

## English Language's Position in Multilingual Advertisements in the Coffee Capital of the Philippines

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### ABSTRACT

This paper aims to show the English language position in the multilingual advertisements or in the linguistic landscape (LL) of Amadeo, a segregated town in the Southern Tagalog, province of Cavite, Philippines. Considered as the coffee capital, the LL is examined in the light of the town's multilingual language situation, and its ongoing economic challenges. The study covers 14 barangays as shape by 'top down' and 'bottom-up' forces in the context of the complex relationship among the languages used and the representation in the chosen coffee-related. Since English has been shown to be the most frequently used foreign language of the town especially in product advertisements, the researcher then goes on to define the degree of English language visibility, diversity, and its position in the labelling of store signs, coffee products, and emblematic structures in Amadeo's LL. Using Sebba's framework, it covers the grammatical, genre-specific, and visual/spatial units of a multilingual text. An extensive documentation of LL items was determined by frequency count. The results of the frequency count for each unit are reflected in the coding chart created. The English language's informative and symbolic functions in the LL serve to communicate the coffee products' essential features and details that make them entice for educated local and foreign tourists, while at the same time, exuding modernity, sophistication, and globalness. It is concluded that the town's economy and tourism are the main forces that determine the spatial practice, symbolic construction, and language ideology of Amadeo as the coffee capital in Philippines.

**Keywords:** Language mixing; Language position; Space; Top-down and Bottom-up items

### INTRODUCTION

This section provides an overview of the locale of this study, Amadeo, Cavite, specifically its flourishing coffee industry and rich linguistic diversity. The research problem will also be explained as well as the significance of addressing this for the benefit of the stakeholders of this study. A list of terms defined operationally concludes this section.

#### Amadeo And Its Coffee Industry

Amadeo is a small fourth-class municipality located in Cavite's sixth district. It is an island-town located 60 kilometers south of Metro Manila. It sits 1,400 feet above sea level and has a cold climate. It is comprised of 26 barangays (small territorial and administrative district of local government) with a population of 37, 483 as of 2013 ("Municipality of Amadeo," 2017). Because of its cold climate and vast coffee plantations, Amadeo attracts many visitors until now and is popularly known as the "Coffee Capital of the Philippines."

Coffee production expanded to Cavite in 1870 with the first tree planted in Amadeo. From 1880 until the 1970's, the Philippines was the fourth largest producer of coffee in the world, had 160,000 hectares for coffee trees, with Cavite having 8,335 hectares, and exported around \$15,000 worth of coffee. The Philippines is also one of the few countries in the world that produces all four coffee varieties: Robusta, Arabica, Liberica, and Excelsa ("Primer on PEF," n.d.).

However, with the United States' withdrawal from importing coffee in 1989 came the decline of coffee exportation. Today, though the Philippines accounts for less than 1% of the world coffee production, the country already imports about \$1.4 billion worth of coffee beans from Vietnam and Indonesia (Topacio, 2012). Also, despite being one of the Philippines' popular products, coffee does not contribute significantly to the gross value of agriculture in the country. For example, from 2011 to 2013, the gross value of coffee output was valued at P 5.8 million annually, on average ("Primer on PEF," n.d.). Thus, there were growing efforts to revive and strengthen the coffee industry in the country. For instance, the Philippine Coffee Board, in partnership with the National Competitiveness Council, planned to put the Philippine coffee industry back on the map specifically by making Philippines a coffee exporter in the next 10-15 years (Carlos, Leonado, Martirez, Panda, Pilikuli, & Ponnuswami, 2013).

On the Languages Used in Marketing Amadeo Coffee, unlike many other contexts, in Amadeo, promoting a product and the place itself is viewed as a form of nationalism with a strong connection to promoting the town's rich culture. Its popularity is manifested through a growing number of venues, such as the Pahimis Festival, a one-week long ceremony held yearly to promote the town itself and its famous coffee products. Numerous activities and ceremonies pertaining to coffee are organized, not to mention the enduring existence of coffee product selling which became one of the sources of income among the locals. This led to the growing numbers of stores that started since the time coffee farming emerged. All these cultural activities and rituals are being held annually since festival's inauguration, not just to enhance coffee farming in the town, but to seriously aim for globalizing the product ("Pahimis Festival," 2017).

