

Analysis on the Linguistic Landscapes in Dipolog City, Philippines

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Abstract: The modern cities across the globe are surrounded by countless written language that includes warnings, public signs, billboards, commercial advertisements, and more which are publicly displayed. These writings are called linguistic landscapes. This study analyzes the pragmatic features of commercial signs in Dipolog City Boulevard, which utilizes the descriptive-qualitative research. In addition, the study explores what linguistic devices are used in the creation of signs. Data are collected at Dipolog City Boulevard. Permission from the city mayor as well as the shop owners is sought prior to the conduct of the study. All signs of every single store in the boulevard are photographed. Furthermore, a rigorous library and internet research is done for the analysis and interpretation of the data. Analysis of the data revealed that linguistic strategies are found in the commercial signs of Dipolog City Boulevard to attract costumers or tourists to visit a shop. These strategies are described in terms of lexical blends, initialisms, homonyms, personifications, trasliterations, speech acts, politeness strategies, gender-biased styles, alliterations, consonance, assonance, jargon, and proper names. Moreover, pragmatic features which include politeness strategy, indirect speech act, extended speech act, bonding, sophistication, qoutation, personification, metaphor and humor are found in commercial signs in Dipolog City Boulevard. This study concludes that the commercial signs in Dipolog City Boulevard contained linguistic strategies and pragmatic features which are aimed to attract local costumers and tourists. Thus, this study recommends that a monograph on linguistic landscapes to create tourist space can be developed to serve as reference to novice business enthusiasts on the kind of enterprises that they will be having. English teachers may also utilize these commercial signs as authentic source of teaching and learning linguistic strategies and pragmatics.

Keywords: linguistic landscapes, commercial signs, linguistic strategies, pragmatic features

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INTRODUCTION

The modern cities across the globe are surrounded by countless written language that includes warnings and notices of the government, public signs and symbols, billboards, graffiti, commercial advertisements, advertising flyers scattering the streets, and more which are publicly displayed. These writings, prevailing in specific periods and spaces are called as the *linguistic landscapes*. Linguistic landscapes can give vital understandings into the linguistic condition of urban cities in the Philippines that includes common forms of morphological convention, authorized language rules, established supremacy associations among dissimilar dialectal groups, verbal approaches, and the continuing consequences of language connection, among others. Moreover, in a previous and more hypothetical investigation of linguistic landscapes, it argued the thinkable advantages of discovering the language setting, relating potential parts of learning. These are the incidental learning, pragmatic competence, multimodal literacy skills, multicompetence, and the symbolic and emotional power of language (Cenoz & Gorter 2006).

Tourist spaces are complex sites of language contact. Indeed, the creation of tourist spaces relies heavily on the linguistic landscapes of those spaces (Jaworski 2010). The language that is used in tourist spaces is an important basis of data for the prospective travellers. It enticed the local and international tourists in making choices regarding their dream travel destinations. The fast growth and progress in Dipolog City in almost all facets have prepared the place a favored location for athletic competitions, conference, seminars, and training. Nowadays, the place is considered as one of the best selections for resident financiers from Zamboanga City, Cebu, Dumaguete, Iligan City, Cagayan de Oro, and Davao, and also of the distant races from Taiwan and India who are interested in vacation industry, trade, retail, business, wholesale, and services. Extensive displays of dialects or languages are spoken in the city; however, Cebuano (Visayan) remains the leading dialect spoken. English and Filipino (Tagalog) are also generally understood and articulated. Because of the promotion of tourism, other languages including Korean, Chinese and English are also articulated in tourist areas to interact with international tourists.

Dipolog Boulevard is a 1.6 kilometers boardwalk that starts from Sta. Cruz of Central Barangay to Purok Bularan of Miputak Barangay. This becomes a perfect place to reside or visit for recreations,

escapades, meetings and trips. Enticing attractions that Dipolog offers to its guests are just one of the thousand reasons why tourists and explorers keep on coming back to the city.

