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Title	カーディフ市に見るウェールズ語の言語景観: 二言語表記の浸透度合いとその効果
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Abstract

This work investigates the linguistic landscape in Cardiff, Wales.

Although the nation is located in the heart of the English-speaking island, its language policy encourages using its own language, Welsh, while the locals speak English as (one of) their first language(s). This attitude and motivation to use the Welsh language raise questions about our unconscious English linguistic imperialism and are also insightful from a regional development and knowledge maintenance point of view.

This article analyses how wide or deep its language policy has become — not only in the public sector but also in private entities — and how much the locals accept it.

Among bilingual signs written in a local language and English, outside the UK, in general, the local language is a medium for residents (the majority), and centrally, the English language is for external visitors (the minority). However, in Wales, English is a medium for the majority, including both visitors and locals, and the local language is for the majority, although for the residents. For this unique position of the language, the Welsh language has become a cultural symbol to external visitors, as well as a means of communication for the locals. In addition, people in Wales nowadays recognise using the Welsh language as a positive and ethical action; this is evident from the use of the language in low-Welsh-speaking-rate cities such as Cardiff and among chain stores as well as the public sector. Moreover, this phenomenon in Wales differs even from the one in Ireland and Scotland, which also have a similar linguistic landscape that is bilingual in English and the local Celtic language.