Moreover, the former mayor of Amadeo, Benjarde Ambion Villanueva, shares the former administration's desire to catapult the municipality from local to world-recognized since the town's brand now became so popular not only to the local consumers but also to the international visitors. Part of his efforts is the installation of concrete images of a giant coffee kettle and a cup in conspicuous places like the town plaza, the town entrance, and the flagpole in front of the municipal hall (Ambion, 2013).

The town's coffee advertisements can be found all over the place, such as concrete structures which have become emblematic from the time, they were erected plus the numerous layouts of stores signs and coffee product packaging. Although predominantly in Tagalog, printed signs in Amadeo very often contain English words and would form other languages such as Spanish and Amadeo dialect which can be found in product names, slogans, signature coffee lines, descriptive copy (flyers), illustrations like tarpaulins, and store signage. This is a corollary to the statements of Bhatia (1992) that foreign language terms often serve as attention-getters and memory-facilitators in advertising around the world.

Considering the multilingual context of Amadeo, it is interesting to examine also, just like in some precedent studies, the status and the position of the languages used in this town in the 21st century as evident in the town's linguistic landscape, as well as the roles they play in the culture, tourism, and economy of the town. Signs, after all, do not only serve linguistic purposes but more important, emblematic purposes as well (Blommaert, 2010).

### STATEMENT OF THE PROBLEM

1. What is the English language's position in the signs and packaging vis-a-vis the other languages used in the town by examining the (a) grammatical, (b) genre-specific, and (c) visual/spatial units?
2. What is the degree of visibility and diversity of the English language across the coffee-related signs and packaging of 14 barangays?

### REVIEW OF RELATED LITERATURE

Central to this chapter is a discussion on the linguistic landscape as to their potential contribution to this study. It will first discuss the local and foreign studies that focused on linguistic landscapes and the English language's position. Then, it will move on to the key theoretical concepts of LL, with a view toward discussing multilingualism and translanguaging which can be uncovered through discourse analysis. Third, it will present this study's conceptual framework which links discourse analysis with the English position in the LL, its degree of visibility, and its multilingual characteristics.

#### English in Multilingual Advertisements

One important and widely cited study on this subject was conducted by Bhatia (1987) which highlighted the use of multiple-language mixing in South Asian languages vis-a-vis English to examine the pattern of language modernization as reflected in the professionalization of South Asian languages and its linguistic impact on these languages and on the readers. This study specifically examined the linguistic patterns of the advertisements of a wide variety of products using discourse analysis. The following structural properties were analyzed: headlines/attention getters/captions and sub headlines and elaborations of these in titled form; the body copy or the main text; and the signature lines with the names of the products; and the slogans. It was discovered that 90% of the 1,200 advertisements used a product name in English. English expressions, albeit short only, were also used to catch the attention of the consumers. They also help create a Western, modern, and scientific appeal for the product. These are dominant in fashion, technology, and science products. Despite the popular use of English in brand names, some Hindi advertisements use attention-getters that relate more to tradition than to Westernization and shallowness, as exemplified in the fabric advertisements. Interestingly, the growing popularity of the use of English is also influenced by the changing gender roles in Indian society, as evidenced by the sole use of English in female-related products' advertisements. Moreover, recent advertisements employed "discretely deceptive" (p. 44) linguistic strategies brought by the influence of English in advertising; Hindi semantics are then compromised as English becomes conveniently, yet loosely, translated. However, in some language mixing, the limited linguistic competence of the readers in English as the advertisements describe their competitor's products by "highlight[ing] their triviality and indefiniteness and at the same time makes it impossible to process any significant information about them" (p. 44). All in all, this study highlights the critical role that English plays in the language modernization of South Asian languages. This present study will also examine the status of English in relation to the other languages used in the LL of Amadeo coffee branding, and the role that it plays in the multilingual signages and packaging.

Planken, van Meurs, and Radlinska (2010) investigated the effect of English in advertisements from Polish glossy magazines on young educated Polish women. They used survey

to identify the participants' perceptions of the product/brand image and attitudes towards the ad, as well as the purchasing intentions and degrees of comprehension. The respondents who were presented with English ads did not evaluate the product/brand image or the ad significantly differently from how respondents who saw the Polish ads did. The same result also surfaced with the consumers' purchasing intentions. There were a few statistically significant differences in comprehension, and in fact, the non-native consumers encountered few comprehension problems. The results of their study were contradictory with the precedent studies as they figured that English' status in Eastern European countries, especially in ads, is not anymore regarded as "special," thus its weak appeal among the consumers. This study could also reveal similar or different results on the impact of the use of English in the LL of Amadeo coffee branding, but the brand image, purchase intention, and comprehension will not be used as variables, though these may be considered in future studies.

