

# Multilingual views of food service signage

Anastasia Atabekova

DOI: 10.18355/XL.2024.17.02.03

## Abstract

The paper considers the multilingual views of food services signage. The food service sign boards are selected as the research topic due to their sociocultural relevance: food is viewed as part of national cultural codes and international universals. The paper aims to determine the variants of multilingual names of food service companies (cafes, restaurants) and the attitude to the respective names' variants from the part of various categories of the population. The methodology uses a mixed-method approach, combining theoretical analysis of the academic sources, empirical categorization of food signages, interviews of various categories of respondents, and statistical processing of the respondents' data and their replies. The research results have made it possible to identify major trends in the language repertoire of food service signages, identify different groups of the respondents' population regarding their attitudes towards the linguistics repertoire of food service sign boards, and outline promising communicative practices in the field. The results can be used for linguists' training in the field of sociolinguistics for advertising specialists-to-be education regarding the potential and boundaries of the multilingual landscape concerning its communicative, pragmatic, and ideological values. Moreover, the collected data can be used as a didactic background for translators' training focusing on the translanguaging phenomenon.

**Key words:** language landscape, multilingualism, food signages, cultural code

---

## Introduction

The 21st century witnesses diverse linguistic landscapes and repertoires across the world. They pave their way due to the multilingual nature of the world community development (Ronan et al., 2023). The linguistic landscape has always been part of academic talk about societal multilingualism (Gorter, 2006; Albury, 2021), sociolinguistic pragmatics (Manan et al., 2015) and semiotics (Spolsky, 2020) of the societal dimensions within national and international dimensions.

Although the English language still holds its position as the lingua franca (Manan & Hajar, 2022) due to international industry and business expansion (Baranova & Fedorova, 2022), the dynamics of its use in national social contexts and the attitude of different audiences in the mentioned contexts might differ (Peng et al., 2021).

Academia has paid consistent attention to the language used in varied sorts of signages (Stroud & Mpendukana, 2010). Researchers underline the need to design signages in line with their function to help most types of addressees obtain the maximum of the correct information (Muekthong, 2021).

Scholars have considered the role of English in multilingual signages and agree that English is used not only for information purposes but also to focus the addressee's attention on some particular attributes and features of the identity (social, educational, etc. grouping) that the speaker considers relevant (McCor-mick & Agnihotri, 2009; Agnihotri & McCormick, 2010; Soliman, 2014). However, scholars underline that while discussing the language landscape in a particular state, researchers should consider state policies (Lanza & Woldemariam, 2009). One has to admit that a multilingual environment depends on the national ideology (Soon, Loi & Ku, 2021).

The present article has selected the food service signages as the research topic due to its sociocultural relevance: food is viewed as part of a national cultural code (Homsey & Sandel, 2012; Stano, 2015) and international universals (Payne & Gay, 1997; Serventi & Sabban, 2002).

The situation in a Moscow-based international business center is taken as an example due to the multicultural and multilingual environment of the place in terms of its origin, current audiences and services, and the author's ability to conduct empirical studies at the chosen location.

The aim of the study is to determine the variants of multilingual names of food service companies (cafes, restaurants) and the attitude toward the respective signage variants from the part of various categories of the population living / work-ing / temporarily staying for work or leisure in Moscow, and particularly in an international business center that is considered one of the industrial and cultural landmarks of the Russian capital.

The research hypothesis states that audiences' attitudes to multilingual signages may vary due to a number of variables, including individuals' region or country of origin, occupation, mastery of languages, education, age, etc.

The goal and hypotheses define the following research objectives:

- to identify major trends in the language repertoire of food service signage
- to identify different groups of the respondents' population regarding their attitudes toward the language repertoire of food service signage
- to study the attitudes of different groups of the respondents' population towards the language repertoire of food service signages to discuss promising communicative practices in the field.

## **Literature review**

Multilingualism holds its position amidst globalization due to a number of reasons, including the human aspiration to foster cultural, linguistic, and historic identities, the business community objectives to cater to the needs of audiences who speak various languages, etc. (Sariah et al., 2023). Multilingual spaces within the national communicative landscape mirror the needs of various communities and industries. The Academia agrees that diverse linguistic landscapes refer mostly to urban areas, despite a particular country or even a continent (Al-Athwary, 2017, Lusekelo & Mdukula, 2021). Further, the multilingual landscapes are concentrated in metropolitan areas (Wulandari, Khristianto & Arbain, 2022) and business districts (Anderson et al., 2020), including tourism (Djonda & Madrunio, 2023; Savitri, Nuswantara & Ratu, 2022), national historical spots (Wulandari & Rokhmawan, 2022), hotel service (Artawa et al., 2023), catering (Jasmine, 2023).

Among other tracks, multilingualism is presented through signboards of different natures (Mansoor, Hamzah & Shangeetha, 2023), including culinary businesses in public spaces (Purnanto et al., 2022). The mentioned sphere strives to find linguistics inventions in line with the linguistics repertoires of different customers and clients to attract particular audiences (Kurniawati & Rohmah, 2023). Such practices take place even though there might be some limitations that stem from official policy legislation (Helal, 2023).

As far as the Russian environment is concerned much has been explored in detail regarding foreign languages use in Russian advertising on the whole, including English (Ustinova, 2008), Italian (Perotto, 2015), French (Shamina, Myachinskaya & Ryabukhina, 2018) with the focus on multilingual issues (Kunilovskaya & Kuzmenko, 2021; Proshina & Ustinova, 2012).

Moreover, there are consistent studies of multilingual signages in different cities and towns of Russia with reference to varied areas of businesses and industries (Baranova & Fedorova, 2020; Grishaeva, 2017; Pozdnyakova, 2022; Shusharina, 2022; Soloviev,

2010). The works above have confirmed the tendency to develop multi-lingual signages in various industries, and contributed significantly to the methodology of language use analysis regional and sectoral approaches to the field of study. However, none of the studies has attempted to consider the linguistic forms of food service signs and the attitudes of diverse audiences to the respective language use patterns. This state of affairs confirms the relevance of the present research topic.

### **Materials and methods**

The research combined theoretical and empirical studies and used a mixed-method approach.

**3.1. *The theoretical investigation*** focused on the academic publications that relate to the topic under study and have been published during the past five years to track the latest developments in the area.

The search for the relevant literature was conducted through the Google Scholar database. At the initial stage, they were subject to search under such key words *food multilingual advertising/food multilingual signages/ catering multilingual service in Russia*.

The search was conducted in English.

The results reached about 17,700 positions within 0.05 sec. Next, the exclusion took place regarding the texts that went beyond the topic and duplicating texts, as well.

1112 items (titles and brief abstracts) have been selected to further manual coding under the above-mentioned key words. Further, the texts were organized into a text corpus. The QDA Miner Lite was used for computer-based text analysis that allowed the author to identify key clusters related to multilingual signage issues.

