

Abstract:

Public spaces in Macedonia are becoming increasingly multilingual as state institutions, firms, organizations, and individuals use diverse languages or language combinations to communicate with their target groups. Written language plays a crucial role, not only serving a communicative function but also symbolizing the status and prestige of specific languages within particular urban environments. This rich linguistic diversity in Macedonian urban neighborhoods offers a valuable resource for linguists seeking to understand the complexities of language use in different societal contexts within a small country. This dissertation employs both quantitative and qualitative methods to explore how language policies, demographic shifts, and local perceptions of linguistic diversity interact. Four papers comprise the dissertation, analyzing multilingual signs, the impact of language policies, the spatial distribution of language groups, and local residents' perceptions. The findings elucidate the intricate relationship between language use in public areas and broader social, cultural, and policy factors, offering insights valuable to policymakers, linguists, and firms for creating more inclusive public spaces.