

wide: "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban conglomeration." The authors categorize signs as either top-down (official signs issued by public bureaucracies) or bottom-up (non-official signs posted by individuals or businesses), and each article examines details such as where the signs appear, the order and relative prominence of languages on multilingual signs, and whether or not multilingual signs contain (full or partial) translations.

Eliezer Ben-Rafael, Elana Shohamy, Muhammad Hasan Amara, & Nira Trumper-Hecht examine the signs in ethnically homogeneous and heterogeneous Israeli cities and East Jerusalem. The authors discover that in Israeli cities, Hebrew/English signs predominate in Jewish communities and Arabic/Hebrew signs prevail in Israeli-Palestinian communities. They find that Arabic/English signs are most prominent in East Jerusalem. The authors attempt to explain their findings in terms of signs' potential attractiveness to their audience, the identity moves involved in the presentation of self to the public through signs, and how signs might reflect the competing interests between dominant and subordinate groups with respect to sociopolitical power.

Thom Huebner analyzes the LL of 15 Bangkok neighborhoods to investigate language contact, language mixing, and language dominance. He finds that official signs most often appear in Thai, and that those that are in Thai and English appear to be directed toward tourists. His focus, however, is on non-official signs, and these findings indicate that the language of wider communication in the city has shifted from Chinese to English. Huebner discusses the language of multilingual signs to reveal English's influence on Thai with respect to lexical borrowing, orthography, syntax, and pronunciation.

Peter Backhaus focuses on the differences between official and non-official multilingual signs found in 28 locations in central Tokyo. He shows that among official multilingual signs, English is prevalent and typically appears as a translation of the more prominently displayed Japanese. Among the non-official multilingual signs, he finds that many do not contain Japanese, and those that do often display it in a subordinate position. Backhaus also discovers that many non-official signs presuppose a Japanese-English multilingual readership (evinced by the fact that the two languages complement each other rather than provide a translation).

Jasone Cenoz & Durk Gorter compare the LL of one street each in two cities, Ljouwert-Leeuwarden (Friesland, Netherlands) and Donostia-San Sebastian (Basque Country, Spain), which have a minority (Frisian, Basque) and a state (Dutch, Spanish) official language. They find that in Ljouwert, where Frisian is spoken much more often than it is written, Dutch is the most prevalent language on signs, English appears often, and Frisian hardly at all. In Donostia, where the government promotes a language-conservation agenda for Basque, Spanish dominates the LL, but Basque appears often, and the two languages often convey the same information.

This collection, which includes diverse approaches and findings, will be of interest to scholars who investigate multilingualism and processes of globalization reflected by the spread of English. Similar studies in the future could be interestingly enhanced by supplementing the findings with data on linguistic soundscape, the languages one hears while experiencing a city.

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BRONWEN MARTIN AND FELIZITAS RINGHAM, *Key terms in semiotics*. London & New York: Continuum, 2006. Pp. 288. Pb \$19.95.

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In *Key terms in semiotics*, Martin & Ringham more than deliver on their title's promise, situating a well-chosen glossary of key terms and concepts between a brief introduction to semiotic theory and

its history, and 12 short essays on key thinkers in, or important to, semiotics. The book also includes a bibliography of key texts in semiotics, along with an example of semiotic analysis.

Martin & Ringham's introduction is divided between a brief history of semiotic theory and a section that outlines semiotics as a tool for the analysis of texts. The history section focuses on Greimas and the development of the Paris School of Semiotics. It introduces many of the big names in semiotic theory such as Peirce, Saussure, and Lévi-Strauss, and establishes the long-standing relationship between semiotics and theories of narrative. In the section on semiotics as a tool for analysis, the authors describe the basic principles of semiotic analysis and sketch some of the schemas and models used to interpret, or in their terms "decode," a text. While the section is short on examples, the authors make up for this by including a sample analysis of "Sleeping beauty" toward the end of their text.

In the key terms section, the authors move their discussion of semiotics beyond the Paris School. This section includes descriptions of other schools of semiotics, the Moscow-Tartu School for example, and defines terms not specific to semiotics (morphology, syntax) but nevertheless essential to a full understanding of semiotic theory. The definitions are clearly written, and the authors do an admirable job of explaining difficult concepts without sacrificing too much in the way of depth. The definitions are thoroughly cross-referenced and followed by "see also" notes. This section's combination of breadth and clarity makes it both a handy reference tool and an opportunity to discover new ideas and approaches to the subject.

Sections on key thinkers and texts in semiotics follow the section on terms. The key thinkers section is composed of 12 essays on scholars who have made significant contributions to semiotic theory. These are essentially intellectual biographies followed by references to their major works, and secondary readings. A short but thoughtful key texts section again emphasizes the Paris School, but also contains references to related works in linguistics, anthropology, and narrative and literary theory.

Key terms in semiotics is a solid reference for students new to semiotics, and Martin & Ringham lend clarity to a subject that can, to the uninitiated, seem terribly obscure. It would be an excellent supplement not only to an undergraduate course in linguistics or narrative but also to any course in that deals with theories of language.

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HELEN SAUNTON & SAKIS KYRATZIS (eds.), *Language, sexualities and desires: Cross-cultural perspectives*. Hampshire & New York: Palgrave Macmillan, 2007. Pp. xii, 248. Hb \$80.00.

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This collection of new research, mostly by scholars from the United Kingdom, intervenes in the study of language and sexuality in two important ways. First, as editors Saunton & Kyratzis note in their introduction, recent work in this field has often theorized gender performance and speech acts apart from their particular sociocultural contexts. The ten scholars in this volume use applied linguistics to study the culturally specific ways that sexuality and desire are constructed through discourse. The second important contribution of this volume is the distinction it makes between the fraught categories of identity and desire. By distinguishing sexual and social identities from enacted desires and practices, the contributors illustrate how "sexuality is linguistically construed as a form of social identity with little or no reference to desire or sexual activity," and conversely, how desire is linguistically embedded in relations of power and agency not necessarily dependent on sexuality (p. 4).

Weighing the merits of desire and identity-centered approaches in chapter 1, Liz Morrish & William Leap explore the benefits of a flexible and context-dependent Communities of Practice theory that focuses primarily on desire. While identity is often perceived as a stable category, its "multiple