Van Hooft and Truong's study (2012) investigated the reception of the English used in glossy product advertisements in Hong Kong. Specifically, it identified the effect of using English in comparison with Cantonese in advertisements catering to a bilingual speaking (Cantonese and English) target group's attitude towards the product and the advertisement and purchase intention. It was found that the language use in the advertisements did not lead to significant different attitudes to the ad; English showed positive but minimal significance in only two advertisements, similar with the prior study of Planken van Meurs, and Radlinski. It was found that in these advertisements, English is more functional than Cantonese. Language use did not either lead to significant differences in the respondents' purchase intention. These results only show that English, Hong Kong's official language, share almost an equal status with Cantonese. It was then recommended that with the kind of products used in this study, localization is not necessary, and a global strategy might even be advantageous. Whether English and the native languages used in Amadeo's LL are on equal footing will also be examined in this study; however, the consumer's attitude and purchase intention will not be considered as variables.

A comparative study on English used in Japanese and Philippine advertising was conducted by Holmquist (2013) which explored the functionality, characteristics, and acceptance of English found in the localized promotion. Through a comparison of media sources and a survey, it was revealed that the level of English used in both countries is generally accepted and effective in local markets, but for different reasons. Japanese consumers generally view the incorporation of English in advertisements to attract local customers and to participate in a global campaign. The Filipino consumers, on the other hand, present advertisements in complete English to capture the foreign tourists' interest and to lure them to invest. This present study will also cover the Philippine context but will not be a comparative study. The "characteristics" that were mentioned in the study were just limited to the "use of English in the company name, products, or services provided and for any slogans, phrases or other remarks using English"; it was not explained specifically what "characteristics" or aspects of the advertisements were subjected to sign analysis as what was presented in the results section was just the frequency of the occurrence of English words. There was no formal linguistic categorization used to systematically identify the salient features of the texts. It was not within the scope of their content analysis. Noticeably advertisements are not only composed of texts but are in fact more multimodal. There was also no substantial explanation behind the different "characteristics" of the advertisements between these two countries.

With the integration of English into Dutch language, Menkveld (2015) saw the need to get insights on the effects of the use of English on print advertisements for Dutch brands on consumer's brand evaluation, specifically brand attitude, and language preference. This

experimental study revealed that code-switching in ads for Dutch food brands has an insignificant effect on the attitude towards the ad, identification with the brand of Dutch consumers, both for national and international brands probably because English is not much relevant to ads promoting food as compared to technological products. Both age groups also prefer Dutch over English to be used in the advertisements which are explained by the consumer nationalism still strong among the Dutch consumers. Thus, it was then advised to promote more use of Dutch language in advertisements. This present study will not employ an experimental design but will use qualitative methods to probe further the textual and visual-spatial characteristics of the LL of the Amadeo coffee branding.

However, while many studies have displayed linguistic landscape's flexibility as a field, so far, nothing has theoretically explained the politics of the people-place interaction that contributes to the commodification of Amadeo's languages to the advantage of its coffee branding. A deeper look into the strong driving forces that shape a town's linguistic landscape, in relation to its famous industry and cultural product, would also better shed light on its LL's cultural and economic function. This would be determined by first examining the top-down and bottom-up signs' linguistic and visual-spatial features which were also not examined at length and in combination in previous local and international studies.

## **METHODOLOGY**

This chapter presents the methods of research and analysis that is used in this study. Contrary to using purely quantitative methodology popular in previous LL studies, this study employed qualitative methodology to interpret textual data (e.g., public, and private signages and packaging). Specifically, the discourse-analytical approach was used, as suggested by Moriarty (2014), as language reflects people's ideologies as gleaned in the mere use and positioning of a certain language in multilingual signages and packaging.

