

The Linguistic Landscape of Commercial Spaces in Sulaymaniyah City

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*Corresponding author
Ali Muhsin Ali Khan
ali88.saman88@gmail.com

Ali Muhsin Ali Khan/Department of English, College of Basic Education, University of Sulaimani, Sulaymaniyah, Kurdistan Region, Iraq
Hoshang Farooq Jawad/Department of English, College of Basic Education, University of Sulaimani, Sulaymaniyah, Kurdistan Region, Iraq

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Abstract

This study investigates the linguistic landscape of commercial spaces in Sulaymaniyah city, Kurdistan Region of Iraq. The increasing visibility of English and other languages reflects rapid sociolinguistic change in the city. Addressing a gap in the literature, the aim is to examine the current status and composition of languages used in shop signage. A mixed-methods approach was used, combining quantitative analysis of language distribution in (166) shop signs with qualitative semiotic interpretation. The shop signs were photographed across four major commercial districts, selected through purposive sampling. The researcher categorized and analyzed the signs by language content and sign type using Landry and Bourhis's (1997) framework. Findings reveal a highly multilingual environment, with English as the dominant language on shop signs, while Kurdish, Arabic, and Turkish appear less frequently. English is used primarily for prestige and branding, signaling globalized market forces and a shifting urban identity. These results highlight Sulaymaniyah's linguistic landscape as a site of negotiation between local culture and global economic trends.



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1. Introduction

The study of linguistic landscape offers valuable insights into the ways language, economy, culture, and identity are visually represented in public spaces. Across global contexts, research has shown that the languages chosen for public signage are closely linked to issues of identity, market forces, and the influence of globalization. In multilingual and rapidly changing cities, these choices often serve both informational and symbolic functions, shaping and reflecting the collective identity of a community. Despite the increasing visibility of foreign languages on commercial signage worldwide, certain regions, such as Sulaymaniyah in the Kurdistan Region of Iraq remain underrepresented in scholarly literature hence forth a question could be asked as what is the current linguistic landscape of shop signs in the city of Sulaymaniyah? By analyzing shop signs in Sulaymaniyah, this study seeks to address this research gap and contributes to the broader understanding of language use, identity, and globalization in urban Kurdish society.

2. Literature Review

2.1 Language, Identity, and Linguistic Landscape

The relationship between language and identity is a central concern in sociolinguistics. As Joseph (2004) argues, language is not merely a tool for communication, but a core element in the construction and negotiation of national, ethnic, and religious identities. Identity begins to form at an early age, and the first language a child learns being critical in creating and shaping their identity and the way they perceive themselves throughout life (Danesi, 2020, p. 118). Constructing one's own identity is reflective in the sense that it embodies the language, religion, faith, values, space, context, and culture of the place where a person was born and raised by family and elders (Sengupta, 2018, pp. 54-55).

Shang & Guo (2017, p. 14) indicate that some shop owners even use pseudo-English names for their shop just to show a desirable identity. This shows the importance of the English language for the shop owners. Similarly, Izadi & Parvaresh (2016, p. 202) in their study on the linguistic landscape of ethnic Persian shops in the city of Sydney, Australia, give the same argument that multilingualism patterns in the linguistic landscape are not fixed, but are influenced by a variety of factors like economy, culture, and linguistic resources. In the data, the Persian language shows Persian identity as well as the country's origin. Identity construction is not only shaped by individual language use but also by institutional language policies, which in turn influence the linguistic landscape.

2.2 Language Policy, Planning, and Linguistic Landscape

Spolsky (2012, p. 5) defined language policy as composed of three interrelated components: actual language practices, values assigned to language varieties, and efforts by authoritative members of the community to modify language practice. Shohamy (2006, p. 45) further describes language policy as responsible for determining which languages to be official, used, learned in which contexts, where, when and by whom.