The above procedure allowed the author to identify key trends and positions regarding the topics specified in the research tasks.

The empirical analysis took place at the location of a well-known international business center in Moscow, named Moscow City Business Center. The construction started back in 1991 and is still going on. Thirteen of 23 buildings have been built, see Figure 1.

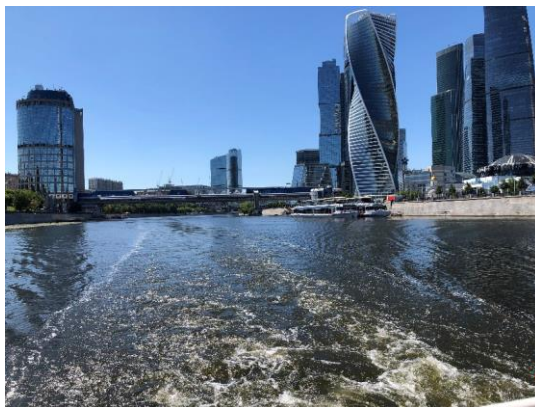


Figure 1. Moscow City Business Center, view from the Moscow River (Author's photo)

### **3.2. *Empirical research: location***

Moscow City Business Center was erected at the turn of the XX-XXI centuries. This neighborhood has become a symbol of Moscow of the third millennium, a place that combines centuries-old architecture and modern examples of urban style. The concept

of skyscrapers "Moscow-City" has its roots in the architecture of the Soviet Union period. The famous Soviet architect Boris Thors was the mastermind of their concept and design. It was his idea to build a huge business center on the site of a former quarries and industrial zones, located almost in the heart of Moscow.

Today, Moscow City is a complex of skyscrapers whose architects represent different countries, different cultures:

- Russian architects Mikhail Posokhin; Gennady Sirota, Philip Nikandrov
- Specialists from the international architectural firm Swanke Hayden Connell Architects (SHCA), founded in New York in 1906, and the American global architecture firm NBBJ.
- Representatives of the Turkish school of Urban Architecture Vehbi Inan (Turkish company Enka) and Olcay (Ozdje) Osturk
- Representatives of German architectural bureaus Sergei Choban, Peter Schweger, and Werner Zobek.
- Scottish architect Tony Kettle (Kettle Collective founder)
- Lebanese-born Canadian artist Hussam Chaya, whose sculptural group of minimalist little men transforms the voice of people caught in the perimeter, reflecting the idea that art mirrors our days.
- Chinese sculptor Wenqin Chen

The internationally erected futuristic complex does not have a single style, combining signs of neo-constructivism and high-tech. The above has been mirrored in the language landscape regarding the signboards of food service points located within the area of the above business center.

### ***3.3. Empirical research: materials to identify language landscape of food service signages***

The present article, as it has been mentioned earlier focuses on the language landscape in food service signages regarding the spots in the international business center. The concept of an international business center makes it obvious that the district houses a huge number of shops and service companies under national and international brands. Their signboards differ in terms of language use.

A total of 180 signboards were photographed to ensure the diversity and impartiality of data collection. Further, a kind of categorization of the most used ways to arrange multilingual sign boards for food service spots was implemented. The typical variants were identified, and respective photos were used for the interviews with the respondents.

### ***3.4. Empirical research: respondents, their variables, and interviews***

The literature review has led to a meaningful list of variables (Aithal & Aithal, 2020; Weber, 2022). regarding the research participant' profile and their variables:

1. Origin and residence: Moscow and the Moscow region with permanent work in Moscow/ other regions of Russia/ the Commonwealth of Independent State/ other foreign countries.
2. Language repertoire and mastery (Russian, English, other): mother tongue language/language of communication
3. Education: secondary, vocational, higher.
4. Occupational field: business/ industry/state agencies and offices/
5. Age

The respondents were met at the moment of their considering the food service spot for visiting/ leaving and were kindly invited to take part in the brief experiment. If they agreed, they were asked to compare the photos and express their opinions regarding the language use in the food service signages. 37 percent of the initial number of those

people to whom the author addressed reacted positively to the invitation, provided their data regarding the above-mentioned variables on condition of anonymity and expressed their opinions about the samples of language use types in the food service signages. The identification numbers were assigned to each respondent. Totally 673 people acted as respondents. In fact, the procedure was implemented in the form of individual interviews. The period of their survey lasted from the beginning of 2022 to October of 2023.

The respondents' data and their opinions were subject to statistics data processing through the SPSS (Statistical Package for Social Sciences).

The next section introduces the detailed results of the study in line with the research tasks.

## Results

### 4.1. *Major trends in the language repertoire of food service signage*

The acquired data was categorized and coded into the following groups.

1. The option of signboards that render the info in English. Here, there are two major tracks. Under the first one, the names are easily understood by everyone with the English level of secondary school, for instance, in "One Price Coffee", see Figure 2.



Figure 2. The signage includes simple and well-known words in English (Author's photo)

The second track refers to the signboards that use combinations of Russian words or phrases as names proper or words explaining the type of service and well-known and widely spread English words, i.e., café, lounge, wok, etc., i.d. "Мята (mint) Lounge" or Van Wok (with the explanation in Russian "fast food restaurant"), see figure 3.

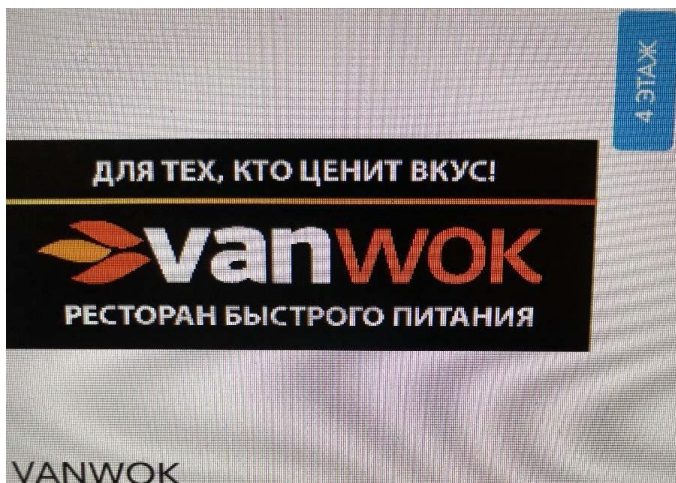


Figure 3. The signage provides a mixture of well-known English words and an explanation of service type in Russian (Author's photo).

The example of the letter's combination can be observed, as follows. The sign-board of a beauty salon and cafe "Цвети" [I wish you] blossom includes the Latin letter "v" in the word in Russian, see Figure 4 (a).



Figure 4 (a). The sign-board of a beauty salon and cafe "Цвети" [I wish you] blossom includes the Latin letter "v" in the word in Russian

A similar situation appears in the signboard of the burger house under the Russian name of minced meat with the Latin letter F: Фарш, see Figure 4 (b).



Figure 4 (b). The signboard of the burger house under the Russian name of minced meat with the Latin letter F.