### **Locale and Items for Analysis**

Many previous studies selected urban areas for sample collection for their LL analysis. As Moriarty (2014) recommended, it would also be necessary to study the LL of peripheral areas as they may also reveal interesting discoveries about the idiosyncrasy of their LL and their culture. Thus, in this study, a provincial town in the Philippines known for its coffee products became the subject: Amadeo, Cavite.

This study covered top-down and bottom-up signs (cf. Ben Rafael, et al. 2003) on the streets of the 14 barangays of Amadeo. A total of 33 signs were collected. These are the five emblematic structures, 14 store signages, and 14 coffee product packaging. The stores were selected based on their year of existence since few stores for each barangay are very new and are just starting the business. Some were not fully operational now of the data gathering. They had their signages printed only on tarpaulins whereas those that were considered had their signages installed in their respective stores. The researcher opted to consider one product packaging only for each store since the designs are usually the same and the only difference is the variety of coffee inscribed on each package. These are mostly written in English, Amadeo dialect, Filipino, Spanish, Italian, Chinese, French, or a combination of these languages. The 'top-down' LL items included those of the five emblematic giant coffee structures which can be found on the five key areas of the town: one at the entrance, one at the far end part of the town, one fronting the town plaza, and two located in the town's largest barrios.

'Bottom-up' items, on the other hand, included those which were issued by individual social actors like the 14 coffee-related store signs and 14 samples of coffee product packaging. Tufi and Blackwood (2010) emphasized that brand name of products should not be excluded from the analysis of the linguistic landscape, as this would amount to denying the linguistic impact of trademarks on individuals and groups in the globalized world; thus, the brand names of the coffee products of the town were also included in this study.

Most of the signs collected were the names and design of the stores in all the streets of the 14 barangays of Amadeo. Usually, individual stores put the name of their product on top of their buildings, but for some big shops in which each store are struggling to get a place for their names, the names are hanged on the wall of the buildings or houses to inform the passers-by or advertise themselves. The packaging samples were collected from the 14 coffee shops and stores also that were found in this area.

## Methods

Since LL translanguaging can be characterized as comprised of three dimensions, namely, multilingual units, multilingual and multimodal repertoires, and social contexts (Gorter & Cenoz, 2015), sign analysis and interview are the best methods to use for this study.

### *Sign analysis*

An extensive documentation of LL items was collected via digital cameras; the data, in the form of photographs, were stored safely in a device. The collection entails travelling from one store to another covering the 12 barangays. Each store for every barangay was selected based on the year of existence since there are barangays where other stores are very new and do not have so many products being sold. Also, the availability of the store owners was also considered since taking photographs of the store sign and products requires permission and personal communication. During the taking of the photographs, the researcher also asked short informal questions to get relevant information, specifically on how the signages and packaging were laid out. It was articulated to the owners of the stores that the reason for the data gathering is for research purposes only. After the data collection, all the photos were carefully examined and tallied as to the degree of visibility of the languages specifically the English language in the coffee-related top-down and bottom-up signs and packaging in each of the 14 barangays using frequency count. Secondly, the extent of the diversity of the languages from the comparison of the findings across the 14 barangays was identified using frequency count. There was a total of thirty-three (33) photos collected that were subjected for analysis.

For research question number one, the units were patterned after Sebba's framework (2013). He emphasized the need to consider the language preference and linguistic competence of both the producer and reader of the multilingual texts (and the connection between the two), as well as the context of the production and the interpretation. He also focused on seeing not just the textual features of these multilingual writings but also the visual elements (e.g., the use of complex layouts, multi-layering, use of a range of font styles and graphic devices) and spatial context. This then calls for more acceptance and consideration of the *multimodality* of these texts when they are analyzed; though rare, the interest in this subject is growing, as seen in the studies of Scollon and Scollon (2003), Kress and van Leeuwen (2006), Stroud and Mpendakana (2011), and Androutsopoulos (2011), just to name a few.

### ***Coding manual***

A *coding manual* was created to guide the researcher in classifying the signs and packaging captured. The data corpus of the signs was primarily employed numerically to account for the frequency of occurrence of these units. Each were exemplified coming from the data. The results of the frequency count for each unit are reflected in the coding chart created. The coding chart is a Microsoft Excel file that contains the sign code, the barangay the sign is found, the coffee shop's name, the coffee product (only for coffee packaging), and the languages or the categories taken from Sebba's (2013) and Leech's (1966) frameworks that were subjected to frequency count. The researcher carefully encoded the materials gathered as to the degree of visibility of the languages, the extent of the diversity of the languages present, the characteristics of multilingual signages, and the English language position for each picture gathered. It is worth mentioning that even though interview is not part of the study, during the data gathering, the researcher asked permission from the owners to provide salient information. Through personal communication, the researcher then asked questions to the store owners on how they named and designed the store and their product packaging and the reason for their language choice.

