

Pakistan Journal of Society, Education and Language (PJSEL)

Journal Homepage: <https://pjsel.jehanf.com/index.php/journal> *ISSN*

2521-8123 (Print)
2523-1227 (Online)

Identity, Ideology and Culture: A Multimodal Discourse Analysis of Linguistic Landscape of Swat

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Original Article

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Keywords

Linguistic landscapes, linguistic patterns, static images, culture, identities.

Abstract

The goal of the study is to explore linguistic landscapes of District Swat. The language and static images in linguistic landscapes represents culture ideologies, identities and mind set of Swat people O'Halloran's Multi modal discourse analysis is used as theoretical and conceptual framework. Three modes of O'Halloran are used to analyze Swat linguistic landscape. 20 landscapes are collector out of this two were analyzed. . Language and culture frequently used cultural symbol that expressed the community identities. Like in most boards such slogans were used which welcomed people so this indicate or convey a message that the people of swat are hospitable in their culture hospitality is present. Flags and colors used by the shopkeeper shows the national identity of the people. In most shops green and white colors were used which represent that they are patriotic and their national identity. The language used or choice of language like dialects and slangs showed the cultural origin. It created interest of local people in that shop or business which resonate with their culture background. Also, the colors used on signboards reflect the culture practices and values. The images and language used, convey he ideas and goals of society. In most of the signboards the words Masha Allah was written it shows the religious identity of people and their mindset and belief in their religion.

Background of the Study

The meaning of human communication, including words expressed in a coordinated and normal manner through writing, gestures, or speech. It may also be expressed in writing. The written language found in the public sphere can be called the "spoken language" (Gorter, 2006). Consequently, the language environment is all around us, but most of us are not aware of it because we may not know the language used in the streets, workplaces, residences, publications and advice. The increasing interest in this topic is evidenced by the many studies published on musical literacy in the last decade. Some examples include studies of sign language in the Old City

of Jerusalem (Spolsky & Cooper, 1991). (BenRafael et al., 2004) and studies of the language of different languages in Tokyo (Backhaus, 2005). In addition to these points, (Landry & Bourhis, 1997) have shown that Linguistic landscape can achieve two goals symbol an information. One first way to think about this is to identify a geographic area and the linguistic communities that live in that area.

Linguistic Landscape is a way of achieving language proficiency. Multimodal analysis is a method that considers different types of communication and their interactions. Multimodal conversation analysis is a method for examining other forms of communication, in addition to text, color, and images. In short, the representation of linguistic diversity tells us something about the sociolinguistic composition of an area and about the relative strength and status of particular language groups. The use of public sign language is called the sign function. This feature suggests that a common language is present in signs that are both public (business signs on billboards, store windows, etc.) and public (street signs, street names, inscriptions for government buildings, government signs in city halls, etc.). In a sociolinguistic context, personal language contributes to the atmosphere of life, its power, and its status. According to (Gorter, 2006), Linguistic landscape includes "the presentation of language" and "the study of the use of language in symbols", the latter of which refers to "international identity and cultural trade" and the motivation of minorities. According to Abramova (2016), linguistic landscape is a new field of sociolinguistics resulting from the increasing interest in multilingualism, language ecology, and globalization trends (e.g., the way words interact to create the world around them).

Statement of the Research Problem

This study aims to explore the linguistic landscape of Swat, the language on the signboards represents the culture ideologies and identities of local people. The study explores how language is used in public signs across District Swat. It also examines the area's language diversity. The study tries to understand the complexities of language use, cultural representations, and their effects on society by investigating visual representations of languages and scripts in varied public areas.

Research Questions

1. In what ways do the linguistic patterns in linguistic landscapes represent identities and culture ideologies and mindset of the people?
2. How do static images in linguistic landscapes represent identities, culture, ideologies and mind set of the people?

Research Objectives

Main objectives of the study are:

1. To evaluate the role of linguistic patterns in linguistic landscapes, representing identities, culture, ideologies and mindset of the people
2. To explore the role of static images in linguistic landscapes representing identities, culture, ideologies and mindset of the people

Review of Literature

General Overview of Linguistic Landscape

Linguistic landscape has different meanings and is the description and analysis of the situation in a country. Language expansion and the introduction of boundaries Labov et al (1997). Gott raises some points about the role of speech in society. It can help people to understand more deeply the differences in speech that characterize many languages, of today's society. Narratives describe different levels of language history or grammar Fleitas (2003). As a combination of human activity

systems there are two language environments: bottom-up and top-down research and reporting on national or regional government signs and public schools reflecting special rights: religion, government, urban, cultural and educational, and medical. Public interest symbols, street names and signs. There are social contexts that have more than one language Kreslin (2003).