4. The signboards combine a Russian word transliterated into Latin and an English word(s) within one phrase. For instance, the word combination of the café that offers specific dishes with beer opens its doors under the name Zames (beer & grill). The word "Zames" in Latin letters can be recognized through its oral representation as a Russian unit that, in a colloquial Russian speech, means a set of specific features that distinguish someone or something from others or allow to attribute it to a certain group of similar objects. This word is followed by the extension in English "beer & grill", see Figure 5.

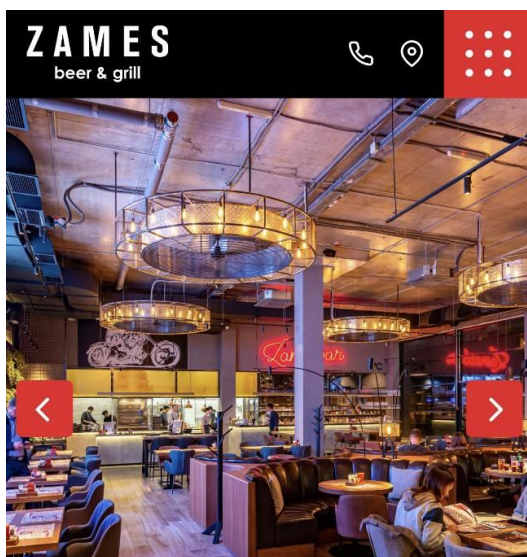


Figure 5. The signage combines a Russian word transliterated into Latin and an English word(s) within one phrase (Author's photo).

5. The next type can be identified in the signboard that combines the acronym of several words in English with a Russian word, i.e. "UDC кафе". UDC is further explained by the extension in English "upside down cake", see Figure 6.



Figure 6. The signage combines the acronym of several words in English with a Russian word (Author's photo).

6. The next option appears when a signboard uses a morphological feature of the language to which culture the service refers and combines it further with the transliterated foreign word of the same language into Russian, or a Russian word, as well. An example can be found in the name of a café "И ПАТИО," where the form "И" refers to the definite article for masculine names and the form ПАТИО represents the Italian word "patio" transliterated into Russian, see Figure 7.



Figure 7. The signage uses a morphological feature of the language to which the service refers and combines it further with the transliterated foreign word of the same language into Russian (Author's photo).



7. It should also be mentioned that Asian cultures are also present in the food service names. Therefore, the following types can be identified. The signboards might combine national language hieroglyphics and a variant of the phrase in English, see Figure 8.



Figure 8. The signage combines national language hieroglyphics and a variant of the phrase in English (Author's photo).

8. Regarding the Vietnamese food cafes, letters of the Vietnamese alphabet for Borrowings can be used along with the explanation in Russian, or Latin letters for the signboard in Russian words might appear along with the name of the service in Russian, as well, see Figures 9, a) and b).

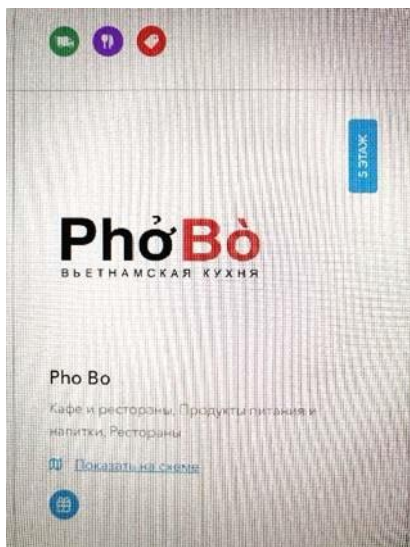


Figure 9a). The signage combines letters of the Vietnamese alphabet for Borrowings and the explanation in Russian (Author's photo).



Figure 9b). The signage combines Russian words for the name of the service in Russian, and Latin letters for the same name (Author's photo).

In some cases, the names of the Asian cafes use transliteration through the Russian letters for the words from the national language along with the name phrase in Russian and a local language, see Figure 10 of the signboard of the Korean food restaurant that integrates the name of ginseng in Russian, in Korean, and provides an explanation about the type of service (Korean restaurant) in Russian.



Figure 10. The signage integrates the name of ginseng in Russian, in Korean, and provides an explanation about the type of service in Russian (Author's photo).

The research in the typology of multilingual signage has also identified more complicated linguacultural phenomena, as well.

9. Thus, during the experimental search through the business center district, a case was found when a word in English with the internationally recognized meaning (grand) combined with a word in Russian that refers to the Eastern Asian culture

though well known in Russia (" урюк" means dried apricots that in Asian cul-ture associates with healthy food) from the Soviet Union times and further with the Russian word that symbolizes Russian culture "березка» (birch tree) translit-erated into English, with one Russian letter kept (ë), see Figure 11.



Figure 11. The signage combines concepts from international, Eastern and Rus-sian cultures through English, Russian, and transliterated into English words (Author's photo).

Another example seems to be worth attention, as well. The internationally known Asian traditional food names "plov" and "doner" are combined with the mod-ern and very popular abbreviation "lab" (that comes from the "laboratory") and further complimented by the phrase of an English-based concept transliterated through Russian letters "стрит фуд" ("street food") that is widely accepted and understood in the Russian colloquial speech, see Figure 12.



Figure 12. The signage combines Eastern, International, and English concepts in Latin, English and transliterated into Russian words (Author's photo).

There might be identified other options. However, the above material seems typical and diverse enough to explore the audiences' opinions that work, live, or take a field trip in the area under study.

#### ***4.2. Groups of the respondents' population regarding their attitudes towards linguistics repertoire of food service signages***

As it was mentioned in 3.4, the respondents' data and their opinions were subject to statistics data processing through the SPSS. The procedure led to the identification of the following groups of respondents who differed in their opinions about multilingual signage.

##### ***Group 1.***

101 citizens of the Russian Federation, living in Moscow and working in corporate and government structures (business, finance, government, education, etc.), Russian as the mother tongue, mastery of English at basic and higher levels, age from 29 to 64 years, higher education for 100% of respondents; work at organizations that are housed at the business center, or visit it as part of daily business.

##### ***Group 2.***

97 citizens of the Russian Federation, working in Moscow on a permanent basis, living in Moscow suburbs, arriving from other regions; representatives of blue-collar professions, municipal and consumer services, etc. aged from 25 to 61 years, Russian as the mother tongue, mastery of English at the basic level; secondary or vocational specialized education only for 100% of respondents; work at organizations that are housed at the business center, or visit it as part of daily routine or as excursionists.

##### ***Group 3.***

87 representatives from various regions of Russia, working in corporate and government structures, visiting the business center area as excursionists, aged from 18 to 63 years; Russian as the mother tongue, mastery of English at basic and higher levels, and higher education for 100% of respondents.