Lastly, a discussion of the most important findings based on the sign analysis followed which became the bases for recommendations for future studies.

### ***Interview***

To further investigate on the official language policy in Amadeo and the shop owners' motivations for their language use, an informal interview was conducted with two local government employees working in the town's municipal office. The representative is Miss Celsa Honrada, who voluntarily answered few questions as regards to the design of coffee emblematic structures found around the town. Also, the coffee store/shop owners were present and willing to be interviewed during the data-collection period. These informants were advised prior to the data collection that the reason for asking questions is for research purposes only and that the questions will only pertain to the design and the use of languages.

### **Framework**

The multilingual signages found in the five emblematic structures (top-down) and the 14 store signs and 14 product packaging (bottom-up) produced in the LL of the Amadeo coffee branding be subjected to discourse analysis to find out the dominant textual and visual characteristics in terms of their unit of analysis (grammatical, genre-specific, and visual/spatial); and the degree of visibility and diversity of the English language across the coffee-related signs and packaging of 14 barangays. In analyzing multilingual texts, Sebba (2013) presented a framework that involves the following aspects:

1. *Unit of analysis*. This includes grammatical units (e.g., sentences, morphemes, etc.) genre-specific units (e.g., paragraphs, headings, etc.).
2. *Language-spatial relationships*. It refers to the relationship between the units containing a specific language or a mixture of languages in terms of the space they occupy--whether it is *symmetrical* or *asymmetrical*.
3. *Language-content relationships*. It determines whether the texts have similar content in both languages (equivalent), have different contents

(disjoint), or have some parts that are repeated in another language (overlapping).

4. *Language mixing type*. It means the nature of language mixing or the absence of it--whether it has *mixed units* (containing elements from two or more languages) or *language-neutral* (containing items that can be assigned to both or all the languages used in the text) (Sebba, 2013).

With this framework, Sebba (2013) was able to form two broad categories of multilingual writings: the *parallel* and the *complementary*. The parallel type consists of “matched units, symmetrically arranged, and identical content in each language, without any mixing”; complementary, on the other hand, has “asymmetrical language-spatial relationships and disjoint language content relationships” (p. 20). However, intermediary units may also emerge that may be a combination of a parallel type of characteristic and a complementary one.

In unit of analysis, the grammatical properties of the signages as a genre under advertising texts were patterned after Leech (1966).

## RESULTS AND DISCUSSION

*RQ1: English Language’s Position in Amadeo’s linguistic Landscape’s vis-a-vis the other languages used in the town by examining the (a) grammatical, (b) genre-specific, and (c) visual/spatial units.*

This part examines the English language’s position in relation to other languages in the signages and packaging of coffee related products as to the grammatical, genre-specific, and visual-spatial characteristics of the multilingual signages based on Leech’s (1966) classifications for grammatical and genre-specific, and Kress and van Leeuwen’s (2006) grammar of visual design.

In all the signs and product packaging across the 14 barangays, there is a dominant use of imperative clauses that appeal for notice and the use of present- instantaneous tense, attributive adjectives, and appositions that stimulate the consumer’s physical, specifically, gustatory senses, and highlight the coffee products’ originality and high quality. The English texts’ placement in the signages in either Ideal or Real position can be seen, as well as their balanced or minimum salience (vis-a-vis other languages) yet connected framing that display English’ solid presence in Amadeo coffee branding and its informative and symbolic function.

Using Lefebvre’s concept of the Spatial Triad, one can see that the “spatial practice of a society” strongly applies to this setup in Amadeo. Lefebvre notes that under neo-capitalism, the third triad “embodies a close relation, within perceived space, between reality and urban reality.” The signs in coffee shops found in Amadeo are usually found to be in the imperative which denotes that this is what inhabitants should do, that trying their coffee is a “must,” a part of daily life, and not a luxury. This strategy is not unique to Amadeo as current marketing strategies already employ this form simulation on the masses which people most often verify. Statements such as “I cannot start the day without coffee” and “But first coffee,” are found not just in status updates on social media, but also on merchandise and marketing paraphernalia.



