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**Department of English
Language and Literature**

Linguistic Diversity and Communication of COVID- 19 in the Kingdom of Bahrain

**A Research Submitted in Partial Fulfilment of the Requirements for the
Masters in Applied English Studies**

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Abstract

This study aims to shed light on the Linguistic Landscape (LL) of Coronavirus Disease-2019 (COVID-19) safety signage in the Kingdom of Bahrain. It investigates the linguistic representation degree and multimodality degree of COVID-19 safety signs in public and private sectors in the Kingdom of Bahrain using Gomaa (2017) developed three-level classification system. Then, it compares the results with Bahraini residents' feedback and expectations. Finally, the study compares between 20 posters of COVID-19 signs of public streets, restaurants, and hospitals in Bahrain on LL representation and multimodality level. The results reveal that in Bahrain, English is highly represented in the corpus and most Bahraini residents are aware of this fact. Arabic language comes second leaving Hindi in the third position. Arabic and English was the typical combination shown in the LL which the Bahraini residents are also aware of. Moreover, the results show that most signs are multimodal. Therefore, the survey reveals that most participants did not face any difficulty in understanding and reading COVID-19 instructions. Moreover, the results of comparing COVID-19 signs of public streets, restaurants, and hospitals in Bahrain reveal some interesting findings. Arabic and English monolingual signs are used equally in public streets posters, whereas English's preference over Arabic is noted in hospitals and restaurants. The only combination found in the corpus is the Arabic and English languages. Monolingual or bilingual signs are not preferred in restaurants, whereas the monolingual signs are more predominant in public streets. On the contrary, the bilingual instructions which are written in Arabic and English languages are dominant in hospitals. On the multimodal level, COVID-19 posters in streets, restaurants, and hospitals are considered multimodal. The study's significance is represented in using the LL as a tool to measure how effective the communication is in such crucial global health crisis like COVID-19.

Keywords: Linguistic Landscape, COVID-19, Monolingual Signs, Bilingual Signs, Multilingual Signs, Monomodal Signs, Multimodal Signs, MSA, BA.

Declaration

I declare that this work, which I submitted to the University of Bahrain, contains my own investigation. This research has not been previously accepted for any degree and is not currently considered for any other degree at any other university.

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Dedication

To my supportive husband, caring family, and great friends ... You are the source of my strength and success ... I am grateful to have you in my life ... Thank you from the bottom of my heart ...

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Ebtihal Abduljalil Almuqamam

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CHAPTER ONE

Introduction

CHAPTER ONE

Introduction

1.0 Background

This chapter aims to describe the historical development and debate about the study key terms. Consequently, it provides an overview of the linguistic landscape studies during pandemics. The linguistic landscape studies (LL) have a long history of study and research.

In Japan, the history of studying public LL began in 1972. It all started when a Japanese geographer called Yasuo Masai (1972) used the concept linguistic landscape as one of the first people to use such a concept and studied the LL of the shops in the Shinjuku in Tokyo. In the late 1980s, series of articles were published to shed light on Tokyo LL by the Japanese newspaper ‘Yomiuri Shimbun’ (e.g., 1987a, 1987b, 1987c). Tulp (1978) focused on bilingualism in Brussels, pointing out the domination of French, while Rosenbaum and his colleagues (1977) studied the Hebrew and English signages in Jerusalem Street and referred to the public acceptance of foreign languages that occur in their signs. Multilingualism captured the interest of Inoue (2000, 2001) who

decided to study multilingual sign issues in Japan and integrated it with his own theoretical framework of economy and language. Backhaus (2005) showed some interest in studying the LL in areas where the linguistic conflicts exist clearly like in the case of Quebec and Belgium. In 2007, he conducted a comparative study to investigate multilingual signs in Tokyo and answer questions regarding “linguistic landscape” as created by whom and for whom (Backhaus, 2007).

Recent studies were conducted due to the change that took place in the linguistic landscapes. Hopkyns (2020) analysed COVID-19 LL of the United Arab Emirates to explore the tension among the rhetorical valorisation of diversity and English-centric practices. One year later, Marshall (2021) conducted a study called “Navigating COVID-19 linguistic landscapes in Vancouver’s North Shore”. He analysed official signs, grassroots literacy artefacts, monolingualism, and discursive convergence. In the same year, the COVID-19 flyer in Pasuruan district in Indonesia was investigated by Sudarwati & Insyirah through a qualitative design (2021). Alburo (2022) also used a qualitative-descriptive study to analyse COVID-19 signs in the Southern of Philippines city. On the other hand, Lacsina and Yeh (2022) used a bilingual mode in Jeddah through a survey questionnaire to investigate the

linguistic landscape of major malls there. Besides, Nakamura (2022) study aims to identify the varieties of COVID-19 signage which are found in Kanagawa. Bariová & Ferenčík (2023) were able to conduct a study in Slovakia to cover the period between the pandemic outbreak of March 2020 and its decline in August 2022. In the same year, Hyun (2023) used a translanguaging method in COVID-19 period to investigate the linguistic landscape as an identity construction site of a United States' higher educational institution.

It is worth mentioning, there are only three studies conducted on linguistic landscape field in Bahrain. For example, Gomaa (2017) was the first to conduct an ethnographic study to investigate the linguistic landscape of Manama. He developed the three-level classification based on McArthur (2000), Schlick (2003), Huebner (2006), Backhaus (2007), and Ben Said (2010). After analyzing 493 photographs of signs, his study reveals interesting findings. Modern standard Arabic is undisputedly the official language based on its visibility on public and private signs. Yet, English has a substantial impact on Bahrain's' linguistic landscape. The results also reveal the low use of other languages like Malayalam, Bengali, Kannada, Tamil, Hindi, Chinese, and Tagalog. Another dimension that was found is the combination of

different languages on the same sign. However, Arabic and English represented the most frequent combination found in the corpus.

After five years, Aboraya (2022) conducted a mixed-method sequential explanatory study which aims to compare two traditional commercial markets of Manama and Muharraq. The study follows three successive phases. Firstly, it includes collecting qualitative data of 1000 photographs of shop signs in these two markets. Secondly, it conducts a semi-structured interviews with shop owners with sixty sex random shop owners from each market. Thirdly, it conducts a random forty semi-structured interviews. The results of the study first phase show the bilingual Arabic-English supremacy in the two markets. The number of English signs outshines Arabic in Manama's commercial signs only. Nonetheless, policies are written in Arabic due to the government regulations. The third dominant figure is Bengali which is the most trilingual shop signs in both markets that combines Arabic and English. This was followed by semi-structured interviews with shop owners to illustrate the reasons behind promoting and demoting of multiple languages in Bahrain linguistic landscape commercial signs. Additional follow-up interviews with Bahraini shops signs' readers reveals positive reaction and attitude towards the multilingualism that exist in the linguistic landscape. Nevertheless, a huge

number of them share some concerns toward the need of organising shop signs by taking into consideration the need of giving Arabic, which is the national language, the preference in terms of size and position. Further concerns were also correlated with the spelling mistakes of Arabic words and the improper pictures and graphics which contradict with the Bahrain society culture, customs, and values due to the influence of other foreign cultures. Despite the fact Arabic has been endorsed by government, sometimes it is excluded from Bahrain's commercial linguistic landscape and replaced by English language. Therefore, the study suggests the urgent need of using a disciplinary measure which insure maintaining both the Bahraini national language and identity amid the multilingualism that exists in Bahrain's commercial linguistic landscape.

The last and most recent study is conducted by AlSabbagh (2023). Her study analyzed the linguistic landscape of publicly displayed posters in Manama using IBM SPSS & Microsoft Excel. It aims to investigate the extent in which English, Arabic and other languages are used on the signs displayed there. The results show two types of posters Top-Down "Governmental" posters and Bottom-Up "Non-Governmental" posters. The most hung posters are Bottom-Up "Non-Governmental" posters. The study also reveals that most Top-Down

“Governmental” posters are bilingual (Arabic & English). Besides, most posters, regardless the type “Bottom-Up or Top-Down”, are English monolingual posters.

1.1 Statement of the Research Problem

At the beginning stages of pandemics, linguists raised concerns about the effective way of handling health communications. Different types of studies and articles covered many sub-disciplines, such as psycholinguistics (Charney, Camarata & Chern, 2021), metaphor studies (Craig, 2020; Semino, 2020), corpus analysis of tweets (Wicke and Bolognesi, 2020) and cognitive linguistics (Panzeri, Paola & Domaneschi, 2021). Among these subdisciplines, is the studying of issues through linguistic landscape perspective. In 2022 Hopkyns & van den Hoven believe, it is an important aspect in which one can communicate and transfer information. This is obvious in a contagious disease like COVID-19 which is considered as one of the prominent global health threats. Any infected case can lead to health turmoil or the continuity of spreading such disease. Therefore, linguistic diversity can be one of the effective measures to decrease the spread of this disease (Zhang, Piller & Li, 2020). Thus, one can conclude that appropriate public health communication became essential to world societies during

unprecedented times such as pandemics. (Driedger, & Maier & Jardine, 2018; Jang & Baek, 2018; Frost & Li & Moolenaar & Mao & Xie, 2019).

1.2 Aims of the Study

This study aims to shed light on the Linguistic Landscape of COVID-19 safety signage in the Kingdom of Bahrain. It investigates the degree of both linguistic representation and the multimodality of these signs in public and private sectors in the Kingdom of Bahrain. It also investigates how signs in various places in Bahrain compare and contrast with each other.

1.3 Research Questions

The research aims to answer the following questions:

1. What is the linguistic representation degree of COVID-19 Safety Signs in public and private sectors in the Kingdom of Bahrain?
2. What is the multimodality degree of COVID-19 Safety Signs in public and private sectors in the Kingdom of Bahrain?
3. How do signs in various places in Bahrain compare and contrast with each other?

