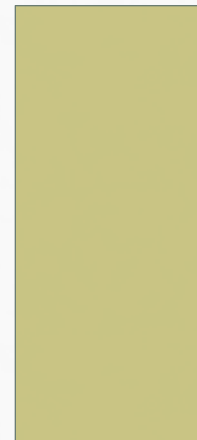


A Comparison of Immigrant Languages and Varieties in the Linguistic Landscape of Two Towns in Spain: Madrid vs. Málaga

Diana Esteba Ramos (Universidad Málaga)
Daniel Sáez Rivera (Universidad Complutense, Madrid)





<http://commons.wikimedia.org/wiki/File:Mapaespa%C3%B1a4.png>

INTRODUCTION

- **Studies on the LL of Málaga:**
 - Introductory (only city center): Esteba (forthcoming)
- **Studies on the LL of Madrid:**
 - Introductory (city center and main migration neighborhoods): Muñoz (2011), Castillo/Sáez (2011), Sáez/Castillo (2012)
 - Spanish from America and Spanish by Chinese people: Castillo/Sáez (2012)
 - Arabic and Tamazigh (Bereber) in Madrid (Moustaoui 2013)
 - Political protest (Martín Rojo 2012)
- **Useful studies about other towns in Andalucía:** Sevilla (Pons 2011, 2012) and Almería (Franco-Rodríguez 2013)

OBJECTIVES AND METHODOLOGY

What?

- **Comparing the LL of two towns in Spain:** how the same phenomenon of recent and sudden immigration (from the 90's and on) is displayed differently or not in terms of languages and varieties (Spanish from America) in the LL
- **More focus on Malaga as less studied**

How?

- **Demographic data:** main nationalities and neighborhoods of concentration
- **Field work:**
 - **photos** in city center and immigration neighborhoods
 - **informal interviews** and other data



Immigrant Population in Madrid vs. Málaga

- **Data from the register of inhabitants made by the city hall 2013-2014 and by the State in 2012:**
 1. **Madrid: decrease of immigrant population** (almost only China and India increases)
 2. **Málaga: maintenance of inmigrant population** (but decrease of Latinamericans)

Crisis (photos from Malaga)

- Lost or stagnancy of immigrant population, Spaniards migrating again > abandoned or transferred shops (especially Latinos)



Immigrant Population in Madrid vs. Málaga

Madrid (city) 2014	Málaga (city) 2013
15,28%	9,08%

Madrid (province) 2012	Málaga (province) 2012
19,59%	19,82%

MAIN NATIONALITIES

Madrid (city)

Nationality	%
Romania	11,61%
Ecuador	9,50%
China	7,35%
Bolivia	5,80%
Morocco	5,41%

Malaga (city)

Nationality	%
Morocco	17,51%
Romania	7,74%
Paraguay	7,47%
Ukraine	6,86%
Nigeria	6,53%

IMMIGRANTS VS. FOREIGNERS IN MALAGA



Russian & Ukrainian in Madrid vs Málaga

Rare languages in Madrid



Advertisement in Ukrainian in Málaga



Russian in Real Estate in the coast (Marbella)



Eastern Europe Supermarket in Málaga

Ethnolinguistic vitality: foreign press in Malaga

- **Ethnolinguistic vitality: local foreign press**, a phenomenon bigger and older in Malaga than in Madrid: **foreign edition of the bestseller newspaper *Diario Sur*** date from 30 years ago (**English**), 10 years ago (**German**), 1 year ago (**Russian**): 50% of news are common with the local Spanish edition (integration).
- **Characteristics**: coastal, not daily, many free, around 10000-20000 copies
- **According to data from 2005, 124 periodicals** are published in Malaga: **73% in English**, 9% in Spanish, **6% in German**, **3% in Dutch**, **2% Swedish-Danish-Finnish**, **1% Russian**, **Nowergian** (López Romero 2009).
- No Chinese and Japanese, only 2 Argentinian periodicals: **contrast with Madrid** (Chinese and Latino)

