



## Einladung der Niederlandistik

zu einem Gastvortrag von

### **Prof. Dr. Laurence Mettwie**

(Université de Namur)

### **BOZAR sounds like bazaar**

Bilingual wordplays in Brussels' and Montreal's  
linguistic landscape, a magnifying glass for  
language contact and conflict

Montag 3. April 2017, 18.15-19.45 Uhr

Schönberggasse 9, 8001 Zürich  
Raum SOD-002

**Go Dutch!**



Aktuelle Themen der Niederlandistik

In Montreal, witty bilingual English-French puns appeared on shop signs, to slyly get around the restrictive language legislation. A couple of years later, similar techniques were used in logos for state-run businesses in Brussels (e.g. the Centre of Fine Arts was renamed "BOZAR"). The analysis of the rationale behind these so-called "bilingual winks" (Lamarre 2014) and overall of people's reaction to them appeared to be a surprisingly efficient magnifying glass that reveals positionings towards touchy language issues as well as power relations and stakes in both bilingual cities.

Der Gastvortrag findet auf **Englisch** statt. Dozierende, Studierende und weitere Interessierte sind zu diesem Gastvortrag herzlich eingeladen.

Prof. Dr. Elvira Glaser  
Lic. Phil. Chris De Wulf

Seminarleitung:  
Prof. Dr. Klaus Müller-Wille  
Prof. Dr. Mireille Schnyder