While there have been few studies of the linguistic landscapes on analyzing snapped symbols which are digitally collected, and associations between linguistic rule and specific language settings, other scholars have concentrated on how people are connected with linguistic landscapes, establishing concerns and disputes related to the establishment of marks, the insight of public emblems, and the experience of being associated with a specific dialectal scenery, nobody has viewed at the part of the linguistic landscape in the design and promotion of tourist spaces in the Philippines. It is for this reason that this investigation is conducted to analyze the realistic and logical features of linguistic landscapes in Dipolog City, and determine the linguistic devices used in the signage to create the tourist space it has become.

THEORETICAL CONSIDERATIONS

This study analyzes the pragmatic features of linguistic landscapes, and determines the linguistic devices used in the signage to create the tourist space it has become in Dipolog City. The researcher relies greatly on the hypothetical hard work of several researchers of language in the fields of pragmatics. This present investigation is supported by these theories: Speech Act Theory and Principle of Expressibility by Austin and Searle, Politeness Theory by Brown and Levinson.

Considerably of the concern of pragmatic analysis turns around the hearer's and the utterer's capacity to construct, process, and translate the significance of communicative expressions (Searle). Speech Act Theory by Austin and Searle is one of the powerful theoretical paradigms that impacted the course of linguistic inquiry in this regard. J. Nuyts (1993) stated that the appeal that Speech Act Theory could be principally credited to the point that it does not reflect language as an ordinary secluded structural phenomenon, but somewhat, presented it as performing action within contexts. Speech Act Theory moved the emphasis rather, to the attainment of these actions by virtue of its publicly conventionalized setting. The driving force behind this theoretical conceptualization of Speech Act Theory was geared toward essentially "mapping utterances into speech categories" despite the

introduction of context in analyzing speech utterances (Levinson 1980).

In addition, Levinson claims that in order for a speech act to predictably complete a given illocutionary act, it must require the nature of its setting in the form of pleasure environments. These pleasure environments are divided into three subcategories, namely, the preparatory conditions, which identify the speaker's capacity to perform, the sincerity conditions, which are the conditions that the speaker desires in order to accomplish, and the executive condition, which determines the acceptable performance of the speech act. Austin (as cited in Celeste 2015) further added that when saying performative utterance, a speaker is simultaneously doing something.

The researcher presumes that these factors in the speech act theory are significantly relevant to this present investigation. It is true that in order for the tourist to understand any written symbols, one should find a framework which will enable him to understand it adequately. One has to consider the importance of the appropriateness in language use in order to communicate effectively and successfully.

John Searle developed the Speech Act Theory, integrated it with linguistic theory and came up with a systematic framework known as Principle of Expressibility. This principle claims that whatever can be meant can be said (Searle 1976). For every possible speech act, there is a possible linguistic element. The viewpoint of language differentiates between the implication of an expression or of a sentence. Other thing that has to be considered also is the thought that has been said, and what an utterer tries to convey by expressing a statement or communication.

The Principle of Expressibility therefore delineates that a speaker may sometimes mean more than what he says. But according to Searle, this is not a problem since the speaker may explicate what he means by saying it explicitly. Further, he believed that because of poor language competence, an utterer is unable to say exactly what he means. However, this does not create a problem. Searle claims that in order to find adequate expressions, the talker can augment his knowledge of the language. This instance can be taken care of by using this principle to the possibilities of a whole language community.

The researcher believes that this principle is directly related to the study since pragmatic competence requires learners to understand implied meanings in different utterances. Since misunderstandings are always possible, communicative understanding can be achieved by the

tourists or readers if guided by the Principle of Expressibility by Searle.

Most interactions aside from cooperation are governed by politeness - that is what is considered to be a “polite social behavior” within a certain culture. People use this form of courtesy as a way of deceiving obviously, so that each other’s face will be preserved in order to avoid face threatening acts. Penelope Brown and Stephen Levinson’s theory offers a comprehensive treatment of the notion of politeness categorizing its strategies (Brown and Levinson 1978). The bald on-record strategy does not reduce the threats to the listener’s look. The positive politeness strategy displays one identifies that a listener wants to be respected. This gives a confirmation that there is a welcoming connection and group mutuality between them. The negative politeness strategy does not only distinguish the listener’s face but it also identifies that one gives commands. Some examples include, “I don’t want to bother you but...” and “I was wondering if...” And lastly, off-record indirect strategies would take some of the force off of somebody. For example, the speaker is trying its best to escape the direct Face Threatening Act (FTA) of requesting for a beer. Instead, he rather wants it be given once the listener could guess that that he wants one.