SOME MAIN LANGUAGES OR
VARIETIES IN MADRID VS. MÁLAGA

MADRID

A Coruña **A-6** ↑

plaza de la Moncloa ↑

calle Príncipe de Asturias ↑


madrid
Gran Vía
Gran Vía St.
گران·بیا
VOTA

萬利
美發美容中心
PELUQUERIA WANLI

Coca-Cola
HOY
* BANDERA
* MORO GUADALE
* PICA POLLO
* CHIMI
* CARNE SALADA
* BURRITO
* ALITAS PICANTE
* QUESADILLA

אורלש
Díselo...
你好
NAKA NGA DEF?
নমস্কার
مكيد عمال سول
NOUS SOMMES UN EXEMPLE
DE VIE EN COMMUN
LEPANTES
was here

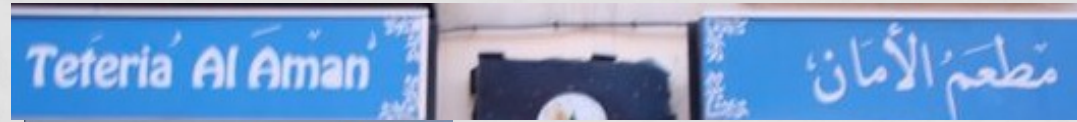
مجزرة جابر الإسلامية
مواد عربية ولا تينية
خضر فواكه

Bienvenido • Welcome • Bienvenue
Benvenuto • Willkommen • 欢迎 • ようこそ
EM
La Suma de Todos

AUTOSERVICIO JABIR
CARNICERIA ISLAMICA
ALIMENTOS ARABES Y DEL SUR
FRITERIA - VERDURAS

Arabic LL in Madrid

- Found in one official sign (Algeciras in ring road M-30).
- Quite significant private use: airlines and travel agencies, restaurants and markets (halal butchers), hairdresser's, banks, courier services, international call shops and pharmacy. Also rebel LL (grafiti).



Khanzir = 'pig'



Latinamerican LL in Madrid

- Dominican Republic
- Ecuador
- Colombia
- Bolivia
- Peru
- Cuba
- Mexico
- Argentina

Bolivian Bar
C/ Jesús del Gran Poder, 28



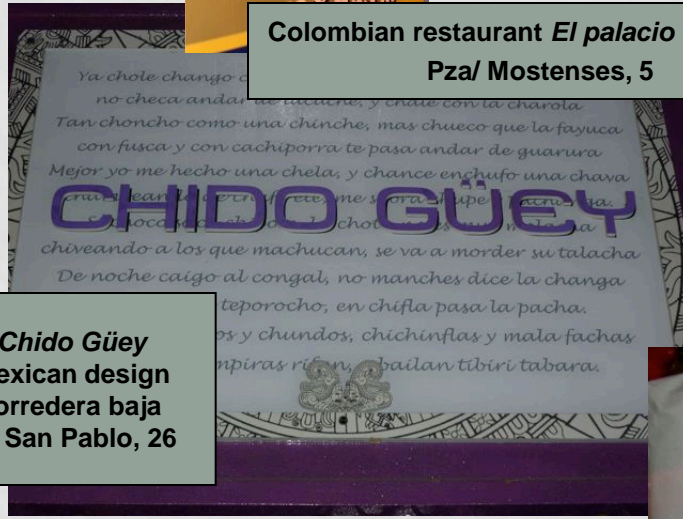
Dominican-Ecuadorian Bar
C/ de los Artistas, 17



Colombian restaurant *El palacio de la arepa*
Pza/ Mostenses, 5



Peruvian Restaurant
El inti de oro
C/ Amor de Dios, 9



Chido Güey
Mexican design
Corredera baja
de San Pablo, 26



Santería *Babalú Ayé*
C/ Doctor Santero 11



Productos Argentinos
C/Espoz y Mina

MÁLAGA

Handwritten text on a grey wall: "Helenka egon ziren."



Handwritten notes in Spanish and Russian. Spanish text: "Здається кімната з окремою ванною для однієї людини або екз. чимсь 'Сучасніє' в районі 'Valia'." Russian text: "Функционал Mercadona, Eroski, DIA и Альбрехта №6, №7, С-1, С-2. Дзвонити 617 638 085".