##### ***Group 4***

95 respondents are representatives of CIS countries (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Armenia), working in Moscow on a permanent basis in corporate and government structures (business, finance, government, education, etc.), native language is the language of the country of origin, knowledge of Russian and English at a basic level and above, age from 25 to 57 years, higher education for 100% of respondents.

##### ***Group 5.***

89 representatives of the CIS countries (Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan), who came to Moscow on an excursion/ to visit friends, etc.; native language is the language of the country of origin, proficiency in Russian and English at a basic level and above, age from 25 to 57, 43% with higher education, 57% with secondary specialized education.

##### ***Group 6.***

84 representatives of Germany, Italy, China, India, aged 34 to 52 years, working in Moscow in international offices, mastery of Russian and English at basic and higher levels, and higher education.

### **Group 7.**

Representatives of other states (49 people), of various ages and occupations, fluent in the official languages of their countries (not English) and the basics of the Russian language, and citizens of the Russian Federation (71 people), fluent in Russian and local languages of the regions of Russia, with a higher (63 people) and secondary specialized education (57 people), who visited the business center area as excursionists, to spend time in cafes and restaurants.

#### **4.3. Attitudes of different groups of the respondents' population towards language repertoire of food service signages.**

The statistical processing of the respondents' data and their replies reveals that proficiency in English and Russian certainly plays a critical role in the perception of the text of the food services signages. This applies to both advertisements in one language (English, Russian), and names that use different combinations in English and Russian, as well as in oriental languages. However, other linguistic and extralinguistic features have turned out to be influential factors, as well. Regarding the results of the interviews in *the first group of respondents* (citizens of the Russian Federation living in Moscow and working in corporate and government structures, Russian as the native language, mastery of English at basic and higher levels, age from 29 to 64 years, higher education), the data are as follows. 18 % (aged under 35) feel neutral/positive about the information provision only in English as it takes place in a metropolitan international business center in Moscow. Meanwhile, the rest of 82% stands for rendering the details in English and Russian in parallel. 100% accept the way when the food service signboards use combinations of Russian words or phrases as names proper or words explaining the type of service and well-known and widely spread English words. However, all the respondents specified that their position was due to the fact that the situation referred to the metropolitan international business center in the heart of Moscow as the capital of Russia.

Concerning the use of a mixture of Russian and English letters and words, 22% (aged under 30) found it possible, though mentioned potential difficulty in understanding to a particular language's features. As far as the use of the morphological feature (article) of the language to which the service refers and its combination further with the transliterated foreign word of the same language into Russian, only 20% (aged under 30) found it possible, though they mentioned potential difficulty in understanding the text due to particular language features.

100% of the respondents expressed doubt regarding the signboards that combine a Russian word transliterated into Latin and an English word(s) within one phrase or combine the acronym of several words in English with a Russian word. Their opinion is related to potential difficulty in understanding.

Regarding names in Eastern languages, all respondents supported the mandatory availability of information in Russian and English.

Conceptually multicultural names combining linguistic units on different languages, with concepts of different cultures, were accepted as positive by 100% of representatives. However, they underlined that the mixture of cultural symbols should be understandable in Russian for representatives of all Russian social groups and all regional/ethnic cultures of Russia and for the English-speaking community from different countries where English is not a state language as well.

The following data were obtained from *the second group* (citizens of the Russian Federation, working in Moscow on a permanent basis, living in Moscow, suburbs, arriving from other regions, representatives of blue-collar professions, municipal and consumer services, etc. aged from 25 to 61 years, Russian as mother tongue, basic English level, with vocational or secondary specialized education). 100% of

respondents excluded the option of providing information only in English and clearly supported parallel data in Russian and English.

100% of respondents noted that options with the mixture of units of the Russian and English languages, including transliteration of Russian words into English, acronyms and abbreviations of English words could cause difficulties in understanding the information. The mixing of letters and words in Russian and English, including morphological features of different languages, was assessed positively ("cool") in relation to various specific cases by 2% to 7% of respondents under the age of 25. However, they noted the potential difficulty in understanding the text due to a particular language. Respondents who spoke out against such options cited the need for names that would not cause interpretation difficulties as the reason for their position. Region and occupational activity variables were not relevant. Regarding names in oriental languages, all respondents spoke in favor of the mandatory availability of information in Russian and English, taking into account representatives of the international community visiting the location for work or leisure. In relation to the option of mixing cultural concepts and linguistic units in the food signages, 100% accepted the mixture of cultural concepts in cases they would be understandable in Russian for representatives of all Russian social groups and all regional cultures of Russia and in English (for international audience). Variables of region, age, and occupation were not relevant.

***Representatives of the third group*** (representatives from regions of Russia, working in corporate and government structures, visiting the business center area as excursionists) expressed the following positions. 100% of respondents excluded the option of providing information only in English and clearly supported parallel data in Russian and English. 100% of respondents noted that options with the mixture of units of the Russian and English languages, including transliteration of Russian words into English, acronyms and abbreviations of English words could cause difficulties in understanding the information. The mixing of letters and words in Russian and English, including morphological features of different languages, was assessed positively ("cool") in relation to various specific cases by 6% to 9% of respondents under the age of 25, who noted, however, the potential difficulty in understanding due to a particular language. Respondents who spoke out against such options identified the reasons for their position as the need to exclude difficulties with interpretation (48%) and the task to foster the "purity" of the national language (53%). Region and occupation variables were not relevant. Regarding names in oriental languages, all respondents spoke in favor of the mandatory availability of information in Russian and English, taking into account representatives of the international community visiting the location for work or leisure. In relation to the option to combine concepts and units from different cultures and languages in food service names, 100% accepted such a mixture provided that they would be understandable in Russian for representatives of all Russian cultures and in English (for international audiences). Variables of region, age (except for the indicated positions), and areas of occupation were not relevant.

***Respondents of the fourth group***, united representatives of CIS countries (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Armenia), working in Moscow on a permanent basis in corporate and government structures), provided the following data. 36% of respondents (aged up to 35 years) underlined that signage in English was enough for the metropolitan business center in Russia as English operates as the language of international communication. Meanwhile, 64% accepted parallel bilingual information provision. 100% of respondents noted that the mixture of units of the Russian and English languages, including transliteration of Russian words into English, acronyms and abbreviations of English words, could cause difficulties in understanding the information. The mixture of letters and words in Russian and

English, including morphological features of different languages, was positively assessed in relation to various specific cases by 23 to 34% of respondents under the age of 35, who noted, however, the potential difficulty in understanding the text due to a particular language's features.

Regarding names in Eastern languages, all respondents supported the mandatory availability of information in Russian and English. Regarding the option of mixing concepts and units of different cultures and languages in the signboard of food services, 100% accepted such a mixture if they would be understandable in English or Russian. The variables were not relevant regarding the country of origin, field of activity, or level of education.

