

# Table of contents

Acknowledgements .....	xi
List of abbreviations .....	xiii
Introduction .....	1
<b>Chapter 1: Cameroon's colonial past and its present sociolinguistic situation: Language policy, diversity and the marginalisation of languages .....</b>	<b>11</b>
1.1 Colonialism and its impact on contemporary Cameroon .	12
1.2 Cameroon's ethnolinguistic profile .....	17
1.3 Cameroon's official languages .....	22
1.3.1 The policy of official bilingualism .....	22
1.3.2 The failure of the official bilingual policy – A divide along (post)colonial lines .....	29
<b>Chapter 2: Approaching the linguistic landscape – LL tokens, and multimodality in the African context(s) .....</b>	<b>37</b>
2.1 The sign in linguistic landscape research .....	38
2.2 Trends in linguistic landscape research: From linguistic to multimodal landscape .....	44
2.3 African perspective(s) in linguistic landscape research ....	51
2.4 Multimodality in the public space .....	56
2.4.1 Content-thematic coherence of language and image on signs .....	57
2.4.2 Multimodal metaphor and metonymy in the linguistic landscape .....	63

<b>Chapter 3: Setting the scene: The research site and methodology .....</b>	<b>69</b>
3.1 Ethnic diversity and socio-economic status in Yaoundé ....	70
3.1.1 The Mfoundi Department and Yaoundé's census data	70
3.1.2 The research sites in Yaoundé .....	73
3.2 Studying the linguistic landscape: Data collection and documentation methods .....	80
3.2.1 Photographic documentation of public signs .....	80
3.2.2 A quantitative approach: Statistical analysis of public signs .....	82
3.2.3 Qualitative research methods: Semi-structured interviews and (participant) observations .....	83
3.2.4 Geosemiotics: A cartographic display of multilingualism .....	86
3.2.5 Corpus analysis: Description of the corpora .....	87
3.3 Critical reflections .....	88
<b>Chapter 4: Types of signs in the linguistic landscape: Towards a cognitive-functional approach .....</b>	<b>91</b>
4.1 Structuring the “unstructured jungle”: Categorisations, classifications and approaches .....	91
4.2 Graffiti: Problematising the blend of form and function ...	98
4.3 A cognitive-functional framework to signs in the LL .....	102
4.4 Image-schematic representation of public signs .....	106
4.4.1 The RULE schema .....	108
4.4.2 The OFFER schema and commercial discourse on LL tokens .....	112
4.4.3 The ORIENTATION schema and infrastructural discourse on public signs .....	117
4.4.4 The OPINION schema and political discourse .....	123

<b>Chapter 5: Multilingualism and the linguistic landscape: Multilingual signs, language contact and translanguaging .....</b>	127
5.1 Urban spaces fostering language contact .....	128
5.2 Multilingualism in the public space .....	131
5.2.1 Visibility of multilingual writing .....	132
5.2.2 Social factors influencing the multilingual landscape .....	134
5.3 Translation as an approach to the multilingual linguistic landscape .....	136
5.3.1 The notion of shared meaning in multilingual writing .....	139
5.3.2 Complementary and polyphonic multilingualism or instances of lexical borrowing? .....	141
5.3.3 Hybrid forms emerging in a multilingual context ....	142
5.4 Approaching multilingual writing: Code-switching and lexical borrowings or translanguaging .....	145
5.4.1 Code-switching and lexical borrowings in the LL ....	145
5.4.2 Code-switching and lexical borrowings in Yaoundé's LL .....	149
5.4.3 Translingual practices and translanguaging in the LL .....	151
5.4.4 Translanguaging: Evidence from the LL of Yaoundé	155
<b>Chapter 6: Culture and the linguistic landscape: Local language use and other semiotic representations ....</b>	159
6.1 Approaching culture in Cameroon .....	159
6.1.1 A cognitive account of culture .....	159
6.1.2 Cameroon and high-context: Evidence from the LL	162
6.2 The colonial impact on the discussion of tribe and ethnicity in Cameroon .....	166

6.3 Urban ethnicity and the cultural model of COMMUNITY .	170
6.3.1 The cultural model of COMMUNITY in Africa .....	172
6.3.2 Urban kinship and its socio-economic implications	174
6.4 Ethnicity, culture and community in the linguistic landscape .....	175
6.4.1 Reflecting ethnicity and culture through local language use in the linguistic landscape .....	176
6.4.2 Categories of food and drink in the linguistic landscape .....	180
6.4.3 Semiotic representations of culture and local cultural practices .....	182
<b>Chapter 7: Governmental signs and the linguistic landscape: The renegotiation of space, language policy implications and prototypicality .....</b>	<b>187</b>
7.1 Public labels in the linguistic landscape .....	188
7.1.1 The presence and absence of toponymic structures .	189
7.1.2 Renegotiation of Yaoundé's public labels .....	192
7.1.3 Yaoundé's quarters and their linguistic adaptation into French .....	195
7.2 Infrastructural signs in the linguistic landscape .....	199
7.2.1 Geographical distribution of mono- and multilingual infrastructural signage across Yaoundé	199
7.2.2 Prototypicality effects in infrastructural signposts ...	207
<b>Chapter 8: (Multilingual) advertisements and the role of English in Yaoundé's linguistic landscape .....</b>	<b>217</b>
8.1 The multilingual landscape of Yaoundé .....	218
8.1.1 Zooming into the multilingual nature of Yaoundé's commercial linguistic landscape .....	218
8.1.2 Geospatial distribution of multilingualism .....	227

8.2 The glocalisation of English in the linguistic landscape ...	232
8.2.1 “Global” English in Yaoundé: US-Americanisations and imitations .....	233
8.2.2 Branding of local companies in English .....	237
8.2.3 English and beauty: Fashionability in the linguistic landscape .....	239
<b>Chapter 9: Language in the linguistic landscape:</b>	
<b>A conclusion</b> .....	243
9.1 Exploring the main findings .....	243
9.2 Policy suggestions .....	245
9.3 Avenues for future research .....	247
<b>List of figures</b> .....	249
<b>List of maps</b> .....	253
<b>List of tables</b> .....	255
<b>References</b> .....	257