EL REY del SHAWARMA KING

Plan Pisos 0 Boticas • Plus de Livraison • Plus de Services

SHAWARMA شااورما

De Pollo • Chicken • دجاج
De Cordero • Lamb • خروف
Mixto • Mix • مشكل

FALAFEL فلافل

BOCADILLOS ساندويشات

Kufta • كفتة
Hamburger • همبرغر
Perrito • Hot Dog • هوت دوغ
Pincho de Mouron • Lamb Skewer • شيش لحمة
Pincho de Pollo • Chicken Skewer • شيش طاووق 4.00
Merguez • Susages • مقائق

CAMPEROS

Atún • Tuna • تونة 3.00
Jamón • Ham • جاميون
Pollo • Chicken • دجاج 3.50

EXTENSIONES DE PELO NATURAL VIRGEN - TRENZAS - RASTAS

AFRO-AMERICAN & CARIBBEAN BRAIDS
NATURAL HAIR PLANTS
TRESSSES AFRO-AMERICAINES & CARAIBES
PLANTAGE CHEVEUX NATURELS

BELLEZA CALIDAD SALUD

BRIDES TRESSSES

Telf. 650 23 44 68

* NOVEDAD! *

Camperos

* Mixto *

* Vegetal *

* Completo *

* Shawarma *

Alhambra CERVEZAS

United Kingdom Germany

Gonzalo del Río Bourman Padilla
Economista - Administrador de Fincas
Fiscal Adviser - Steuerberater
Portal 5, 3º 2

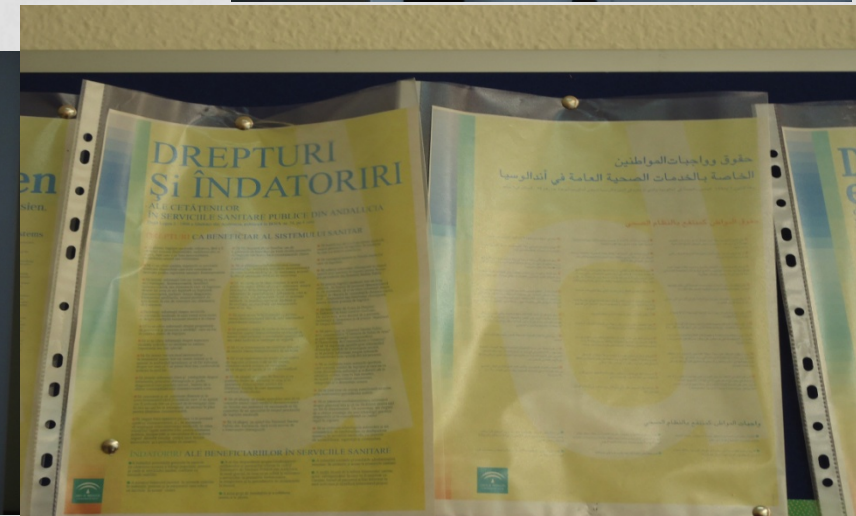
Abogados | Lawyers

BASSY

c/ Linaite nº3 - Bloque 2 - 3º C

Arabic LL in Málaga

- In very few official signs:
Algeciras in road,
associations for migrants,
informations of
Andalusian health
service and one library
(focused in one area:
Palmilla neighborhood).