**The fifth group** united representatives of the CIS countries from Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, who came to Moscow on an excursion, to visit friends, etc., speak Russian and English at a basic level and above, aged from 25 to 57, 43% with higher education, 57% with secondary specialized education. The members of this group rated the options for signboards of food services as follows. 100% of respondents disagreed with the information in English only and positively assessed the options in Russian and English, since the situation takes place in the international business district of the Russian capital. The same number of respondents noted that options for mixing units of the Russian and English languages, including transliteration of Russian words into English, acronyms and abbreviations of English words could cause difficulties in understanding the information. Mixing letters and words in Russian and English, including morphological features of different languages, was positively assessed in relation to various specific cases by 19 to 31% of respondents under the age of 35. They however noted that the potential difficulty in understanding might take place due to a particular language. Regarding names in Eastern languages, all respondents supported the mandatory availability of information in Russian and English. With regard to the option of mixing cultural concepts and linguistic units in the names of food services 100% accepted such a mixture in cases they would be understandable in English or in Russian. The variables were not relevant regarding the country of origin, field of activity, level of education.

**Respondents of group six** that included 100% of representatives of foreign countries (84 respondents), who speak Russian and English at basic and higher levels, have clearly supported information in English, since knowledge of the Russian language at the basic level is often not enough to understand the text of the title, which mixes letters, parts or words from two different languages. Also, 100% of respondents in this group accepted as logical the situation with parallel names in English and Russian, since the situation takes place in Russia. Other options for mixing Russian and English language units might cause difficulties in understanding the information. Regarding names in Eastern languages, all respondents supported the mandatory availability of information in English. Regarding the mixing of concepts and units from different cultures and languages in the names of food services, respondents in this group (who have lived in Moscow for more than two years, namely 81% of respondents) spoke in favor of using cultural concepts that would be understandable to representatives of different cultures in English and Russian. The variables of country of origin, age, field of activity were not relevant.

**In group seven**, respondents (representatives of the Russian Federation of various ages and occupations, who speak Russian and local languages of the regions of Russia, and representatives of other states, where English is not a state or official language) clearly expressed support for information in Russian as the state language of the country. However, out of 71 respondents, regardless of region of origin, occupation and age, 59 (83 %) recognized the advisability of parallel names in Russian and English, due to the location of the service in the international business

center of the metropolis. Representatives of other states who speak the official languages of their countries and master the basics of the Russian language spoke in favor of information in Russian. Regarding the mixing of concepts and units of different cultures and languages in the signboards of food services, 100% of respondents noted that they could understand the idea of the authors of such names to present coexistence of cultures in the metropolitan international business center. However, the respondents spoke in favor of using cultural concepts that would be understandable to representatives of different cultures in Russian. The variables were not relevant when concerning the age, field of activity, education.

100% of respondents in this group expressed their doubts about the efficiency of using names with various mixture options of English and Russian letters, acronyms, abbreviations, and words. The same percentage of opinions concerned the use of national languages and hieroglyphs in the names of Asian cuisine services. Respondents spoke in favor of mandatory explanation in Russian of the type and national affiliation of food. The variables of region of origin, age, field of activity, and level of education were irrelevant.

The above data is also structured and visualized in Table 1 below.

Table 1. Attitude of Respondents' Groups to Signboards Types (Author's data)

| Signboard types                                    | Respondents' groups   |  |  |  |  |   |  |
|--|---|--|--|--|--|---|--|
|  | 1   | 2  | 3  | 4  | 5  | 6   | 7  |
| render the info in English                         | 18 % (aged under 35) neutral/positive for the international business center | 100% negative, in favor of the info in Russian and English | 100% negative, in favor of the info in Russian and English | 36% specifically underlined that it is enough for the metropolitan business center in Russia | 100% underlined that it is not enough    | 100% positive                               | 100% negative, in favor of the info in Russian |
| render the info in English and Russian in parallel | 82% accept  | 100% accept  | 100% accept  | 64% accept   | 100% accept                              | 100% accept                                 | 83% positive                                   |
| use combinations of Russian words or               | 100% accept the way   | 7% (aged under 24) found it cool though                    | 9% (aged under 25)   | 34% (aged under 35) found it cool though   | 31% (aged under 35) found it cool though | 100% expressed doubt regarding the relevant | 100% expressed doubt regarding the relevant    |



|  |   |   |   |  |  |  |  |
|--|---|---|---|--|--|--|--|
| phrases as names proper or words explaining the type of service and well known and widely spread English words |   | mentioned potentially difficult y in understanding due to a particular language   |   | mentioned potentially difficult y in understanding to a particular language  | mentioned potentially difficult y in understanding to a particular language  | ce due to potentially difficult y in understanding   | ce due to potentially difficult y in understanding   |
| Use a mixture of Russian and English letters and words   | 22% (aged under 30 ) found it possible though mentioned potentially difficult y in understanding to a particular language | 3% (aged under 24) found it cool though mentioned potentially difficult y in understanding due to a particular language | 7% (aged under 25) found it cool though mentioned potentially difficult y in understanding due to a particular language | 28% (aged under 35) found it cool though mentioned potentially difficult y in understanding to a particular language | 23% (aged under 35) found it cool though mentioned potentially difficult y in understanding to a particular language | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding |
| Combine a Russian word transliterated into Latin and an English word(s) within one phrase                      | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding                              | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding                            | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding                            | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding                         | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding                         | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding | 100% expressed doubt regarding the relevance due to potentially difficult y in understanding |

|  |  |   |  |   |   |   |   |
|--|--|---|--|---|---|---|---|
| combine the acronym of several words in English with a Russian word  | 100% expressed doubt regarding the relevance due to potential difficulty in understanding                            | 100% expressed doubt regarding the relevance due to potential difficulty in understanding                             | 100% expressed doubt regarding the relevance due to potential difficulty in understanding                            | 100% expressed doubt regarding the relevance due to potential difficulty in understanding                             | 100% expressed doubt regarding the relevance due to potential difficulty in understanding                             | 100% expressed doubt regarding the relevance due to potential difficulty in understanding | 100% expressed doubt regarding the relevance due to potential difficulty in understanding |
| use a morphological feature (article) of the language to which culture the service refers to combine it further with the transliterated foreign word of the same language into Russian | 20 (aged under 30) found it possible though mentioned potential difficulty in understanding to a particular language | 2% (aged under 304) found it cool though mentioned potential difficulty in understanding due to a particular language | 6% (aged under 25) found it cool though mentioned potential difficulty in understanding due to a particular language | 23% (aged under 35) found it cool though mentioned potential difficulty in understanding due to a particular language | 19% (aged under 35) found it cool though mentioned potential difficulty in understanding due to a particular language | 100% expressed doubt regarding the relevance due to potential difficulty in understanding | 100% expressed doubt regarding the relevance due to potential difficulty in understanding |

