

**LAWS AND ENSKILMENT: A FORENSIC
APPROACH TO GEOSEMIOTIC ANALYSIS
OF LINGUISTIC LANDSCAPE**

By

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**NATIONAL UNIVERSITY OF MODERN LANGUAGES
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LANDSCAPE**

By

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NATIONAL UNIVERSITY OF MODERN LANGUAGES

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Candidate of **Doctor of Philosophy** at the National University of Modern Languages do hereby declare that the thesis: **Laws and Enskilment: A Forensic Approach to Geosemiotic Analysis of Linguistic Landscape** submitted by me in partial fulfillment of PhD degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Thesis Title: Laws and Enskilment: A Forensic Approach to Geosemiotic Analysis of Linguistic Landscape

Linguistic Landscape surrounds us everywhere in the form of billboards, advertisements, street names, brand logos, price tags, graffiti, and public signs. These public signs mirror sociological, cultural, political, economic, and historical aspects of a country. Moreover, they not only reflect the hidden state policies but the laws that aim to mold human behavior by instructing, informing, ordering and directing. Owing to their ambiguous nature, the linguistic and pictorial contents of the top-down signboards that announce state rules and regulations lead to multiple interpretations by the viewer. The present study is an endeavor to analyze the top-down signboards of Pakistan displayed at various public places of Islamabad and Lahore by employing a mixed method approach particularly explanatory sequential technique. Using Geosemiotics framework by Scollon and Scollon (2003) and Speech act theory by Searle (1979b), various distinguishing characteristics of 100 public signs deployed by government institutions were identified and analyzed quantitatively. Furthermore, a questionnaire was also circulated among 385 literate citizens of Pakistan after face validity, content validity and reliability tests while the qualitative analysis was conducted through the interviews from twenty-five citizens. The results drawn from the data were discussed forensically by comparing the state laws with the signboards. The study confirmed the presence of such signboards that fall under the category of regulatory discourse but they fail to impart enskilment to the public by communicating law ineffectively. The recurrent use of English lexicon signals the effects of colonization and globalization on the linguistic practices prevalent in Pakistan. Indexicality is a major characteristic of signboards that locates language in the physical space, but it also points to the legal discourse at large. Forensically, it was observed that discrepancies exist between the top-down signboards and the state rules. It is recommended that signboards must be designed in accordance with the rules prescribed in Acts and Constitution of Pakistan to avoid any discrepancy. Simple words and syntactic structures should be used to remove ambiguity. Urdu language should be implemented as an official language.

Keywords: Top-down Signboards, Linguistic Landscape, Forensic Linguistics, Enskilment

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LIST OF ABBREVIATIONS

CDA	Capital Development Authority
ICT	Islamabad Capital Territory Corporation
LL	Linguistic Landscape
MCI	Metropolitan Corporation Islamabad
NCOC	National Command and Operation Center
NH&MP	National Highway and Motorway Police
NHA	National Highway Authority
PHA	Parks & Horticulture Authority
PMA	Punjab Mass Transit Authority
WCLA	Walled City of Lahore

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DEDICATION

Dedicated to my parents, husband and daughters,
Inayah Saeed and Mishaal Saeed

Chapter 1 - INTRODUCTION

Public signs reflect sociological, cultural, political, economic, and sociolinguistic features of a country. Signs regulate the space by defining and selecting audiences, by putting specific restrictions, offering invitations, and articulating norms of conduct. Deng (2014) defines a public sign as a publicly displayed information in written or symbolic form which is closely related to public lives, works and environment with directing, prompting, restricting, or compelling functions (pp. 30-31). According to De Saussure (2011), signs are explained as having mental and physical presence or in other words signs are composed of signifier and signified but in terms of Kress and Van Leeuwen (1996), signs are reflective of the conditions for production and patterns of distribution. Moreover, they construct social identity as well as social reality which have real effects in social life. Signs disseminate messages in space that are never neutral. Space plays an important role in answering how a sign works. The sociological, political, economic, cultural, historical features of a space are reflected through the signs which in turn define producers, select audiences, and impose rules and regulations. In imposing rules and regulations, signs also articulate norms of conduct, power structures and social hierarchies while operating in a particular space. However, a public space is itself an arena of control and regulations of power and surveillance (Gorter, 2013) where signs are never neutral in fact, they exhibit social hierarchy and power relations. Foucault (1982) views spatial anchoring as a political and economic form which demands a comprehensive and detailed study. The public signage system is also considered an institutional object which is controlled and regulated by those in power, i.e., government. The public signage system is seen at various public places within a landscape that aims at informing the audience through text and images.

1.1 Linguistic Landscape

When walking through a busy street or travelling on a highway, we are surrounded with advertisements, shop names, brand logos, price tags and traffic signs which constitute a linguistic landscape of that space. Landscape itself refers to mediated visualization of nature that is socially constructed and is indicative of visually altered environment. In the context of linguistics, linguistic landscape is the language in the environment (Shohamy & Gorter, 2008). This notion is further elaborated by Stroud and Mpendukana (2009) as another means of representation of place through the

language used in public displays, signage, speakers' performances, and interaction. The visibility and salience of language in a given territory is termed "Linguistic Landscaping" and is defined by Landry and Bourhis (1997) as "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration" (p. 24).

Gorter (2006b) takes up the definition of Landry and Bourhis (1997) who explains Linguistic Landscape as the use and visibility of language in a particular area. With the same view, Ben-Rafael, Shohamy, Hasan Amara and Trumper-Hecht (2006) defines Linguistic Landscape as the study of "linguistic objects that marks the public space" (p. 1). Here the notion of linguistic objects refers to all the signs whether public or private placed inside or outside at any geographical space. In this way the definition of Landry and Bourhis (1997) was widened since it aimed to include all the signs placed inside or outside a building. Backhaus (2006) also refined the term in his research conducted in Tokyo to examine urban multilingualism. "A sign was considered to be any piece of written text within a spatially definable frame" (p. 66).

With reference to this definition, anything in space in the form of a notice, advertisement, push or pull stickers or botanic explanation deployed on plants and trees can be the object of study. Later on, Shohamy and Gorter (2008) widened the field of Linguistic Landscape by including all the language in the environment whether in the form of words or images.

The same view is put forward by Shohamy and Waksman (2008) which extensively redefines and elaborates the notion of linguistic landscape. For them (Shohamy & Waksman, 2008), Linguistic Landscape "refers to texts situated and displayed in a changing public space, which is being redefined and reshaped" (p. 355). This public space is a fertile ground for the emergence of broad and infinite repertoire of text types. Such definitions of LL go beyond displayed written texts of signs in multilingual versions and include verbal texts, images, objects, placement in time and space as well as living beings. Since the term is not just confined to the display of languages in an environment but images, icons and logos also form a part of the linguistic landscape which in turn redefines and reshapes a public space by pointing to different text types and discourses at work. This definition will be taken up for the present research which tends to analyze written language along with images and symbols. Signboards are not just an assemblage of written characters of language but

constitutes pictures and symbols. These symbols and pictures are considered subordinate and parasite on verbal communication as claimed by Wittgenstein (2010) so symbols along with verbal language will form the linguistic landscape of public areas for the present research.

Here the definition not merely refers to the literal study of languages visible on the signboards but also the representation of language which throws light on social and political ideologies, identity and cultural globalization, language policies and above all laws of a state. This concept was first introduced in 1970 with reference to language policy and planning in the areas where language conflict and code preference had been a major issue. It was not until 1990 when the concept of linguistic landscape was approached by sociolinguists. Hence a new dimension was added to the existing literature of linguistic landscape which aims to present the idea that LL is constructed deliberately rather an arbitrary or coincidental happening.

According to Landry and Bourhis (1997), linguistic landscape of a territory can serve two basic functions: an informational function and a symbolic function. Wachendorff (2016) further elaborates the informational function played by linguistic landscape. The informational function of a text in public spaces is to guide visitors, to offer information and to provide orientation, to represent the law, to delimit the territory and to seduce customers. On the other hand, the symbolic function of a sign reflects status of a language that it enjoys within a multilingual scenario.

These signs are categorized according to linguistic landscape actors which take an active part in constructing and shaping the linguistic landscape elements based on preferential tendencies and deliberate choices (Ben-Rafael et al., 2006). These actors can be institutions, individuals, multinational firms or even associations representing diverse strata of a society. To put it simply, these actors are divided into two general categories: private versus public. The private actors enjoy autonomy and design bottom-up signboard according to personal choices and individual strategies like shop signs, brand advertisements. Contrary to bottom-up signs, top-down signs are all government signs which come under the category of regulatory discourse that intend to regulate the inhabitants through public notices and traffic control devices. These public notices “enacts a complex set of legal relationship, responsibilities and duties” (Hutton, 2014, p. 600). Moreover, it sets boundaries to distinguish a public space from a private one, issues warnings regarding potential and characteristic offences and penalties. Such

signboards aim to civilize the citizens through the display of law in order to impart enskilment

1.2 Laws and Enskilment

Just like linguistic landscape, we encounter law in our daily lives in renting apartments, driving cars, payment of bills or on the job. Even our behaviors including eating and sleeping habits are governed by moral traditions, social standards and religious doctrines which come under the umbrella term of law. Law is an arena which encompasses all fields of inquiry. It is the most distinctive aspect of modern societies that aims to play three important functions: to order the behavior of individuals and organizations, to establish and distribute authority and power among state and citizens and to provide procedural tools for contestation to resolve disputes and promote accountability.

The task of defining law has been attempted by many sociologists, anthropologist, legal theorist, and philosophers. To capture the essence of law, the definition falls into three categories. The adherents of first category define law as a system based on fairness, justice, and principles of morality. The second definition refers to legal positivists for whom law is a legal system consisting of substantive rules and laws governing how such rules are formed while the third category focuses on the living or customary law which individual abides by during social interaction. But in the present study, the most conventional sense of law will be taken into consideration which is defined by online Cambridge dictionary as, “a rule usually made by the government that is used to order the way in which a society behaves”(Cambridge, n.d.-a). It is also understood in terms of a system of rules and regulation which a community recognizes as regulating the actions of its members and enforces through imposition of fine and penalties. These definitions clearly show that laws are framed for the people living in a particular community aiming to behave in a certain way. In case of noncompliance, penalties and fines are used for its enforcement. Moreover, laws, in layman’s view, are printed books of rules of a given state at national and subnational level whether passed by legislature, enacted by fiat or otherwise formalized. But a question comes to one’s mind i.e., how do people know about such rules and regulations? To answer this question, linguistic landscape particularly signboards play their role in disseminating codes of conduct which in turn aim at enskilment of the public. Enskilment is a key term which means learning by practice. This learning is

reinforced through attention and negotiation of the materiality in the physical world. Instead of acquisition of rules through law books, Ingold (2000) stresses on the education of attention which involves practical involvement in the environment. This kind of involvement builds a strong relationship between learning and practice. So here enskilment refers to both being knowledgeable and skilled by paying attention to the surroundings. This attentive attitude often leads to imitation and practice that is the core interest of enskilment. But somehow, such experiences can be positive and negative so guided attention is required to ensure the right action being taken at right time in the right way. The vital role played by experience in the context of law is also endorsed by Holmes (1882) “The life of the law is not logic, but experience” (p. 38).