Arabic LL in Málaga

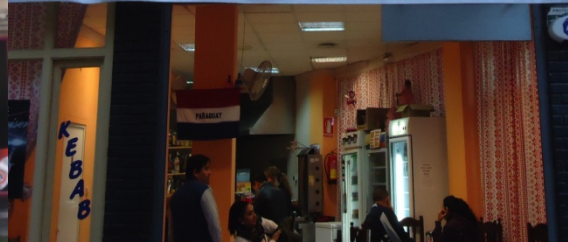
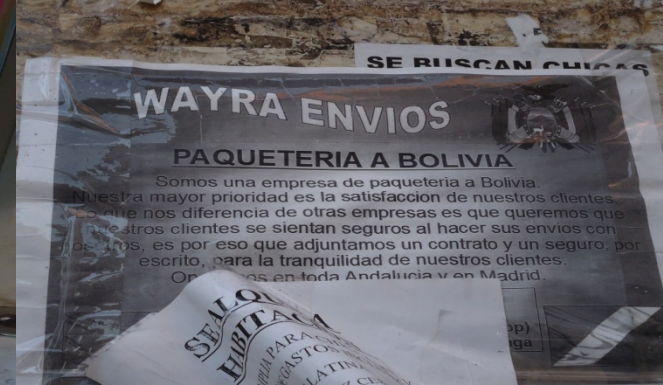
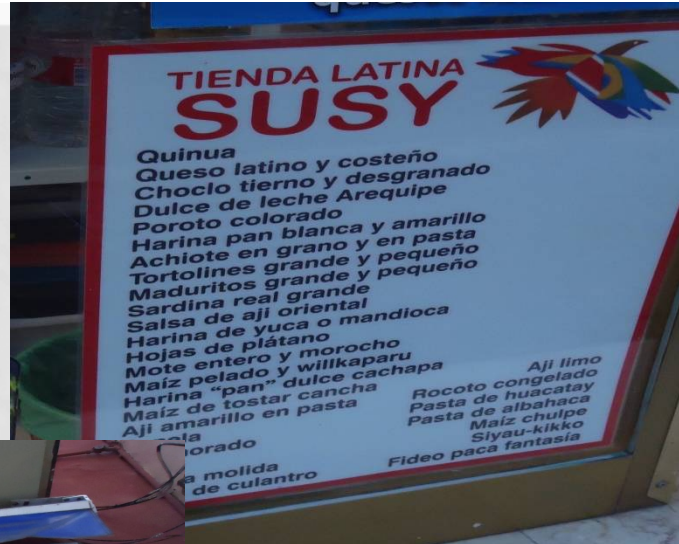
Significant private use but less quantity of semantic fields or different: restaurants and markets (halal butchers), hairdresser's, courier services, international call shops. Also rebel LL (graffiti). Only in Málaga: satellite, translation services

Establishments for different communities.



Latinamerican LL in Málaga

- Paraguay
- Argentina
- Mexico
- Bolivia
- Generic latino



Latinamerican LL semantic fields

- **More semantic fields (ethnolinguistic vitality) in Madrid, than in Málaga** (only those underscore)
 - Bakeries, groceries stores, supermarkets
 - Restaurants and bars
 - Beauty & health: hairstylist's and dental clinics
 - Fashion shops
 - International call shops and courier services, travel agencies
 - Banks (*Pichincha*)
 - Entertainment and cultural events: clubs, shows, festivals, music concerts
 - Religion: *santerías*

Ethnolinguistic vitality in Malaga: Radio

- **Radio: another index of ethnolinguistic vitality: immigrant speakers and hearers**

Radio Onda Color: Spanish, English (as *lingua franca*), Arabic and Romanian sign

<http://www.ondacolor.org/>

Main programs: African Voice; The voice of immigrants (Arab); Latinísima (Bolivia)

Romanians have no program at this

moment, but they are

targetted at the advertisement of the radio

There are also **two radios made by and for**

Latinos: Fiebre latina and Latino FM



LL GEOGRAPHICAL PATTERNS

LL Geographical Patterns in Madrid and integration Castillo/Sáez (2011), Sáez/Castillo (2012)

Recurrent patterns of LL distribution in urban Geography, upon the following **classification** (also found in Sevilla, Pons 2012)

- 1. *Monopoly*** (segregation or marginalization): big commercial streets display Spanish or international languages (connotative-symbolic use, sometimes denotative-informational for tourists); back streets with the “subtext” of immigrant languages or dialects, e. g.: Gran Vía, Bravo Murillo, Marcelo Usera; Usera market.
- 2. *Ghetto* or “spider’s web” > *Ethnified Neighborhood*** (segregation): great density of not Spanish LL across several blocks, framed by big traffic and commercial streets: around Gran Vía, Little Caribe in Tetuán, *Chinatown* in Usera...
- 3. *Progressive LL into the “lion’s mouth”*** (segregation): the same street transforms from Spanish-international LL to immigrant LL (e. g. Monte Igueldo St. in Vallecas)
- 4. *Spotted LL*** (integration): spots of LL all over the city (Chinese shops...)
- 5. *Silent or silenced LL*** (assimilation or integration): no significant LL, despite known presence of immigrants in an area
Rebel LL: graffiti (Arabic, and others)