Language policy significantly shapes the linguistic landscape. Public signage, for example, reflects language policy and political ideologies. For instance, in Thailand, the government encourages the use of the national language (Thai) by giving tax benefits to those businesses who apply the policies on their signs (Huebner, 2006, p. 37). However, in Spain and despite regulations and the threat of fines, businesses owners rarely use Catalan on signs because it is perceived as a low prestige language with low economic value (Olmedo & Garau, 2015, p. 215).

Landry and Bourhis (1997, pp. 26-27) suggest that the authority's language policy for government signs can affect the linguistic landscape. In contrast, the government may apply less control over private signs. The more different the language of government signs and the language of private signs, the less coherent the linguistic landscape will be. In Singapore, Shang & Guo (2017, pp. 3-4) found that shop owners illustrate their attitudes toward multilingualism through signage, showing the gap between actual language use and official macro language policy.

2.3 Globalization, Economy, and Linguistic Landscape

Globalization is a major factor influencing linguistic landscape. Globalization influences economies, cultures, and languages worldwide. The English language itself has become both a cause

and a consequence of globalization, establishing dominance in advertising, brand names, and commercial communications (Gorter & Cenoz, 2024, p. 253).

In Japan, Rowland (2016, pp. 12-13) concludes that globalization demands, local businesses, and Japanese identity influence English usage in Japan's linguistic landscape. Similarly, in Greece, English is associated with technology, liberalism, lifestyle, and the free market, making it prominent on multilingual signs where Greek is secondary (Nikolaou, 2017, p. 14).

Shop owners often associate prestige with the English language, using it widely in monolingual, bilingual, and multilingual signs (Shang & Guo, 2017, p. 12). Backhaus (2006, p. 64) notes that in Tokyo, foreign languages in nonofficial signs are used to build an international atmosphere with solidarity as the reason creating a more diverse linguistic landscape of the city.

2.4 Theoretical Framework

The foundational model for this study is Landry and Bourhis's (1997) concept of the linguistic landscape, which defines it as the "visibility and salience of languages on public and commercial signs in a given territory or region" (p. 25). According to their framework, signs serve two major functions:

- Informational function: Communicating with the public by providing directions, names, and services in the languages people use and understand.
- Symbolic function: Representing identity, prestige, cultural presence, and language hierarchy in society.

They also distinguish between:

- Top-down signs: Produced by official institutions (e.g., government buildings, road signs).
- Bottom-up signs: Produced by private actors (e.g., shop signs, advertisements).

This study focuses specifically on bottom-up signs, which reveal the unregulated, market-driven language-choices of business owners, reflecting both customers-targeting strategies and broader sociocultural ideologies. This framework helps identify and categorize sign types and their sociolinguistic functions.

Additionally, elements of geosemiotics from Scollon and Scollon (2003) were still used as a secondary framework for analyzing the data.

3. Methodology and Data Collection

3.1 Research Design

This study adopts a mixed-methods approach by combining quantitative and qualitative analyses of the linguistic landscape in Sulaymaniyah. Quantitatively, (166) shop signs were systematically photographed and categorized according to the languages displayed, including monolingual, bilingual, and multilingual signs. Frequencies and percentages were calculated to illustrate language distribution patterns. Qualitatively, a semiotic analysis was conducted to interpret the meanings and connotations conveyed by the linguistic choices on the signs. This dual approach allows for both a statistical overview of language presence and an in-depth understanding of the social and cultural significance behind language use in the marketplace. The data is analyzed using a sociolinguistic linguistic landscape framework grounded in Landry and Bourhis (1997), supported by geosemiotics from Scollon and Scollon (2003).

3.2 Data Collection

3.3 Study Area: Sulaymaniyah

Sulaymaniyah, the capital of Sulaymaniyah province in the northeast of the Kurdistan Region of Iraq (KRI). It was selected as the primary study area due to its significance as a major commercial and cultural hub. As one of the largest and most vibrant cities in the region, Sulaymaniyah's linguistic landscape has been in a continuous evolution, especially on commercial signage. The researcher's location and familiarity with the city also facilitated access and rapport during data collection.

3.4 Data Collection Methods

A quantitative near-census-like approach was adopted for data collection, photographing and documentation of shop signs.