1.4 Scope and Limitations of the Study

The study has potential limitations. The posters share the same scope which is limited only to COVID-19 and not any other general signs. This means any instructions, labels, announcements, or messages which are only related to COVID-19 are not collected for this study. Another limitation is the fact that it lacks a statistical reporting of percentages of each domain because it does not specify the source of the posters whether they were taken from hospitals, salons, supermarkets, private and public institutions, etc. Furthermore, the survey was distributed randomly through WhatsApp, and it does not determine the participants' temporary, permanent residence in Bahrain, gender, or nationality.

Significance of the Study

LL is the key for understanding cultures and languages. In addition, it is important to raise people awareness in terms of identifying the degree of multilingualism and bilingualism in societies. The LL's unique features attracted the attention of many linguists and scholars all over the world to analyse it from economical, sociolinguistic, and historical perspectives (Gomaa, 2017). Furthermore, studying the linguistic landscape of current

global issues like COVID-19 Pandemic provides a clear understanding of the contemporary cultures and languages of Bahrain and the impact that this pandemic has on the contemporary linguistic landscape.

The LL's can show how effective is the communication in pandemics. In fact, there are several ways to communicate about healthcare information to people in public, like using telephones, social networks, webpages, e-mailing, hotlines, etc. However, it is important to view the linguistic landscape as a significant tool to transfer informational beside them. Therefore, it is essential to understand the way the private and public sector advice may appear on public signage, billboards and flyers (Kalocsányiová, Essex, & Poulter, 2021). COVID-19 was one of the crucial global health crises that the modern world has never encountered beforehand. Any infected case can lead to health turmoil or the continuity of spreading such disease. Thus, linguistic diversity can be one of the effective ways to be measured to decrease the spread of this disease (Zhang, Piller & Li, 2020).

Unquestionably, the linguistic diversity has a symbolic role in terms of showing the inclusion and exclusion of languages. This can be shown clearly in multilingual area in which it can help in taking into consideration such

minorities in any upcoming crises (Chesnut et al., 2022). This exclusion can lead to exacerbating the health crisis instead of alleviating the negative feeling of low status and value of its speakers (Araz, 2022).

Furthermore, the study can show how signs in various places in Bahrain compare and contrast with each other. This is achieved through comparing three different locations in Bahrain on the level of multimodality and linguistic representation. The locations are public roads, restaurants, and hospitals. The result gives the reader, and the concerned authority better clarity and measurement of how effective communication is in each location.

Finally, there are no previous studies on the LL of COVID-19 signage conducted in Bahrain based on the literature search done. All the previous studies conducted in Bahrain are concerned with the LL of cities in Bahrain. However, there are no previous studies that investigate the LL of global health crises. Thus, such study can bridge the gap.

1.5 Definition of Terms

The following terms are defined for the ease of understanding the frequent used terminologies in the study:

Monolingual Vs Bilingual Vs Multilingual signs

Linguistic landscape is one of the ways to understand and investigate multilingualism in a certain area (Gorter, 2006). Therefore, to recognize if the people in a specific area are multilingual, the researcher needs to identify the languages which are easily accessible to the people of such area.

Multilingualism has been approached from different perspectives. According to Gorter (2006), multilingual linguistic landscape is defined as “the social context where more than two languages are presented, and it implies the use in speech or writing of more than one language and thus of multilingualism” (P. 1). Backhaus (2006) focused on the unit of analysis which should be the language which is written on signage. In terms of categorizing the codes in the signs, monolingual and multilingual signs should be clear (Backhaus, 2007). He suggests that monolingual signs include one language, while

multilingual signs are displayed in more than a single language (bilingual, trilingual, quadrilingual etc.).

Based on Collins English Dictionary, the definition of ‘monolingualism’ is the condition of understanding or having the knowledge in order to write or speak one language only. On the other side, ‘multilingualism’ is correlated to the use and acquisition of two or more languages (Aronin and Singleton 2008). The European Commission also has suggested a well-known definition to the word “multilingualism”, which is “the ability of societies, institutions, groups and 10 individuals to engage, on a regular basis, with more than one language in their day-to-day lives” (2007, 6).

In its simplest way, one can conclude from the above definition that the number of languages determines the type of poster whether monolingual, bilingual or multilingual. Monolingual posters contain one language, the bilingual posters contain two languages and finally the multilingual posters contain three and more languages.

Hence, to understand the influence of multilingual signage, the researcher has to identify the languages displayed on the posters. Besides, the researcher

needs to deduce the reason behind choosing this sign. Recently, there is an increase in the number of researchers who began to take a closer look at signs displayed at public spaces (Gorter, 2006). Researchers are currently concerned with the types of texts presented in public spaces and the targeted people.

Monomodal Vs Multimodal signs

The monomodal signs contain either a picture or a language but not both. Multimodal signs contain both picture and language. The multi-modality is getting more diversified and a symbol of modern cities which includes mobile, official, and private signs. The linguistic landscape is a substantial representation which shows the multi-modal discourse in public and private spaces. This multi-modal discourse is used for communication in the spatial network between designers and readers. It uses multimodal features represented in the colour, text, pictures, graphics, dynamic image, sign shape and other communication symbols. The readers of signs can comprehend the conveyed meaning by the expressor by using language and non-language symbols. In fact, it is an important visual effect which can leave an excellent impression and a sense of happiness and joy on the audience (Guo & Zhao, 2021).

One of the developments of the multimodal approaches, in the previous two decades, was the understanding of social semiotic processes which were implemented in arguing the existence of multiple modes in the process of meaning-making (Barthes 1985, Kres et al. 2006). The concept of discourse has been also argued taking into consideration that language alone is monomodal which led to the partial understanding and distortion of the phenomena. On the other hand, multimodal is represented in including meaning-making devices which is described as text embedded in the semiotic landscape. It is when we speak about illusions, pictures, diagrams, patterns, and even ideas like images (Shohamy & Waksman, 2009).

Private Vs Official

Researchers used different terminologies to call these two categories. Landry & Bourhis divided them into “private vs. government” (Landry & Bourhis, 1997), while Backhaus’s division was “official vs. non-official” (Backhaus, 2006). Another suggestion was “top-down vs. bottom-up” (Ben-Rafael, Shohamy, Amara & Trumper-Hecht, 2006) and “private vs. public” (Shohamy, Ben-Rafeal & Barni, 2010). Despite all these different terminologies, they all share similar scope and definition. They are either

official signs that are issued by public authorities, like the municipalities, government, or private signs issued by associations, individuals. The type is individuals' or firms' signs which are subjected to the limits of authorized regulations (Shohamy, Ben-Rafeal & Barni, 2010). It is worth mentioning that the study sticks to using “private Vs official” terminology to avoid confusion.

However, this tend to be a restricted classification that neglects the multi-faceted feature of the LL. Huebner criticises (2009, p. 74) “the distinction between ‘top-down’ versus ‘bottom-up’ failed to capture the notion of agency and how it impacted language forms in the linguistic landscape”, like the difference that exist in signs which are designed by the governments and multinationals; locally owned businesses and hand-written notices... etc (Shohamy, 2015). As a result, this needs special attention and a deeper analysis that takes into consideration these various forms and types of signs to contrive with a more obvious subdivision of the LL (Jing-Jing, W.A.N.G., 2015).

CHAPTER TWO

Theoretical Framework and Literature Review

CHAPTER TWO

Theoretical Framework and Literature Review

2.0 Introduction

In this chapter the researcher first discusses the theoretical framework. Then, a literature review of recent studies in the field is provided:

2.1 Theoretical Framework

In general, the notion of “Linguistic Landscape” refers to linguistic objects that mark the public space (Ben- Rafael, 2009, p. 40). It is also defined as the visible languages located in specified area. In other words, languages that can be found in markets, cities, schools, shops, etc (Huebner, 2006). According to Landry & Bourhis (1997), LL includes the language of public road signs, street names, place names, advertising billboards, public signs on government buildings and commercial shop signs. They are all combined to form the linguistic landscape of a given territory, region, or urban agglomeration (Landry & Bourhis, 1997).

However, there is a recent criticism raised by some researchers for the limitations of Landry and Bourhis definition. The intent of this is expanding the concept of linguistic landscape through adding various types of literacy items like icons, logos, and images, ... etc. The linguistic landscape is generally divided into two main types. These types are discussed in detail in the following section.

It is also worth mentioning that the study uses a three level of classification system to categorize the collected signs and answer the research questions. This classifications system is retrieved form Gomaa (2017) who developed it after reviewing, compiling the corpus, and building on the classification system of McArthur (2000), Schlick (2003), Huebner (2006), Backhaus (2007), and Ben Said (2010). Gomaa (2017) uses this classifications system in his study to analyse 493 linguistic landscape signs of Manama Market shops in the Kingdom of Bahrain.

2.1.1 Monolingual, Bilingual and Multilingual Signs

According to Backhaus (2006), dividing signs into monolingual and bilingual is one of the substantial considerations after data collection. In fact, in terms of type, signs are divided into two types which are monolingual and bilingual

signs. The sign that displays only one language is called a monolingual sign, whereas the sign that displays two languages is called bilingual signs. The expected displayed languages in this research are Arabic and English. It is worth mentioning that translation is also considered bilingual signs. Backhaus (2006) suggested four different types of multilingual signs, which are fragmentary, duplicating, complimentary and overlapping:

- Fragmentary: The use of one language with the inclusion of some specific words that are translated. This can shift the reader attention to these words or contribute to digesting the core of the text.
- Duplicating: It is when the same text is shown in more than one language to ensure understanding the targeted language by the monolinguals (people who speak only one language).
- Complementary: In this case, the text is written in different languages. Therefore, the reader should be able to understand all the used languages in the sign.
- Overlapping: It occurs when the text is written in various languages by either including similar or/and additional information.

