEORIES

9:00-9:35

Andrzej Narloch (Poznań)

LL vs. ULL

9:35-10:10

Evan W. Bleakly (Bautzen/Budyšin)

Where is Lower Sorbian? The Presence of Lower Sorbian in the Linguistic Landscape of South Brandenburg by Means of the New Digital Portal from the Sorbian Institute

10:10-10:45

Alisa Müller (Bamberg)

The Linguistic Landscapes of Minsk: Quantitative Analyses and Explorative Statistics

10:45-11:00 COFFEE BREAK

SESSION 5: LINGUISTIC HERITAGE

11:00-11:35 Antonio Oštarić (Zadar)

Digraphia in Contemporary Croatian Linguistic Landscape: The Function of the Glagolitic Script in Croatian Public Sphere

11:35-12:10

Danuta Wiśniewska (Poznań)

Changing Landscapes of Commemoration: Monuments to the Greater Poland Uprising 1918/19 and Their Language over a Century

12:10-12:45

**István Cserniczkó
Kornélia Hires-László (Berehove/
Beregszász)**

Elements of the Regional Dialects of the Ukrainian Language in the Linguistic Landscape of Multilingual Transcarpathia

12:45-14:30 LUNCH

Restaurant TBA (self-payment, more information on site)

SESSION 6: GLOBAL CHALLENGES

14:30-15:05

Alla Nedashkivska (Edmonton)

Linguistic Landscape, Language Activism and the Power of Language during War: The Case of Ukraine

15:05-15:40

Martin Henzelmann (Greifswald)

The Green Turn in the Linguistic Landscapes of Urban Areas in Bulgaria

15:40-16:00 FINAL DISCUSSION AND CONCLUDING REMARK

JOIN THE CONFERENCE BY USING THE QR CODE