3.5 Shop Sign Data Collection (Visual Data)

The core component of this study consisted of photographs of shop signs.

Sampling Strategy: A purposive cluster sampling strategy was adopted to select specific commercial areas within Sulaymaniyah. This method targeted commercial areas with a high density of relevant shop signs. The selected clusters included prominent commercial malls and districts.

Selected Clusters: The following four commercial areas were chosen:

1. Majidi Mall: Selected due to its size and location which is the biggest modern commercial district in the west of the city and it is also on a high traffic volume street (Kirkuk Road)
2. Rand Gallery: Chosen for its location and significance which is inside the city and near the city center. This place is the oldest among the chosen samples and also the closest to the majority of the streets inside the city. It is on the main street (Salim) that goes to the city center.
3. Family Mall: Included to represent recently developed commercial zones. It is the biggest modern commercial district in the east of the city and it is also on a high traffic volume street which is the main street that goes around the city (Malik Mahmood Ring Road).
4. Magma Square: Selected based on preliminary assumptions of its commercial scale and its location which is on the (Kirkuk Road) and next to the American University.

Data Collection Process: A near-census method was applied, photographing most publicly visible shop signs in each cluster.

Inclusion Criteria: Any permanent text or image-based signage visible on the exterior of the stores. Language presence and symbolic content were prioritized based on the frameworks of Landry and Bourhis (1997), focusing on signs that displayed at least one language and could be analyzed for visibility, choice, and symbolic value.

Exclusion Criteria: Temporary signs, illegible signs, signs showing only logos (e.g., Puma, Xiaomi), duplicate branches, or any signs denied permission to be photographed by owners.

Quantity: A total of 166 unique shop signs were collected and classified by business type and languages used.

3.6 Ethical Considerations

This study followed strict ethical guidelines, prioritizing participant rights, confidentiality, and transparent procedures.

Permissions and Access: Authorizations were secured from the General Directorate of Security – Sulaymaniyah (بهریو بهرایهتی گشتی ئاسایش – سلیمانی), relevant local security offices (e.g., Raparin, Malkandy, Rizgary, and Bakrajo) (ئاسایشی رپهرین، مەڵکەندی، رزگاری، بەکرەجو)، and the management of each commercial mall. Verbal consent was obtained from shop owners before photographing any sign.

Data Security: All data were stored securely, and no personally identifiable information was collected.

This rigorous ethical process enabled smooth, respectful, and authorized data collection in the selected areas.

3.7 Data Analysis Procedures

Visual Data (Shop Signs): The (166) photos were analyzed within the linguistic landscape framework of Landry and Bourhis (1997) and geosemiotics from Scollon and Scollon (2003), focusing on both the informational and symbolic functions of the languages displayed. Analysis will include:

- **Linguistic Coding:** Identifying which languages are used and in what combinations (e.g., Kurdish, English, Arabic, Turkish), and categorizing signs as monolingual, bilingual, or multilingual.
- **Language Visibility and Hierarchy:** Assessing which languages are most visually prominent and their placement on the sign.
- **Symbolic Value:** Interpreting how language-choice reflects perceived prestige, global alignment, or cultural identity, drawing on Landry and Bourhis (1997) concept of symbolic function of language.

Both quantitative (e.g., language frequency) and qualitative (e.g., cultural connotations) insights will be derived.

3.8 Trustworthiness and Rigor

To ensure the quality and reliability of findings, this study applies several strategies to support its trustworthiness:

Dependability: Ensured by clearly documenting the data collection procedures, recruitment processes, and analytical methods, allowing replication or audit.

Transferability: Facilitated by detailed descriptions of Sulaymaniyah's commercial areas and shop sign's characteristics, enabling readers to judge relevance to other settings.

3.9 Limitations of the Study

The study acknowledges its limitations such as:

Sampling Scope: As commercial areas were purposively selected and the findings may not generalize to the entire city.