This study follows a specific framework and pattern. Monolingual signs are signs in which the title or the main message is written in one language. This means, any additional information like “COVID-19” term in English, contact details, address, numbers, hashtags, logos¹ are excluded. Bilingual signs are signs in which the title or the main message is written in two languages while the multilingual signs are written in more than two languages.

2.1.2 The Order of Appearance of Languages on the Signs

Languages appear at different positions on the signs not haphazardly. These positions represent preference or marginalisation. This order is based on the code preference system of Scollon and Scollon’s (2003). The code can be divided into preferred and marginal code. The preferred code is placed on the left while the marginal code is on the right side horizontally. If the code is aligned vertically, the code that occurs on the top is the preferred code (Maryo, 2019).

1 Even if the logo includes some texts, it is not taken into consideration in the analyses because it is part of the logo not the poster, such as Covid-19 shield logo.

2.1.3 Monomodal and Multimodal Signs

The monomodal signs are signs that include either a language or a picture but not both. On the other hand, multimodal signs include both language and picture. In this study, the monomodal signs are signs which includes only a written message, whereas multimodal signs are signs that includes pictures or formatting effects. Formatting effects are additional visual effects like frames and colours. Besides, if the poster includes some shapes like arrows. Another case is when the poster is written in a shape which is different from the typical posters' shapes like squares or rectangles². In addition, text highlight, colour, bold, or underline are also considered part of multimodality. Color coding is also a signal of modality in addition to the written message itself. This is true only if the colour indicates an additional meaning.

2.1.4 Official and Private Signs

The concept official “top-down” and private signs “bottom-up” are used to differentiate signs written by authority and citizens. Gorter and Cenoz (2007) believe that official signs are government signs like road signs, building, and government institution names. In other words, any places used for public

² Any distinctive shapes except square and rectangle like squares, circles, footprints, arrows, hearts, long lines, etc.

purposes are called official signs according to Hendrastuti (2015). On the other hand, private signs are non-governmental signs that are created by social factors, individuals or certain company (Ben-Rafael et. Al: 2006) such as personal announcement business signs, shops, and offices names.

2.2 Literature Review

This section first provides an overview on linguistic landscape studies during COVID-19 pandemic globally and then sheds light on two linguistic landscape studies conducted in Bahrain specifically. Subsequently, it gives a brief background about the Kingdom of Bahrain which is the area of study.

One of the recent studies which was conducted in 2020 is the study of Hopkyns. She analysed the COVID-19's linguistic landscapes in the United Arab Emirates to explore the tension among the rhetorical valorisation of diversity and English-centric practices. Interestingly, the results show that this pandemic led to including even speakers of other languages than Arabic and English. However, the pragmatic choices of COVID-19 signage show that English language is the default choice (Hopkyns, 2020).

Marshall (2021) conducted a study to navigate COVID-19's linguistic landscapes. He analysed official signs, grassroots literacy artefacts, monolingualism, and discursive convergence in Vancouver's North Shore. This study was published recently in the International Journal of Multilingualism. It describes the changing of linguistic landscape on the North Shore of Vancouver, British Columbia, Canada, during the first three months of the COVID-19 pandemic. Examples of change were shown through the rapid addition to social space of top-down signs which are characterised by multimodality and monolingualism, strategically placed in ways that encouraged local people to abide by social-distancing. It was also noticed that grassroots semiotic artefacts such as stones with images and messages used to complement the official signs.

Another linguistic landscape study is conducted by Sudarwati & Insyirah (2021) on COVID-19 flyers in Pasuruan district in Indonesia. Their study focuses on the language used on COVID-19 flyers and reflects the society impression regarding their linguistic sign. By utilizing a qualitative design, the study shows that monolingual, bilingual, and multilingual signs exist in their flyer. The study also reveals that the society views the multilingualism phenomena positively.

A year later, two studies were conducted. The first study was conducted by Alburo (2022). It is a qualitative-descriptive study which aims to analyse the LL of the Southern of Philippines city. The study uses the LL analysis of COVID-19 signs to identify the code preferences of bottom-up actors and top-down. The results reveal that the top-down actors are in favour of bilingual English-Filipino, bilingual English-Cebuano and monolingual English, while the bottom-up actors are in favour of monolingual Cebuano, monolingual English, bilingual English-Cebuano, bilingual English-Filipino and trilingual English-Cebuano-Filipino. In general, English, Filipino and Cebuano are the most widespread codes, whereas Binukid, Ilonggo and Ilocano do not occur in COVID-19 signs. As a result, the study shows that English is the dominant language. On the other hand, the second study is by Lacsina and Yeh (2022). It aims to observe the linguistic landscape of social distancing signs and posters of two malls in Jeddah city during COVID-19 pandemic. The study uses a bilingual mode through a survey questionnaire to investigate how people view and interpret signs.

Japan's linguistic landscape was also studied by Nakamura (2022). This study determined the types of COVID-19 store signs in Kanagawa, Tokyo. It also determines the extent of the growing number of non-Japanese residents who are living in this highly populated urban region. After analysing 293 COVID-19 signs, the results reveal that many of these signs are monolingual Japanese text-and-image signs with multiple messages in relation to staff policies and customer.

Another study in 2022, is the study of Chesnut, Ming and Kim (2022) which used an ethnographic approach to understand the linguistic landscape of Seoul, South Korea. This study investigated directive signs of COVID-19 signs correlated to wearing masks in subways stations, and signs preventing illegal garbage disposal in streets sides. The aim was to theorize what led to multilingualism in directive signage whereas the other signage stays monolingual. The research reveals how multilingual commanding urgency can lead to shaping multilingualism in the linguistic landscapes.

Using theoretical methodological approaches, an ethnographic longitudinal study was conducted by Bariová & Ferenčík (2023). In fact, it was conducted to cover the period between the pandemic outbreak of March 2020 and its decline in August 2022 in Slovakia. The goal of this study is to investigate the management of the “pandemic regulatory discourse.”

In the same year, Hyun (2023) conducted a study using a translanguaging method. It aims to experiment the change in the linguistic landscape of a university in the midwestern of the United States during COVID-19 and the way in which this changes the identity of the university and its community. The absence of language diversity is noted in this multilingual area which reflects the inequality in getting the accessibility of COVID -19 information. However, English language presence could solve this issue because almost all students are required to be proficient in English.

In Bahrain, only three studies were conducted in the linguistic landscape field. Gomaa (2017) conducted an ethnographic study and published it in *Hermes* 20 journal. He investigated the linguistic landscape of Manama, the capital city of the Kingdom of Bahrain, by looking at the languages used on shops signs. The results show that Modern Standard Arabic is the official language due to its visibility on public and private signs. On the other hand, the Bahraini Arabic (the local Arabic vernacular) does not show a high level of representation. As a matter of fact, English tends to have a remarkable impact on the Bahraini linguistic landscape. Other languages were represented but at a modest level of representation, like Malayalam, Bengali, Tamil, Hindi, Tagalog, Kannada, and Chinese. Gomaa (2017) believed that there is

“linguistic diversity” due to the usage of multiple scripts. In addition, he found that Arabic plus English is the most frequent combination.

The other study is conducted by Aboraya (2021) who used mixed-method sequential explanatory study to compare two traditional commercial markets of Manama and Muharraq and investigate the multilingualism found. The study shows the highest frequency of Arabic-English bilingual pattern in the two traditional markets. Besides, the study reveals that the Bengali language represents the third dominant figure which comes after English and Arabic.

The third study is conducted this year by AlSabbagh (2023). Like the Gomaa (2017), her case study shed lights on the linguistic landscape of publicly displayed posters in Manama, Kingdom of Bahrain. The aim of her study is to investigate the extent in which English, Arabic and other languages are used on the signs displayed there. The results reveal there are two types of posters Bottom-Up “Non-Governmental” posters and Top-Down “Governmental” posters, whereas most of the posters hung are Bottom-Up “Non-Governmental” posters (136, 65 relatively). Most Top-Down “Governmental” are bilingual posters (Arabic & English). Besides, the majority of posters, regardless the type “Bottom-Up or Top-Down”, are English monolingual

posters (98). On the other hand, only 15 posters are pertained to the Arabic language.

Based on the above literature review, there are no previous studies in the Kingdom of Bahrain that investigate the Linguistic Landscape of COVID-19 signage. Therefore, this study aims to bridge this gap.

CHAPTER THREE

Research Methodology

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Research Methodology

3.0 Introduction

The current study uses the below three levels of classifications system to categorize the collected signs. Gomaa (2017) has developed it after reviewing, compiling the corpus, and building on the classification system of McArthur (2000), Schlick (2003), Huebner (2006), Backhaus (2007), and Ben Said (2010). It is worth mentioning that it is appropriate for the data analysis because it helps in answering the research questions and it is used previously in his study “Linguistic Landscape in the Arabian Gulf: The Case of Manama, Kingdom of Bahrain” to analyse 493 photographs of shop signs using a quantitative data collection instrument. It is also used in Aboraya’s (2021) study “The Linguistic Landscape of Bahrain: A Comparative Study of Two Traditional Markets”.