**Signboards on Asian food service**

|  |  |  |  |   |   |                                     |                                    |
|--|--|--|--|---|---|-------------------------------------|------------------------------------|
| combine national language hieroglyphics, | 100% argued for the info in Russian and English (for | 100% argued for the info in Russian and English (for | 100% argued for the info in Russian and English (for | 100% argued for the info in either Russian or English | 100% argued for the info in either Russian or English | 100% argued for the info in English | 100% argued for the info in Russia |
|--|--|--|--|---|---|-------------------------------------|------------------------------------|

|   |  |  |   |   |   |                                     |                                    |
|---|--|--|---|---|---|-------------------------------------|------------------------------------|
| and a variant of the phrase in English ,  | international audience)  | international audience)  | international audience)   |   |   |                                     |                                    |
| Use Vietnamese alphabet for Borrowings along with the explanation in Russian                                | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in Russian and English (for international audience)        | 100% argued for the info in either Russian or English | 100% argued for the info in either Russian or English | 100% argued for the info in English | 100% argued for the info in Russia |
| Latin letters for the signboard in Russian words might appear along with the name of the service in Russian | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in Russian and English (for international audience)        | 100% argued for the info in either Russian or English | 100% argued for the info in either Russian or English | 100% argued for the info in English | 100% argued for the info in Russia |
| transliteration through the Russian letters for the words from the national language along with             | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in Russian and English (for international audience) | 100% argued for the info in either Russian and English (for international audience) | 100% argued for the info in either Russian or English | 100% argued for the info in either Russian or English | 100% argued for the info in English | 100% argued for the info in Russia |

|   |  |  |  |   |   |   |  |
|---|--|--|--|---|---|---|--|
| the name phrase in Russian and a local language                 |  |  |  |   |   |   |  |
| <b>Signboards with the focus on mixture of cultural symbols</b> | 100% accepted the mixture of cultural concepts in cases they are understandable in Russian for representatives of all Russian social groups all regional cultures of Russia and English (for international audience) | 100% accepted the mixture of cultural concepts in cases they are understandable in Russian for representatives of all Russian social groups all regional cultures of Russia and English (for international audience) | 78% accepted the mixture of cultural concepts in cases they are understandable in Russian for representatives of all Russian cultures and English (for international audience) | 100% accepted the mixture of cultural concepts in cases they are understandable in English and in Russian | 100% accepted the mixture of cultural concepts in cases they are understandable in English and in Russian | 81% accepted the mixture of cultural concepts in cases they are understandable in English | 100% accepted concepts from different cultures if they are understandable in Russian |

## Discussion

The results of the interviews of the respondents who represent varied sociocultural and ethnic groups make it possible to elaborate further on the findings obtained.

First, the empirical data confirms that regarding the internationally oriented spots in the metropolitan areas, food service signages go beyond the info about food and are expected to meet the positive expectations of the audiences that might differ a lot in terms of a combination of individual characteristics, namely origin and residence (Moscow and the Moscow region with permanent work in Moscow/ other regions of Russia/ the Commonwealth of Independent State/ other foreign countries); language

repertoire and mastery (Russian, English, other) and the features of mother tongue language/language of communication; education specifics (secondary, vocational, higher); occupational field (business/ industry/state agencies and offices/blue-collar workers, etc.); age. Therefore, promising linguistic practices in the field of food service multilingual signages are expected to carefully analyze the profile of the potential audiences and take respective features into account before launching the design of food signages.

Second, the empirical data confirms through the new materials and opinions of the new population that multilingual signages are accepted when they meet a number of criteria. The signages are expected to provide information that is understandable at sight to the diverse audiences. Moreover, the sign boards should not require from the such audiences additional intensive cognitive activities. The food service names are supposed to deliver impartial information in terms of the social, ethnic, and cultural affiliations of the diverse audiences. Such signages are accepted positively when they do not contain culturally sensitive information. Thus, the promising communicative practices check the content, readability and visual acceptability of the multilingual signages by potential audiences.

Third, the findings confirm that all types of the respondents' population engaged accept multilingual signages not only due to the respondent's mastery of the languages but only in case the multilingual wording does not complicate the information processing. Furthermore, the issue of balance of language powers in a multilingual landscape also matters. It goes in line with the previous research data (Simungala & Jimaima, 2023) and enhances its statements through the present investigation findings regarding the research population's attitudes. In terms of promising communication practices, their implementation assumes a consistent analysis of positive and negative perceptions of different audiences regarding the respective traditions and cultural concepts as part of national/ethnic cultural codes.

Besides, the multilingual landscape of food service signages is accepted by diverse audiences when they do not feel excluded from the language landscape due to their limited language repertoire. This idea with reference to the museum environment was specified earlier (Robinson-Jones, 2022).

Next, the consistent use and presence of the national language units in the multilingual signages contribute to the ethnolinguistic vitality of the ethnic groups within a national state (Landry & Bourhis, 1997). Today, during the skyrocketing globalization in industry and technology, national identity matters even more than before. The present research confirms the new data related to a multi-ethnic community that the national languages can and should maintain their relevance in everyday culturally oriented communication where food service signage represents an integral part of such communication. Such an approach seems to be a corner stone for further communicative practices in the field under study.

Finally, multilingual signage should take into account the national ideologies and language policies, as the language landscape can either contribute to the national identity or affect it in a negative way (Mirvahedi, 2022).

## **Conclusion**

The present research does not avoid some limitations as the research population requires further enhancement in terms of the respondents' cultural, social, and national backgrounds. Further, the geography should be expanded to other major metropolitan areas to foster the comparative angle of the study.

Regarding the applied value, the material might be further used for the training environments, namely to show marketing and advertising specialists-to-be potential and boundaries of the multilingual landscape in relation to its communicative, pragmatic, and ideological values. Moreover, the collected data can be used as the

didactic background for translators' training. Here, light should be shed on the translanguaging phenomenon as a tool to balance different languages and cultures. Furthermore, the issues of translation commentary needed in the case of designing a multilingual food signage is confirmed by the data from the interviews, as well.