4. Data Analysis and Discussion

This section presents the results of the data collected through visual documentation of shop signs, in Sulaymaniyah. The aim is to offer a comprehensive understanding of the linguistic landscape in the city's commercial areas.

4.1 Visual Data Results: Shop Sign Analysis

A total of (166) unique shop signs were collected from four commercial clusters in Sulaymaniyah: Majidi Mall, Family Mall, Rand Gallery, and Magma Square. These locations were expected to have a high volume of diverse shop signs due to their nature as large commercial centers. While Majidi Mall, Family Mall, and Rand Gallery each housed more than (50) individual stores, Magma Square, initially thought to be of similar scale, was found to contain only approximately (4) active commercial establishments during data collection. Despite this lower count, the data gathered from this cluster was kept to maintain the integrity of the selected areas. These signs were analyzed using a linguistic landscape approach based on Landry and Bourhis, focusing on the informational and symbolic functions of the languages used. Where relevant, insights from geosemiotic framework are used.

Distribution of Shop Signs by Language Composition Type

Table 1: Distribution of Shop Signs by Language Composition Type

Languages	Count	Percentage
Monolingual	123	74.09
Bilingual	39	23.49
Multilingual	4	2.4
Total	166	99.98

The vast majority of shop signs (74.09%) are monolingual, with only (23.49%) being bilingual and a mere (2.4%) multilingual. This reflects a low degree of linguistic diversity in the visual landscape and a strong preference for single-language signs. The data suggests that most shop owners choose a single prominent language that they believe best serves their commercial goals.

Language Distribution Among Monolingual Shop Signs

Table 2: Language Distribution Among Monolingual Shop Signs

Languages	Count	Percentage
Kurdish	3	2.43
Arabic	1	0.81
English	112	91.05
Turkish	7	5.69

Total 123 99.98

Among the (123) monolingual signs, English is overwhelmingly dominant (91.05%). Kurdish, despite being the local majority language, appears in only (2.43%) of monolingual signs. This indicates a clear symbolic preference for English, which is widely perceived as modern, professional, and globally connected. The use of Turkish (5.69%) is likely tied to Turkish brand names or cultural influence, while Arabic remains marginal

Figure 1: Example of a Monolingual Shop Sign in Sulaymaniyah



Language Pairings in Bilingual Shop Signs

Table 3: Language Pairings in Bilingual Shop Signs

Language Pairings	Count	Percentage
English + Kurdish	33	84.61
English + Turkish	1	2.56
English + Arabic	2	5.12
Kurdish + Turkish	2	5.12
Kurdish + Arabic	1	2.56
Total	39	99.97

English + Kurdish is by far the most common bilingual combination (84.61%), showing a pattern where English serves a symbolic function, while Kurdish represents local identity. This reflects a dual strategy: appealing to global values while acknowledging local culture. This aligns with Landry and Bourhis’s (1997) symbolic vs. informational function framework. The other combinations are very rare, showing that most bilingual signage is targeted to both global and local audiences, not regional ones (e.g., Arabic or Turkish speakers).

Figure 2: Example of a Bilingual Shop Sign in Sulaymaniyah



Language Combinations in Multilingual Shop Signs

Table 4: Language Combinations in Multilingual Shop Signs

Language Composition	Count	Percentage
Kurdish + English + Arabic	3	75
Kurdish + Turkish + Arabic	1	25
Total	4	100

Only (4) multilingual signs were found, confirming that linguistic inclusivity is extremely rare. These signs tend to include Kurdish (symbolic), English (prestige), and Arabic or Turkish (regional relevance). Their low frequency suggests that most shop owners do not prioritize multilingual communication, possibly due to cost, space constraints, or lack of perceived benefit.