The collected COVID-19 signs in Bahrain are categorized into three levels. The first level is used to categorise the linguistic content into monolingual “shows one language”, bilingual “shows two languages” or multilingual patterns “shows more than two languages”. The second level is used to

categorise the level of multimodality of signs, whether is monomodal “displaying either images or languages” or multimodal “display both images and languages”. Finally, the third level is used to categorise the source or the signage into private “individual” signs or official “governmental”. The figure below (3.1) displays this three-level classification system:

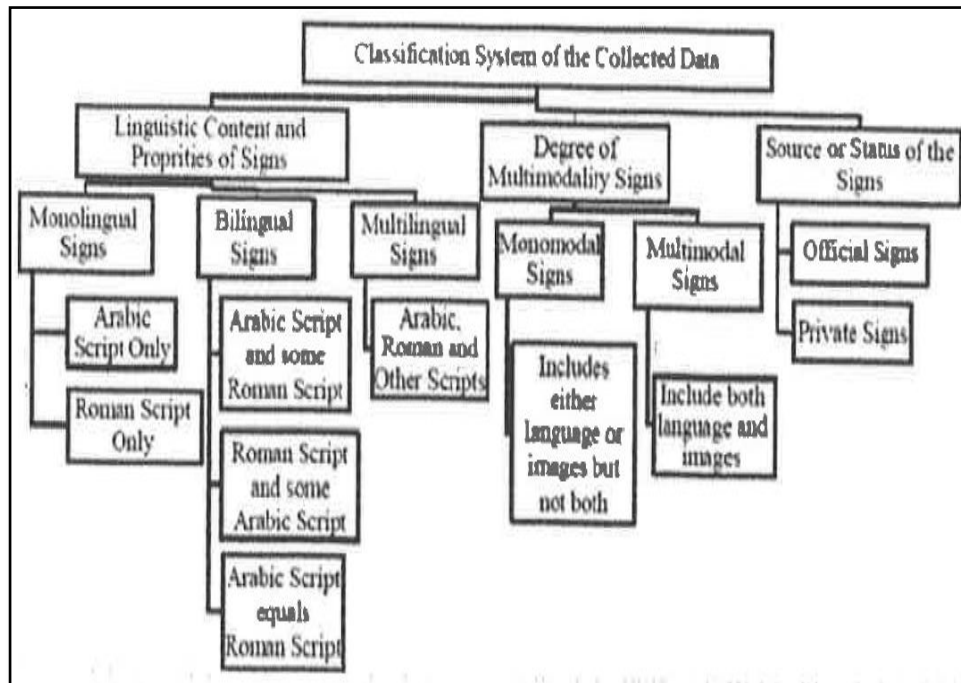


Figure (3.1) The three-classification system

After collecting COVID-19 signs, the data was tested via using “Duplicate photos Fixer Pro”. This program can access the folder and check the duplicated photos. It is one of the best programs that can find duplicated or similar photos with 100% of accuracy and delete them smoothly based on your demand.

3.1 Setting

Kingdom of Bahrain is an island located at the Arabian Gulf. According to size, Bahrain is 780's km² which makes it bigger than Singapore (699 km²) or it is 3.5 times Washington, DC size. Bahrain's population is 1,58 million people in 2021.



Figure (3.2) The Map of the Kingdom of Bahrain in 2020 (Al- Jazi, 2020)

It includes 53% non- nationals (more than 800,000 people). Most people live in the northern area of the island. Manama is considered the largest city and the capital of Bahrain (Nationsonline, 2019). Figure (3.2) displays the map of the Kingdom of Bahrain in 2020.

3.2 Research Methods and Procedures

The study used a mixed method of design in terms of combining quantitative and qualitative methods in analysing the photos:

3.2.1 Qualitative Data Collection: Photos

Even though approaches differ in the studies, the methods used in collecting the data in different countries were almost identical (Gomaa, 2017). Most studies are conducted by taking photos in the targeted area or country (i.e., Huebner, 2006 and Muth, 2008). Similarly, the researcher collected data by taking 1596 random photos of COVID-19 safety signs in the Kingdom of Bahrain over three months while walking through Bahrain's various markets, malls, streets, clinics, men/women salons, hospitals, roads, supermarkets, Opticians, electronic stores, clothes, shops, tailors, restaurants, agencies, private, and public institutions. COVID-19 safety signs can be banners, posters, letters, advertisements, announcements, instructions, hashtags, written regulations, and notes. The researcher also picked 20 random photos from this data to compare restaurants, streets, and hospitals on the level of multimodality and linguistic representations.

For more accuracy, the study followed some steps after photos collections. First, the researcher took some notes and wrote down the answers which the native speakers gave when asked for translation and identification of the languages used in the signs. Afterwards, the researcher used "Google

Translator” and “Yandex Translate” to double check the languages used. These applications can detect and translate the texts in the uploaded photos. Following that, these signs are saved and transferred to a computer database and cloud memory.

Finally, they were analysed and categorised using Gomaa’s (2017) three classification system which was built by McArthur (2000), Schlick (2003), Huebner (2006), Backhaus (2007), and Ben Said (2010).

3.2.2 Quantitative Data Collection: Google Forms

A survey is distributed randomly to a group of residents in the Kingdom of Bahrain regardless of gender to solicit their feedback through Google Forms. The participants were all above the age of 18. The chart below shows the participants percentage in Google Forms based on age:

Table (3.1) Participants' mother tongue

Language	Number	Percentage
Arabic language	306	94 %
English language	3	0.9 %
Hindi language	3	0.9 %
Urdu language	3	0.9 %
Filipino language	2	0.6 %
Persian language	2	0.6 %
Russian Language	2	0.6 %
Hausa Language	1	0.3 %
Tamil Language	1	0.3 %
Tagalog language	1	0.3 %
Total	324	

Despite the random distribution of the Google Forms Survey, the number of participants whose mother tongue is Arabic is undisputedly the highest as seen in table (3.1). Few participants with other mother tongue participated also in the survey, like English, Hindi, Urdu, Filipino, Persian, Russian, Hausa, Tamil, and Tagalog.

The survey includes 12 questions which are a mixture of both quantitative and qualitative questions. The quantitative questions of the survey take the form of multiple-choice questions, whereas the qualitative questions take the form of written form answers. The qualitative strand of data can compare, combine, and interpret the results. It can also provide a clarification of the quantitative data results, reinforce the primary qualitative method. This collected information when added to the linguistic situation can lead to a comprehensive understanding. Besides, it reflects people voice, need and remarks without barriers.

CHAPTER FOUR

Results and Discussion

CHAPTER FOUR

Results and Discussion

4.0 Introduction

This chapter aims to provide a qualitative analysis of the collected photos of COVID-19 posters along with a quantitative analysis of the feedback of the Bahrain's residents who participated in the survey about these posters. The following section provides a comparison between COVID-19 posters found in streets, restaurants, and hospitals in Bahrain. This comparison is conducted on the level of the linguistic landscape representation and multimodality of covid-19 20 signs. Finally, it provides a comparison between this study result and previous studies in Bahrain.

4.1 Data Analysis:

Several findings were observed in corpus. The results are displayed in both tables and charts. Starting with ranking the languages according to their frequency of appearance, the results show the following table and chart:

Table (4.1) The corpus monolingual signs

Monolingual signs			
No.	Language Variety	Number	Percentage
1.	English	733	70.14%
2.	Arabic	293	28.03%
3.	Hindi	10	0.95%
4.	Urdu	3	0.28%
5.	Bengali	3	0.28%
6.	Filipino	2	0.19%
7.	Indonesian	1	0.09%
Total		1045	

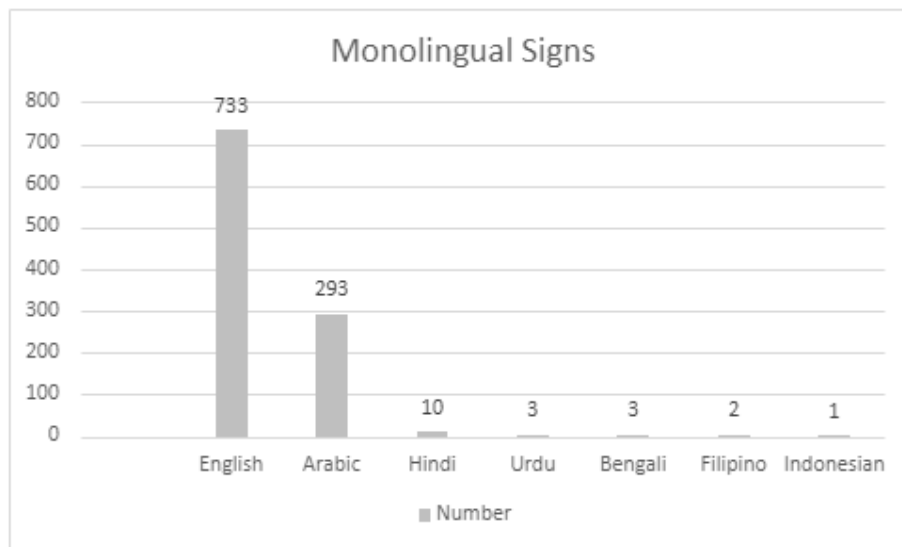


Figure (4.1) The corpus monolingual signs

Table (4.1) and figure (4.1) show the monolingual signs displayed in the corpus. In other words, they are signs that include only one sign in each poster.

Expectedly, English achieved the highest percentage by scoring 733. In fact, there is no doubt in English popularity in Bahraini linguistic landscape. This is because it is the official second language learned in Bahrain due to the influence of the British invasion. Besides, this language is global and can be understood by most of the multinational people who exist in large number in Bahrain. In addition, English is safer to be used especially in this specific pandemic period and in such a country in which these mistakes can lead to a penalty or shutting the shop down. Therefore, in such serious conditions, it is highly important to enforce such important rules and regulations which must be understood by people to abide by them. These significant factors might be the reason behind choosing English as a mean of communication.

The Arabic language comes second in terms of order of representation (293). Arabic can be subdivided into Modern Standard Arabic (MSA) and Bahraini Arabic (BA). The MSA scored 290 while BA occurred only in three signages, despite being the local dialect spoken by all Bahrainis. It can be attributed to the fact that “M.S.A.” represent higher levels of formality and strictness which is in line with the seriousness and necessity of abiding by COVID-19 rules

and regulations imposed by public health authorities. Examples of Modern Standard Arabic and Bahraini Arabic are provided bellow:



Figure (4.2) Examples of Bahraini Arabic signs represented in the corpus



Figure (4.3) Example of Modern Standard Arabic sign represented in the corpus

Figure (4.2) displays the three Bahraini Arabic signs found in the corpus, while figure (4.3) shows an example of Modern Standard Arabic sign.