Early Studies in the Field of Linguistic Landscape

Studies of speech also look at trends, such as which words are spoken in which types of settings. Furthermore, a description of an area can check which communities are marked by which language. For example, Blommaert conducted an ethnographic study of the Antwerp region of Belgium to understand how different sign languages preserve the social and cultural history of a place, while Carr (2017) explores three districts of East Los Angeles in her article East Los Angeles. The use of language in a linguistic public environment is the focus of the linguistic landscape, which also attempts to explain the symbolic meanings of different linguistic signals. Sociolinguistics, the study and explanation of the connection between language and geography, is a growing field that now includes the study of linguistic landscapes. Analyzing motivation, social institutions, emotions, feelings, identity, power formation, and other social concerns in the context of the landscape is the goal of linguistic landscape research. The term "linguistic landscape" first appeared in Landry and Bourhis's study they said that the language of government buildings' posters, signs, names, shops and public signs is English landscape. Since this idea was put forward, more and more researchers have begun to devote themselves to research in this field. Foreign scholars have examined the definitions of different fields from different perspectives such as culture, geography, semiotics, sociolinguistics, language use and education, and have found them important. Foreign language has been credited with creating important and widely used research ideas since the concept of grammar was first discovered in other countries. Therefore, the relevant theory has also been established. (Landry & Burris,1997) the ethno linguistic vitality hypothesis analyzes language behavior, behavior, and social identity from a social structural perspective and is closely related to the dominance of the main words in the language (Scollon & Scollon ,2003) proposed the concept of space, which focuses on the meaning of the relationship between symbols or words in a linguistic landscape and the way the language is used in a truly rounded way the visual meaning of representation, interaction and meaning is the principle proposed by (Kress, 2010) as well as by social semiotics, Scolen's (Kress, 2010) as well as by social semiotics, Scolen's semiotics.

Main Contributors to the Field of Linguistic Landscape

The following are the main ideas and contributions of linguistic landscape. William Labov (1972), which examines the symbolic language of urban communities, particularly in the context of the cultural practices that underlie language, culture, and urban studies. The research of renowned sociolinguist Labov focuses on the ways in which language functions differently in different contexts and regions. In *The Language of the Inner City*, he uses a similar strategy to study the city. The aim of Labov research is to understand how language in urban communities informs and perpetuates social inequality. He is particularly interested in the ways people speak and behave in different societies. He studied how locals use symbols to express community identity and group membership. Labov learned the written language of the city as well as the spoken word. He studied graffiti and signs as the language of the urban community. This involved analyzing the content, sentences, and spelling of various articles. People often use their favorite language to distinguish themselves from others or align themselves with certain groups. Although, Labov research focuses primarily on discourse, it directly influences the development of landscape research.

Later researchers were able to continue their research on the language of urban landscapes because language shows the relationship between individuals and is different from urban areas. This is a research project that investigates the connection between language differences, interpersonal relationships and the urban environment. It was conducted by Dutch linguist Durk Gorter, focusing on Catalonia, Spain. His work has contributed greatly to our understanding of the interaction between cultural practices, linguistic environment and linguistic practices in this area (Gorter, 2006; Gorter & Cenoz, 2015), show agreement Field. Gott research examines how words appear in different languages in public spaces. This includes examinations of shops, advertisements, street signs and other public communication tools. Her research covers the impact of linguistic norms on the linguistic environment. Gott examines how laws and programs affect how language is used and viewed in public spaces, particularly in Catalonia. This involves examining issues related to identity, language use, and knowledge of community membership. Jasone Cenoz's (2015) also provides insight into how linguistic norms affect language knowledge and behavior in bilingual communities such as Catalonia.

Linguistic Landscapes of Pakistan

Manan and Channa (2017) examined the globalizations of English in the Pakistani linguistic landscape." The study's main area of interest was the Quetta region of Pakistan, where they looked at the distribution of languages and the wide spread use of English in non-Roman script.