Figure 3: Example of a Multilingual Shop Sign in Sulaymaniyah



Total Language Occurrence Across All Shop Signs

Table 5: Total Language Occurrence Across All Shop Signs

Language	count	Percentage
Kurdish	43	25.9
Arabic	8	4.81
English	151	90.96
Turkish	11	6.62

This table shows the total visibility of each language. English appears in over (90%) of all signs, confirming its hegemony in Sulaymaniyah's commercial landscape. Kurdish appears in only one-quarter, despite its official status. Arabic and Turkish have minimal representation, suggesting that market-oriented symbolic value (English) far outweighs legal or cultural considerations (Kurdish/Arabic)

Visually Dominant Language in Bilingual and Multilingual Signs

Table 6: Visually Dominant Language in Bilingual and Multilingual Signs

Language Composition	Bilingual	Multilingual
Kurdish	2	2
Arabic	1	0
English	18	1
Turkish	1	0
English + Arabic		1
Equal	17	0
Total	39	4

English is the prevalent language in nearly half of bilingual and multilingual signs (18 of 39). Only

(2) signs visually prioritize Kurdish, and only (1) sign each for Turkish and Arabic. The prominent language is usually in the placement of it, and even its style of writing and much bigger size are also apparent. Equal distribution (17) signs suggest intentional balancing in some cases, but overall, the trend favors English. This demonstrates that even when Kurdish is included, it is often visually subordinated, reinforcing the idea that English is seen as more marketable and authoritative.

Language Use by Business Type

Table 7: Language Use by Business Type

Business Type	count	Monolingual		Bilingual				Multilingual	
		English	Turkish	English + Turkish	English + Arabic	English + Kurdish	Kurdish + Arabic	Kurdish + Turkish	English + Turkish + Kurdish
Clothing / Fashion	69	1	56	5	3	1	2	1	
Food & Beverage (Restaurants, Cafes, Fast Food)	31	1	7	1	20		1	1	
Market/ Supermarket / Grocery / Convenience Store	1				1				
Electronics / Mobile Phones / Accessories	6	1	3		2				
Pharmacy / Health & Beauty	3		2		1				
Jewelry / Accessories	19	1	18						
Hair Salon / Barber / Beauty Services	0								
Books / Stationery	2		1					1	
Home Goods / Furniture / Appliances	3		2	1					
Bakery / Sweets / Ice Cream	2				1			1	
Repair Services (Electronics, Tailoring, etc.)	0								
Banks / Exchange	2							1	1
Travel / Tourism / Hotel	0								

Services											
GYM	2			2							
Sport / Art / Handmade(craft) /	7			6			1				
Antique											
pet	0										
Games / Toys / Gifts	15			12			3				
Other	4			3			1				
Total	166	3	1	112	7	3	1	2	2	1	3
						3					1

The data reveals that language-choice varies significantly by business sector, reflecting the target audience, branding goals, and possibly cultural expectations of each category.

Clothing / Fashion (69 signs)

- English appears in (62) signs (89.85%)
- Turkish appears in (7) signs
- Kurdish appears in only (4) signs
- Arabic appears in (3) signs

Interpretation: Fashion and clothing stores overwhelmingly favor English, the second language with the most appearance is Turkish with very limited inclusion of Kurdish or Arabic. This reflects a globalized branding strategy, positioning English as a language of style, trendiness, and prestige. Kurdish is significantly underrepresented in this category, suggesting that local identity is seen as less marketable in high-consumer industries like fashion. This aligns with Bourdieu's concept of symbolic capital and Landry and Bourhis's symbolic function of language in public space.

Food & Beverage (31 signs)

- More balanced use: (20) signs are bilingual (mostly English + Kurdish).
- Only (7) are English-only.
- Arabic and Turkish appear much less in comparison with clothing and fashion

Interpretation: Food-related businesses target a broader and more local audience, so they incorporate Kurdish for accessibility and cultural identification. This aligns with the informational function of language of Landry and Bourhis's framework. Another reason which could be the main reason for the more use of Kurdish here beside targeting locals is the rigorousness of the official regulation when it comes to those places that are involved with food & beverage as well as the places that are involved mostly with tourism and are overseen by the general directorate of tourism and the Sulaymaniyah Centre District. The managers of several of these places verbally confirmed this and said that they were forced to include Kurdish in their shop signs otherwise they would face fines.