The above-mentioned politeness strategies will guide speakers in the utterances that they produce. Some researchers have advocated that the appropriate use of the response strategies is unlikely to be identical across different communities, and that the speech act behavior varies in both conceptualization and performance across cultures. It is presumed that people in Dipolog City have their own unique strategies in the presentation of speech act. The researcher believes that a speaker’s realization of speech acts tends to be affected by their different cultural norms.

RESEARCH METHODOLOGY

This study utilizes the descriptive-qualitative research. This study investigates the types of linguistic strategies and pragmatic features that help create and define a tourist space it has become. Data are collected at Dipolog City Boulevard. Permission from the city major as well as the shop owners is sought prior to the conduct of the study. All signs of every single store in the boulevard are photographed. Commercial signs from stores that are closed and renovated are not chosen for the analysis of data. Moreover, only commercial signs

written in English are utilized in this study. There were 58 signs used for the analysis in terms of linguistic strategies and pragmatic features. Furthermore, a rigorous library and internet research is done for the analysis and interpretation of the data.

RESULTS AND DISCUSSIONS

Linguistic, literary and rhetorical strategies play a role in creating signs on Dipolog City Boulevard to attract customers or tourists to visit a shop. These strategies can be described in terms of lexical blends, initialisms, homonyms, personifications, transliteration, speech acts, politeness strategies, gender-biased styles, alliteration, consonance, assonance, jargon, metaphor and proper names. Moreover, pragmatic features were also found in the commercial signs which include politeness strategy, indirect speech act, extended speech act, bonding, sophistication, quotation, personification, metaphor and humor.

LINGUISTIC STRATEGIES

Some shop names are the result of the creation of a new word, or of combination. According to Fromkin (as cited in Thongtong 2016), blending is a type of formation by linking parts of two or more terms such as brunch (breakfast+lunch), smog (smoke+fog), etc. Using blend words makes shop names unique and gives general information to customers about products sold. For example, the shop name “CENTRALL gastropub” is derived from “center” and “all”; “gastronomy” and “pub house” It can imply that this shop has every food you crave, and has the practice of cooking and eating good food.

On the other hand, the shop name “infinitea” which comes from the blended words “infinite” and “tea” could give an information to the customers that this café has unlimited tea. Another shop sign is of a café named bon appetea is derived from the two words “bon appetite” and “tea”. Such blended form is a strategy to give an impression of having a good drinking of tea since *bon appetite* is a French word which means “happy eating.”

Some shops are named by using initialisms, words derived from the initials of several words (Ibid.). For example, the signs written as “EJ”, “AJ” and “MJ” which represent the first names and the family names of the owners of the food stalls. How potential tourist’s readers interpret this and other English acronyms is a question beyond the scope of this study, but one worthy of future investigation.

Some shop names display the usage of representation of a thing, an animal, or an idea that is certain qualities and characteristics of human beings (Literary Devices, 2018). These entities are characterized or given abilities of that of actual persons so that readers may feel that these elements have the capacity to perform like real people. The food stall “Buco Cool” indicates that one may feel cool after drinking the buco. Another food stall named “potato giant” (literally “potato fries store”) conveys the meaning that the store sells huge potato fries.

Shop signage can be discussed in terms of acts that a speaker accomplishes when creating an expression. Shop signage can be discussed as to how an utterer performs when making an utterance (Thongtong 2016). For example, “Don't ever forget to drink your coffee and cake because it's good” can be interpreted as a reminder which implies that if you do not want to miss tasty coffee and cake, you should buy coffee and cake here. In addition, the sign maker engages the reader/ viewer directly by using an imperative “Don't ever forget...” Another type of speech act that can be found from shop signage is a request. One sign written in Thai shows the message which means “Please leave some space for a delivery truck. Thank you”. The sign consists of a speech act of request followed by a move of expression of gratitude.

“Biano’s pizza, it is Pizzarap!” can be interpreted as a statement which implies that someone is actually expressing how one’s felt when he/she had tasted the pizza. It is inviting customers to try and taste the pastry sold in this shop. It is the action completed in uttering the locution whereby the speaker asserts, suggests, demands, promises, or claims as stated before. The illocutionary force is the speaker’s intent, e.g. informing, ordering and undertaking.