Despite the Arabic language occurring in a respectable total of 293 posters, it was greatly surpassed by the English language which occurred more than twice as much with a total of 733 posters. The graph can clearly show this huge gap that exists between them. Based on the above results, English is the most represented language in COVID-19 signs in Bahrain. This is congruent with the English language's well-known globality and widespread. Despite this, Article 2 of Kingdom of Bahrain's constitution states that Modern Standard Arabic (MSA) is the official language of Bahrain.

Other languages like Urdu, Bengali, Filipino and Indonesian all had low occurrence rate (occurrence: 3, 3, 2 and 1, respectively). However, among these under-represented languages the Hindi language shows distinctiveness for occurring the most (10 occurrences). Therefore, Hindi is the third most used language seen in COVID-19 signs across the kingdom. Examples of posters for these additional languages are provided bellow:



Figure (4.4) Examples of Hindi, Philippines, and Bengali languages represented in the corpus

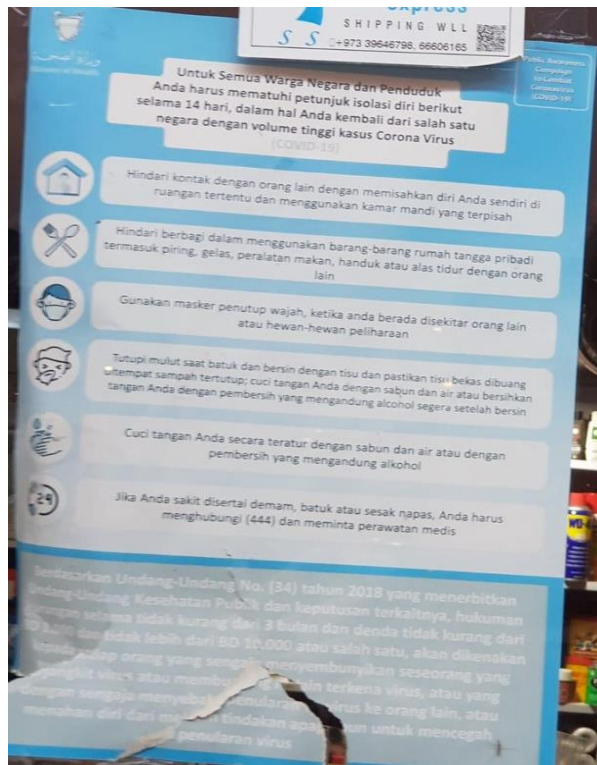


Figure (4.5) Example of Urdu language represented in the corpus



Figure (4.6) Example of Indonesian language represented in the corpus

Example of official posters in Hindi, Philippines, and Bengali languages are given above in figure (4.4). Figures (4.5) and (4.6) are also examples of official signs in Urdu and Indonesian.

In parallel, the result of the survey also shows that most residents in Bahrain were aware of the fact that English is the most used language on COVID- 19 signs. Among several languages, 232 out of 324 participants expected that English is the most used language in COVID- 19 signs. However, it is noted that there is still a huge number of people (88) who think that Arabic as the highest occurrence rate. Other languages like Hindi, French, Bengali and Tamil were the least chosen languages in this question (only 1 participant in each). The table below summarizes the results:

Table (4.2) Participants' expectations of the most frequently occurring languages in COVID-19 signs

Language	Number
English	232
Arabic	88
Hindi	1
French	1
Bengali	1
Tamil	1
Total	324

Another significant finding noted in the corpus was the combination of two languages on the same signage as seen in the following pictures:



Figure (4.7) Example of combination of two languages on the same signage (Arabic + English)



Figure (4.8) Example of combination of two languages on the same signage (Chinese + English)

The above poster (4.7), Arabic and English share equal space area within the same signage. Similarly, Chinese and English in figure (4.8) are utilized together in the same poster. Furthermore, table (4.3) shows the number of the language combinations among the bilingual signs:

Table (4.3) The combination of languages in the corpus

NO.	Bilingual Signs	
	Language Combinations	Number
1.	English + Arabic	530
2.	English + Bengali	4
3.	English + Chinese	1
Total		535

As shown in table (4.3), Arabic along with English is the predominant combination pattern found in the landscapes. The second most common combination is English and Bengali. The least common is English and Chinese which appeared in a single poster only. This put this combination in the third level. The table and chart below reflect Bahraini residents' expectation of the most repeated language combinations in COVID- 19 signs in Bahrain:

Table (4.4) The combination of languages based on Bahraini residents' expectation

Language	Number
Arabic + English	239
Hindi + English	39
Bengali + Arabic + English	29
Bengali + English	10
Urdu + English	2
Chinese + English	1
Filipino + English	1
Arabic + English + Hindi + Bengali	1
Arabic + English + Hindi	1
Total	323

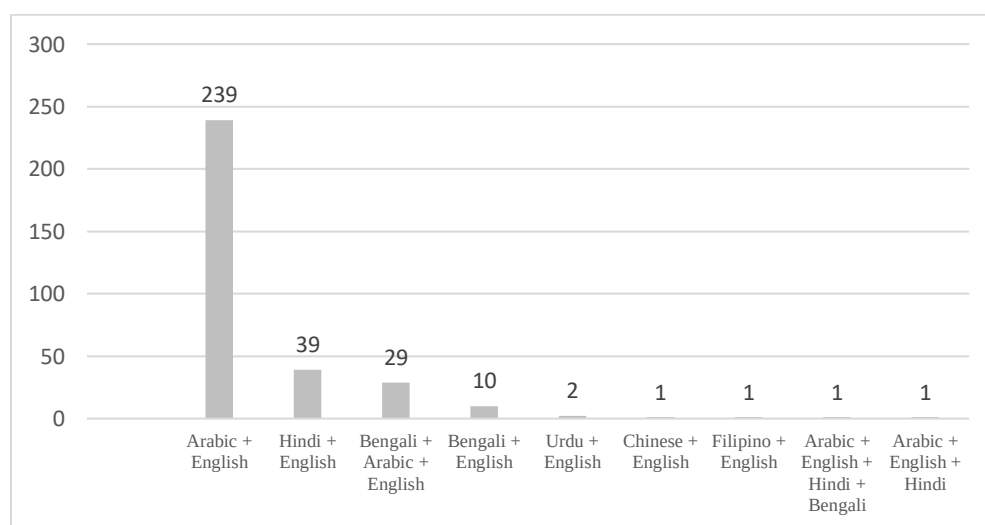


Figure (4.9) The combination of languages based on Bahraini residents' expectation

As seen in both the table and graph, most of the participants predicted correctly that Arabic and English is the most repeated combination. The second highest guess was Hindi and English which is incongruent but close to the data collected.

On the level of multilingualism, the corpus shows that Bengali, Arabic and English is the most repeated combination of languages (7 signs). The second highest level is Hindi, Arabic and English (3 signs). However, other combinations of languages are mentioned bellow in table (4.5):

Table (4.5) The combination of languages based on the corpus

Multilingual Signs		
NO.	Language Combinations	Number
1.	Bengali + Arabic + English	7
2.	Hindi + Arabic + English	3
3.	Arabic + English+ Hindi + Bengali +Urdu +Tagalog	1
4.	Arabic + English+ Bengali + Hindi + Malayalam + Urdu	1
5.	Arabic + English + Hindi + Urdu	1
6.	Bengali + Urdu + English	1
7.	Hindi + Bengali + English + Arabic	1
8.	Urdu + Arabic + English	1
Total		16

Regarding the degree of multi-modality of signs in the corpus, the researcher has categorised the signages into monomodal signs and multimodal signs. The results are demonstrated in the following table (4.6):

Table (4.6) The multi-modality degree of signs in the corpus

The Multimodality Degree	
Multimodality Degree	Number
Multimodal Signs	1528
Monomodal Signs	68
Total	1596

The above table shows that the percentage of multimodal signs in the corpus are extremely higher than the monomodal signs which are ordered relatively (1528, 68). In fact, it is observed that most of the signs include a combination of both a language and a picture.

The high number of multimodal signs shows the awareness of the serious matter and the need of getting the people to understand the content or attract their attention to the signs. Unlike the monomodal signs, multimodal signs include illustrative pictures, colours, frames, or shapes. They can reflect emotions, help speakers of languages read, or at least grasp the attention of the passerby. Most of the participants in the survey also believe that

multimodal signs that include illustrative pictures, help them have a better understanding of the posters content. Examples of monomodal and multimodal signs are given bellow:



Figure (4.10) Example of a monomodal sign in the corpus



Figure (4.11) Examples of multimodal signs in the corpus

As seen above in figure (4.10), the poster only includes written text without any illustrative pictures, frames, colours, highlights, or shapes. Figure (4.11) gives examples of multimodal signs because of the inclusion of pictures and frames.

The participants also were inquired if they have encountered any difficulty in reading or understanding COVID- 19 instructions on the posters. The result shows that most participants did not face any issue. The result reveals that 314 did not find any difficulties while only 10 find some troubles understanding the signs. The bellow table (4.7) shows that rates:

Table (4.7) Number of participants who responded with “yes or no” to the difficulty of understanding COVID-19 signs

Answer	Number	Percentage
No	314	96.9%
Yes	10	3.1%
Total	324	

From the above table, one can infer that Bahraini residents can understand COVID-19 signs. Almost 97% Of the participants can understand COVID-19 signs while few faced some difficulty. This reflects the success of the COVID-19 campaigns, instructions and awareness raised by both private and public sectors.