Jewelry / Accessories (19 signs)

- Almost entirely English
- Only (1) sign was in Kurdish.

Interpretation: English appears to symbolize luxury, status, and quality, reinforcing a prestige-focused branding strategy.

Games / Toys / Gifts (15 signs)

- Mostly English (12 signs), the rest (3 signs) were bilingual (English - Kurdish).

Interpretation: Language use here likely reflects trendy, Westernized branding aimed at younger generation or middle-class buyers.

These patterns suggest that language use on shop signs is not random, but strategically aligned with the perceived identity of the business sector, and as a tool of symbolic and practical value.

4.2 Discussion

The photographic analysis revealed a highly multilingual commercial environment, looking at the overall language appearance in monolingual, bilingual and multilingual signs, English overwhelmingly dominant on shop signage with appearance in (85.4%) of the signs, followed by Kurdish (31.7%), Arabic (9.8%), and smaller shares for Turkish and other languages. This confirms the argument in the literature that linguistic landscape in urban centers is increasingly shaped by processes of globalization and commercialization (Shohamy & Gorter, 2009; Backhaus, 2007). However, the particular pattern in Sulaymaniyah where English dominates despite nearly universal Kurdish proficiency reflects both global trends and the influence of international branding and franchise logic.

Applying Landry and Bourhis' (1997) concept of the symbolic function aligns with our results. It can be seen that the languages of the signs were mostly symbolic representing prestige and hierarchy and not functional except for a few. The languages used were mostly market-driven and business decision ignoring the local identity.

Language-choice across shop signs varied significantly by business sector. Fashion, electronics, and jewelry stores overwhelmingly used English. This can be seen as a reflection of branding strategies aimed at prestige and global identification. In contrast, Kurdish appeared more often in sectors such as food, pharmacy, arts, and books which indicates a cultural or practical function. These patterns support the idea that language on signage is chosen strategically to serve both symbolic and informational purposes (Landry & Bourhis, 1997).

The observed strong presence of English and other foreign languages, particularly in branding and marketing-oriented signage is the symbolic use of the language as a marker of modernity and global connectivity. Additionally, the frequency of multilingual signage reflects Sulaymaniyah's increasingly cosmopolitan and commercially driven linguistic environment.

Drawing on semiotic and geosemiotic theories (Scollon & Scollon, 2003), signage in Sulaymaniyah can be seen as a complex semiotic resource, performing identity, status, and belonging. One component of geosemiotics is interaction order: most of the signs are in English or even other non-Kurdish languages, this excludes locals who only speak Kurdish which is the vast majority of the city's population. Another component is visual semiotics: in the result of bilingual and multilingual signs (43), only (17) signs had equal visual importance, while (22) signs with majority English and other languages like Turkish and Arabic were emphasized in term of positioning, layout, size and fonts. Focus on Kurdish was found in only (4) signs out of (43), treating it as a secondary or symbolic language while non-Kurdish languages are considered as modern and prestigious. The third component is place semiotics: the lack or small number of Kurdish signs in high-end spaces like the commercial areas taken as samples shows little local identity, cultural pride or resistance to global homogenization. The final component is temporal layering: to the researcher's knowledge and based on the photographs taken of the signs, no visible changes or layering were observed on the signs, and all looked clean and new. Signs are not just informational but indexical, mapping power relations and symbolic hierarchies in the urban landscape.

4.2.1 Summary of Major Findings

The analysis revealed a complex and dynamic linguistic landscape in Sulaymaniyah's shop signage:

Visual Analysis of (166) Shop Signs

- The distribution of shop signs showed that (74.09 %) of the signs were monolingual, (23.49 %) bilingual and only (2.4 %) were multilingual (see table 1).
- Out of all the signs, English appears in (90.96 %) of the signs, while Kurdish (25.9 %) and Turkish and Arabic much less with only (6.62 %) and (4.81 %) respectively (see table 5)
- Store types had differences in term of the language appearance, for example (19) out of (20) jewelry/accessories shop were in English. Clothing/fashion stores comes next in term of the appearance of English with (62) shop signs out of (69). Turkish language (7) also appeared mostly in these types of stores. Kurdish and English as bilingual signs appeared mainly in food/beverage with (20) signs out of (31).