Similar explanation can be inferred in shop sign Ella’s Pizza Delicious, Bigger in Size and Affordable. Searle classifies these speech acts as *expressive*. They show how the talker feels regarding the situation. Apologizing, thanking, deploring, and welcoming are its kinds.

Another sign LETS eat chicken engages the reader/ viewer directly by using an imperative “LETS eat”. It can be inferred that LETS is the clipped word for the first name of the owner. It could be Letecia, Letty, or Leta. Similar explanation can be found in another sign in which an invitation (Have a sip!) is given after asking a question (Are you thirsty?); and where an order is given “Get some!”

Transliteration is the process of giving visual transformation to the printed words or phrases that are written in one language into the corresponding characters of another dialect or tongue (Thongtong 2016). As shown, a shop's name can be represented in English orthography such as "SIOMAI KING." In addition, to name a shop by using English, English sounds are transliterated in Filipino orthography in "ANG HARI NG SIOMAI." The owner or manager may use transliteration from Filipino to English so that visitors from other countries may recognize that it is a Filipino store. Mostly, if shops were named and labelled using foreign words, the stores appeared to attract all kinds of tourists because of the modernity they offered.

The use of homonym, a word that is spelled and pronounced like another word but is different in meaning the same but different in meaning and perhaps spelling is also found (Literary Devices, 2018). The sign "D' BASS District" is an example of a homonym. The word "bass" could be a noun which means "the lowest voice part on a 4-part chorus" or an adjective which "having or indicating a low sound or range." On the other hand, the word "district" could be a noun which means "an area or section that has some special characteristic or purpose;" or it could be a verb which means "to divide or organize into districts."

Politeness strategies are not limited to foreign readers, but may also be directed toward foreign tourists. Brown and Levinson pointed out that as social beings we want to preserve what they call "positive face," or the desire to present a positive image to others, and "negative face." They further stated that speech act can threaten the face of those who are being addressed. They called these as "Face Threatening Acts (FTAs)" (see Brown and Levinson 1978). Five ways are suggested to act that may threaten the face of those we are addressing: (1) "Do the FTA baldly with no redressive action" (i.e. non-mitigating strategies can be used when an utterer prefers to do the FTAs with competence rather than the want to give satisfaction to the hearer), (2) "Do the FTA with redressive action with positive politeness strategies" (i.e. strategies selected when the speaker aims to please the addressee's desire to be liked), (3) "Do the FTA with redressive action with negative politeness strategy" (i.e. strategies chosen when a speaker aims to please the addressee's desire not to be imposed on), (4) "Go off-record" (i.e. strategies that are not directly produced. They have potential to convey more than one illocutionary acts) and (5) "Don't do the FTA" (i.e., non-performance of any kinds of linguistic

realizations). Politeness strategies are intended to preserve the interlocutor's positive face and to mitigate the possible effects of negative face threatening acts. These politeness strategies are also used in shop signage. Some shop signs convey direct and precise meaning. Positive politeness strategies are found in signs representing attempts to give satisfaction to the desire of the readers. A smiling iconic expression that is also present in three signages is considered positive politeness strategy as this shop owner desires to be accepted by customers and wants a lot of customers coming to his or her shop. Using positive politeness strategies is a way of attracting customers.

One significant finding in this study in which existing studies had not included is the use of gender-biased linguistic landscapes. According to Christopher (2016), advertisements have for a long time used gender-based styles. Gender-based styles are part of what is known as deviant styles, which is one of the stylistic /linguistic strategies used in advertising. Masculine and feminine styles have been depicted either in the text or in the image of advertisements or in both. They are two distinct styles in advertising used to persuade a specific target audience consisting of males or females. Out of 58 commercial signs, 13 (22 %) of these are gender biased. Moreover, masculine (63%) commercial signs are most preferred as compared to feminine (37%) signs. Moreover, the use of emoticons and other graphics is represented mostly by male emoticons.