LL Geographical Patterns in Málaga

- **Like in Madrid, all neighborhoods have foreign people**, but space dispersal and only relative increase with almost no ethnifying areas:: 5/10 districts in Málaga more than average in foreign people.
 1. **Monopoly**: only city center, not in main streets in other neighborhoods like Union St. (Train Station) or Palmilla
 2. **Ghetto or “spider’s web” > Ethnified Neighborhood**: only around Train Station (people from Africa: Natera Rivas 2012), but not really strong, as well as Paraguayans in City Center around “Consulado” (diplomatic service):
 3. **Progressive LL into the “lion’s mouth”**: not found
 4. **Spotted**: Chinese (mainly food markets and restaurants), Arabic
 5. **Silent or silenced LL**: popular gipsy neighborhood of Palmilla (African languages not usually written: Romanians usually silent [Barni-Bagna 2010], top-down signs mainly) groups not sufficiently big (Latinos different than Paraguayans),
Rebel LL: graffiti (Arabic): “Ali”

DISCUSSION

- Correlation patterns and integration: **more spotted LL in Málaga, less Ethnified LL: more integration**
- **Less signs and different lexical fields in Málaga:** less ethnolinguistic vitality and more integration
- **Difference between Madrid and Málaga:** few Chinese in Málaga, visibility Paraguayans (bigger amount in Madrid, but not many other Latinos in Málaga) and Ukrainians
- **A study on Linguistic Landscape gives value to immigrant languages;** LL could be used in schools as a tool of integration (use of languages in schools and paying attention to LL in the streets)
- **Study should extended to the provinces of Madrid and Málaga, especially for the case of Málaga** (more people from abroad in the province of Málaga than in the city)

BIBLIOGRAPHY

- Barni, Monica/Bagna, Carla (2010): "Linguistic Landscapes and language vitality", in E. Shohamy *et al.* *Linguistic Landscape in the City*, Multilingual Matters, pp. 3-18.
- Castillo, Mónica/Sáez, Daniel (2011): "Introducción al paisaje lingüístico de Madrid", *Lengua y Migración* 3, pp. 73-88.
- Castillo, Mónica/Sáez, Daniel(2012): «Les empreintes plurilingues et pluridialectales dans le Paysage Linguistique de Madrid», *Recherches* 6, pp. 39-68.
- Esteba Ramos, Diana (forthcoming): "Aproximación al paisaje lingüístico de Málaga: préstamos y reflejos de una realidad lingüística plural", *ReCHERches*.
- López Romero, Laura: (2009): *Prensa y comunidad extranjera en España. Estudio descriptivo y analítico del caso malagueño*. Madrid, Quiasmo.
- Martín Rojo, Luisa (2012): "Paisajes lingüísticos de la indignación. Prácticas comunicativas para tomar las plazas", *Anuari del conflicte social*, pp. 275-302.

BIBLIOGRAPHY

- Moustaoui, Adil (2013): “Nueva economía y dinámicas de cambio sociolingüístico en el paisaje lingüístico de Madrid: el caso del árabe ” *Revista Internacional de Lingüística Iberorrománica 21: Paisajes lingüísticos en el mundo hispánico*
- Muñoz Carrobles, Diego (2010): “Breve itinerario por el paisaje lingüístico de Madrid”, *Ángulo Recto. Revista de estudios sobre la ciudad como espacio plural*, vol. 2, núm. 2, pp. 103-109.
<<http://www.ucm.es/info/angulo/volumen/Volumen02-2/varia04.htm>>
- Natera Rivas, J. J. (2012): “Población extranjera en el municipio de Málaga. Evolución de sus niveles de diferenciación residencial y de sus pautas de distribución espacial”. *Scripta Nova*, vol. XVI, 413.
- Pons Rodríguez, Lola (2012): *El paisaje lingüístico de Sevilla. Lenguas y variedades en el escenario urbano hispalense*. Diputación de Sevilla. Sección Ciencias Sociales 25.
- Sáez, Daniel/Castillo, Mónica (2012): “The Human and Linguistic Landscape of Madrid (Spain)”, C.Hélot, M. Barni, R. Janssens & C. Bagna (eds.), *Linguistic Landscapes, Multilingualism and Social Change: Diversité des approches*, Bern, Peter Lang, pp. 309-328.

THANK YOU !

Acknowledgements

Beatriz Soto Aranda (translations from Arabic)

Natalia Demukhametova (translations from Russian
& Ukrainian)

José Carlos Pozo García (pictures from Marbella)

Comments? Questions? Suggestions?

Diana Esteba: desteba@uma.es

Daniel M. Sáez: dansaez@ucm.es