The discussion has examined how the findings reflect the complex interplay between language use, cultural identity, and market dynamics. The following conclusion distills these insights, highlighting the study's main contributions.

5. Conclusion and Recommendations

5.1 Conclusions

This study has explored the linguistic landscape of Sulaymaniyah's shop signage through visual analysis of over (160) shop signs. The findings reveal a complex interplay between language, identity, and commercial strategy each contributing to the city's linguistic character. Through this investigation. This suggests a shift toward a more globally oriented marketplace, with Kurdish increasingly relegated to a secondary role.

The photographic analysis of the shop signs illustrated a landscape dominated by single-language signage, with English taking the lead as the most frequently used language. Bilingual and multilingual signs made up a smaller portion, but still significant, because they reflect the city's openness to linguistic diversity. Store types influenced language-choice, among jewelry and fashion shops, English was overwhelmingly apparent, while food and beverage establishments more often were bilingual and especially both Kurdish and English. The appearance of Turkish and Arabic was much more limited, suggesting their influence is concentrated in specific commercial sectors rather than being broadly distributed.

The cultural identity of the predominantly Kurdish population is largely absent in many commercial spaces. While the influence of globalization and the spread of the English language have transformed major cities worldwide, this should not justify allowing foreign languages to overshadow the local language and identity. To ensure linguistic equity and enhance the visibility of Kurdish within the city's linguistic landscape, policies and regulations should be strictly enforced.

5.2 Recommendations

For Future Research

-Geographic scope:

Extend research to rural and peripheral commercial areas to assess whether similar patterns exist outside urban centers.

-Temporal scope:

Conduct longitudinal studies to track changes in signage practices over time.

-Comparative scope:

Compare the linguistic landscape of two or more cities within the region to see similarities and differences.

-policy/practical recommendations:

Encouraging inclusion of Kurdish in commercial signage to maintain linguistic visibility.

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دیمه‌نی زمانه‌وانی ناوچه بازرگانییه‌کانی شاری سلیمانی، ههریمی کوردستانی عیراق

هوشنگ فاروق جهواد
به‌شی زمانی ئینگلیزی، کولێجی په‌روه‌ده‌ی بنه‌ره‌ت، زانکوی
سلیمانی - سلیمانی، ههریمی کوردستان، عیراق
Hoshang.jawad@univsul.edu.iq

علی محسن علی خان
به‌شی زمانی ئینگلیزی، کولێجی په‌روه‌ده‌ی بنه‌ره‌ت، زانکوی
سلیمانی - سلیمانی، ههریمی کوردستان، عیراق
Ali88.saman88@gmail.com