Those who did not face any issue in reading or understanding COVID- 19 instructions on the posters were also asked to elaborate and justify the reason for choosing this answer by selecting the multiple choices or any further open written feedback. To summarise, the most chosen reason was the inclusion of illustrative pictures in COVID-19 signs (74 participants). A significant number of participants considered the location of posters where they can be seen clearly (61 participants). For instance, sticking the poster at shops entrances to ensure easy readability and understanding the content clearly. Other responses proposed the importance of writing the text in a clear font, in the readers own language, or in a global language like English. Number of responses respectively are 56, 58, 59. The Table below demonstrates these reasons along with the number of responses:

Table (4.8) Participants reasons for understanding COVID-19 signs

The reason for YES	Number
Are written in my own language	58
Are written in a global language like the English language	59
Include illustrative pictures like the pictures of gloves, masks, sanitizers, etc	74
Are written in a clear font	56
Are placed in proper locations like shops entrances where posters can be seen clearly	61
Total	308

The participants were given the permission to choose more than one reason. This justifies the reason behind the close results in table (4.8). This also means that the participants think that their understanding to COVID-19 signs is derived from a group of reasons and not only one. All these factors facilitated easier understanding of COVID-19 signs.

On the other hand, only few of the participants (15) think that they face some difficulties in reading and understanding all COVID- 19 instructions for some selected reasons mentioned in this table below (4.9):

Table (4.9) Participants reasons for not understanding COVID-19 signs

The reason for choosing “No”	Number of responses
Are written in languages that I cannot read or understand	3
Are not written in a global language like the English language	3
Are not written in a clear font	3
Do not include illustrative pictures like the pictures of gloves, masks, sanitizers, ets	2
Are not placed in proper locations like shops entrances where posters can be seen clearly	2
Torn or old	2
Total	15

As seen above in the table, participants chose multiple reasons with minimal variation in between the number of responses in each. The first three reasons received three responses while the other three received two. In summary, participants thought that the poster is not written in a global language or in a language that they understand. In addition, other had reasons like the poor quality of the poster, the unclarity of the text, the improper location of the poster, or lack of illustrative pictures with the written text.

Participants were also inquired if they found any significant differences between private and official signs of COVID-19. The number of people who answered with “yes” or “no” are shown in the table (4.10) below:

Table (4.10) The number of people who found difference between private and official signs of COVID-19 signs

Answer	Number
Yes	89
No	235
Total	324

However, the few people who found a difference between them were asked further questions in the survey to assess the aspects of difference they sensed.

The table below (4.18) summarizes the difference between private and official signs based on the participants' point of view:

Table (4.11) The difference between private and official signs based on the participants point of view

Aspects of Difference	Private Signs	Official signs
Attractiveness	69.7%	30.3%
Strict Tone	49.4%	50.6%
Clarity	78.7%	21.3%
Content Length	95.5%	5%

Based on the analyzed responses received, they think that the private posters of COVID-19 are more attractive and include shorter content. Furthermore, they felt that the content has more clarity in terms of readability and understanding of the post. However, participants believed that both share the same level of seriousness.

The last question was: “Which poster do you like most? Why”. Different types of posters were given, like monolingual, bilingual, multilingual, monomodal, multimodal, public, and private posters. They were asked to select their favorite poster/ option justifying the reasons behind it. The results reveal that

people liked option one the most whereas poster three was chosen the least among them:



Figure (4.12) Option 1



Figure (4.14) Option 3



Figure (4.13) Option 2



Figure (4.15) Option 4

The table below shows the number of preferences for each poster:

Table (4.12) The number of preferences for each poster

Poster number	Number of people prefer this poster
Option 1	65.1%
Option 2	25%
Option 3	2.5%
Option 4	7.4%

65.1% of responses chose poster/ option 1, whereas poster/ option two was the second most popular choice (25%). The majority justified choosing poster one by mentioning several reasons in an open question. To summarize, they thought that this poster is attractive, brief, and understandable through the usage of illustrative pictures. This means that the high percentage of modality that reveals in the corpus matches with Bahraini residents' preferences. This shows that the participants are in favor of Arabic posters. In the corpus, the Arabic language is also high, but it is the second most common language used in the signs after the English language.

4.2 Comparisons

4.2.1 Linguistic Landscape Representation:

The corpus shows that, Arabic and English are used equally in streets signs (each occurs 8 times). However, in restaurants and hospitals, English is clearly favoured over Arabic. Eight English signs are found in the restaurants and seven in the hospitals. However, only two Arabic signs in restaurants and one in hospitals. The below table (4.13) shows how Arabic monolingual signs are not preferred in hospitals and restaurants while the number of signs were the same as English in the streets:

Table (4.13) Number of monolingual signs of COVID-19 posters in streets, restaurants, and hospitals in Bahrain

Monolingual Signs			
Languages	Streets Signs No.	Restaurants Signs No.	Hospitals Signs No.
Arabic	8	2	1
English	8	8	7

On the level of bilingualism, Arabic and English is the only combination found in streets, restaurants, and hospitals corpus. It is noticed that this

combination occurs mostly in hospitals (12 signs), followed by the restaurants which had a similar number of occurrences (10 signs). Lastly come the streets with a very modest number of occurrences (4 signs). This result can be seen in the table below:

Table (4.14) Number of bilingual signs of COVID-19 posters in streets, restaurants, and hospitals in Bahrain

Bilingual Signs			
Language combinations	Number of Streets' Signs	Number of Restaurants' Signs	Number of Hospitals' Signs
Arabic + English	4	10	12

It is worth mentioning that monolingual and bilingual COVID-19 signs appeared in an equal number of times in restaurants. Monolingual signs are preferred in the streets; thus, the poster is either written only in Arabic or English. Hospitals are considered professional facilities where they often deal cautiously and directly with COVID-19 patients. Therefore, most posters are written in both Arabic and English to ensure that most of the people understand COVID-19 rules and instructions. The table below (4.15) shows

the difference between the number of monolingual and bilingual signs of COVID-19 posters in streets, restaurants, and hospitals:

Table (4.15) Number of monolingual and bilingual signs of COVID-19 posters in streets, restaurants, and hospitals in Bahrain

The location	Monolingual	Bilingual
Streets	16	4
Restaurants	10	10
Hospitals	8	12

4.2.2 Multimodality:

Based on the corpus, all the public streets' signs are multimodal (20 signs), whereas almost all restaurants and hospitals signs are multimodal. Surprisingly, both restaurants and hospitals had the same results. The multimodal signs are 18 while the number of monomodal signs is only 2. This shows that the number of monomodal signs lag in popularity in contrast with the multimodal signs. The table below (4.14) summarizes the results:

Table (4.16) Number of monomodal and multimodal signs of COVID-19 posters in streets, restaurants, and hospitals in Bahrain

Multimodality	Streets	Restaurants	Hospitals
Monomodal signs	0	2	2
Multimodal signs	20	18	18

4.3 Discussion

In Bahrain, there are only three studies conducted on the linguistic landscape. The studies are: “The Case of Manama, Kingdom of Bahrain” by Gomaa (2017), “The Linguistic Landscape of Bahrain: A Comparative Study of Two Traditional Markets” by Aboraya (2022) and finally “A Case Study into the Linguistic Landscape of Publicly Displayed Posters in Manama, Kingdom of Bahrain” by AlSabbagh (2023). A comparison is conducted to analyse similarities and differences between the result of our study and these linguistic landscape studies which are conducted in Bahrain.

The methodology area of study and number of posters are compared between the three studies in Bahrain. Gomaa’s (2017) study which shares with our study the same developed three-level classification system of McArthur (2000), Schlick (2003), Huebner (2006), Backhaus (2007), and Ben Said

(2010). AlSabbagh's (2023) uses a new methodology which is IBM SPSS & Microsoft Excel in her analyses while Aboraya (2022) uses a modified classification system. Our study covers Bahrain as whole while AlSabbagh's (2023) case study, Aboraya's (2022) shares with Gomaa (2017) area of study "Manama". However, Aboraya's (2022) area of study also includes Muharraq market in his comparative study. The number of posters collected in our study is 1596, whereas it is 493 in Gomaa's (2017) study, 201 in AlSabbagh's (2023) and 1000 in each market in Aboraya's (2022).

In terms of similarity and differences, it is noted that they all share some aspects while differ over time in others. They all share the fact that Arabic and English is the most favourable combination. However, it is noted that since 2017 in Gomaa's study, English has been trying to overshadow Arabic by achieving high usage popularity which is close to the Arabic (Arabic was 40.94% while English was 38.27%). Arabic posters increased in Manama and Muharraq Market in 2022 according to Aboraya's study, however it decreased in 2023 according to AlSabbagh and Ebtihal study leaving a substantial gap between them. This striking change indicates the abandonment of the mother tongue for the English language. This is exactly, the fear that the most sensed and predicted in this study and Aboraya's (2022) study. In both studies, they expressed their preference, concern, relatedness to their mother tongue which

is “The Arabic language” in light of the increase of the multilingualism in the Kingdom of Bahrain. The table below compares the results of these 3 studies:

Table (4.17) A comparison between the results of the linguistic landscape studies conducted in Bahrain

The study	Arabic	English	Arabic + English
Gomaa 2017	40.94%	38.27%	72.45%
Aboraya 2022(Manama)	42.2%	56.7%	59.8%
Aboraya2022(Muharraaq)	79.59%	19.38%	98.03
AlSabbagh 2023	0.5%	48.75%	61.5%
Ebtihal 2023	28.03%	70.14%	73.99%

CHAPTER FIVE

Conclusion and Implications

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Conclusion and Implications

5.0 Introduction

This chapter aims to summarize the main findings of this study. It includes two sections. Firstly, it begins with a summary of the study results and challenges faced. Secondly, it provides a practical implication which shows the impact of the findings. Additionally, recommendations for future research are suggested.