In the context of law, an enskiled citizen must be fully acquainted with the laws and is liable to obey them, but the language of law is different from ordinary language which makes it incomprehensible to a layman (Tiersma, 2000). Many movements for simplification of law language have been started by forensic linguists to remove vagueness and crudeness from the legal texts. Forensic linguistics is an emerging field of linguistics which studies the form and function of language in legal contexts. The very word “forensic” has its roots in Latin which means public or in open court. According to the Online Cambridge Dictionary, forensic is an adjective which is related to “scientific methods of solving crime, involving examining the objects and substances that are involved in the crime”(Cambridge, n.d.-a). The term forensic when used with linguistics is defined by Olsson (2004) as “the application of linguistic knowledge to a particular social setting namely the legal forum” (p. 3). This definition implies a strong relation among language, law, and crime. Here the word law refers to spoken language in proceedings in courts and police investigation, written language in the form of legislation and statutes and law enforcement. In this way, forensic linguistics is divided into three areas of investigation i.e., the language of legal texts (Tiersma, 2000), the spoken language of legal process and the role of linguists as expert witness (Shuy, 2002). Language seems to play a vital role in law and legal situations. It not only helps to frame laws but to make us understand law. As Leonard (2006) states that one must understand language to understand law. This interface between language and the law has diverted the attention of many linguists (Shuy, 2002; Tiersma, 2000) to study the language of law within the law and legal situations and to make it simple, clear, and unambiguous to ensure comprehensibility. With the same spirit, another role has been assigned to the forensic linguists as Coulthard, Johnson and Wright (2016) defines FL

is not just delimited to “describing and demonstrating powerful institutional practice but also aims to transform it by critiquing language or doing the difficult job of giving expert opinion” (p. 8).

The public signs deployed by the government at public spaces guide the people the norms of conduct in the light of the law of a state. As the language of the law is not easy to be interpreted by literate and seems impossible to be memorized by both the literate and illiterate so public signs inform and instruct people all over the world. Some of the signage systems i.e., traffic laws are uniform across the world as proposed by Vienna Convention in 1968 to ensure effective communication and low risk of accidents. In Pakistan, various signboards have been placed by the government in public spaces to guide, inform, instruct, and even warn both the citizens and tourists during their mobility.

The present study is an attempt to analyze the signboards in context by employing the theoretical framework of geosemiotics (Scollon & Scollon, 2003) that is “the study of social meaning of the material placement of signs and discourse and of our actions in the material world” (p.2). Since signboards give meanings only when they are deployed in the world so geosemiotics examines the meaning in context. The present endeavor also aims to give insights into the existing laws and the discrepancies in their manifestation at public spaces which will help in shaping the behavior and producing an enskilment in the public.

1.3 Statement of the Problem

Law guides and directs the actions of the public. They shape the behavior of people in order to make them good citizens. These laws are deployed by the government in the form of signboards at public spaces to help them. They are meant to shape the behavior of the public in the light of the law. Just like law and legal documents, signboards lack clarity. This ambiguity hinders the intelligibility and may result in lawlessness in the country. The present research is motivated by the realization of inadequacy of signboards to communicate law through visual and written words. The present study is an endeavor to see behind the curtain of signboards the laws that govern and approve the behavior of a common man at public places and its interpretation by the masses. The study analyzes the top-down signboards of Pakistan in depth to see the communicative competence of top-down signboards and its intelligibility by the public.

1.4 Research Objectives

The objectives of the research are:

- 1) To examine the depiction of law through top-down signboards.
- 2) To analyze various features of signboards by applying geosemiotics framework.
- 3) To identify pragmatic functions played by the top-down signboards.
- 4) To evaluate the perception and interpretation of signboards by the public.

1.5 Research Questions

The questions of the research study are:

- Q.1 To what extent does the linguistic landscape of Pakistan reflect the law?
- Q.2 How does geosemiotics shed light on the top-down signboards?
- Q.3 What are the various pragmatic functions performed by the top-down signboards at public places?
- Q.4 How far are the Pakistanis able to interpret and perceive top-down signboards?

1.6 Significance of Research

Although the field of linguistic landscape has been approached earlier to look at various processes of multilingualism, language policy, language mixing, language dominance, use of technology, formation of cultural identity at international level while the issues of visibility of languages and language promotion strategy (Shahzad, Hussain, Sarwat, Nabi, & Ahmed, 2020) and preference of language in bilingual bottom-up signs in Swat (Nikolaou & Shah, 2019) at national level yet the depiction of law through top-down signboards and its composition have not been touched by any researcher, especially in Pakistan. Moreover, Linguistic Landscape is seen to mirror only linguistic practices but the present study intends to highlight the constructive role of linguistic landscape for enskilment purposes. Since the study falls under forensic domain, so Regulatory discourse that aims to regulate the behavior of the masses will be evaluated on linguistic and pragmatic level. This study is significant because it is the first endeavor to shed light on the various features of top-down signboards with

reference to Pakistani laws and aims to examine the communicative competence of the signboards for enskilment of the public.

This study holds a great significance in the field of linguistic landscape since it will explore the productive role it can play in shaping the behavior of people through communicating the desires of the state. Moreover, the aspects of implementation of law and its enforcement through linguistic landscape will be a contribution to the existing body of literature. As it is a first step to assign a constructive role to the term linguistic landscape, so it will pave way for future researchers to look for various dimensions associated with this particular domain.

According to Environmental Protection Act 2012, it is the duty of the officials to create public awareness and public education so the present study will prove beneficial for the government authorities by highlighting the factors that can aid in dissemination of rules and regulation to the public. It will also help the policy makers to frame such policies to make the citizen enskiled by providing positive learning experiences. Furthermore, the study also tends to see how much law is depicted through top-down signboards that will prove useful for law implementation agencies. The results of the study will also help in improving the quality of signboards with regards to morphology, syntax and visual semiotics that will benefit every individual who moves in a society. The conclusions drawn from this research study will prove beneficial at national and international level. At a national level, it will enlighten the masses about the importance of signboards and the right to get accurate information since it is the duty of the government to develop public awareness about rules and regulations while at international level, this study will set new avenues of research within the fields of forensic linguistics and Linguistic landscape for enskilment.

1.7 Delimitation

The study is delimited to top-down signs of Islamabad and Lahore only. Due to corona and lock down situation, the researcher faced problems in collection of data from various recreational places so motorways, parks, metro stations, zoo and historical buildings excluding museums are included in the present study. A total number of 300 pictures were captured through photography but most of the pictures showed repetition of text on the signboards so in the present research study, such signboards are considered once.

1.8 Organization of the Thesis

The present work is divided into six chapters which are briefly discussed as follows:

Chapter 1 contextualizes my motivation behind conducting research on linguistic landscape of Pakistan with a forensic perspective. The chapter starts with introducing the key terms which are employed in the present work. The introduction of the terms will help build a background for stating the problem which needs to be addressed. The chapter also defines research objectives, research questions and delimitation along with significance of my work.

Chapter 2 reviews the already existing literature with an aim to highlight the gap which the present work intends to fill in the field of linguistic landscape and forensic linguistics. All the existing research works and the theory of geosemiotics are critically analyzed in order to form a conceptual framework before moving further to the research methodology adopted for the present work.

Chapter 3 deals with the research methodology employed for the following research. This chapter enlists the theoretical framework, object of analysis, geographical areas, and limitation of the study. Moreover, the procedure and tool of analysis for conducting both qualitative and quantitative analysis have been fully explained in the chapter.

Chapter 4 is divided into two sections namely, qualitative analysis and quantitative analysis. It presents an in-depth analysis of the collected data by employing the theories of geosemiotics and pragmatics. The results of the questionnaire and interviews are also discussed comprehensively in the chapter. The figures are presented through graphs and pie charts for quantitative analysis.

Chapter 5 is a discussion-based chapter that intends to critically discuss the results in the light of the research questions formulated at the very start of the work. The chapter discusses all the results of micro and macro level analysis separately. Furthermore, the reference to law and specific clauses highlights various aspects on a larger discourse arena.

Chapter 6 deals with conclusion section. It provides a summary of all the findings in terms of both positive and negative aspects of signboards in the forensic context. The recommendation and implication for future research have also been added for upcoming researchers of the present field.

Chapter 2 - LITERATURE REVIEW

The present chapter reviews the already existing research conducted in the field of law and language, signs and its meanings, and role of pragmatics. Moreover, the present chapter also deals with geosemiotics and Linguistic Landscape. A lot of research has been conducted in the field of Linguistic Landscape by employing geosemiotic analysis however the relationship among law, linguistic landscape and geosemiotics is an area less explored as evident after conducting a review on the literature.

2.1 Linguistic Landscape

Linguistic landscape is comparatively young and new area so it is interdisciplinary in nature. It combines applied linguistics, sociology, cultural geography and sociolinguistics and adopts various theoretical frameworks concerning geosemiotics, socio cultural, political and economic factors (Zimny, 2017). The term “Linguistic Landscape” is considered to be first appeared in the work of Rosenbaum and Nadel (1977). Different and intermittent studies were conducted but the research by Spolsky and Cooper (1991) laid the foundation of this field. They (Spolsky & Cooper, 1991) investigated the street signs of Jerusalem to highlight the use and vitality of language in a particular territory. Their work does not seem to give a complete definition of Linguistic Landscape but gives forth a taxonomy of street signs. This taxonomy includes eight major signs with further categorization hence showing an in-depth study of signage system i.e., street signs, advertising signs, warning signs/prohibitions, building names, informative signs, commemorative plaques, signs labelling objects, and graffiti (Spolsky & Cooper, 1991). The language and number of languages present on a sign also served as a point of interest for both the researchers to understand the historical, political, economic and sociological forces at work in a particular community. Although the work of Spolsky and Cooper (1991) provided valuable insights into the new and emerging field of Linguistic Landscape but the first concrete definition of Linguistic Landscape appeared in the empirical study of ethnolinguistic vitality in various provinces of Canada (Landry & Bourhis, 1997) that says, “The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region or urban agglomeration” (p. 25).

This definition takes into its consideration just the written language which makes it a point of criticism as Singh, Itagi and Singh (2002) in Backhaus (2006) disagree and consider a biased attitude towards the written language. Now in the last two decades, various empirical and theoretical contributions (Backhaus, 2006; Huebner, 2006; Shohamy & Gorter, 2008) have been published in numerous books and research journals i.e., *Linguistic Landscape*, *Visual Communication*, *Space and Culture*, *Journal of Sociolinguistics*, and *International Journal of Multilingualism* in order to broaden the scope of Linguistic Landscape by examining objects, artefacts, icons, logos and languages present in the environment.