English remained a foreign language. Despite covering the majority of Pakistan's signboards, it was the language used in several areas of the country. Despite Pakistan's multilingualism and ethnic diversity, few scholars have looked at the country's linguistic environment. For instance, Manan et al., (2017) analyzed the linguistic landscape of Quetta. Nikolaou and Shah looked at the Swat commercial shop signage (2019). They concluded that while the vast majority of store signage was bilingual (Urdu and English), some were monolingual in English. Traffic signs were chosen by Shahzad, Hussain, Sarwat, Nabi, and Ahmed (2020) as their unit of study, on the highways and roads of Pakistan. They interviewed 4 provinces, and the many methods used by traffic signboards to enable.

They mentioned the use of both English and Mandarin, along with some translations in each language. Mandarin is a language that is widely used in Chinese communities. As a result, the presence of Mandarin in Pakistan serves as evidence of Chinese influence. All of these studies focus on the distinctiveness of the linguistic environment in Pakistan, where English is a foreign language and predominates. None of these studies, however, have discussed the tactics employed in a multilingual context in detail. As a consequence, Thong tong (2016) and Reh (2004)'s multilingual writing styles were used in the current study to analyze Pakistan's linguistic environment. The study is restricted to the linguistic environment of Khyber Pakhtunkhwa's, Nowshera area. It focuses on language in its most visible written form. Another article was written 'linguistic landscape of cinema in Lahore, from lakhshmi chowk to the vogue towers super cinema. From linguistics to geography, education, sociology, politics, environmental studies, semiotics, communication, architecture, urban planning, literacy, applied linguistics, and economics, Linguistic Landscape connects a wide range of fields and interests' researchers (Shohamy & Gorter, 2009). First-time visitors can enjoy a more authentic and unique experience at the site thanks to the unique linguistic landscape. Ancient towns have drawn more attention from travelers as a result of the tourism industry's explosive growth and are now thriving cultural tourism destinations. Peshawar's multilingual Linguistic Landscape raises various challenges about language contact, legislation, diversity, globalization, signage practices, and public views.

Linguistic Landscape Representing Identities

Inferentially, the linguistic landscape also offers hints about the community's linguistic and cultural heritage. For instance, some incorrect English usage in Japan (Barrs, 2015) suggests that the English language is occasionally written in ways that differ from the standards for native speakers, even when it is not intended for English speakers. These errors are caused by the first language. Similarly, Im (2020) demonstrates that one East Asian country incorrectly used other East Asian languages in order to convey the essence of East Asia and to construct a specific kind of East Asian identity in a non-English speaking context, despite the fact that East Asian countries are frequently assumed to have similar linguistic and cultural backgrounds. Consequently, mispronouncing words is another way that people express their identities. The study's location, educational institutions such as universities or schools, is referred to as school

Scape research, a sub-genre of linguistic landscape research (Gorter, 2018). The intricate and ever-changing nature of the inter sectionalism between languages, pictures, signs, symbols, and individuals who shape the linguistic landscape and spatial identity has been extensively studied. School scape research has demonstrated that top-down mechanisms, such as substituting English or Korean for local languages, have a significant impact on exhibited languages (Brown, 2012; Dressler, 2015). The preference for bottom-up methods has been expressed by students and community members as a way to rebel against the authority or hegemony of an institution. In contrast to official signs displayed in public spaces, which must be written appropriately, students' and teachers' active involvement occasionally adds layers to the environment inside schools, where professionalism such as accuracy of language usage is not required (Gorter & Cenoz, 2015b; I'm, 2020). Language acquisition takes place in the school environment as well (Sayer, 2010; Qi, Zhang, & Sorokina 2020). For instance, language learners are immersed in authentic language to increase their proficiency (Malinowski, 2010) and can develop criticality in reaction to the existence of languages in terms of dominance and marginalization (Barrs, 2015; Sayer, 2010). Linguistic identity refers to the link between language and identity. It should be underlined that linguistic identity is a specific type of composite identity (at least the one under consideration here) that is naturally associated with humans.

Since Landry and Bourhis (1997), interdisciplinary researchers have been researching the linguistic landscape, which is roughly described as the study of language "displayed and exposed in public spaces" (Shohamy & Gorter 2009). This trend of utilizing a foreign language to communicate modernism may also be found in various Asian countries that have witnessed the Korean Wave, or the rapid rise of Korean pop culture (Lie, 2015). For example, the Korean language is frequently used in Taiwan (Ko, 2004) and Thailand (Huebner, 2006), demonstrating a country sensitively responding to cultural globalization without targeting Korean consumers.