*RQ2: Degree of Visibility of Languages and the Extent of Linguistic Diversity in Amadeo's Linguistics Landscape*

This part contains the presentation, analysis, and interpretation of the data elicited from the discourse analysis of the top-down and bottom-up signs, and product packaging from the coffee-related LL of Amadeo, Cavite as to the degree of visibility of languages and the extent of linguistic diversity in Amadeo's linguistics landscape. The presence of the different languages used in the signs and product packaging in the coffee-related shops and signs across Amadeo's 14 barangays determined through frequency count is explained below.

A high degree of visibility in the top-down and bottom-up signs and product packaging was found for English across the 14 barangays, with Spanish and Amadeo dialect also emerging to be more preferred than Filipino. The wide extent of the use of English across the 14 barangays, especially in sites of luxury was also noted, to lure the more educated local and foreign tourists to experience the authentic and high-class coffee products that Amadeo offers. On the other hand, Blommaert (2010) mentioned that linguistic diversity at local levels is a necessary counterweight to the hegemony of a few 'international' languages. The 'World Languages' should, just as roads and bridges, be seen as tools for communication of ideas and matter, but the creation of authentic ideas and products is in most cases necessarily best done locally, such as in bottom-up LL and different coffee products of the town. Though they come in different packaging styles and colors, it is very evident that there is an interplay of different languages in each, if not all, of the packages. These products have become known due to its authentic local sound (like the use of barako, pahimis, etc.) that non-locals develop curiosity on what is in the term that makes the product sellable not to mention its great tasting coffee blend. In accordance with Akidele (2011), the use of local terms such as barako and pahimis perform an informative function wherein it marks the territory of a linguistic group, specifically, in this case, the people from Amadeo. By using the terms unique to them, they can assert their specific language when it comes to selling their products. Using local terms is also indicative of the symbolic function of LL whereby value and status is placed on the local language while also emphasizing the English language when compared to other languages. As mentioned by Blommaert, language functions in a community because it provides local meanings: meanings that provide frames for understanding the local environment, to categorize and analyze the (strictly) local world (2010). This means that the use of local language as viewed by the locals give them a sense of authenticity not to mention the feeling of pride and independence. The dominant use of the local language which sound very original and exotic as well, as they are also being found in the signs of the stores around the town have become the trend and orientation in putting up a business-like coffee here. Blackwood reiterates that the choice of language itself can be an exotic choice, where exotic stands for foreign and therefore different and therefore better. In other words, it is the consumers' aspirational behavior that is being manipulated (2009). From the given set of data, it is evident that the mixing of languages is an accepted practice which the people of Amadeo employ to keep a foothold on the international market while maintaining local pride in the product. This is the language orientation of the people of Amadeo which shows the framework in which their language attitudes are formed and how they feel about their own and other's language (Baker, 1992, as cited in McCarty, 2011). Moreover, the local coffee entrepreneurs, and perhaps the residents that tolerate this language choice, do not see English as a threat to their local languages, Amadeo dialect and Filipino unlike in Spiers' (2015) study on advertisements in Egypt. This practice can be viewed as healthy since construction of local identities and language use complements the dynamic nature of language.

In studying the language orientation of Amadeo and its effect on coffee shops and coffee products, it is important to note the role that Western colonization plays in many provinces of the Philippines.

Cultural hegemony is referred to by Gramsci as the “domination of a culturally diverse society by the ruling class who manipulate the culture of said society.” This definition covers beliefs, perceptions, values, and mores so much so that whatever the ruling class perceives as the norm, the ruled class accepts it as such. The Philippines was colonized by Spaniards for nearly 400 years and by Americans for almost fifty years and during this time, two important contributions were given by the two countries: religion (Spain) and education (United States). These two influences are heavily felt today with the country being predominantly Catholic and recognizing English as one of its official languages.