In the light of the definitions of Linguistic Landscape, it becomes obvious that the object of analysis can be a written text, verbal communication, images or a multimodal text so it becomes mandatory to employ various multimodalities to explore discourses at work that constitute linguistic landscape of a geographical region. Seals (2012) has analyzed multimodal data present in the linguistic landscape of Washington by highlighting verbal communication, written words and visual images. Seals (2012) concluded that multimodal aspects i.e., written and symbols present in a landscape contribute towards individual and group identity.

A plethora of theoretical contributions have been discussed and reviewed but the methodological and empirical studies within the field under discussion are noteworthy which will give insights into various methods of analysis of linguistic landscape. The most significant and comprehensive work is an anthology of empirical studies which has been put forward by Gorter (2006b). The book not only introduces the subject with some theoretical understandings but also the methodological challenges that can occur during the process of data collection. The first study in Gorter (2006b) collection focused on Israel in which the language visibility has been examined on both private and public signs. Second contribution focuses on language mixing and language dominance by examining fifteen Bangkok neighboring areas. The third study was conducted in Tokyo and the last chapter is devoted to the exploration of representation of minority languages in relation with English in Netherlands and Spain. Although this collection provides valuable insights on sociolinguistic and conditions of any particular region by conducting quantitative analysis of top down and bottom down signage system, yet the qualitative data can provide various upcoming trends as pinpointed by Blommaert (2013) in his criticism of Gorter's collection (Gorter, 2006a). The collection concludes that the presence of languages shows the vitality and power,

but Blackwood and Tufi (2015) reject the very perspective as its multidisciplinary approach may hint at various and numerous aspects of language.

To highlight some of the problems and difficulties in conducting Linguistic Landscape research, Gorter (2006b) in collaboration with Cenoz (2008) authored an overview of the field for new researchers in which the dynamic nature of the very field is considered as a problematic aspect hence making it difficult to study. The mobile and ever-changing public signage is seen as a hurdle in the research but for Blommaert (2013) this mobility is an opportunity and opens new vistas of theoretical and methodological research.

A successful attempt was made by Backhaus (2006) in his study to define, delineate and investigate the problematic methodologies as opposed to Gorter (2006b) work. His work aims at explaining the signs, the future prospects of Linguistic Landscape and an introduction of previous and current studies in this area. His endeavor answered three main issues i.e., who is in charge of public signage, for whom it is intended for and what do the signs depict about the progress of a city's linguistic condition. Moreover, he (Gorter, 2006b) mentions three problems in collecting data for Linguistic Landscape research: choosing an appropriate survey area, finding out survey item and making a distinction among the characteristics of the items.

For Gorter (2013), the analysis of LL gives insights into multilingualism by focusing on the choice of language, rules, regulation, language hierarchies, effects of colonization and literacy. Stroud and Mpendukana (2009) produced two notable articles on investigation of Linguistic Landscape of township with greater bend towards ethnographic and qualitative approach. They (Stroud & Mpendukana, 2009) defined landscape as "semiotic moments in the social circulation of discourses" (p. 1) and focused on the depiction of language, its meaning through semiotic artefacts and various technologies used in commercial signage. The researchers also paid special attention to the thematic production of signage to highlight the marginalization of the poor.

The significance of LL is evident from the number of publications on the relationship of LL and multilingualism, language policy and culture. Studies in this area tries to find out the relationship between different languages within a country. A study with an aim to analyze the relationship between languages especially on religious text displayed in the selected areas of Ado Ekiti, Nigeria was conducted by Inya (2019). The data of fifty-five signboards were examined on qualitative and quantitative lines

that confirmed the presence of three languages: English, Yoruba and Arabic. English held a dominant position over both the languages while Yoruba symbolized loyalism, religious and cultural perspective. On the other hand, Arabic language confirmed the inclination towards Islamic culture and language that served as a point of religion based collective identity between the producer and the viewer of the signboard.

Another research on linguistic landscapes conducted in Jordanian town, Petra that focused on the material used in the production of signboards (Al-Naimat & Alomoush, 2018). Moreover, the research also examined the practices that contribute towards identity formation while asserting social and cultural norms of Jordan in the context of tourism. The results showed interesting patterns based on materiality. English inscribed on stone and metal surfaces signifies permanence, continuity, and quality while English written on wooden board echoes newness, freshness and creativity on the part of the producer. The researchers ascribed the dynamic nature of Linguistic Landscape if displayed on papers or are in the form of handwritten notes. Such signboards are meant to announce special offers and linguistic or non-linguistic changes. It was also observed that English text was also displayed on and inside sand bottles that symbolize culture, history and environmental information to the tourist and declared Petra as a tourist destination especially to the international tourist.

A lot of studies with similar perspective are conducted in Europe such as Italy (Coluzzi, 2016; Dal Negro, 2008; Schlick, 2003; Seals, 2012). In some of the studies, researchers tried to compare two different countries like Netherland and Basque (Spain) by Cenoz and Gorter (2006). In Africa, the field is relatively new and studies (Stroud & Mpendukana, 2009) focused on commercial signage in town symbolizing use of language in multilingual societies. In Asia, most of the studies are carried out in the capital cities (Backhaus, 2006). Ben-Rafael et al. (2006) also examined the linguistic landscape of East and West Jerusalem. Less research is conducted in Arab Asian countries as reported by Alomoush (2015). In Pakistan, a few studies have been identified in the field of linguistic Landscape. Manan, David, Dumanig and Channa (2017) analyzed linguistic landscape of Quetta, Baluchistan. The private signs including shop names, wall advertisement, roadside signposts were analyzed. Moreover, interviews with shop owners were also conducted to identify the use of English in localized non-Roman script. Absence of indigenous languages and pervasiveness of English were reported by the researchers. Another study in the same view was conducted that tend to analyze commercial and shop signs with reference to

presence of official and local languages in Gilgit Baltistan. Ali (2020) analyzed the linguistic landscape of Gilgit Baltistan and reported different patterns of language use on private signage and shop names. No attention is given towards indigenous language which is an identity marker of the people of Gilgit Baltistan. A new perspective by comparing the top down and the bottom-up signs within Linguistic Landscape of Nowshera has been added by Mahmood, Shah, Qureshi and Sultan (2021). By employing mixed method approach, the researchers Mahmood et al. (2021) analyzed the data of both official and private signs collected through purposive and convenience sampling. The results exhibited the use of transliteration and fragmentary technique in top-down signs while more transliteration and complementary techniques were used in bottom-up signs. English holds a dominant position as opposed to the constitution of Pakistan. A mismatch between language policy and its representation is seen within the landscape of Nowshera, Khyber Pakhtunkhwa. Chahat Batool (2021) analyzed the Linguistic Landscape of Larkana, a city within Sindh. The study focused on the shop names and private signs of the city. Interviews from the shop keepers were also conducted which confirmed the phenomenon of bilingualism at work. Although Romanized Sindhi language is dominant on linguistic Landscape yet in comparison to English language, the local languages are seen missing in the context. Within the context of Swat, the shop signs were analyzed by Nikolaou and Shah (2019) by employing visual semiotics proposed by Kress and Van Leeuwen (1996). The results also reported the presence of English while Urdu holds the position of unpreferred code. A strong sense of competition between both languages for dominance is echoed in the research.

Apart from private and business signs, Shahzad et al. (2020) analyzed the traffic signs deployed at the highways and motorways of all provinces of Pakistan. the study undertakes the view that language is promoted through the linguistic landscape of Pakistan. Photographs of all traffic signposts are captured by employing purposive sampling. The results confirmed the promotion of Urdu, English and Mandarin through the public signs. This promotion will enhance understanding and awareness of Mandarin language especially within the people residing in Pakistan.

All the research within Linguistic Landscape have been discussed which highlight noteworthy aspects within this domain. Most of the research is conducted in Urban areas where analysis is conducted within a city while a few instances within Europe showed the research are conducted by comparing two geographical regions. In

Pakistan, no such study is conducted which tends to compare two geographical areas as reviewed in literature, so the present study undertakes two geographical areas namely Islamabad and Lahore as research sites. It is also observed that most research is conducted on private and commercial signs while less attention is given to the public signs. Even in Pakistan, only one research deals with the top-down signs of motorways and highways with the perspective of language promotion while all other researchers target the bottom-up signs so the present study will fill the gap by just focusing on top-down signs with an aim to see how laws are portrayed by top-down signboards in order to enskill citizens. Furthermore, all the research studies under the domain of linguistic landscape are conducted in Sindh, Khyber Pakhtunkhwa, Gilgit Baltistan, Baluchistan but not in Punjab. So, this study will be pioneering all other studies conducted in future within this domain. Not just the signboards of motorway but public places such as museum, parks, metro stations are the research sites so this study will fill the gap and tends to add new vistas of learning for the new researchers.

2.1.1 Research in Linguistic Landscape

According to Milroy (1980), in any sociolinguistic research the methodology employed to gather data is a crucial point in research studies. Particularly in LL research conducted in Tokyo, Backhaus (2006) followed a three-step sequence while focusing on textual data: determined the survey area, unit of analysis and the coding categories. On the other hand, Garvin (2010) proposed the following data collection stages: site selection, photography, selection of participants and contact, conducting interviews by walking tour, transcription of interviews and its analysis and follow up meetings with participants in order to reconfirm the findings.

2.1.1.1 Research Sites for Linguistic Landscape

Since the researchers conducting research in the domain of LL collect data on the display of languages in public space mostly face two questions i.e., how to choose? And what is the most relevant focal geographical area for survey? The solution to this problem is addressed by Tulp (1978) who collected the data visible on advertising billboards by travelling in a tram. They (Backhaus, 2006; Lai, Wen, Pong, & Luo, 2013) collected data by using train and light rail network, respectively.

LL data collection is mostly carried out in a vast environment, but it is possible to conduct research on a single site. Researchers (Cenoz, 2008; Rosenbaum & Nadel, 1977) selected shopping streets as a research site. The data are not only drawn from

more than one shopping streets to see visibility of language at display but Coluzzi (2016) selected shopping malls as a research area. The shift from urban area to rural area was also changed to find out the differences between the layout of cities and villages (Pietikäinen, Lane, Salo, & Laihiala-Kankainen, 2011). Hult (2014) used the radial highways to capture the Linguistic Landscape of different neighborhood of San Antonio.