Linguistic Landscape Representing Culture

Waqar et al. (2020) argue that human relationships require communication through language, highlighting the link between identity, language, and social cohesiveness. According to Harris et al. (2008), each community has its own language speciesism. For example, in Punjabi, Hindi and Urdu, the noun "woh" only refers to the third person and does not differentiate between gender and human. In languages other than English, assigning a gender to non-living objects is referred to as grammatical gender. This concept is linked to semiotics and signs. However, this does not imply that everyone who speaks Urdu, Hindi or Punjabi respects everyone equally. The way a language is expressed does not necessarily reflect an individual's feelings towards others. According to Riaz (2021), English uses the third-person singular pronoun to distinguish between humans and non-humans. However, this diversity is also a result of globalization. According to Yalcin (2018),

globalization refers to the process by which objects expand and link across national boundaries. As a result, globalization has directly contributed to the spread of religions

Or beliefs. When people travel from one location to another, they bring specific sets of ideas and values with them. The concept 'cultural globalization' is important here (Thompson, 2020). Cultural Globalization refers to the "Phenomenon by which the experience of everyday life, as influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world" (Watson, 2020). Multicultural Environments is defined as "an ideology that promotes the institutionalization of communities with multiple cultures." It is frequently used to the demographic make-up of a certain place, usually at the organizational level, such as schools, businesses, neighborhoods, cities, orations' (Libretexts, 2021).

Writing language requires a visual system to understand its meaning, unlike reading language. Our visual system interprets signs, colors, and sizes to make sense of our surroundings. According to Dunayer (2001), linguistic rights prioritize the human and civil rights of individuals and communities, allowing them to freely express themselves. Choose your preferred language (s) for private or public communication. Rehman (2004) argues that language facilitates human engagement and communication. As a result, the relationship between identity, language, and social cohesion becomes clear. Haider's (2009) study on the relationship between Indian nationalism and literary and linguistic history found that a child's use of linguistic tools varies based on their ancestry. Urdu, Pakistan's national language, is quickly losing popularity and being replaced by English. Shohamy (2009) identified the phonetic scene as a network of dialects organized by humanistic, social, and point of origin. It takes a global approach to dealing with existing LL, According to Shohamy (2009), this led to an increase in the number of inquiry sites. In Barni-Bagna's (2015) research, quantitative overviews and sign tallying revealed a complex link between language and area among individuals. The author emphasizes that constructing a persona through web-based media pages is not uncommon. It is defined by the inter subjectivity of online contacts, also known as the "aggregate construction of oneself." Language limitations vary by place due to the contribution of both English and Urdu. Cooper (1989) used the term "linguistic imperialism" to characterize the transfer of model social systems' norms and behaviors through language. According to Galtung (1980), the West centralizes the process of transferring social culture and values due to the importance of language shift. A high level of visual consistency characterizes the two-language distribution in Pakistani company signage, and balanced written bilingualism is the outcome of communicative and symbolic complementarily.

Ethical Considerations

The research is conducted with respect for the local culture values, customs and traditions of Swat, particularly its relation with linguistic patterns and static images. During collection of data shopkeepers were asked about the photography of their signboards, and informed about the purpose and benefits of the research and their consent were obtained. The study exactly represents the cityscape of swat showing Swat linguistic diversity, including Pashto, Urdu, English and other languages used in public signs. The rights were respected whether private or public and before gathering data from private places permission were taken. The analysis and collection of data was done with accuracy and objectivity, avoiding miss-representation. The aim of the research was to contribute to the understanding of cityscape of Swat, benefiting the local people and promoting tourism and commercialization. The study helps to preserve the cultural heritage of Swat by analyzing cityscape of Swat. The researcher demonstrate the cultural competence and awareness of local customs and traditions. The researcher maintained professional integrity, adhering ethical standards and guidelines.

Research Design

Qualitative approach used to collect the data. Images of signboards were collected through photography, taking photos of sign boards in public spaces. This method involves actively gathering and documenting visual data from public spaces.

Research Method for Data Analysis

Multimodal discourse analysis is an approach that takes into account multiple types of communication and their interactions. Multimodal discourse analysis investigates different modes, these modes combine and give a complete meaning. Multi modal discourse analysis, is study of how different modes play their role, how they contribute to meaning, whether their contribution is more, less or equal. In visual analysis we analyze the pictures on signboards, show things quickly that would take too long to explain with words. Text analysis explains things that are hard to show in a picture. Color analysis helps highlight important parts and draws attention. O'halloran multimodal discourse analysis is used in which these three modes are analyzed.