The influence of American English being alive and well-practiced in the Philippines can be seen in the linguistic landscape of Amadeo. As in the data presented in the first part of this chapter, English is heavily used in dissemination of information and execution of marketing strategies. The notion of “West is Best” has prevailed the country from television viewers preferring mestiza or mixed-race actors to consumers patronizing imported goods to people perceiving English as a more sophisticated language. In addition to presenting a landscape that offers sophistication and modernity, it can be inferred that the use of the English language in Amadeo is also for the benefit of tourists.

Aside from cultural hegemony, it is also important to note how Lefebvre’s (1991) Spatial Triad factors in to Amadeo’s Linguistic Landscape. Lefebvre (1991) defines space as “produced and reproduced by humans and their interests” (p.28). The development of Amadeo as a municipality relies heavily on its identity as a coffee capital. This means that its products are meant to be consumed not just by those within the area but by the international community as well. Thus, Amadeo’s development necessitated a use for both the local and English language.

In sum, the spatial practices of Amadeo have led to the high degree of visibility of English then Spanish then Amadeo dialect when it comes to top-down and bottom-up signages and product packaging. The mixing of languages that is present in the LL of Amadeo is indicative of translanguaging space: transcending the norms of the use of language in branding by integrating English, an agent of globalization, and Spanish or the local language, a symbol of their pride and esteem. Simply put, the signages and product packaging were designed to be appealing to the international eye by using the English language but at the same time, entrepreneurs use the local language to intrigue and pique the tourists and locals’ interests alike. The prevalence of the English language in the LL of Amadeo seems to indicate the heavy emphasis on globalization, on making their product seen and known by possibly being eye-catching and attention-getting.

## **CONCLUSION AND RECOMMENDATIONS**

This descriptive research aimed to characterize the linguistic landscape of Amadeo as the coffee capital of the Philippines. Through an extensive discourse analysis, the following were investigated: English Language’s Position in Amadeo’s linguistic Landscapes vis-a-vis the other languages used in the town by examining the (a) the grammar- and genre-specific and the visual-spatial characteristics of the multilingual signages and packaging using Leech (1960) and Kress and van Leeuwen’s (2006) frameworks; and (b) the degree of visibility and diversity of the English language across the coffee-related signs and packaging of 14 barangays.

### **Conclusion**

Amadeo's very strong preference for English over its native languages, spread across the 14 barangays, but more dominant in the sites of luxury frequented by local and foreign tourists, characterize its linguistic landscape and coffee branding. This has aided the local government as well as the coffee shop and store owners to cater to an international market, more than the local. Moreover, the predominant use of English persuasive words in both signs and product packaging highlights Amadeo coffee products' uniqueness and originality; its aesthetic and strategic visual design that situates English in an elevated, more visible position, flaunting its eliteness, globalness, and sophistication; and the asymmetrical and disjoint relationships that English shares with the Amadeo dialect and with Filipino, all conspire to strategically emphasize the English language's power over these languages, at least in terms of its potential to attract local and foreign tourists. Moreover, the local coffee entrepreneurs, and perhaps the residents that tolerate this language choice, do not see English as a threat to their local languages, the Amadeo dialect and Filipino, which is something that is worth reflecting in the light of language and culture preservation and the linguistic identity that the town, and country as whole, chooses to display during globalization.

Following Lefebvre's approach (2009), the result of this study considered the vision of space a container of communicative practices of Amadeo people and theorized it as a social construction in the light of the coffee industry. From this standpoint, Amadeo town is studied as a mere environment in relation to which language is prioritized, and its people are considered as active generators of new practices as far as promoting coffee is concerned. At the same time, the social construction of space sheds light upon the construction of new cultural practices and conceptualizations. The collection and analysis of records confirm that linguistic landscapes are an important source of information about social processes; in this case, how the Amadeo town used rural space to live together within an environment and how, by this action on the space, influenced people (consumers) in terms of the use of native language and built linguistic and cultural heterogeneous spaces and participate in economic activities. The study's observation of the activity of rural spaces added to a deep understanding of the processes of production of space through linguistic practices of the local of Amadeo and the recognition that these occur in other rural spaces, leading to the study of Amadeo, a rural area in transformation, which has ceased to be monolingual and inhabited by a local population, and which is becoming a space of cohabitation of tourists and consumers from different places and who speak different languages. In contrast to the innovative occupation of the space considering the coffee industry, the influencing processes in Amadeo community do not entail a full or complete transformation of rural space. In this case, the transformation of space through linguistic practices shapes social mediations, including interventions in the coffee industry; in the case of Amadeo, its transformation into a diverse community is related to the participation of tourists and consumers in the social field of selling/consuming its finest coffee product. Thus, in this case, as Lefebvre (2009) states social groups, refuse to accept passively their conditions of existence, of life, or of survival, and try to master them. Lefebvre (2009) calls this highly diversified practice 'autogestion,' which concerns businesses as well as territorial regions, and implies the strengthening of all associative ties, that is, of civil society.