These above-mentioned researches vividly assert that survey sites can be quite larger than the streets as selected in the early studies. It can be district, or a neighborhood specified down to set of street blocks or any subway station. But the question as to how a researcher chooses survey areas is problematic. Blackwood and Tufi (2015) argues that “it is challenging to the point of being unfeasible to survey an entire city or town” (p. 9) yet he talks about handling a big data with the help of technology such as Google Street view and Google maps. Since the literature confirms that any geographical area can be a research site so a comparison between recreational areas and historical places of Islamabad and Lahore will be conducted in this study

2.1.1.2 Photographic documentation

The distinguishing characteristic which lies at the heart of Linguistic Landscape study is photographic documentation. Collecting data through photography is the research technique employed by the LL researchers and LL research studies include photographs as evidence. Three elements are significant relating to the use of photographs i.e., LL researchers as photographer, LL genre and the author and audience featuring pictures. Although a digital camera with good resolution is needed yet complete sequential sign documentation is prerequisite. Archiving and displaying the collected data are important constituents of photographic documentation. Technology can also aid in the process of photographic documentation. Instead of photo storage, Google maps and other web-based map services can be employed to show photographs to the readers at the location. Following the same procedure prevalent in the linguistic landscape research (Akindele, 2011; Brito, 2016) data will be collected through photography and pictures will be analyzed

2.1.1.3 Coding Categories

The next step after photographic documentation is coding the categories of the collected sign. Various researchers have categorized the signs differently. Cenoz (2008) in their research focused on linguistic aspects of signs by categorizing type of signs,

number of languages used, and top down versus bottom-up signs. In case of multilingual signs, the following variables are taken into consideration: first language used on sign, amount of information in each language, fonts used and the semantic relation that exists between the two languages at display. Backhaus (2006) added monolingual versus multilingual and geographical distribution to the above-mentioned coding criteria. Barni and Bagna (2009) devised five main categories: mono vs, multilingual signs, textual genre (advertisement, warning signs), location, domain, and place. Scollon and Scollon (2003) have proposed the concept of code preference in multilingual setting. The code occupying top position will be the preferred code while the code occurring at a lower position will be considered as secondary code. This distinction will be adopted in the present study.

2.1.1.4 Collecting Language policy documents

Another dimension is added to LL research by analyzing signs in the light of language policy. The relevant language policy comments can throw light on the institutional decisions which sanction the visibility of languages and law on the signboards. The policy documents range from legislative acts to the public authority manuals. As a consequence of globalization, various studies have shown the use of English as opposed to the language policy. Linguistic Landscape has been taken as methodology to look at the effects of multilingualism and globalization on language policies, language attitudes and consequences of language contact. Akindele (2011) studied the linguistic situation of Gaborone, the capital city of Botswana. The data were collected from street signs, warning notices, billboards, informative and shop signs. The results showed that English held a dominant position just as in other Anglo African countries today. No importance was given to minority language which indicated the status and position of minorities in the state. It is pertinent to mention that the present research not only undertakes to study the language policy, but civic rules and regulation as displayed on the signboards displayed at public areas.

2.1.1.5 Participants in LL research:

In LL research mostly interviews are conducted but telephone questionnaires and field notes are also used. The approach is qualitative in nature and the sample size is small in number. Cenoz (2008) conducted short interviews with the small number of residents of San Sebastian. The questions covered their background, views on city Linguistic Landscape, their preference of language on signs. Garvin (2010) did walking

tours and interviewed small number of local residents to examine emotional understanding and visual perception. It is viewed that mostly interviews are conducted in the context of Pakistan especially so interviews along with questionnaire will be conducted which will cover a large population while interviews are, in the present study meant for illiterates.

2.1.1.6 Unit of Analysis in Linguistic Landscape Research

In many studies pertaining to Linguistic Landscape, the researchers focus on signs having written language on them (Backhaus, 2006). While examining the nature of signs and the languages the signs carry on them, he further pointed out what constitutes a unit of analysis. Analyzing signs in one way or the other involves a selection criterion. The survey can be on a single type of signs such as place names or collecting a representative cross section of two or more geographical areas. However, there are a set of complex procedural decisions in order to specify the unit of analysis such as: Is the unit of analysis an individual sign, a stop sign, or specific area of a street? What aspects of materiality or physical shape will be taken into consideration? Should multi-layered shop windows be analyzed or just the main signboard? Should the mobile signs be included in the analysis? To answer all these questions, it is pertinent to adopt the definition of unit of analysis. Backhaus (2006) defined unit of analysis as “any piece of text within a spatially definable frame” (p. 57). But Laitinen (2014) by following the mentioned definition gathered such an enormous material that he decided to publish only selected impressions and observations. Cenoz (2008) argued that unit of analysis can be from the smallest individual sign to the level of establishment i.e., it becomes a landscape that can be seen in a single view.

2.1.1.7 Linguistic Approaches to Signs and Meaning

In the realm of Linguistic Landscape, signs are deemed as unit of analysis so it becomes indispensable to refer to the linguistic approaches to sign and its meaning by various linguists which will illustrate the true linguistic sense of signs and how meanings are assigned to such signs.

2.2 Signs

All living organisms are endowed with an instinctive capacity to produce and understand the “signs”. A sign by Sebeok (2001) is defined as, “any physical form that has been imagined or made externally (through some physical medium) to stand for an object, event, feeling etc.” (p. 3) or in simple words as Eco (1979) defines signs as

everything which can be substituted for something else. According to online Oxford Dictionary of English a sign is an object, quality, or event whose presence indicates the probable presence or action used to convey occurrence of something else or a gesture information or instruction, a gesture used in a system of sign language or a notice on public display that gives information or instruction in a written or symbolic form. For the present study, the last definition of the sign will be considered, and data will be collected by keeping in view the very essence of this definition.

Moreover, signs play many functions not just in human life but allows each living specie in this world to show and signal its existence, transfer messages within other species and model the new information received from the outer world. The study of all these functions comes under the domain of “semiotics”. John Locke in his book (1690) proposed a formal study of signs which might help the philosophers to decipher a relationship present between representation and knowledge. This field of inquiry remained unnoticed until two linguists named Ferdinand de Saussure and Charles S. Peirce laid down the basis of semiotics that studies both the production and interpretation of signs. De Saussure (2011) used the term semiology as reported by his students while taking down his lectures given in 1907-1911 which were compiled in the form of a book. He (De Saussure, 2011) defined semiology as

A science that studies the life of signs within society is conceivable; it would be a part of social psychology and consequently of general psychology; I shall call it semiology (from Greek semeion “sign”). Semiology would show what constitutes sign, what laws govern them. (p. 17)

Moving from the definition and exploring the history of sign, the major contribution was made by St. Augustine who distinguished the natural signs from conventional signs. Natural signs refer to physiological symptoms and animal signals whereas conventional signs are man-made signs. Furthermore, natural signs are correlated in some natural way. Just as wetness on the road shows the showers of the rain have fallen. This relationship between wetness and rain is quite natural. This insight on part of the observer is wholly based on the experience of the person or knowledge of this interplay of events. Conventional signs or symbols on the other hand lack such relationship. There is no direct correlation between sign and referent. The example of traffic light is noteworthy here. Although the color red does not mean to stop but when it becomes a part of traffic light, it conveys the meaning of “to stop” to everyone. This shows a lack of correlation between the color and the meaning. It is our society that has

taught us and dictated to stop when moving on a road. Here the choice of symbol is unclear, incidental, and arbitrary. So, we can claim that an arbitrary relationship exists between a symbol and the object it refers to which is transmitted from one generation to another, and the symbol is used in accordance with the already set pattern. There are two views about the relationship between a symbol and the object to which it refers. According to Ross and Adams (1983), this arbitrary relation is owed to either usage or agreement by the people of that language. But on the other hand, the modern view proposes that language is not developed through decisions and agreement but it is a process solely based on unconscious process of linguistic habits that are established without any person or a group of people who try to establish them (Farrar, 1982).

Liu, Chua and Stahl (2010) argues that in the present era of science and technology, the means of human communication has changed to an extent that these are not only used to entertain and illustrate but play a vital role in communicating meaning. At present, the humans are not only exposed to written texts for meaning making but also to visual images, complex design and formats and unusual narrative structure. Various modes for communication are used by the readers in the process of meaning making. These modes are termed as multimodality by semioticians and linguists.

According to Juffermans (2012), in any linguistic landscape, signs are multimodal intrinsically and to grasp the meaning of a sign, all the composite parts are studied as a total and integrated artwork. The text having specific colors, typography, style, composition, and an image having size, position, color scheme in any Linguistic Landscape add up to the meaning. (Kress & Van Leeuwen, 1996).

It is pertinent to note that every type of writing has a peculiar text, mode and medium. Liu, Chua and Stahl (2010) gives example of a highway billboard that if the text used is not too long and large enough to be read easily by sitting in a vehicle whereas an image is large and clear enough to convey the meaning is the best instance of high billboard. Coulmas (2009) opines that since the public signs are meant to be read so authors design the boards by keeping in mind the leadership. In other words, we can say that the authors design their messages in such a way that it can be understood by specific audience. In any multilingual scenario, the authors not only make use of different languages but can draw on various semiotic toolkit to transfer visual messages. Bell (1984) concludes that the use of text as well as images in communicating meaning serve both literates and non-literates in a multilingual society. Moreover, the bottom-up authors design their advertisements multimodally i.e., text and images. This

confirmed Bell (1984) reviews put forward in his research, “Visual information may be more powerful and explicit about the nature of goods on offer” (p. 64). The study of Liu, Chua and Stahl (2010) in the Gambia proves that the use of images is the powerful way of dealing with illiteracy by making text readable for all.

Nowadays, the definition of literate has also changed since human being have started to dig out meanings in variety of ways. The traditional meaning of literacy was confined to be able to read and write. At present, the definition (Hobbs, 2010) has changed to the ability to “assess, analyze, evaluate and communicate messages in variety of forms” (p. 7). Just like writing and reading are confined to literacy in the same way the ability to construct meaning with images is termed as visual literacy. Extending the definition of Hobbs (2010), Chauvin (2003) defines visual literacy as “the ability to assess, analyze, evaluate and communicate information in any variety of form that engages the cognitive processing of the visual images” (p. 120). The range of visual image is diverse starting from body language, motion, photograph, film, video, written or verbal discourse, advertisement, visual reality experiences and so on. Signs always narrates a story about its production and consumption. It also presupposes and entails things when in use hence indexical in nature. It is repository of past meaning and vehicle for future meanings. Every sign has three analytical dimensions; past, (referring to its production), present (non-random emplacement) and future (pointing towards its uptake by audience)

Signs serves as various forms of agency within a spatial zone. It orders, requests, asks, demands or informs the audience how to react and behave in the presence of different signs. In addition to the forms of agency discussed above, the meaning and effect of signs are limited and restricted in relation to the space where they are placed and to the addresses to whom they are addressing. So, a sign has both semiotic scope and spatial scope. Semiotic scope within a sign refers to the use of different modalities such as a “No Go Sign” written in Chinese is only understandable by Chinese people but visual sign meaning the same will be understandable to different audience so different modalities have different semiotic scope. As mentioned above, signs are placed in different spaces and their emplacement explains the effects it produces. The combination of spatial scope with semiotic scope give rise to demarcation of a larger space into smaller spaces where specific rules and regulations operate by keeping an eye on the audience.