It provides insights into how different modes interact, influence meaning and contribute to social and cultural practices. O'Halloran framework suggests that discourse involve three modes that combine and complete the meaning of communication, these three modes combine and complete the meaning, each mode gives different meaning and each mode has its own significance role. When semiotic decisions interact, "inter-semiotic" (or "intermodal") interactions result. A crucial area of multimodal study is inter semiosis (Jewitt, 2009a). MDA is as well, multimodal resource design, development, and dissemination are of interest.

Three modes are analyzed, all these three combines and complete or give meaning of cityscape. first visual analysis is done in which images used were considered that it enhances the board, linguistic patterns used were taken and analyzed which languages are used their relation with culture, ideologies, mindset of people, colors selection individual color were analyzed for which reason such colors are used. All these three modes combine give a meaning of cityscape. O'Halloran's multimodal discourse analysis framework is used both as analytical conceptual framework. Three modes of signboards are analyzed individually but all three combine answers the research questions. For color analysis Johannes it ten's theory is used.

Johannes Itten's Color Wheel

Johannes Itten's color theory is a key topic in art and design education. Itten, a Swiss painter and educator, created a complete color theory that focuses on color's expressive and emotional aspects. Itten identified seven color harmonies: monochromatic, complementary, analogous, and triadic color schemes. Itten stressed the significance of contrast in producing visually pleasing color combinations. He distinguished seven categories of contrast, including hue, value, and saturation and contrasts. Itten believed that color is a subjective experience in which people react differently to different colors. Itten investigated the emotive and expressive properties of color, claiming that colors may elicit a variety of moods and feelings. Itten's color wheel is a key tool in his theories. It has 12 hues, which are classified as primary, secondary, and tertiary colors. Artists and designers use the color wheel to understand color connections and develop harmonious color palettes. Itten's theory is frequently used in art and design education to assist students comprehend color principles and develop successful color schemes. Itten's theory gives a foundation for selecting colors that work well together, resulting in visually pleasing and successful designs. Itten's emphasis on color's expressive aspects affected art and design methods, inspiring artists to explore color's emotional potential. Itten's color theory influenced art and design education significantly, and his theories are still relevant today. His emphasis on color harmony, contrast, and subjective experience influenced the way painters and designers thought about color.

Research Procedure

Step 1: Research Design - Use a qualitative approach to obtain a thorough understanding of Swat's linguistic landscape. Multimodal Discourse Analysis: Using a multimodal discourse analysis technique, investigate the visual, verbal, and spatial modalities of communication in public signs.

Step 2: Sample Strategy, Convenient Sampling: Choose 20 landscapes from Swat's public places, which include streets, markets, and public buildings. Purposive Sampling: Choose 2 as representative sample, landscapes from the original sample for detailed examination based on their relevance to the research question and objectives.

Step 3: Data Collection. Photography: Take images of the chosen landscapes to capture the visual and linguistic characteristics of public signage. Take field notes to document your observations on the context and meaning of public signs.

Step 4: Data Analysis - Multimodal Discourse Analysis: Analyze the visual, verbal, and spatial modalities of communication in public signage using O'Halloran approach, Use data coding and categorization to find patterns and themes in Swat's linguistic environment.

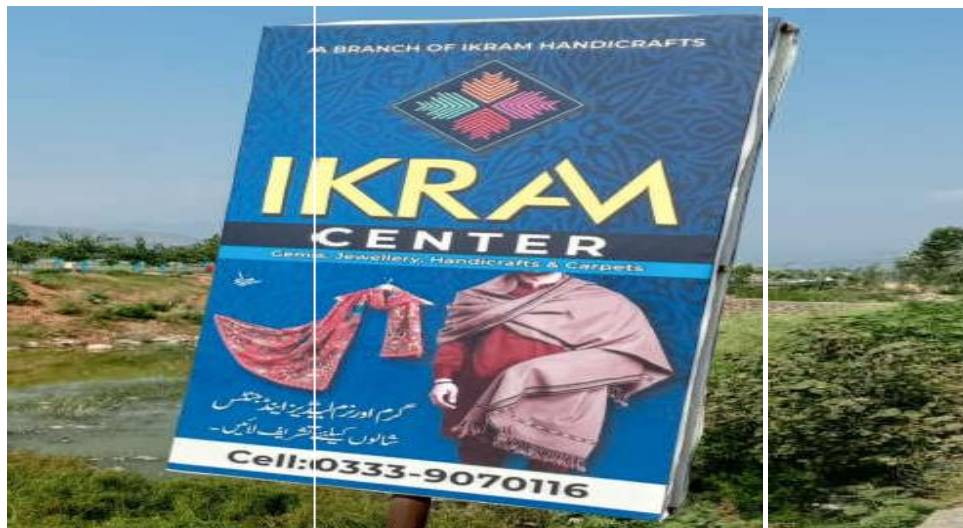
Step 5: Data interpretation. Identify patterns and themes in Swat's linguistic environment and evaluate their importance in relation to the research topic and objectives.

