

Armenian in the Jordanian Linguistic Landscape: Marginalisation and Revitalisation

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Abstract : This paper examines the Armenian language in the linguistic landscape of Jordanian cities. The results indicate that Armenian is chiefly marginalised in the LL. By quantitative and qualitative methods, the current study attempts to identify the main reasons behind this marginalisation. In the light of the fact that Armenian is completely absent from the commercial streets of major Jordanian cities, all monolingual and multilingual signs in Armenian Neighbourhood in Amman city are photographed to identify them according to function and language. To provide plausible explanations for the marginalisation of the Armenian language in the LL, the current study builds upon issues of language maintenance and underlying language policy. According to the UNESCO Endangerment Framework, it can be assumed that Armenian is a vulnerable language, even though the Armenian Church exerted great efforts to revitalise Armenian in all social settings, including the LL. It was found that language policies enacted by the state of Jordan, language shift, language hostility, voluntary migration and economic pressures are among the reasons behind this marginalisation.

Keywords : linguistic landscape, multilingualism, Armenian, marginalisation and revitalisation

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