5.1 Summary

To sum up, the analysis of the corpus proved that English was highly represented in the kingdom of Bahrain among the rest of the languages and that the residents of Bahrain are aware about this fact. Moreover, Arabic comes secondly in terms of representation, then Hindi. Other languages, like Urdu, Bengali, Indonesian and Filipino scored a minimum level. Arabic and English was the typical combination shown in Bahrain LL which the Bahraini residents are also aware of. Bengali and Chinese which are companied by English, appear at a very low level. On the level of multilingualism, the signs

show that Bengali, Arabic and English is the most repeated combination of languages (12 signs). Besides, the percentage of multimodal signs are higher than the monomodal signs. Thus, most signs include both a text and an illustrative picture. Therefore, the survey also shows that the majority did not encounter any difficulty in reading or understanding COVID- 19 instructions. Among different types of posters, like monolingual, bilingual, multilingual, monomodal, multimodal, public, and private posters, most of participants chose poster number 1 which is an official, monolingual (Arabic) and multimodal poster.

A comparison was also made between 20 posters of COVID-19 signs in three different locations like streets, restaurants, and hospitals in Bahrain on the level of the linguistic landscape representation and multimodality. It is noted that on streets Arabic and English is used equally. However, in restaurants and hospitals, English is in favoured over Arabic. It is also noted that Arabic and English is the only combination found in the corpus. In addition, in restaurants, the number of the monolingual signs are equal to the bilinguals, whereas monolingual signs are preferred on streets but not in hospitals where most instructions are written in both Arabic and English. Finally, streets, restaurants, and hospitals share one fact, that is almost all of their signs are multimodal.

5.2 Implications

Several implications can be deduced from the conclusion of this study. The high representation of English language indicates that it is the dominant language in Bahrain. This could lead to a more effective communication, especially in a multilingual country like Bahrain. However, residents in Bahrain are in favor of Arabic which is the first and the official language in Bahrain. Regarding language combinations, the study findings reveal a reflection of the multilingual nature that exists in Bahrain's linguistic landscape. English is found in most combinations. The Bahraini residents' awareness of the language representation and linguistic diversity around them is considered as a positive aspect. This indicates their awareness of what is going on around them. Besides, this is a valuable piece of information for communicators and public health authorities whenever they decide to design a sign to give instructions or run a campaign.

In addition, the prevalence of multimodality signage is an effective way to ensure a better understanding. The majority did not face any difficulties in understanding the written instructions in the signs. This means that the use of visuals along with the text is the key for better communication.

As a matter of fact, it is noted that there is variation correlated with the location of the posters. The study shows that the type of signs and choice of language differ in three tested locations (streets, restaurants, hospitals). This reflects the significant role that context can play in this type of communication.

There are some potential avenues for future studies. The researcher recommends conducting future research on linguistic landscape of online health such as social media, websites, and forums by analysing how the language used in such digital spaces can influence health-related beliefs, behaviours, and attitudes. Furthermore, the study of language and vaccine hesitancy is also one of the hot fields. This study explores the role that language plays in vaccine acceptance or refusal. It can shed light on how the language used in health messages might impact individuals' decisions whether to receive vaccines or not and their visions about vaccine efficacy and safety. Such future studies can lead to a deep understanding of language role in disease prevention and health communication. This eventually can help in both improving public health strategies and reducing health disparities in linguistically diverse communities.

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Appendix

Appendix (1): Monolingual Signs Represented in the Corpus:



Figure (5.1) Example of Arabic monolingual sign



Figure (5.2) Example of English monolingual sign



Figure (5.3) Example of Hindi monolingual sign

Appendix (2): Bilingual Signs Represented in the Corpus:



Figure (5.4) Example of Arabic and English combination

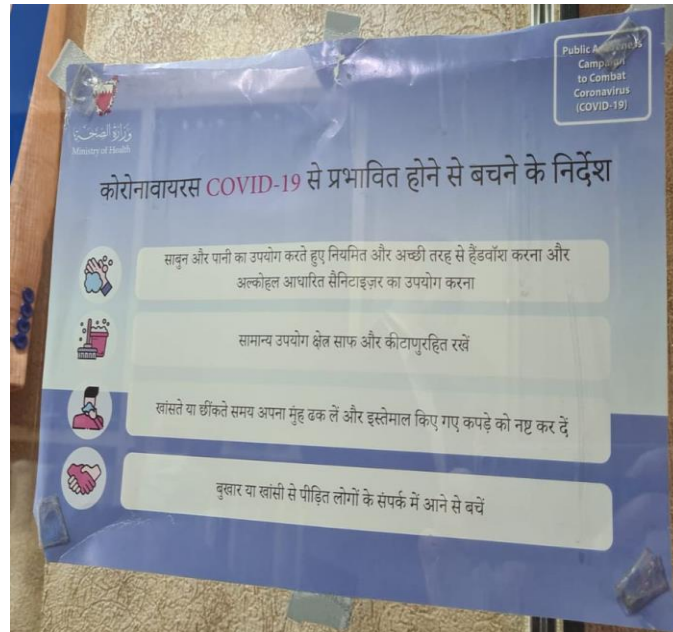


Figure (5.5) Example of Hindi and English combination



Figure (5.6) Example of Bengali and English combination



Figure (5.7) Example of Filipino and English combination



Figure (5.8) Example of Chinese and English combination

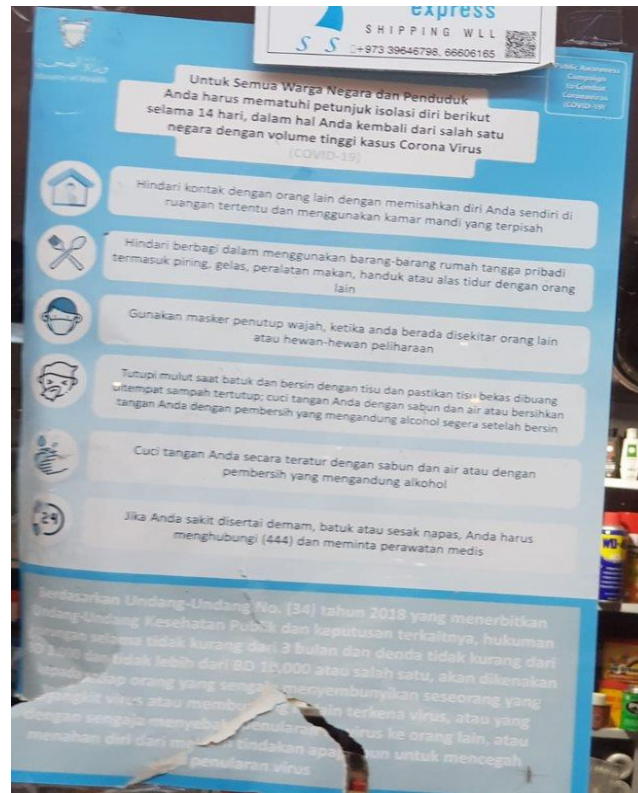


Figure (5.9) Example of Indonesian and English combination



Figure (5.10) Example of Urdu and Arabic combination

Appendix (3): Multilingual Signs Represented in the Corpus:



Figure (5.11) Example of Arabic, English, Bengali, Hindi, Malayalam, and Urdu combination



Figure (5.12) Example of Hindi, Bengali, English, and Arabic combination



Figure (5.13) Example of Hindi, Arabic and English combination



Figure (5.14) Example of Bengali, Urdu and English combination



Figure (5.15) Example of Urdu, Arabic and English combination



Figure (5.16) Example of Arabic, English, Hindi, Bengali, Urdu, and Tagalog combination



Figure (5.17) Example of Bengali, Arabic and English combination

Appendix (4): Monomodal Signs Represented in the Corpus:

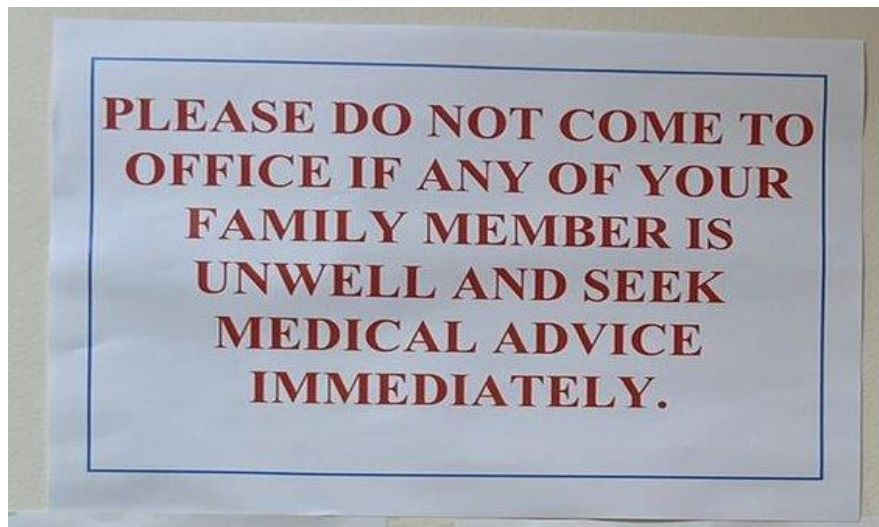


Figure (5.18) Example of monomodal signs in the corpus

Appendix (5): Multimodal Signs Represented in the Corpus:



Figure (5.19) Example of multimodal signs in the corpus

Appendix (6): The Survey:

Linguistic Landscape on COVID-19 Signs The Case of: The Kingdom of Bahrain.

ebtiha133@gmail.com [Switch account](#)