Step 6: Conclusions and Recommendations, Summary of Findings: Summarize the study's principal findings, focusing on the significant themes and trends in Swat's linguistic environment.

DATA ANALYSIS

Multimodal Discourse Analysis of Signboards

There are three modes of communication used in the signboards. Visual analysis in which static images are analyzed, textual analysis in which text or language is analyze and linguistic features are discussed and the third mode of communication is color analysis



Textual Analysis

In figure 1 "Branch of IKRAM handicrafts" is a noun phrase in which branch is a noun and IKRAM handicrafts is prepositional phrase. Branch gives information that it is subdivision of garments shop. This phrase is a noun phrase which has a noun and modifier branch handicraft is modifier. IKRAM handicraft is a prepositional phrase in which of is preposition and IKRAM is a possessive noun altering handicraft. IKRAM CENTER is the name of the shop which is written in capital letter to

highlight attention. Gems, jewelry, handicrafts and carpets this sentence describes the products available at shop it invites statement this shows the tourist and customer welcome them to buy the traditional varieties of shawls products available at shop. It invites statement this shows the tourist and customers Which is popular all over the country which give detail about the product that it is warm and soft and this gives reference to audience that female and male all varieties are available at their shop 50 noun and IKRAM she business name also to gain tourist and customer.

گرماورنرملیڈیز اور جنٹس شالز کے لیے تشریفالیں. product. the business"

In the above sentence گرماورنرملیڈیز is a descriptive adjective gives soothing effect شالز which is noun and shows that this product is available at the shop and draws attention of audience. تشریفالیں this an imperative verb which welcome the audience to their shop and give them invitation that they must visit their shop and are always welcomed. گرماورنرملیڈیز is compound adjective phrase that give detail about the product available at shop and describe then Nature of the product. جنٹس اور لیڈیز this word is syntactically a noun phrase which give detail that at this shop not only female but also man's shawls are also available. شالز کے لیے is a prepositional phrase that clarifies the invitation's goal ortopic. الینتشریف is verb phrase that acts as the sentence's primary purpose and give invitation to the tourist and customers who are in search of swat's shawls. This sentence is imperative because it gives a polite welcoming to the customers and also descriptive because it gives detail about the product which type product is available nature of the product and gents and female. The contact number is given which make easy to contact them and have easily interaction with them. The brand name is highlighted so to make ease for the customers and IKRAM name emphasize heritage and quality. The products names are mentioned gems, jewelry handicrafts and carpets which give detail information that this shop has following products available and can easily get them from this shop. So, it make easy for the customers who are in search of these specific items and ladies for that shows گرماورنرملیڈیز اور جنٹس شالز کے لیے تشریفالیں statement The products or gents both the products are available and also give soothing impact and feeling that there shawls are of best quality and for which season they are used and it is their tradition. The word soft and warm is used to make it more appealing for the traders or customers. This board represent its culture by the shawls which shows that it is their heritage and tradition it also represent their crafts men ship or community traditions. Each place has its own culture and traditions and it shows the jewelry and gems importance in the culture each culture or region has their own jewelry. This board reflects two gender ideologies male and female.

