

## FRIDAY, 27 JUNE 2025

### 8:15 CONFERENCE OPENING

**Grzegorz Lisek (Greifswald)**

**Martin Henzelmann (Greifswald)**

### KEY NOTE

8:30-9:30

**Piotr Romanowski (Warsaw)**

*Language Learning and Developing  
Language Awareness through the  
Linguistic Landscape Research*

### 9:30-9:45 COFFEE BREAK

### SESSION 1: LANGUAGE IN ADVERTISING

9:45-10:20

**Tigran Simyan (Yerevan)**

*Playing with Language in Advertising: The  
Traces of Russian in Contemporary  
Tiflis*

10:20-10:55

**Amela Šehović (Sarajevo)**

*Jezički pejzaž Sarajeva: Analiza reklamnih  
bilborda*

### 10:55-11:15 COFFEE BREAK

### SESSION 2: CITIES IN MOTION

11:15-11:50

**Grzegorz Lisek (Greifswald)**

*Ukrainian as the New English? Changes in  
the Linguistic Landscapes of Polish  
Cities*

11:50-12:25

**Jana Pelclová (Brno)**

*When Brno Speaks: How Vernacular Street  
Signage Challenges Brno  
Residents*

12:25-13:00

**Marta Koszko (Poznań)**

*The Perception of LL in the Moment of  
Crisis: Interviews with Ukrainian  
Refugees/Immigrants to Poland*

13:00-14:45 LUNCH

Restaurant TBA (self-payment, more  
information on site)

### SESSION 3: MULTILINGUAL MATTERS

14:45-15:20

**Katharina Tyran (Helsinki)**

*Marginalization, Minoritization and Conflict in  
Multilingual Context:  
Examples of Slavic Languages in the  
Austrian Linguistic Landscape*

15:20-15:55

**Dániel Balázs (Budapest)**

*The Linguistic Landscape in the Context of  
Social Processes in North  
Macedonia*

15:55-16:30

**Monika Kowalonek-Janczarek  
(Poznań)**

**Michael M. Kretzer (Aachen)**  
*Multilingualism at Schools in Germany and  
Poland? The Visibility of Slavic  
Languages in Schoolscapes*

# SLAVIC LINGUISTIC LANDSCAPES IN TIMES OF GLOBAL CHALLENGES

27–28 June 2025

INTERNATIONAL  
CONFERENCE

University of Greifswald  
Department of Slavonic  
Studies  
Ernst-Lohmeyer-Platz 3

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**SATURDAY, 28 JUNE 2025**

**SESSION 4: METHODS AND THEORIES**

**9:00-9:35**

**Andrzej Narloch (Poznań)**

*LL vs. ULL*

**9:35-10:10**

**Evan W. Bleakly (Bautzen/Budyšin)**

*Where is Lower Sorbian? The Presence of Lower Sorbian in the Linguistic Landscape of South Brandenburg by Means of the New Digital Portal from the Sorbian Institute*

**10:10-10:45**

**Alisa Müller (Bamberg)**

*The Linguistic Landscapes of Minsk: Quantitative Analyses and Explorative Statistics*

**10:45-11:00 COFFEE BREAK**

**SESSION 5: LINGUISTIC HERITAGE**

**11:00-11:35 Antonio Oštarić (Zadar)**

*Digraphia in Contemporary Croatian Linguistic Landscape: The Function of the Glagolitic Script in Croatian Public Sphere*

**11:35-12:10**

**Danuta Wiśniewska (Poznań)**

*Changing Landscapes of Commemoration: Monuments to the Greater Poland Uprising 1918/19 and Their Language over a Century*

**12:10-12:45**

**István Csernicskó**

**Kornélia Hires-László (Berehove/ Beregszász)**

*Elements of the Regional Dialects of the Ukrainian Language in the Linguistic Landscape of Multilingual Transcarpathia*

**12:45-14:30 LUNCH**

*Restaurant TBA (self-payment, more information on site)*

**SESSION 6: GLOBAL CHALLENGES**

**14:30-15:05**

**Alla Nedashkivska (Edmonton)**

*Linguistic Landscape, Language Activism and the Power of Language during War: The Case of Ukraine*

**15:05-15:40**

**Martin Henzelmann (Greifswald)**

*The Green Turn in the Linguistic Landscapes of Urban Areas in Bulgaria*

**15:40-16:00 FINAL DISCUSSION AND CONCLUDING REMARK**

**JOIN THE CONFERENCE BY USING THE QR CODE**