### **Bibliographic references**

- Agnihotri, R. K., & McCormick, K. (2010). Language in the material world: Multilinguality in signage. *International Multilingual Research Journal*, 4(1), 55-81. DOI: 10.1080/19313150903501133
- Al-Athwary, A. H. (2017). English and Arabic inscriptions in the linguistic landscape of Yemen: a multilingual writing approach. *International Journal of Applied Linguistics and English Literature*, 6(4), 149. DOI: 10.7575/aiac.ijalel.6(4), 149.
- Albury, N. J. (2021). Linguistic landscape and metalinguistic talk about societal multilingualism. *International Journal of Bilingual Education and Bilingualism*, 24(2), 207–223. DOI: 10.1080/13670050.2018.1452894.
- Aithal, A., & Aithal, P. S. (2020). Development and validation of survey questionnaire & experimental data – a systematical review-based statistical approach. *International Journal of Management, Technology, and Social Sciences (IJMITS)*, 5(2), 233-251. ISSN 2581-6012.
- Anderson, J. A., Wiredu, J. F., Ansah, G. N., Frimpong-Kodie, G., Orfson-Offei, E., & Boamah-Boateng, D. (2020). A linguistic landscape of the central business district of Accra. *Legon Journal of the Humanities*, 31(1), 1-35. DOI: 10.4314/ljh.v31i1.1
- Artawa, K., Paramarta, I. M. S., Mulyanah, A., & Atmawati, D. (2023). Centripetal and centrifugal interconnection on hotel and restaurant linguistic landscape of Bali, Indonesia. *Cogent Arts & Humanities*, 10(1), 1-26. DOI: 10.1080/23311983.2023.2218189
- Baranova, V., & Fedorova, K. (2020). Vidimo-nevidimo: migration and transformation of St. Petersburg's linguistic landscape. *Laboratorium: a journal of social research*, 12(1), 48-80. DOI: 10.25285/2078-1938-2020-12-1-48-8.
- Baranova, V., & Fedorova, K. (2022). 'Nothing personal, just business': individuals as actors in changing monolingual linguistic landscapes in Vyborg, Russia. *Linguistic Choices in the Contemporary City: Postmodern Individuals in Urban Communicative Settings*. London: Routledge. ISBN: 9781000555431.
- Djonda, U., & Madrunio, M. (2023). Multilingual characteristics of touristic linguistic landscape of Labuan Bajo, Indonesia. *Modern Journal of Studies in English Language Teaching and Literature*, 5(1), 1-32. DOI: 10.56498/512023450
- Echegoyen Sanz, Y. ., & Martín Ezpeleta, A. (2020). The exhibition is just the beginning : Qualitative analysis of creative educational materials prepared by preservice teachers. *Journal of Education Culture and Society*, 11(2), 297-310. <https://doi.org/10.15503/jecs2020.2.297.310>
- Gejdoš, M. (2017). Sketch of Verbal and Nonverbal Social Communication of a Worker of the Public Administration = Skizze der verbalen und nonverbalen sozialen Kommunikation von Beamten der öffentlichen Verwaltung = Nächt verbálnej a neverbálnej sociálnej komunikácie pracovníka verejnej správy. *Disputationes scienticae*, 17(2), 24-34. ISSN 1335-9185.
- Gejdoš, M. (2018). Explaining the teacher's personality in interacting with values and profession = Wyjaśnianie osobowości nauczyciela w interakcji z wartościami i zawodem. *International Journal of New Economics and Social Sciences. Międzynarodowy Instytut Innowacji Nauka – Edukacja – Rozwój*, 7(1), 305-320. ISSN 2450-2146. ISSN (online) 2451-1064.
- Gejdoš, M. (2020). Audiovizuálne prostriedky v edukačnom procese = Audiovisual

- means in the educational process. *Prace Naukowe Wyższej Szkoły Zarządzania i Przedsiębiorczości z siedzibą w Wałbrzychu. Wałbrzych: Wyższa Szkoła Zarządzania i Przedsiębiorczości*, 1, 253-265. ISSN 2450-3878.
- Gorter, D. (2006). *Linguistic landscape: A new approach to multilingualism*. Clevedon: Multilingual Matters. DOI: 10.21832/9781853599170
- Grishaeva, E. B. (2017). Commercially centred public linguistic space of the Russian city through English signage. *Journal of Siberian Federal University. Humanities & Social Sciences*, 3, 87-94. ISSN 2313-6014 (Online).
- Helal, F. (2023). "Eat Me! Eat Me! tounsi": English in Tunisian linguistic landscapes beyond the official policy legislations. *International Journal of Bilingualism*, 1-22. DOI: 10.1177/13670069231206508
- Holanova, R., Klinka, T. (2022). *Mediální výchova, od teorie k praxi. Kapitoly v učebnici pro VŠ*. Prague: Pedagogická fakulta.
- Homsey, D. M., & Sandel, T. (2012). The code of food and tradition: exploring a Lebanese (American) speech code in practice in Flatland. *Journal of intercultural communication research*, 41(1), 59-80. DOI: 10.1080/17475759.2011.649513
- Jasmine, L. T. C. (2023). Linguistic landscape as a bottom-up approach: investigation of semiotic features and language use in the catering industry in Hong Kong. *Scholars Journal of Arts, Humanities and Social Sciences*, 7, 175-186. DOI: 10.36347/sjahss.2023.v11i07.004
- Kunilovskaya, M., & Kuzmenko, E. (2021). Multilingual embeddings for clustering cultural events. In *International Conference on Analysis of Images, Social Networks and Texts* (pp. 84-96). Cham: Springer International Publishing. e- Book ISBN 978-3-031-16500-9.
- Kurniawati, A., & Rohmah, Z. (2023). Signage function in the culinary business: A linguistic landscape of youngsters' language. In *Proceedings of the 4th International Conference Entitled Language, Literary, And Cultural Studies, Icon laterals 2023, 11-12 July 2023, Malang, Indonesia*. ISBN: 978-1-63190-433-2.
- Lanza, E., & Woldemariam, H. (2009). Language policy and globalization in a regional capital of Ethiopia. In E. Shohamy & D. Gorter (Eds.), *Linguistic landscape: Expanding the scenery* (pp. 189–205). London: Routledge. ISBN: 9781135859138.
- Landry, R. & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23–49. DOI: 10.1177/0261927X970161002
- Luka, I. (2019). Creating a Culture-Based Language Learning Course for Developing Adult Learners' 21st Century Skills. *Journal of Education Culture and Society*, 10(2), 151-169. <https://doi.org/10.15503/jecs20192.151.169>
- Lusekelo, A., & Mdukula, P. C. (2021). The linguistic landscape of urban Tanzania in Dodoma City. *Utafiti*, 16(1), 63-94. DOI: 10.1016/j.langsci.2022.101486
- Manan, S. A., & Hajar, A. (2022). English as an index of neoliberal globalization: The linguistic landscape of Nur-Sultan, Kazakhstan. *Language Sciences*, 92, 101486. DOI: 10.1016/j.langsci.2022.101486
- Manan, S. A., David, M. K., Dumanig, F. P., & Naqeebullah, K. (2015). Politics, economics and identity: Mapping the linguistic landscape of Kuala Lumpur, Malaysia. *International Journal of Multilingualism*, 12(1), 31-50. DOI:10.1080/14790718.2014.905581
- Mansoor, S. S., Hamzah, N. H., & Shangeetha, R. K. (2023). Linguistic landscape in Malaysia: The case of language choice used in signboards. *Studies in English Language and Education*, 10(2), 1062-1083. DOI: 10.24815/siele.v10i2.28338
- McCormick, K., & Agnihotri, R. K. (2009). Forms and functions of English in multilingual signage. *English Today*, 25(3), 11-17. DOI:10.1017/S0266078409990228.
- Mereckaitė, I. . (2022). Language as a Tool Empowering Students to be Independent in Sociocultural Environment. *Journal of Education Culture and Society*, 13(1), 93-