All in all, after an interdisciplinary examination of the multilingual units, multimodal repertoires, and social context characterizing Amadeo's coffee-related LL, it could be concluded that the town's economy and tourism (primarily dependent on its booming coffee industry) and not the preservation of its native culture and language, are the main driving forces that determine the spatial practice, the symbolic construction, and the language ideology of Amadeo as the coffee

capital of the Philippines. The town also benefits from these as they do not only “create a stream of revenue” but also “enhance the touristic and leisure value of the places themselves” (Leeman & Modan, 2010).

### **Recommendations**

The future potential contributions of linguistic landscape research to the study of language interplay and the society are multifarious. The linguistic landscape can be used as a descriptive tool that provides a sociolinguistic investigation of a particular place be it in the cities or in peripheral areas. LL studies that adopt the discourse-analytical approach to interpret textual data just like the one used in this study, for example, is very salient in determining the people’s role on how they can help the ailing industry as in the case of Amadeo. However, as Blommaert (2013) argues, the LL can also serve as an analytical tool, and the diagnostic then becomes “a diagnostic of social, cultural and political structures inscribed in the linguistic landscape” (p. 62). The reason is that the field’s research pieces, like ‘signs,’ regardless of the frame that defines the sign, be it a store sign, a product design, or an emblematic arch, and how people and the consumer alike deal with these signs, can inform us simultaneously about the use of languages. Certainly, when looking at signs, they become embedded relics at the crossroads of visibility and action, what Scollon and Scollon (2003) have called ‘aggregates of discourse’ (p.18). With this, any single ‘sign’ becomes almost by definition significant research material that we can study and discover to seize the interplay between linguistic and societal processes.

In terms of culture and language as its tool, while Amadeo’s coffee industry continuously succeeds with its marketing strategy using English as its medium, it is still worth reflecting how this strategy could affect the preservation of Amadeo’s culture, specifically its languages, Amadeo dialect and Filipino. Landry and Bourhis (1997) noted that “the visibility of their own-group language on public signs helps maintain or restore this language in key domains of language use” (p. 46); thus, the absence of [the local languages] could threaten [their] ethnolinguistic vitality. Thus, a stronger language policy that also protects the native languages, Filipino and Amadeo dialect (which now became a minority language in Amadeo’s LL at least), similar with what is done on Donostia, Basque County in Spain in Cenoz’ study (2006).

This then calls for a reconstruction of the LL and the revitalization of the presence of local languages in Amadeo, if the Amadeo residents would deem this important to their culture, without necessarily compromising the coffee products’ profitability and international appeal. This can perhaps be done by using more hybridization or linguistic glocalization than purely or dominantly using English to find a healthy symmetry between the traditional and the modern, the local and the international which proved successful in the context of Khayelitsha, a town in South Africa (Stroud & Mpendukana, 2009) and in the public space of Sana’a in Yemen (Al-Athwary, 2017), just to name a few.

For future research, it is then crucial to further investigate how this kind of coffee branding strategy impacts the different layers of Amadeo culture. As Cenoz (2006) puts it, the language in signs can influence people’s perception of the languages used in their locale and affect their linguistic behavior and their social identity as an ethnolinguistic group. Thus, for a more multi-disciplinary and qualitative approach, it would also be better to discover more in-depth the motivations of the sign developers and advertisers in using English over other languages and the impact of this on the consumer’s brand evaluation, perceived globalness, perceived quality, and many other consumer variables to examine whether the use of English, at the expense of other

local languages' existence, is worth it. A survey can also be done to find out whether there is a discrepancy between the official language policy of the town and the people's use of the language.

Conducting the same study in other areas in the country, such as in Tagaytay City and Amadeo's neighboring towns that also promote a unique product catering to local and international market would also be interesting as nothing much has been studied so far about this prior to this study.

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