The analysis also revealed one commercial sign which contains alliterated words. The shop sign "Cultured Clothing" bears successive sounds of /k/. Alliteration is a figure of speech in which a series of words with the same initial consonant sounds appear close together in a sequence. It comes from the Latin word "Latira" which means "alphabet's letters" (Literary Devices, 2018). Repetition here depends on sounds and not on letters. Alliterations are found in people's names, with the aim of making these titles easy to recall and notice. Examples of these are Marilyn Monroe, Ronald Reagan, William Wordsworth, Lois Lane, Mickey Mouse, Donald Duck, and Spongebob Squarepants. Moreover, alliterations are found companies' and labels. It enables the title of a corporation attractive and appealing to the customers. Examples include Krispy Kreme and Choobie-Choobie. In the marketing industry, alliteration is a literary device that will make the brand of the product eye-catching. It is helpful if the owner aims to attract the customers and to enhance sales.

The signage ‘Fresh Fruit Shake’ shows that the consonant sounds /f/ and /sh/ are repeated; and in even in the sign ‘Big Boss Resto’ the consonant sound /b/ is repeated; in ‘D’Bass District’ consonant sound /d/ is repeated. Consonance refers to the consonant sounds that are produced repetitively in a phrase or a sentence. This repeat occurs in swift sequence, such as in “pitter, patter.” This is not similar to assonance. In this literary device, the consonant sounds are found at the start, mid, or end of numerous consecutive terms, and not at the end of words (Literary Devices, 2018).

Assonance usually occurs when there is more than one word, which start with different consonant sounds, appear close together in a sequence (Ibid.). In the shop ‘Coco Buko’, the same sound “-ow-” are found in the words “coco” and “buko”. Similar explanation will do in which the vowel sound /e/ is repeated in words ‘Red’s’ and ‘Knickerbocker’; the vowel sounds /ow/ and /i/ are also repeated in the shop ‘KopiRoti’.

This study revealed one commercial sign “S & A Grey Tee fashion boutique” which uses jargon as a linguistic strategy. Jargon refers to the specialized language of a trade or profession (Kile 2008). In the shop mentioned, it has the word ‘tee’ which is a specialized term for T-shirt. Merriam-Webster, Inc. defines Tee-shirt as a less common spelling of T-shirt. This type of clothing is a chic of unisex material shirt termed after the T shape of its physique and covers. It usually has a round neckline and short sleeves, known as a *crew neck*, without a collar. These garments are commonly prepared of a dainty, low-cost material and are easy to clean. This literary device is a fictitious word which is described as the usage of precise phrases and terms in a specific situation, occupation, or employment. These particular expressions are used to carry concealed meanings that are accepted and understood in that workplace (Literary Devices, 2018).

The analysis revealed that there were 22 (37.93%) of the commercial signs which bear the proper names of the owner. Proper names are often ascribed to a certain language. When we read the name Yves Rocher on an Amsterdam Street (Edelman, as cited in Finzel 2012) we think of it as a French word and thus value it more, at least if our mother tongue is not French. Furthermore, names can be translated, another proof that they belong to a particular language. Charlemagne is the national hero of the French, whereas Germans regard Karl den Großen as the founder of their nation. In fact,

Charlemagne and Karl der Große is the same person, even though in two different languages. It might thus be only fair to include proper names into the analysis of a LL.

However, this view can also be problematic. Some names might belong to more than one language. Taking the shop name “Antonio’s Pension House,” the word “Antonio” can be a Spanish name with Spanish pronunciation. Same explanation can be done with the food stall’s name “Ella’s Pizza”. The word “ella” can be pronounced as /elya/ or /ela/. Additionally, the perception of proper names and the assignment to a particular language strongly depends on the linguistic competence of the reader and is therefore subjective. Thus, proper names being signs of identity display and territory-marking can serve as a useful tool for future research.

Palmer (as cited in Thongtong 2016) has pointed out that tourism can be hypothesized as ways of generating an optimistic domestic individuality for foreign consumption. Along Dipolog City Boulevard, the proliferation of food stalls, cafes, resto bars, souvenir shops and other services presents a commodification of traditional Filipino culture for both domestic and international tourist consumptions. Linguistic, literary and rhetorical strategies are also beneficial tools in the creation of signs to attract tourists. They catch the eye, engage the reader and occasionally elicit a smile.