2.2.1 Types of Signs

According to Blommaert (2013), there are three broad categories of signs. The first category termed as permanent signs refers to road signs, shop signs, graffiti, permanent advertising signs and landmarks. Temporary publicity signs, posters, on sale and for rent signs come under the second category of event related signs. Third category of noise refers to the objects and inscriptions which come in the landscape by accident. Sign boards perform different functions as reported by Blommaert (2013). Some signs perform the function of informing the social structure of the neighborhood unlike the road signs which have highly specific structure. Various functions described by Blommaert (2013) are as follows:

2.2.1.1 Landmark functions

These signs identify a particular area in relation to its customs, traditions, and history.

2.2.1.2 Recruitment Functions

These signs give an invitation for interaction to particular groups of people with the producers. Shop signs are the most appropriate example performing recruitment functions. The signs not only pronounce the kind of transaction e.g., selling of fruits versus performing financial service in that area but also the specific audience targeted for such transactions.

2.2.1.3 Inform Function

Some signs are meant to inform the potential audience about the activities being enacted in specific places in a very detailed manner. Examples include notices announcing change of address or temporary absence or discounted rates advertisements. Recruitment category is a superordinate to inform function. Recruitment sign will announce a shop as internet café whereas informing signs will announce the phone call and internet usage rates.

2.2.1.4 Public Statement

The most identifiable type which falls in this category is graffiti. In this category, producer is unknown, but audience is quite identifiable. The language use as well as graphic shape help the people to make informed guesses about the producer.

2.2.1.5 Muted Signs

The signs which function indirectly as readable signs are termed as muted signs. A plastic bag having an inscription is meant for rubbish only but indirectly it is an instrument for communication. These signs are left in the landscape without being an effect of intentional sign making.

Another taxonomy of signs is proposed by Jódar-Sánchez (2021) in his research where he undertook the analysis of the linguistic landscape of Raval. This proposed taxonomy is based on the functions they perform that is easy to teach students about the general functions performed by such signs. Two major distinctions between signs are named as emblematic and instrumental. Within emblematic, signs are symbolic in functions since they are representation of something else while informative, instructive, and pedagogical functions are performed by instrumental signs. The meaning of instrumental signs is pragmatic in nature since meaning depends on the hearer and context. Various pragmatic functions are performed by these signs as reported by Deng (2014) who analyzed public signs linguistically and pragmatically in different historical periods. Public signs serve as a window to peep into the traditions, beliefs, thoughts, and aesthetic values of Chinese society with respect to time. The results proved that politeness, humor, indirect speech acts, extended speech acts, sophistication, metaphor, personification, and humor are used to advocate, warn, persuade, inform entertain or even enlighten the public. On the other hand, Yusuf and Putrie (2022) analyzed the linguistic landscape of mosques in Malang, Indonesia where they identified four functions to be performed by signboards namely: locating, informing, controlling movements and behavior and service signs. Moreover, the public signs undergo transformation from time to time to keep pace with the changing trends in literacy, democracy, politics, legislation, societal manifestation and economy.

Within the field of LL, signs are also divided into two categories with reference to agency i.e., top-down and bottom-up. Top down refers to all the public signs designed and placed by the government institutions: religious, governmental, municipal, cultural, educational that acts under the control of central policies and local bodies. Bottom-up' items, on the other hand, included those which were issued by individual social actor's shop owners and companies like names of shops, signs on businesses and personal announcements. Bottom-up items were broken up into clothing and leisure, food, houseware, and private offices. Some studies have tried to differentiate between the signs of both official and non-official actors and reported a

number of differences in the style and language. Spolsky and Cooper (1991) report the official signs as regulated and a reflection of majority language in the state.

Furthermore, signs serve to delineate the geographical and social boundaries of these neighborhoods. To the extent that signs are artefacts of a central government, they may reflect the overt language policies of a given state. In this sense they are markers of status and power. But status and power are also reflected in the linguistic tokens employed by multinational corporations and established institutions such as religious establishments, cultural centers, banks, hospitals and the like. Other linguistic artefacts within a given linguistic landscape, for example signs and advertisements of local businesses, notices posted by individuals and other locally produced tokens, are a manifestation of the covert language policy of a community and may display the grass root cultural identity and aspirations of its members. Together, they provide a window into the power relations within the community. They also provide evidence for the effects of globalization and language contact on the languages themselves.

The language of sign by the agent is dependent on three variables as stated by Spolsky and Cooper (1991), i.e. language known to the writer or agent, presupposed to be comprehended by the viewer and the desire of the agent to be identified with any particular language. The last two variables described by Spolsky and Cooper (1991) hold a significant place in comprehending the development of LL as an emerging field. Mostly signs are designed by keeping in mind the audiences as they belong to different backgrounds, cultural and ethnic groups and the interpretation of signs varies from person to person. Moreover, the context, pretext, intertext, post text also lends meanings to the signs as reported by Pennycook (2010).

The context of a sign encompasses the pretextual background of the sign, the contextual relations in which a sign is present starting from physical location, participants to indexical that point to the world and subtextual meaning that reflect the discourses among which they operate including ideologies. In addition, the post textual interpretation which is the interpretation by the actors of the action also lend meaning to the signs.

These three variables have been confirmed by Scollon and Scollon (2003) and further endorsed by Ben-Rafael et al. (2006) that signs perform two functions. Either the signs provide information or are symbolic in nature.

The informational function of the language refers to the language in which a signboard is written. It marks the producer of the text whether government or non-

government agency is the producer of the text. It also points to the information being communicated to the viewer. The texts on a signboard also echo multilingualism and the power of the language in a multilingual scenario. The signboards produced by private agency are more diverse in information as compared to public texts since private signs enjoy freedom of expression and are beyond rules and regulation (Hardika, 2019). On the other hand, the signs also perform symbolic function. Cenoz (2008) highlights the symbolic function of a language on signboards. It mirrors language policy, language imperialism, marginalization, discrimination, and other larger societal factors. Here the term social factors hint at power relations, individual or group identities, cultural ideologies, and status of languages. It is important to draw a difference between informational and symbolic function of a sign to understand the very essence. The presence of number of languages on a sign inform the viewer about multilingual landscape whereas the symbolic function brings to light the status and value given to a minority community in that geographical region.

All these variables are not just studied with reference to time but also context plays an important role in lending meaning to signboards. The allocation of a signboard and the meaning it derives from the context is at heart of geosemiotics; a field of study deeply rooted in semiotics.

2.3 Geosemiotics

Geosemiotics is an integrative view proposed by Scollon and Scollon (2003) which combines cultural geography, socio-cognitive view and sociocultural perspective to analyze signs and meaning making along space and time by people. According to Scollon and Scollon (2003), space and time lend meaning to all the signs and symbols and in turn these symbols point to a larger discourse i.e. a traffic sign showing no parking placed at a roadside may point to traffic rules and law of a state. In other words, the material world and space occupy an important position in the assignment of meaning to a sign and in its comprehension. According to Jensen (2013), geosemiotics is an approach which connects various scholarly disciplines in order to exhibit which actions are encouraged as well as which practices are prevented or obstructed in material world through the placement of signs. The theory of geosemiotics depends upon three principles in the process of analyzing sign in place. These principles are discussed as follows.

2.3.1 The Principle of Indexicality

All the signs and symbols acquire their meaning from their placement in the material world which is the core interest of geosemiotics. Whether the sign is spoken by a person or a stop sign, four questions come to the mind: Who has uttered it? Who is viewing it? What is the social situation? and is that part of the material world relevant to such a sign? Here the property of language that is indexicality plays a vital role. Indexicality is the property of context dependency of signs. In other words, it studies those aspects of meaning which depend on the placement of sign in the material world. Here signs are defined as any material object that refers to something other than itself. The principle of indexicality arose from the distinction of icon, index and symbols by Peirce (1992). An icon resembles an object, so a sign becomes an icon if it is identical to an object whereas an index only points to an object just like a door point to a room. A symbol shares (De Saussure, 2011) notion of signifier and signified and their arbitrary relationship. A symbol has no link with the word or an object but Scollon and Scollon (2003) divides sign into two categories: icon and symbol whereas all the signs take their meaning from indexicality that is the placement in the material world. Within the theory of geosemiotics, the indexical related to space, social relationships and time are taken into consideration. Within space indexical, demonstratives (this, that, these, those) and deictic adverbials (here and there) focus on sociocultural conception of the spaces in which we live in. In English, indexical have two concepts of spaces, one close to the speaker (this)and other at a distance(that). The use of “this” and “that” corresponds to “here” and “there” in context of dietic adverbials. In contrast to space indexical, personal pronoun indexes social relationships or the people to whom we are communicating. In English, there are three-way distinction among the speaker (I, we), the hearer (you) and other people not involved in exchange (he, she it). The third indexical are tense and time adverbials which index time. Tense makes reference to time such as past, present or future and time deictic adverbs such as “now” and “then” come under time indexical.

The principle of indexicality will help in the present study to locate the meaning of signboards in different contexts. For example, a signboard placed on a gate warning “No Parking Here” will give meaning only when it is placed on the building of the gate or boundary wall. In this way, the use of indexical will help understand the social interaction between viewer and speaker, the placement of sign in the context and the social responsibility which a sign will put on the viewer in the context of law.

2.3.2 The Principle of Dialogicality

Scollon and Scollon (2003) assumes the place as “geosemiotic aggregate” in which various semiotic systems and discourses interact with one another and bind themselves in a dialogical relationship. In other words, a sign in place has a dialogical relationship with other cultural discourses and semiotic systems at work. As Kress and Van Leeuwen (1996) states that a sign is never innocent so a sign in a material world is never alone. It has double meaning and points to different discourses. Just as in this study, the signs deployed by the government are not mere informative but point to the discourse of law and legal processes. So public signs teach the norms of conduct and law to common masses.

2.3.3 The Principle of Selection

The third principle of geosemiotics is of selection. Social actors’ foreground and background some of the information depending on their needs. A sign displaying a choice of language is also a matter of selection. It gives an insight into the policy of a state and serves as an identity of people living in a multilingual society. Various studies focused on the principle of selection for unearthing the language policy. Gorter (2006b) states that geosemiotics is a tool to investigate patterns of multilingualism in an area.

Quite recently, Nikolaou and Shah (2019) explored the multilingual nature of linguistic landscape of Swat, a monolingual district of Khyber Pakhtunkhwa, Pakistan by employing the principle of selection and the framework of Kress and Van Leeuwen (1996). Language composition of the shop signs of Swat showed the presence of English and Urdu while English is the preferred code which echoes the underlying competition existing between the two co official languages of Pakistan.