Not shared

* Indicates required question

Personal Information/ معلومات شخصية

Age/ العمر *

☐ 18 to 20 years / ١٨ إلى ٢٠ سنة

☐ 21 to 25 years/ ٢١ إلى ٢٥ سنة

☐ 26 years and above / ٢٦ سنة وما فوق

Name/ الاسم

Your answer

Gender/ الجنس *

☐ Male/ ذكر

☐ Female / أنثى

What is your native language? *

ما هي لغتك الأم؟

☐ Arabic language / اللغة العربية

☐ English language / اللغة الإنجليزية

☐ Persian language / اللغة الفارسية

- ☐ Hindi language / اللغة الهندية
- ☐ French language / اللغة الفرنسية
- ☐ Urdu language / اللغة الأردية
- ☐ Tagalog language / اللغة التالوجية
- ☐ Bengali language / اللغة البنغالية
- ☐ Chinese language / اللغة الصينية
- ☐ Indonesian language / اللغة الإندونيسية
- ☐ Filipino language / اللغة الفلبينية
- ☐ Russian language / اللغة الروسية
- ☐ Other: _____

What are the other languages that you can read and understand beside your native language? (you can choose more than one) *

ما هي اللغات الأخرى التي تستطيع قراءتها وفهمها بالإضافة إلى لغتك الأم (بإمكانك اختيار أكثر من واحد)؟

- ☐ Arabic language / اللغة العربية
- ☐ English language / اللغة الإنجليزية
- ☐ Persian language / اللغة الفارسية
- ☐ Hindi language / اللغة الهندية
- ☐ French language / اللغة الفرنسية
- ☐ Urdu language / اللغة الأردية
- ☐ Tagalog language / اللغة التالوجية
- ☐ Bengali language / اللغة البنغالية
- ☐ Chinese language / اللغة الصينية
- ☐ Indonesian language / اللغة الإندونيسية
- ☐ Filipino language / اللغة الفلبينية
- ☐ Other: _____

(1) What do you think the most used language on COVID- 19 signs/posters? *

باعتقادك ما هي اللغة الأكثر استخداماً في ملصقات/لافتات فيروس الكورونا ؟

- ☐ Arabic language / اللغة العربية
- ☐ English language / اللغة الإنجليزية
- ☐ Persian language / اللغة الفارسية
- ☐ Hindi language / اللغة الهندية
- ☐ French language / اللغة الفرنسية
- ☐ Urdu language / اللغة الأردية
- ☐ Tagalog language / اللغة الفلبينية
- ☐ Bengali language / اللغة البنغالية
- ☐ Chinese language / اللغة الصينية
- ☐ Indonesian language / اللغة الإندونيسية
- ☐ Filipino language / اللغة الفلبينية
- ☐ Other: _____

(2) What do you think the most repeated language combinations on COVID- 19 signs in Bahrain? *

ما هي اللغات التي تعتقد أنها الأكثر تكررًا في لافتات فيروس الكورونا في البحرين؟

- ☐ Hindi + English / الهندية + الإنجليزية
- ☐ Bengali + English / البنغالية + الإنجليزية
- ☐ Arabic + English / العربية + الإنجليزية
- ☐ French + English / الفرنسية + الإنجليزية
- ☐ Filipino + English / الفلبينية + الإنجليزية
- ☐ Bengali + Arabic + English / البنغالية + العربية + الإنجليزية
- ☐ Chinese + English / الصينية + الإنجليزية
- ☐ Indonesian + English / الإندونيسية + الإنجليزية

- ☐ Urdu + English / الأردية + الإنجليزية
- ☐ Persian + Arabic/ الفارسية + العربية
- ☐ Other: _____

(3) Did you encounter any difficulty in reading or understanding COVID- 19 instructions on the posters? And why? *

هل واجهت صعوبةً يوماً ما في قراءة أو فهم التعليمات الموجودة في لافتات فيروس الكورونا؟ ولماذا؟

- ☐ Yes / نعم
- ☐ No / لا

I can read and understand COVID- 19 instructions because the signs/posters:
أستطيع قراءة وفهم التعليمات الموجودة في ملصقات فيروس كورونا لأنها:

*

- ☐ are written in a clear font/ مكتوبة بخط واضح
- ☐ are written in a global language like the English language/ مكتوبة بلغة عالمية مثل اللغة الإنجليزية
- ☐ include illustrative pictures like the pictures of gloves, masks, sanitizers, ets / تتضمن صور توضيحية مثل صور القفازات، الأقفعة، المعقمات، إلخ
- ☐ are placed in proper locations like shops entrances where posters can be seen clearly / معلقة في أماكن مناسبة مثل مداخل المحلات حيث يمكن رؤيتها بشكل واضح
- ☐ are written in my own language/ مكتوبة بلغتي الأم
- ☐ Other: _____

Private Posters versus Governmental Posters/ لافتات فيروس كورونا الخاصة مقابل لافتات فيروس كورونا الحكومية

(4) Do you find the private posters of Covid- 19, in comparison to the official governmental posters different? هل

*

تجد لافتات فيروس كورونا الخاصة تختلف عن اللافتات المصدرة من الدولة أو جهة حكومية؟

- ☐ Yes
- ☐ No

In general, I find the private posters of Covid- 19:

بشكل عام أجد لافتات فيروس كورونا الخاصة:

ATTRACTIVENESS / الجاذبية *

- ☐ More attractive / الشكل أكثر لفتاً للنظر
- ☐ Less attractive / الشكل أقل لفتاً للنظر

TONE/ الأسلوب *

- ☐ The tone is more serious / النبرة أكثر جدية وصاروخية
- ☐ The tone is less serious / النبرة أقل جدية وصاروخية

Clarity/ الوضوح *

- ☐ The text is clearer / الكتابة أكثر وضوحاً
- ☐ The text has a less clarity / الكتابة أقل وضوحاً

CONTENT CLARITY/ المحتوى الواضح *

- ☐ The content clarity in terms of reading and understanding the post/ المحتوى السهل من ناحية فهم وقراءة اللائحة
- ☐ The content lacks clarity in terms of reading and understanding/ المحتوى الأقل وضوحاً من ناحية الفهم والقراءة

CONTENT LENGTH/ طول المحتوى *

- ☐ The short content / المحتوى القصير
- ☐ The long content / المحتوى الطويل

Which poster/sticker do you like most? why? / أي لافتة/ملصق تفضل؟ لماذا؟ *

*



☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4

Option 4

The reason:/السبب: *

Your answer

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ملخص البحث

تهدف هذه الدراسة إلى تسليط الضوء على المشهد اللغوي للافتات السلامة الخاصة بمرض فيروس كورونا 2019 (كوفيد-19) في مملكة البحرين. تقوم كذلك بدراسة مستوى التمثيل اللغوي ومستوى تعدد الوسائط للافتات السلامة لفيروس كوفيد-19 في القطاعين العام والخاص في مملكة البحرين باستخدام نظام التصنيف الثلاثي الذي وضعه الدكتور ياسر (2014). ومن ثم، تقوم بمقارنة النتائج مع آراء وتوقعات المقيمين في البحرين. وفي الختام، تقارن الدراسة بين 20 ملصقاً للافتات كوفيد-19 في الشوارع العامة والمطاعم والمستشفيات في البحرين من حيث تمثيل المشهد اللغوي ومستوى الاستعداد للوسائط المتعددة. تظهر النتائج بروز اللغة الإنجليزية بشكل كبير في البيانات اللغوية وأن معظم المقيمين في البحرين على دراية بهذه الحقيقة. وتأتي اللغة العربية في المرتبة الثانية تاركة الهندية في المركز الثالث. كما أظهرت النتائج أن اللغة العربية والإنجليزية هي التركيبية النموذجية الأكثر ظهوراً في المشهد اللغوي والتي يدركها أيضاً مقيموا مملكة البحرين. علاوة على ذلك، أظهرت النتائج أن معظم اللافتات هي متعددة الوسائط. لذلك، أظهر الاستبيان أن معظم المشاركين لم يواجهوا أي صعوبة في فهم وقراءة تعليمات كوفيد-19. إضافة إلى ذلك، تكشف نتائج مقارنة لافتات كوفيد-19 في الشوارع العامة والمطاعم والمستشفيات في مملكة البحرين عن بعض النتائج المثيرة للاهتمام. تُستخدم لافتات اللغة العربية والإنجليزية بالتساوي في ملصقات الشوارع العامة، بينما يُلاحظ تفضيل اللغة الإنجليزية على اللغة العربية في المستشفيات والمطاعم. كما أن التركيبة الوحيدة الموجودة في البيانات اللغوية هي اللغتان العربية والإنجليزية. ولا تظهر لافتات المطاعم أي تفضيل للافتات أحادية اللغة أو ثنائية اللغة، في حين أن اللافتات أحادية اللغة هي الأكثر انتشاراً في الشوارع العامة. وعلى العكس من ذلك، فإن التعليمات ثنائية اللغة المكتوبة باللغتين العربية والإنجليزية هي السائدة في المستشفيات. وعلى مستوى الوسائط المتعددة، يمكن للمرء أن يستنتج أن ملصقات كوفيد-19 في الشوارع والمطاعم والمستشفيات تعتبر متعددة الوسائط. تتمثل أهمية الدراسة في استغلال المشهد اللغوي لقياس مدى فعالية التواصل في الأزمات الصحية العالمية الحاسمة مثل فيروس كوفيد-19.

الكلمات المفتاحية: المشهد اللغوي، كوفيد-19، لافتات أحادية اللغة، لافتات ثنائية اللغات، لافتات متعددة اللغات، لافتات أحادية الشكل، لافتات متعددة الوسائط، اللغة العربية الفصحى، اللهجة البحرينية.

جامعة البحرين

كلية الآداب



قسم اللغة الإنجليزية
وآدابها

التنوع اللغوي والتواصل

بكوفيد- ١٩ في مملكة البحرين

أطروحة تم تقديمها كجزء من متطلبات الحصول على ماجستير الدراسات التطبيقية في اللغة الانجليزية

إعداد:

ابتهاال عبد الجليل عبدالله

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جامعة البحرين

مملكة البحرين

ديسمبر 2023