پوخته

ئهم توێژینه‌وه‌یه لیکۆلینه‌وه ده‌کات له دیمه‌نی زمانه‌وانی ناوچه بازرگانییه‌کانی شاری سلیمانی، ههریمی کوردستانی عیراق، که زیاد به‌دیاربوونی ئینگلیزی و زمانه‌کانی تر ره‌نگدانه‌وه‌ی گۆرانکاری خیرای زمانه‌وانی کۆمه‌لایه‌تییه. بۆ په‌رکردنه‌وه‌ی ئهم که‌لینه‌ی توێژینه‌وه‌کانی پیشووتر، ئامانجی ئهم لیکۆلینه‌وه‌یه ئه‌وه‌یه شیکاری بکات بۆ دۆخی ئیستای تابلوی فرۆشگاکان له‌گه‌ل پیکهاته‌ی ئهو زمانه‌ی به‌کارهاتوون. شیوه‌ی تیکه‌لکراو به‌کارهاتووه له توێژینه‌وه‌که به‌ کۆکردنه‌وه‌ی شیکاری چه‌نده‌تی دابه‌شبوونی زمانه‌وانی (166) تابلوی فرۆشگا و شیکاری چۆنییه‌تی سیمپۆتیکی. وینه‌ی تابلۆکان گیراون له چوار ناوچه‌ی بازرگانی سه‌ره‌کی، که له ریگی نمونه‌گرتنی ئامانجداره‌وه هه‌لبژێردراون. توێژه‌ر تابلۆکانی به‌پێی ناوه‌پۆکی زمان و جۆری تابلۆ پۆلین و شیکردوه‌ته‌وه به‌ پشته‌ستن به‌ چوارچێوه‌ی لاندیری و بۆریس (1997). ده‌ره‌نجامه‌کان ژینگه‌یه‌کی زۆر فره‌زمانی نیشانده‌ده‌ن، که تیایدا زمانی ئینگلیزی بالاده‌سته له‌سه‌ر تابلۆکان، له کاتی‌کدا کوردی، عه‌ره‌بی و تورکی که‌متر ده‌رده‌که‌ون. زمانی ئینگلیزی به‌ شیوه‌یه‌کی سه‌ره‌کی بکارده‌هینزیت بۆ ناوبانگ و براندکردن، ئه‌مه‌ش ئامازه‌یه بۆ کاریگه‌رییه جیاهانییه به‌هیزه‌کان و گۆرانی ناسنامه‌ی شارستانی. ئهم ئه‌نجامانه تیشک ده‌خه‌نه سه‌ر دیمه‌نی زمانه‌وانی سلیمانی وه‌ک شوینی دانوستان له نیوان کولتوری ناوخوا‌یی و په‌وته ئابوورییه جیاهانییه‌کان.

وشه سه‌ره‌کییه‌کان: دیمه‌نی زمانه‌وانی، تابلۆی فرۆشگاکان، ناسنامه، سلیمانی، جیهانگیری

المشهد اللغوي لمناطق التجارة في مدينة السليمانية، إقليم كردستان العراق

هوشنگ فاروق جهواد
قسم اللغة الانجليزية، كلية التربية الاساسية، جامعة السليمانية
-السليمانية، إقليم كردستان، العراق
Ali88.saman88@gmail.com

علي محسن علي خان
قسم اللغة الانجليزية، كلية التربية الاساسية، جامعة السليمانية -
السليمانية، إقليم كردستان، العراق
Hoshang.jawad@univsul.edu.iq

المخلص

تستكشف هذه الدراسة المشهد اللغوي لمناطق التجارة في مدينة السليمانية، إقليم كردستان العراق، حيث يعكس تزايد استخدام اللغة الإنجليزية وغيرها من اللغات تغيرا اجتماعيا لغويا سريعا. وبغية معالجة هذه الفجوة في الدراسات السابقة، يهدف البحث إلى تحليل الوضع الراهن للغات المستخدمة في لافتات المحلات التجارية وتركيباتها. اعتمدت الدراسة منهجا مختلطا يجمع بين التحليل الكمي لتوزيع اللغات في (166) لافتة محل تجاري والتحليل الكيفي السيميائي. تم النقاط صور للافتات عبر أربع مناطق تجارية رئيسية، تم اختيارها بأسلوب العينة القصدية. صنف الباحث اللافتات و حللها حسب محتوى اللغة ونوع اللافتة باستخدام إطار لاندري وبوريس (1997). تكشف النتائج عن بيئة متعددة اللغات إلى حد كبير، حيث تسود اللغة الإنجليزية على لافتات المحلات، بينما تظهر اللغات الكردية والعربية والتركية بشكل أقل. تستخدم اللغة الإنجليزية بشكل أساسي للمكانة والعلامة التجارية، مما يشير إلى تأثيرات عالمية قوية و هوية حضرية متغيرة. تسلط هذه النتائج الضوء على المشهد اللغوي للسليمانية كموقع للتفاوض بين الثقافة المحلية والاتجاهات الاقتصادية العالمية.

الكلمات المفتاحية: المشهد اللغوي، لافتات المحلات التجارية، الهوية، السليمانية، العولمة