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**Title of Project**

Trans-scription, Localization, Neoliberalization: Script
Practices and Policies in the Semiotic Landscapes of South Korea

Research Supervisor

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TIRF Research Topic Investigated

Language Planning & Policy

Project Summary

This study introduces the notion of ‘trans-scription’ to explore the way in which scripts, as semiotic resources, are used and policed in the public signage and landscape of Seoul, South Korea. Within language studies, scripts have received little attention due to their perceived status as a limited, material extension of spoken language. Such an approach, however, obscures the ways in which scripts independently guide meaning-making across localities, embodying different histories, cultures, and identities. Given their potential to function as both semiotic and linguistic elements in space, scripts play an important role in promoting various linguistic and graphic ideologies within the society, and particularly across East Asian contexts where complex script practices are the norm. However, given the prevalence of Western, alphabet-focused script research, and the persistence of isomorphic accounts of language and script, little has been done to examine how scripts shape the urban landscape and the language practice of local populations. As such, the main aim of this study is trifold: (1) to establish a view of script as a separate and independent semiotic resource with linguistic potential, (2) to explore how scripts are used to produce localities and mark urban landscapes, and (3) to examine how script-related practices and policies unfold and interact in public space. The study corpus is comprised of over 3000 signs recorded along the main streets and walkways of Seoul, and the data is analyzed using linguistic/semiotic landscape methodology within the framework of translanguaging practice.