PRAGMATIC FEATURES

Politeness is referred to as a gesture of showing esteem and courtesy to other people. This is present to any culture across the globe. In a country like Philippines in which the Filipino culture is highly old-fashion and reserved, the act of being courteous to elders and of performing rites and practices which best express much respect to old folks are extremely treasured though the years. These positive values have been brought from one generation to others. Brown and Levinson (1978) point out that as social beings we want to preserve what they call “positive face,” or the desire to present a positive image to others, and “negative face,” the desire not to be imposed upon. These kinds of strategies are also used in shop signage. Some shop signs convey direct and precise meaning. Positive politeness strategies are found in signs representing attempts to please the reader’s need to be adored or acknowledged.

A smiling iconic expression as reflected in the shop named ‘Potato Corner’ is considered positive politeness strategy as this shop owner

desires to be accepted by customers and wants a lot of customers coming to his or her shop. Being polite is an effective strategy of attracting customers. English marks tend to utilize obvious vocabularies, whereas Japanese symbols regularly encompass items that show reverence, and German emblems use infinitive phrases to avoid revealing private affairs. The study revealed that each language has its own way of showing this gesture. This contrast of these three tongues showed that each dialect has its chosen styles in terms of location and explicitness (Nishijima 2014). Nevertheless, it is noteworthy that the findings refuted the study of Yoshinori Nishijima in which he believed that the extent of courtesy in sign languages differs grounded as to where the mark is positioned. Dipolog City Boulevard is highly public places and most of the commercial signs bear politeness strategy. Such finding is supported by Srisuruk (as qtd. in Celeste 2015) in which it was revealed that the contributors' choice of politeness tactics reflected their work-related individualities. For the hoteliers, negative courtesy is the selected strategy in most situations, and focuses on maintaining the remoteness from their speakers. On the other hand, negative civility was still the most common scheme that is displayed by the other groups, and smooth on record were established habitually. It is understood that sociological variables such as supremacy and social distance have an impact on the use of expressions and the level of graciousness on the utterer side.

According to Leech (as cited in Deng 2014), most speakers express their act of courtesy through the use indirect speech act. As observed, a lot of commercial symbols in metropolis aim to intensify the degree of gentility through the use of feature. The commercial sign 'Sweet Corn' bears "healthy sweet corn 100% pure." This is an expression in which there is an indirect performance of one speech act by executing another. Including this phrase "healthy sweet corn 100% pure" is done indirectly by executing another communicative act—asking the reader to buy and eat the product.

Philippines is a Southeast Asian country that is known in the world for its rich culture, values, and tradition. Close family ties or having each member of the family, friends, siblings or relatives being together is a very important value among Filipinos. Such collectivism and bonding are reflected not only on the practices but on the family business as well. In designing the name of the business and the products, owners or managers have to consider that bond is reflected or expressed thoroughly. It is necessary to make the viewers or readers to

be affectionate. The use of this is perhaps one of the most common strategies of showing connection is the eccentric usage which highlights the harmony between the interlocutors by stimulating the sympathetic outcome, as in the shop named “Bianos Pizza”. There is a statement written below the shop: “We Deliver”. This statement conveys strong bond between the clients and the owner.

On the other hand, sophistication is the process of attaching more consideration of having a more creative and aesthetic communal emblems. How the words are used in the creation of the public signs also exhibit the distinctive and imaginative taste as well as the personality of the speaker. The primary objective of marketable sign is to be practical. Currently, the creators of commercial signs give more emphasis to the visual and appealing value of these profitable marks. The printed words and other graphics of the commercial signages also some distinctive artistry and aesthetic value of the speaker. This is why; different linguistic schemes are implemented to attract more attention to commercial marks as presented in the shop named “Dipolog Souvenir Hub”.

According to R. Galbis (as cited in Walden 2014), there’s no one-size-fits-all answer for strategies that emit complexity and elegance: subtle color palettes and touches, logos, intricate lines, a well-made website and customized typesetting do not project true sophistication when every component is scrutinized in separation. What produces a unified and well-designed end-product is the cohesiveness of all these elements combined. Designing a good brand or label is not just restricted to the logo; corporations and establishments are generating a language for their product that goes outside this one (piece of the puzzle). Moreover, what is called “elegant design” in 1950 may be considered as obsolete or old-fashioned by today’s criteria. On the other hand, C. Vizcaino believed that the next design element that naturally comes to mind is the text. Every brand utilizes writing to supplement images on its signage, website, and advertising materials, even commercials on television. One has to put in mind that consistency on the use of the text is the key. A fanciful title for a corporation or firm can be greatly damaged by selecting the bad typesetting. Less is more. The simpler is better. Complicated overall design may distract the audience, and the real message will not be conveyed (Ibid.).