To unveil the meaning of signs, geosemiotics is embedded in semiotics which studies the characteristics of both natural and artificial signs and signaling systems (Saeed, 1997). Geosemiotics differs from semiotics as it aims to derive the meaning of signs from the context in which a sign is placed. Geosemiotics draws upon the theories of interaction order, visual semiotics and place semiotics for analysis of sign in context. For example, a social actor and a rational being when moving in space will experience interaction order in the form of meeting, conversation with a friend, visual semiotics like signs, icons etc. and place semiotics just as building or a road. In this study, geosemiotics will help to see how law gets contextualized and gives various meanings in different spaces to the social actors.

2.3.4 Interaction Order

Our bodies in the physical world occupy some space, make movements, and take up postures or sometimes are expressively still. Whatever human body does in some way or other it communicates something to the other people who can view as an object in the material world. The term “interaction order” is used for such ways which are used in conveying something to others in the world. Goffman (1983) proposed this concept of interaction order by arriving at the idea of “with”. Goffman (1983) defined “with” as a party of more than one whose members are considered to be together. He also discussed some general characteristics of “with” as civil inattention to those who are not members, ecological proximity to members of with, the right to initiate communication among members, availability of interactions with the members, the ritual practices of joining and departing, greater latitude in behavior. He roughly categorized several kinds of interaction orders that can be taken in the presence of others and withs. Scollon and Scollon (2003) describe the categorization of interaction order beneficial on two bases. Firstly, these categories form semiotic units which serve as indexical social organizations. Secondly it helps to package our own spoken uses of language as it occurs in the world. The eleven interaction units are as follows.

- **Singles:** a person who is by himself among other people
- **Withs:** More than one person who are perceived as together.
- **Files and Procession:** Groups which move together whether loosely or tightly formed such as group of tourists of military parade.
- **Queues:** group of people who coordinate their activities to reach at a particular transaction activity but in a sequence.
- **Contacts:** the fleeting social interactions such as glances of mutual recognition that are not fully developed.
- **Service encounters:** the social arrangement that take place when we are delivered some services such as buying a ticket or burger from a counter.
- **Conversational encounters:** a group of people who aim to produce and maintain talk among a small group.
- **Meetings:** A group of people having tightly structured encounters having a clear beginning, end and a declared purpose

- **People processing encounters:** social interactions which are divided into those in power and those who have to provide some account of their selves such as job interviews and traffic warrants.
- **Platform events:** A small group performing offering a spectacle for others on either an elevated platform or circled by spectators.
- **Celebrative occasions:** Ritualized social interactions such as weddings or award ceremonies where the actions are restricted by prior scripts for performances.

According to Scollon and Scollon (2003), this categorization is not the major interest of geosemiotics, but these categories form indexable social arrangements and hint at the discourse taking place. One would be able to draw inferences about social role performances and the language they are using. Moreover, the interaction order deals with embodied forms of discourse which is not included in the present research. However, there are semiotic resources i.e., the sense of time, perceptual spaces, interpersonal distances, and personal front that are indexed in images through words and pictures. Scollon and Scollon (2003) consider these semiotic resources a central point leading to production and interpretation of discourses in the material world.

- The sense of time (Hall, 1996) is the inner psychological state which is identified through movements and postures easily read by others involved in same social situation. Two aspects are relevant that shows how slowly or rapidly time is passing is urgency and monochronism-polychronism. Urgency refers to the swift action which in embodied discourse is evident from walk, crawl, stride etc. Monochronism is doing one thing as opposed to polychronism or multitasking. In disembodied discourse, the postures and gazes are frozen in images which show invisible psychological state of the image participants and visual semiotics interprets such images.
- Perceptual spaces are defined by our senses and demarcates the boundaries which are not clearly or discreetly bounded (Hall, 1996). The five different kinds of spaces are visual space (perceived by eyes), auditory space (perceived through ears), olfactory space (perceived through smell), thermal space (based on heat and warmth we feel around us) and haptic/ tactile space (based on the sense of touch). Scollon and Scollon (2003) states that in geosemiotics, the

preferred system of representation is visual and auditory and in the present study visual spaces will be the center of attention.

- Interpersonal distances are the concept proposed by Hall (1996) who distinguishes distances into four categories in face-to-face communication and their meanings. The closest distance is intimate distance that ranges from touch to 18 inches that exists when one is in elevators or fixed seats in a concert. Personal distance is the distance in which one can easily engage in some interaction with the other person. The range of distance is from 18 inches to 4 feet. Third category is social distance ranging from 4 feet to 12 feet which allows to behave in a civil manner but without any interpersonal engagement such as the distance between a lecturer and his audience in a lecture room whereas the public distance ranges from 12 feet to 25 feet. This is the same distance between a lecturer and the audience sitting at the back of a large lecture hall.

Personal front is the fourth aspect of embodiment which is a semiotic resource in the study of geosemiotics. Personal front is a visible identity kit which one carries physically in the presence of others. Goffman (1983) uses the term sign equipment which refers to the physical and personal characteristics and objects one carries or wears. It includes hair, shoes, eyeglasses, clothing, and the posture a body holds. The above three embodied aspects proposed by Hall (1996) focus on inner psychological state. On the other hand, Goffman (1983) focuses on external display that is quite discreet and visible. Another aspect which comes under the category of personal front is civil inattention. It is ignoring the visible and audible behavior of other people present in a social space showing no social relationship.

In every society, people interact differently and maintain social relationships in a unique manner. During social interaction, the participants employ a set of tools that helps in building their actions. Goffman (1983) proposes the term “sign equipment” for meaningful signs. Meaningful signs when encountered by a social actor trigger the interaction order and result in assigning social roles as speaker and addressee in conversation. At public spaces, the signs guide its addressee by fulfilling the role of a guide and speaker. In this way, a relationship between the sign and the social actor is built through interaction order.

Geosemiotics also adopts the concept of visual semiotics proposed by Kress and Van Leeuwen (1996). The theory of visual semiotics is employed based on three research interests:

- ✓ How do the visual images represent the real social world?
- ✓ How do the visual images index the real social world depending upon their placement?
- ✓ How are images used to perform social performances in the real world?

To analyze all the above mentioned three aspects, Kress and Van Leeuwen (1996) focused on pictures which includes any form of constructed and framed images. Although the grammar of visual design is quite extensive but for the present purpose four aspects will be taken into consideration according to geosemiotics model of analysis.

2.3.4.1 Represented Participants

According to Kress and Van Leeuwen (1996), the participant is any construction element in a picture. It may be an image of a person, a block of text, a map, graph or a logo. All these constructional elements are named as representational structures. Further these representational structures are distinguished as having narrative or conceptual structures. In narrative processes, participants are connected by a gaze or vector and shown as busy in an action. Moreover, it reveals events, processes of change and transitory spatial connections (directionality). If a represented participant looks directly at the reader by creating a vector and connection of “you” with the viewer explicitly, this is a demand whereas the indirect look in which no connection is made, and no human or quasi humans are represented is an offer. Here the viewer plays the role of an invisible onlooker. These represented participants offer the viewers as an object of contemplation and an item of information. The pictures where there is absence of images and a body of text is visible, in such cases offer and demand are realized by mood. Offer is indicated by indicative mood in which finite verb is followed by subjects, “Women cannot live”. Demand is made by an interrogative mood having a polar question which answers as yes or no or ‘wh’ question. There are further kinds which are speech acts in linguistics such as commands, prediction, promise or warning. In short speech acts can offer information, offer goods-and- services, demand information and demand goods-and-services.

2.3.4.2 Modality

According to Kress and Van Leeuwen (1996), modality is the “truth value or credibility of (linguistically realized) statements about the world” (p. 155). Linguistically modality is realized through modals and auxiliary verbs such as will, might, should, would, could and so on. In visual semiotics, the main indicators of modality are judged on the basis of scale as proposed by Kress and Van Leeuwen (1996). Color saturation, color differentiation, color modulation, contextualization, representation, depth, illumination and brightness are various variables which highlight the level of modality. Any of the mentioned indicators starting from color saturation to brightness can be used to express greater or lesser modality. For western aesthetics, the primary modality is naturalistic representation which means that the correspondence between the object being represented in the image and the real object which stands in the real world when seen with the naked eye. The more the abstraction is, the less degree of modality. But Scollon and Scollon (2003) argues that modality differs from culture to culture. In Hong Kong, China and Taiwan, high modality is marked with reds but in Korea, high modality is shown by darker greens and browns but for the present research linguistic modals will be analyzed to see the extent of modality being communicated to the viewer.

2.3.4.3 Composition

Composition is defined as the arrangement of visual items in any piece of art with respect to the principle of art Lewis Brett, Brain, Bridgewater, Peter and Breckon (1988) while for Bartel (2010) it is the pleasant arrangement which attract the eye of the viewer. Samara (2021) reports the composition is the organization of the elements that intends to give the strongest, simplest, clearest picture within a frame. Another researcher (Stribley, 2016) mentions the elements of the composition that must be viewed as a whole to form one cohesive pattern.

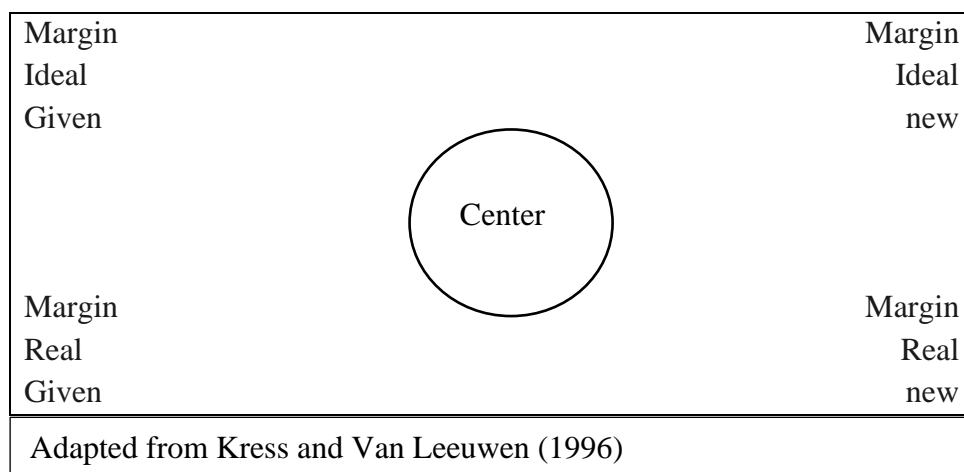
These elements include type, images, graphics and colors that contribute to a strong composition. These elements are renamed under the three heading of interrelated systems in the theory of geosemiotics which are discussed as follows.