110. <https://doi.org/10.15503/jecs2022.1.93.110>
- Mirvahedi, S. H. (2022). *Linguistic landscapes in South-East Asia: The politics of language and public signage*. London: Routledge. ISBN 978-0-367-76458-6.
- Muekthong, T. (2021). Study of signage design and information content for The Namtok Sai Khao National Park. In *IOP Conference Series: Earth and Environmental Science* (Vol. 881, No. 1, p. 012006). Bristol: IOP Publishing. ISSN 1755-1315.
- Payne, H., & Gay, S. (1997). Exploring cultural universals. *Journal of Geography*, 96(4), 220-223. DOI: 10.1080/00221349708978790
- Peng, J., Mansor, N. S., Ang, L. H., & Mohd Kasim, Z. (2021). Understanding the dynamics of English in the linguistic landscapes of Guangzhou. *International Journal of Modern Languages and Applied Linguistics (IJMAL)*, 5(1), 31-50. DOI: 10.24191/ijmal.v5i1.12851
- Perotto, M. (2015). The presence of the Italian language in the linguistic landscapes of Moscow. In *Dimensions of Sociolinguistic Landscapes in Europe*. *Materials and Methodological Solutions*, 1, 263-282. DOI:10.3726/978-3-653-05170-4
- Pozdnyakova, E. Yu. (2022). Native and borrowed lexicon in the names of commercial objects of urban space. *Issues in Journalism, Education, Linguistics*, 41(3), 578- 589. DOI:10.52575/2712-7451-2022-41-3-578-589
- Proshina, Z., & Ustinova, I. (2012). English and Asian flavor in Russian advertising of the Far East. *Asian Englishes*, 15(2), 30-59. DOI: 10.1080/13488678.2012.10801329
- Prahaldaiyah, D. (2021). Value-based teaching English language and literature. *Journal of Education Culture and Society*, 12(2), 59-66. <https://doi.org/10.15503/jecs2021.2.59.66>
- Purnanto, D., Yustanto, H., Ginanjar, B., & Ardhian, D. (2022). English operation in public space: Linguistic landscape in culinary business of Surakarta, Indonesia. *Journal of Language and Linguistic Studies*, 18(1), 345-360. ISSN 1305-578X.
- Robinson-Jones, C. (2022). Tension in the linguistic landscape: the implications of language choices for diversity and inclusion in multilingual museums representing minorities. *International Journal of Multilingualism*, 1-25. DOI:10.1080/14790718.2022.2135710
- Ronan, P., Buschfeld, S., & Vida-Mannl, M. (2023). Linguistic Landscapes. In *Multilingualism: A Sociolinguistic and Acquisitional Approach*, 253-274. Cham: Springer International Publishing. ISBN 3031284046.
- Sariah, S., Widiastuti, R., Mulyanah, A., Kurniati, A., Riani, R., & Budihastuti, E. (2023). Language, identity, and modernity: A case of hotel images in Karawang City, Indonesia. *International Journal of Society, Culture & Language*, 11(2), 103-118. DOI:10.22034/ijscsl.2023.2003223.3051
- Savitri, E. D., Nuswantara, K., & Ratu, A. (2022). Tourism language accommodation of Ubud-Bali: the virtual landscape linguistics (VLL) through google street view. *Journal of Applied Studies in Language*, 6(2), 154-160. e-ISSN 2615-4706.
- Serventi, S., & Sabban, F. (2002). *Pasta: The story of a universal food*. New-York: Columbia University Press. ISBN 978023151944.
- Simungala, G., & Jimaima, H. (2023). Legitimization and recontextualization of languages: The imbalance of powers in a multilingual landscape. *Linguistic Landscape*, 9(1), 36-58. DOI: 10.1075/ll.21045.sim
- Shamina, E. A., Myachinskaya, E. A., & Ryabukhina, Y. V. (2018) Language variation in the advertising discourse: a cross-cultural approach. *XLinguae*, 11(2), 420-436. DOI: 10.18355/XL.2018.11.02.34
- Shusharina, G. A. (2022). Modern trends in the formation of ergonyms (on the example of Komsomolsk-on-Amur). *Scientific Notes of Komsomolsk-on-Amur State Technical University*, 2, 57-62. ISSN: 2076-4359.



- Soliman, N. (2014). Chapter Two. Holding the Ground: Expressing Identity through Signage. In *Adventuring in the Englishes: Language and Literature in a Postcolonial Globalized World*, pp.174-192. UK, New Castle upon Tyne: Cambridge Scholars Publishing. ISBN: 1443868930.
- Soloviev, A. N. (2010). Onomastic Agenda at the 4th International Congress of Russian Language Researchers "The Russian Language: History and Contemporary State". *Problems of Onomastics*, 2(9), 139-146. ISSN 1994-2451 (Online).
- Soon, C. T., Loi, C. K., & Ku, C. J. (2021). Language practice and language ideology on linguistic landscape in Malaysia. *International Journal of Social Science Research*, 3(3), 95-111. ISSN 2710-6276.
- Spolsky, B. (2020). Linguistic landscape: The semiotics of public signage. *Linguistic Landscape*, 6(1), 2-15. DOI:10.1075/ll.00015.spo
- Stano, S. (2015). *Eating the other: Translations of the culinary code*. Cambridge: Cambridge Scholars Publishing. ISBN 1-4438-7793-X.
- Stroud, C., & Mpendukana, S. (2010). Multilingual signage: A multimodal approach to discourses of consumption in a South African township. *Social Semiotics*, 20(5), 469-493. DOI: 10.1080/10350330.2010.513174
- Ustinova, I. P. (2008). English and American culture appeal in Russian advertising. *Journal of Creative Communications*, 3(1), 77-98. DOI: 10.1177/097325860800300105
- Weber, T. (2022). Testing variables of linguistic prestige in sociolinguistic questionnaires. Newmarket: ExLing. ISBN 978-618-84585-3-6.
- Wulandari, B., & Rokhmawan, T. (2022). Linguistic Landscape in the Tomb of KH Abdul Hamid Pasuruan City: Language Studies in Public Spaces with a Multimodal–Qualitative. *Jurnal Sinestesia*, 12(2), 407-422. ISSN 2721-9283 (Online).
- Wulandari, I., Khristianto, K., & Arbain, A. (2022). A linguistics landscape of an Indonesian metropolitan spot: A glimpse over Braga. *Berumpun: International Journal of Social, Politics, and Humanities*, 5(1), 9-17. DOI: 10.33019/berumpun.v5i1.93

*Words: 9087*

*Characters: 61 967 (34,4 standard pages)*

Prof. Anastasia Atabekova, DrSc.  
 Vice-Rector for Multilingual Development  
 Peoples' Friendship University of Russia named after Patrice Lumumba 6,  
 Miklukho-Maklay St.  
 117198 Moscow  
 Russia  
 atabekova-aa@rudn.ru  
 ORCID: 0000-0003-252-9354