The establishment may decide on what typeface and font choice will be used. Most of the times, they consider the occasion and

intended brand messaging. A scripted typeface, as stylish as it may be, is not effective when it will be used for recent avant-garde fashion brand which aims to push the limits and surprise its audience — but script might be a flawless fit for black-tie bridal requests.

Quotation is a linguistic device which uses direct or indirect quotes from fictional works, and exemplifies a transformation of outdated culture to some extent. This is also one of the strategies employed in most of the commercial signs today. Old-style and current Philippine art, music, tradition and values are unremitting foundation in the scheming of profitable emblems. Many commercial signs in Dipolog City have straight or unintended quotations as shown in the commercial sign of ‘Shiatsu Japanese Therapeutic Massage’. A quote is stated: Massage that bridges the space between the body and the spirit especially for blood circulation. The consistent font types and styles of the words and the conspicuous size found on the navy-blue background strengthen the cautionary effects on the audience, and provide the information that is needed by the readers in a cost-effective way.

One of the other predominant linguistic strategies embraced in commercial signs in Dipolog City Boulevard is representation, which gives particular characteristics to lifeless things. This scheme makes commercial signs brighter and more realistic, as shown in the shop named ‘Potato Giant’ conveys a message that they sell big potatoes. One may expect that their potatoes are bigger than the other stores. Literally, there are no giant potatoes but the picture personifies human attributes like that of a giant. According to Thongtong (2016), some shop names display the usage of representation which provides human attributes to a thing, an idea or an animal.

Metaphor refers to as one thing pictured as if it were something else, suggesting a likeness or analogy (Kile 2008). As shown in the shop sign “Big Boss Resto” the owner intends to create this shop’s name suggesting that whoever enters the resto will be treated as big boss. The black hat is implying that customers will have the feeling to be a big boss once they will buy drinks and food inside the resto bar, so attracting more foreign customers.

Humor is considered to be an important feature of commercial labels nowadays. In the design of public signs, one has to aim in attracting the customers’ attention and to increase the interest of the community. The speaker could best express what they intend to say or convey through the use of humor which brings them enjoyment and

makes an impression. When a commercial sign is humorous, it establishes good interpersonal relations. To achieve an amusing and fresh effect in profitable marks, one has to intentionally violate the maxims of Cooperative Principle. The facial expression of the chef of the shop named “‘Kelly’ Spice Island Cuisines” who prepared the spicy food having big round eyes, and big nose and mouth wide opened contribute to create the lighthearted and humorous outcomes. This sign does not necessarily mean that the chefs in the restaurant are having big round eyes, big nose and big mouth, but may want to tell the customers that their eyes will be wide opened after tasting the delicious and spicy food that they will be serving.

CONCLUSION

This study concludes that the commercial signs in Dipolog City Boulevard reflect various linguistic strategies that aim at attracting local and international tourists. Moreover, these commercial signs have pragmatic features which need to be understood. There are implied meanings and messages beyond the physical features. Thus, linguistic landscapes of commercial signs serve as potential and authentic sources of instructional materials development that aim to target the local and international tourists, and a good source for research studies in teaching and learning pragmatics.

RECOMMENDATIONS

Consequently, from its results, this study recommends that novice business enthusiasts may consider the kind of business they will operate that aims to target the local and international tourists. They may also utilize the findings in considering the marketing strategies to be applied in their business. Also, English teachers may utilize these commercial signs as authentic source of teaching and learning linguistic strategies and pragmatics. A study of linguistic landscapes may provide some pedagogical applications for foreign language instruction. Language choices including English appearing in commercial spaces hold much potential to develop students’ foreign language knowledge. Thus, a monograph on linguistic landscapes to create tourist space may be adopted to serve as reference to novice businessmen and language teachers.

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