- **Informational Value:** Specific informational values are attached to different zones of the image left and right, top and bottom, center and margin. There are two basic information structures: centered and polarized. Polarized is further divided into two systems i.e., left- right, upper and lower.

- **Salience:** The viewer's attention is attached to the placement of elements to various degrees such as foreground, background, relative size, contrasts in tone and sharpness in colors.
- **Framing:** The presence and absence of dividing lines which connects and disconnects elements of an image showing whether it belongs or does not belong together in some sense.

These three principles are not only applicable to single picture but also to composite visuals i.e., texts and visuals. Scollon and Scollon (2003) have adapted the following composite system which was proposed by Kress and Van Leeuwen (1996).

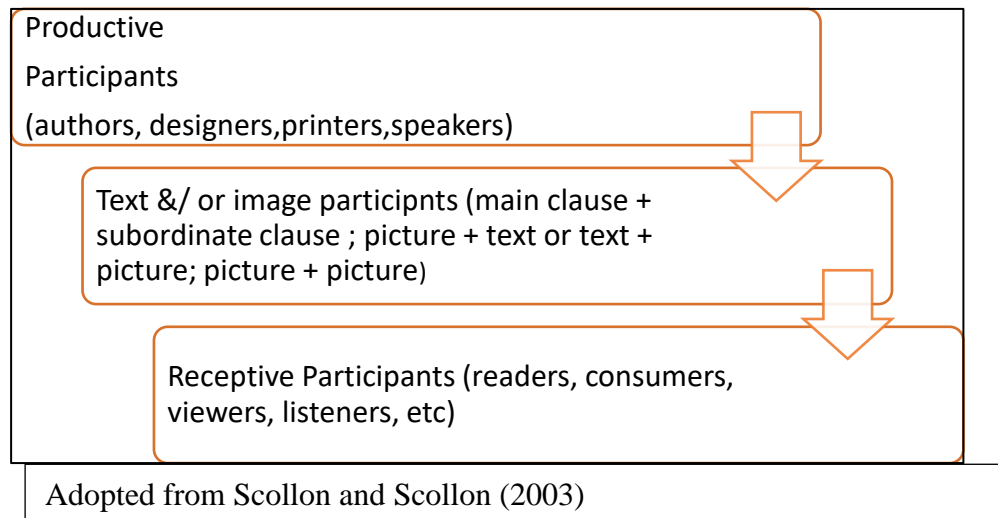
Figure 1 Composition



But this system is reversed where the fire exit is in the opposite direction. The web pages and technical structures of early browsers often place text in the upper left-hand corner of the page which makes left to right reading and top to bottom scanning convenient. Scollon and Scollon (2003) have put their focus on the informational composition of a sign. The centralized information being more important as compared to the polarized text.

2.3.4.4 Interactive Participants

Three types of interactive participants are proposed by Kress and Van Leeuwen (1996). The first interactive participants are the producer of the image and the represented participants. The second interactive participants are the represented participants in the image and the third which Scollon and Scollon (2003) reported to be of great interest in the field of geosemiotics the interaction between the represented participants and the viewer.

Figure 2 Interactive Participants

The relationship that exists between represented participants and viewer is dependent on three variables: contact, social distance, and attitude. Contact is further divided into demand and offer. When the participant and viewer share direct gaze, it is considered as a demand. In contrast to demand is an offer which is a kind of civil inattention by looking down and avoiding direct contact. Social distance is represented by the size of the image within the picture frame. A full head shot shows intimate personal space as compared to full face shot displayed at advertising billboards seen at a great distance. Social distance is also represented in English language by the use of intimate and colloquial expression as compared to formal speech employing formal words and lacks colloquial expressions. Power and involvement are represented by low angle and high angle shot respectively.

To sum up, Flowerdew (2013) considers visual semiotics a useful framework for deriving meaning of the linguistic landscape in relation to space and time. Four elements are important in visual semiotics: represented participants, modality, composition, and interactive participants. In this study, the visual component of a sign will be taken into consideration to look at the represented participants like school children in a signboard near a school, modality like use of colors and brightness, composition like information is centered or circular and interactive participants e.g., speaker and viewer. This will help in understanding how laws and social actors are portrayed in signboards.

2.3.5 Place Semiotics

Since geosemiotics is the study of social meaning of the material placement of signs in the world so place semiotics is one of the significant principles. The way signs are placed in the material world endows certain meaning for different communities. In this way place holds a significant position as it renders meaning to signs. Any space in the world carries meaning inherently yet a distinction is made between semiotic and non-semiotic spaces. Some societies define some spaces as semiotically restricted zone where no signs should be placed and some spaces like a shopping street where commercial signs are easily visible that are termed as semiotic spaces so geosemiotics examines the exact place where an action takes place. Hutton (2014) has also identified such places which are explicitly more signposted as compared to others. A sign in its proper place gives meaning. Like a “no smoking sign” gives meaning only in areas where it is placed. Scollon and Scollon (2003) give examples of warning signboards of regulating speed which are a product of meetings, investigations, and legal document. It becomes a public discourse when it is placed in context. Code preference, inscription and emplacement are key elements of place semiotics.

2.3.6 Code Preference

For Scollon and Scollon (2003) code preference answers, “the question of what can be read at a more ideological level from seeing what code has been chosen to represent language in a sign placed in a particular place in the world” (p. 118). The interest centers around the problem of bilingual signs or a single picture having multiple codes. In the discussion of code preferences, it is pertinent to draw a distinction between indexicality and symbolization. A picture having English, French or Chinese language indexes the community within which the sign is being used. On the other hand, it symbolizes something about the product or business which does not have any connection to the place where it is placed.

In cases of multiple language, the placement of codes in a single picture is the main semiotic resource. Scollon and Scollon (2003) report that the preferred code is located above the peripheral code if aligned in a vertical position. On the other side, if the alignment is horizontal, the preferred code is located in the left position and peripheral code at the right. If the composition is in circle, then the preferred code will be in the center and the peripheral code in the periphery.

Since the world has evolved as a result of science and technology and turned into a global village so Reh (2004) in her research has notified the presence of multilingual text on signboards. In the light of her data, she has proposed a framework for categorizing multilingual text. She collected the data from the municipality of Lira, a city in Uganda and suggested four categories. The first category is termed as duplicating multilingual writing. In this category, the presented text is translated word by word into another language which is indicative of equal treatment and status of both the languages. The second category refers to fragmentary multilingualism in which complete information is transferred to the audience in one language, but a few words or parts are translated into another language. This type of multilingual signboard indicates the distinction between preferred code in which full information is given and a less preferred one that is only used for selective purposes. The third category, overlapping multilingual writing is quite confusing and overlaps with the second category. Here Reh (2004) suggests that a few parts are repeated not the whole text. She further elaborates that this type of writing is evident on stationary objects if some part of information in one language is repeated in another language also. Complementary multilingual writing is fourth and the last category. In this category, receiver is considered as proficient in more than one language so different information is communicated in different languages. Al-Athwary (2014) has also adopted Reh (2004) model for categorizing the Linguistic landscape of Sana, Yemen. The result showed the presence of all the four categories but a distinction between top down and bottom-up signs was seen. Complementary and overlapping multilingual writing were completely absent in top-down signboards while duplicating and fragmentary multilingualism had a higher frequency as compared to complementary and overlapping in bottom-up signboards. Al-Athwary (2014) concluded that overlapping and complementary text are indicative of multilingual community whereas Yemen being a monolingual country having Arabic speakers showed absence of these two typologies and symbolized linguistic nationalism through the use of Arabic only on top down and bottom-up signboards.

In some cases, it is seen that a country has only one official language that is spoken all over the country but signboards that are displayed at public places addresses not only the citizens but the foreigners also. For this purpose, signboards are designed to exhibit two languages like in China, most of the signs contain Chinese and English language that enjoy the status of lingua franca. These bilingual signs help the countries to build

strong relationship and attract more foreigners, but the satisfactory translation can play a positive role as reported by Zhang and Tuo (2015). Bilingual signs are analyzed which showed a number of errors pertaining to lexical, syntactic and pragmatic areas. The presence of these errors in translation are the result of the negligence of the producer and government policies that transmit inaccurate information and affect its implementation.

Grishaeva (2015) also analyzed the linguistic landscape of Krasnoyarsk, a city in Russia which is a monolingual city and is not open to language contact. The researcher (Grishaeva, 2015) clearly mentions the ironic nature of linguistic landscape that is quite opposite to the language policy and linguistic management strategies of Russia. The data showed the presence of English on the forefront of residential and commercial facades.

As a consequence of globalization, people are exposed to various languages. Large cosmopolitan urban centers are often culturally and linguistically diverse composed of separate and identifiable neighborhoods, each with its own linguistic culture, that is defined by Schiffman and Ricento (2006) as “the set of behaviors, assumptions, cultural forms, prejudices, folk belief systems, attitudes, stereotypes, ways of thinking about language, and religion historical circumstances associated with a particular language” (p. 5). Backhaus (2006) examined the linguistic landscape of Japan and reported the presence of Japanese, English, Chinese and Korean language that reflect internalization of Tokyo. Here English is seen to work at two levels. English is considered supplementary when Japanese and English translations are given which addresses foreigners especially whereas in most cases English is complementary when a new content is introduced which is irrelevant to Japanese text on the signboard. In the latter case, the signboard is meant for Japanese viewer but with an aim to embellish linguistic landscape of the country. In Tokyo, some signs contain English only which are slogans or catchphrases like Sale, Open, Welcome, or often contain short texts with no translation. The power of English has challenged monolingual Japan to retain its self-image and national language. English here also reflects the inclination of Japanese people and administration towards English and hint at the Japanese population being fluent in English language.

Many researchers (Carducci, 2002; Duan, 1990; Snell-Homby, 2001) have explored this area of bilingual signs and translation problems but in Pakistan the aspect of translation issues with reference to linguistic landscape has not attracted most of the

scholars. Shahzad et al. (2020) has examined traffic signs of all the provinces and concluded that linguistic landscape of highways and motorways helps in the promotion of language both written and sign language but the aspect of translation has not been touched. Manan et al. (2017) also reported the presence of Urdu and English language and complete absence of indigenous languages on the public signage in Pakistan. The presence of bilingual signs has been confirmed by the already existing research, but the aspects of preferred code and code mixing as evident from the data have not been explored yet so the main categorization of code preference by Scollon and Scollon (2003) will be adopted for the present research to see the prevalence of preferred code but due to the multilingual text found in the data, the typology by Reh (2004) will also be employed to decipher the process of code mixing being practiced by the local governments of Islamabad and Lahore

2.3.7 Inscription

In literature, the term inscription has been termed differently by the scholars. Løkken and Moser (2012) mentioned the notion of materiality as the physical representation of signs. Here the physical manifestation is the material affordances which render meaning to a sign. The same idea of materiality is production for Kress and Van Leeuwen (1996) who considered the material expression of signs, and therefore of the text, is always significant; it is what constitutes ‘signifier material’ at one level, and it is, therefore, a crucial semiotic feature” (p. 216). The process of choice of material in creation and deployment of signs are important features in the process of meaning making. Scollon and Scollon (2003) introduced an umbrella term and named it inscription which will be the part of the thesis. Inscription is used to include all the meaning systems that are based on the physical materiality of language such as fonts, materiality, layering and state changes.