Color Analysis

The dark blue color is used which shows professionalism and trust and the letters written on dark blue color is easily visible and eye catching center is written on black which shows elegance and importance on the center word. The IKRAM is written on yellow because yellow is an appealing and energetic color and grab attention of readers, other multi colors are used like yellow orange Red, green which are brighter and standout on blue and these colors are used to make the board attractive. The blue background is the signboard's prominent hue. Blue color frequently associated with sentiments of trust, stability, and tranquility. The text "IKRAM" is printed in yellow, a lively and eye-catching color. Yellow is frequently connected with sentiments of warmth, optimism, and vitality. The text "CENTER" is shown in white, providing a good contrast with the blue background and making the text easy to read. White is commonly connected with sentiments of cleanliness, simplicity, and clarity. The color scheme of blue, yellow, and white produces a visually pleasing and harmonious look. The contrast between the cold blue and warm yellow lends excitement to the design, while the white text serves as a clean and clear visual element. According to color theory, this combination can be interpreted as follows, Blue and yellow produce a complementary contrast

since they are opposite one other on the color wheel. This contrast enhances the design's visual attractiveness and attention-grabbing potential. The use of blue and white provides analogous harmony since they are adjacent on the color wheel. This balance promotes a sense of tranquility and contentment.

Visual Analysis

Moreover, a man wearing shawl is drawn on the board shows that gent shawls are available and which variety is present and women shawl is made in a hanger on the board which reflects that the ladies are parda nasheen and also that female shawls are available at the shop. The brand name is highlighted so to make ease for the customers and IKRAM name quality. The shawls pictures on board show that how they can imagine themselves in these shawls. The colors used make the data visible and eye catching for the customers. The contact number is given so the customers may contact them The women image is not drawn which shows that the culture of swat keeps their female in parda and this represent their culture as well as religious ideology. This showing the culture ideologies, traditions and making the board attracting by using different vibrant color so tourist may contact and visit the shop keeper emphasize heritage and for specific items.

Linguistic Analysis

In figure 2, the word which is taken from English means fresh, recent change for traders and dealers, -MEKKA" indicates the company. The image provoke improvement. **مرحبا** is the company name it is usually use informal in many Arabic communities. The Arabic word "marhaba" is used throughout the Middle East to greet people, much like "hello" in English and "namaste" in Hindi. According to its Syriac origins, marhaba means the following in literal terms: Mar: God or Master? Haba: Amor. Marhaba: The love of God. There is a long and rich history to tea. The word "chai" originates from the Hindi word "tea", which in turn comes from the Chinese word "cha", meaning "tea". The Hindi word "chai" here refers to a mixture of spices brewed into a liquid that resembles tea. Chai recipes differ throughout countries, cultures, villages, and households. The term "register" and its derivatives originate from Anglo-French register, which is the name for a book used to record daily activities. Medieval Latin *registrum* was an adaptation of Late Latin *regesta*, which meant "things records." The combination of these words **مرحبا رجسٹر** is blend of two linguistic influences south Asian and Arabic, shows the religious, cultural identity of the swat people. There is code switching by using Arabic greeting with Urdu or Hindi terms for food and beverages. **مرحبا** might convey a more relaxed everyday setting, whereas **مرحبا** suggests a friendly tone. The two cultural elements are fused this show how people greet each other of different cultures and how they shared practices; having a meal and a cup of tea. So this whole sentence is fusion of two context one of south Indian and other Arabic and in which manner they are integrated into communication. "World's SUPREME QUALITY for a best cup of tea" it is an adjective phrase it has a noun phrase with descriptive components, a superlative adjective "SUPREME" is combine with a purpose clause which also shows the degree of quality and this Sentence means that superb or utmost best and fresh quality is available at their shop

This is written to grab attention of customers. A best cup of tea" shows its goal that its best quality will make a delicious and out class tea. This phrase **جو چاہتے ہے بہترین** have a noun phrase with a relative clause **ان کے لئے** is a prepositional phrase refers to the customers or audience **جو چاہتے ہیں** is a relative clause describing noun phrase, **اں** by being clear about what they want or need. **بہترین** is an adjective which is used to show that fresh and best quality of tea is available at their shop at good

price. This phrase is use to attract or grab the attention of the traders and there is conciseness in structure of this phrase and also describes that superb quality is available at their shop. انجبار ٹریڈرز is a noun phrase and it is written in bold to is phrase this سوات مینگورہ جبار احمد پراچہ شہزاد احمد پراچہ the show to written catch the eye of dealers information of the owner and their address so that customers and dealers may contact them and visit their shop. اور انجبار احمد پراچہ is a conjunction.

