

EXPLORING MULTILINGUALISM IN PRIZREN, KOSOVO: A COMPARATIVE ANALYSIS OF LANGUAGE POLICY AND LINGUISTIC LANDSCAPE

Author **Jasmin Jusufi**

Ukshin Hoti University, Prizren, Kosovo , jasmin.jusufi@uni-prizren.com [ORCID: 0000-0001-7004-578X](https://orcid.org/0000-0001-7004-578X)

Abstract:

The study focuses on linguistic landscape of the city, with a particular focus on the relationship between language policy, language use, and the linguistic landscape. It examines the linguistic landscape of the multiethnic, multicultural and multilingual city of Prizren in Kosovo. The research is based on a sample of 330 photos of street signs, business names, advertisements, names of public and private institutions and places of public interest on one hand and the language policy on the other. The photos were analysed to determine the number of languages used and the linguistic characteristics of these signs. The findings of the study show a strong domination of the majority Albanian language, poor presence of Turkish and almost non-existent display of Bosnian or Serbian language on private businesses. However, public institutions including local government offices, schools and places of public interest are named in full accordance with the language policy, using official languages on national and local level including Albanian, Serbian, Bosnian and Turkish. Research provides an important insight into the linguistic landscape of the city of Prizren and draws a contrastive viewpoint between language policy and language display.

Keywords: *Linguistic landscape; Prizren; Language policy; Multilingualism; Language use.*