Color Analysis

The blue color is use to show professionalism and it is a sign of calmness, depth, trust and it is used in business and institution because it shows steadiness. This color is also used for power and show authority usually blue color is used for uniforms so here blue color is used to catch the eye and gain trust of people and show professionalism. The yellow is symbol of warmth, energy, optimism and happiness this is also use for alerts because it quickly gain attention. This color is used for marketing because it is eye catching. The blend of these both colors are representing expert but lively, the touch of professional with energy and optimism it is also eye catching, trust worthy and energetic. Blue color frequently associated with sentiments of serenity, trust, and stability. Blue can also have a cooling effect, generating a sense of calm and harmony. Yellow is warm and uplifting: It is frequently connected with sentiments of warmth, optimism, and joy. Yellow may also be energizing and vibrant, attracting attention and creating a feeling of excitement. High blue and yellow color combination. The use of blue and yellow produces a strong contrast, making it visually beautiful and eye-catching. The cold, relaxing influence of blue can counter balance the warm, dynamic effect of yellow, resulting in a sense of harmony and stability. Blue and yellow are a common color combination for branding and design because they can create feelings of optimism, trust, and happiness.

Visual Analysis

The pictures of tea packets are made to show the packaging of tea that tea is packed in best quality of packets and the pictures of packets also show that tea is available in packets and different varieties of tea are available. It shows the business of retailer that the owner sells tea. The picture of cup of tea that is made shows that the owner or shop is of tea business also it shows hospitality and people love for tea a fresh and relaxed environment. Its visual appeal shows that people may get tea of best quality from the shop and can enjoy a mug of tea by making it. This signboard is multilingual and it shows the identity of people love tea they are Hospitable and they are business minded. It has also social impact that traders may contact the owner by having a look at the signboard.

Findings and Conclusion

The linguistic landscape of District Swat's multimodal discourse has several consequences. Despite Pakistan's bilingual language policy, the prevalence of English on signs emphasizes its symbolic and privileged position, which may reinforce social disparities. The linguistic landscape displays imbedded identities and cultural narratives, which influence local meanings and reconfigure site-specific semiotics. Despite being a predominantly monolingual district, Swat's linguistic environment demonstrates multilingualism, demonstrating language contact and interchange. Qualitative methods can provide insights into linguistic landscapes. Comparative studies of different regions in Pakistan may provide more insights about linguistic landscapes and their effects. Investigating the impact of linguistic landscapes on local communities, including social and economic consequences, could be an important field of study.

In this study, the researcher, analyzed the signboards of shops, to answer the research questions the static images represent the identities, culture and mindset of the people. For this, the researcher had collected twenty pictures of signboards. Out of this 2 had been employed to address the research questions. The model of O' Halloran's multimodal discourse analysis was used to analyze these pictures as there are three modes of communication visual, linguistic, color. After analyzing these, the researcher, attained the answers of the research questions. Linguistic landscape is the information present on the signboards, whether it is visual, linguistic, or color.

The shopkeeper also used culture symbols and language to evoke a familiar feeling. Static Images, Represent Culture, Identities, Mindset of People Linguistic patterns and static images served as powerful reflection of culture, identities and mindset of people. Language and culture frequently used cultural symbol that expressed the community identities. Like in most boards such slogans were used which welcomed people so this indicate or convey a message that the people of swat are hospitable in their culture hospitality is present. Flags and colors used by the shopkeeper shows the national identity of the people. In most shops green and white colors were used which represent that they are patriotic and their national identity. The language used or choice of language like dialects and slangs showed the cultural origin. It created interest of local people in that shop or business which resonate with their culture background. Also the colors used on signboards reflect the culture practices and values. The images and language used, convey the ideas and goals of society. In most of the signboards the words Masha Allah was written it shows the religious identity of people and their mindset and belief in their religion. So the signboards represent the ethnic the Religious and cultural identity of people. The shop signboards shows that the people of swat are parda nasheen and their women cover themselves as in one hotel signboard only female shawl was drawn not the image and the gents shawl was made along with gents image. So, using O'Halloran's framework as a guide, this multimodal discourse analysis concludes by showing how the linguistic landscapes of Swat ingeniously control commercial messaging, reflect the identities, cultures, and mindsets of the local people. They also function as instruments for commercial persuasion through well, constructed messaging. A complex tapestry of regional identities and cultural values is also provided by static pictures and language patterns in the region's signage and advertisements, showing how these components both influence and reflect the community's sense of itself.

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