Fonts refer to writing system ranging from handwriting and calligraphy to word processing fonts and professional typefaces including size, shape, or color. All of these produce a variety of meanings in the same linguistic sign. In case of brands, not just the name but the way it is written including the color scheme is important and legally protected. Any changes in font and color can make a logo look fake to the consumers. While analyzing religious Linguistic Landscape, Yusuf and Putrie (2022) analyzed color and font size and reported the use of green, yellow and white colors. The redundant use of green color used in the mosque not just signaled cultural and religious

affinity with Muslim and Islamic culture but also a point of difference from other place of worships.

The notion of materiality refers to the physical substances on which the inscription is made such as a concrete or graphite monuments, a cloth, glossy paper, newsprint or writing at the beach sand. The aspects of materiality of signs convey different shades of meaning. A high quality durable manufactured sign as compared to a spray-painted graffiti on a city wall shows authority and permanence. Among variety of meanings, the most significant are permanence or durability, temporality or newness and quality. These meanings are signaled through aspects such as medium of inscription (brush, engraving, pencil), material of the sign itself (brass, granite, sand, paper, canvas, cloth) and freshness of installation (wet paint, shiny unmarked surfaces). These three types of materiality as suggested by Scollon and Scollon (2003) are adopted by Yusuf and Putrie (2022) in their research dealing with the linguistic landscape of mosques in Malang, Indonesia with the same view that materiality of the signboards also lends meaning and an endeavor to maintain their identity hence the use of permanent, non-permanent and quality contribute towards identity representation. The data revealed the use of wood, stone, metal, inscriptions on wall and marble as permanent signs that cannot be easily dismantled and meant for long term permanence. while plastic, paper, electronic board, posters, banners, leaflets were termed as temporary signboards. Another category of semi permanence was also added after the collection of data that included framed papers, or mass signboards attached to the pole, wall or fence within a mosque. The semi-permanent signs have pragmatic considerations and can be indicative of convenience, practicality, and availability of funds.

The concept of layering has been explained by Hopper (1991) arguing that new layers keep on emerging in any domain so in this process, the new layers interact with the existing layers. For Scollon and Scollon (2003), the notion of layering indicates temporariness such an attachment of a sign at the top of already placed sign such as on sale today or limited time only. A new perspective in the realm of layering has been reported by Yusuf and Putrie (2022) in their research on Linguistic Landscape of Mosques. As opposed to semi-permanent signs, layering indicates a more recent and more temporary addition to an already deployed signboard.

Backhaus (2006) has also reported the use of layering in official signs displayed at public places in Japan. The newer version is seen attached to the already deployed sign. To cater to the changing trends of multilingual scenario, the administrative bodies

use Japanese-English along with Chinese and Korean in the newly pasted signs boards. The researcher (Backhaus, 2006) concluded that layering is connected with the increased number of language to cater to a wider viewership. Combining all the above stances, it can be inferred that layering is indicative of temporariness and newness which interacts with already deployed signs in the process of meaning making.

2.3.8 Emplacement

Since the term is self-explanatory and is the fundamental point of discussion in geosemiotics - where is the sign located in the physical world? This question again refers to semiotic and non-semiotic spaces i.e., whether a place in the world allows to have semiotic systems or restricts its placement. If discourse in place is socio-culturally authorized then three general semiotic practices namely decontextualized, transgressive, and situated are recognized.

2.3.8.1 Decontextualized Semiotics

All forms of signs, pictures and texts which appears in multiple contexts but retain their form such as brand logos i.e., McDonald, Coca- Cola, Nike and so on are included in decontextualized semiotics. The branding companies aim to produce decontextualized and universal recognition of their logos such as these become their easily recognizable symbols as Christian cross or Red Crescent. Text vector (left to right and right to left), principles of capitalization also come under the heading of decontextualized semiotics. To put it simply, decontextualized texts make no reference to the place where the signs appear within the picture or textual frame.

2.3.8.2 Transgressive Semiotics

It refers to the wrong or unauthorized placement of sign in the material world for example graffiti which are written on stones and walls in public places against the public expectation and a kind of violation because such surface is meant to be kept clean and unpolluted.

2.3.8.3 Situated Semiotics

For Scollon and Scollon (2003) this area is considered as “the heart of geosemiotics” (p. 146). Situated semiotics is any aspect of meaning that is predicted on the sign placement in the material world. All the regulatory signs and notices directing train or bus or exit signs come under situated semiotics that will also be analyzed in the present study. Within situated semiotics, a further distinction is made namely exophoric and situated indexicality. Exophoric is a linguistic term which means pointing

something outside the text. In this case, some signs and notices connect the internal semiotics of the sign to the external placement of the sign in the material world. Exit signs are the best illustration of exophoric signs. Within exit signs, there is an arrow which shows the directionality of the exophoric indexicality. Road names, turns and regulated actions are the ubiquitous signs which come under this category.

On the other hand, situated indexicality refers to the text vectors (left to right and right to left) that are situated with reference to the physical object on which they are inscribed (doors, front of vehicles, centers of streets) and the orientation of that physical object in space. Chinese language can be written in both right to left and left to right text vectors. In this way a text itself offers the reader with directionality as how to read it. The text vectors at the front of vehicles point to the rear part, the center of the street points towards the building and the corner of the building point towards the front and side faces.

2.3.9 Space

Space is a pivot point in geosemiotics. All the social interactions and discourses attain their meaning by the placement in the material world. There are some socially open spaces like parks or boulevards and closely defined spaces like court room in which only the concerned can enter and a specific social performance is expected from the participants. Scollon and Scollon (2003) recognize four major types of spaces namely:

- **Exhibit display spaces:** A space which is meant to be observed but cannot be trodden upon just like parks have garden spaces.
- **Passage spaces:** A space which is designed to allow and facilitate the people to move from one space to another such as elevators, stairs, or corridors.
- **Special Use Spaces:** A space assigned for some conventional practices such as café or a playing field.
- **Secure Spaces:** A space marked off by security barriers or gates.
- **Backstage spaces:** A space which is not directly concerned but help people organize their personal fronts in order to perform desired social roles in the public space such as storerooms having cleaning equipment.

Within these spaces, a number of discourses are at work which produce semiotic aggregate. In a busy shopping street, one can witness names of the shop, infrastructure, traffic signs, vehicles and people dressed up differently. Each of these discourses have

different and separate realizations but together they make a semiotic aggregate in a space which show the type of shopping taking place. The theorists have proposed four general categories of discourses which are quite common i.e., regulatory discourses, infrastructural discourses, commercial discourses and transgressive discourses.

2.3.9.1 Infrastructural Discourses

In contrast to regulatory discourse, there are some discourses for which there is no legal sanction and do not regulate the people but are deployed for some other reasons such as street signs or public functional notices which are directed to specific audience such as municipal infrastructure workers of water, gas and power. Most of the public is ignorant of the signs being posted but utility workers would know how to read and understand them.

2.3.9.2 Commercial Discourses

The names of different businesses and shop names come under commercial discourses. Moreover, the billboards advertising different brands also come under this category.

2.3.9.3 Transgressive Discourses

This type of discourse ranges from graffiti to printed and handwritten posted notes mostly placed at specifically prohibited areas such as walls. These adverts also appear on the back or on the sides of a sign. In some cases, these are superimposed on other semiotic surfaces.

2.3.9.4 Regulatory Discourses

Regulatory discourses refer to all the signs deployed by the municipal or government authorities such as traffic lights, zebra crossings, pedestrian traffic control signals or public notices in streets and along pavements through a universal procedure of law making, posting, signaling and law enforcement. Public notices not only inform the public about the conditions or regulations that are present but can be a directive to carry out law. A notice saying, "Pedestrians may not cross at this point when the signal light prohibits crossing". Here this public notice falls into the second category. Although it looks to inform but pragmatically it is directing the pedestrians to follow law. Public notices unlike traffic lights and traffic signs do not require any licensing to interpret. These are deployed at a close range and contain complicated texts. Non-linguistic signs also occur frequently as a fence preventing pedestrians to enter the regulated pathways. All these discourses discussed above have been produced by some

municipal regulatory body through a universal procedure of law making, posting, signaling and law enforcement and if any person fails to follow or violates them will be legally sanctioned. Each sign has uniform shape, design, size color and degree of enforcement. In US, there is a special manual named Manual for Uniform Traffic Control [MUTCD], (2009) that is published by Federal Highway Administration, Department of Transport. This manual is meant for construction and traffic engineers, insurance companies, academic institutions, and law enforcement industries. According to the manual (MUTCD, 2009), regulatory signs instruct the drivers to do something and not to do something. Traffic signs are meant to guide, warn and regulate the flow of traffic including motor vehicles, bicycles, pedestrians, pedestrians and other travelers. The manual also states five fundamental requirements which a sign must fulfil i.e., fulfilment of a need, command attention, must convey simple and clear meaning, command respect from travelers, and provide adequate time for appropriate response. Furthermore, the manual suggest that a sign should be placed at warranted places and too many signs in any location reduce its effectiveness.

Hutton (2014) has also ascertained that the textscape of a city is reflective of the legal order prevalent in a specific jurisdiction in his research on Hong Kong and Mainland China. He (Hutton, 2014) found out the presence of regulatory discourse that sanctions and enacts legal duties and responsibilities on to the citizens. The regulatory discourse warns the viewer against possible offences and in some cases informs the penalty to offenders. Laws and other regulations are seen at the entrance of the park or other public spaces both in verbal or iconic form with a target to civilize people with or without any threat of legal sanction. Hutton (2014) also makes a claim which strengthens the present study, “No space is entirely beyond the reach of law” (p. 600). He (Hutton, 2014) gives the concept of juridification that is “the increasing encroachment of legal modes of thought upon institutions, public spaces and social practices” (p. 602) that is evident from the linguistic landscape of Hong Kong exhibiting warning signs, exhortary signs about good conduct and prohibition signage. The findings concluded that the legal vocabulary and behavior now pervades all social interaction and so it can be assumed that there exists a close relationship between linguistic landscape and law which will be discussed in the next section.

2.4 Linguistic Landscape and Law

There exists a close relationship between linguistic landscape and law since Hutton (2014) opines that every space is governed by the rules of the law. Every public arena depicts linguistic landscape which is a depiction of the law but some spaces ranging from any public institution to any commercial/private reflect a mixture of legal, moral, aesthetic and commercial considerations however some spaces are more signposted as compared to others. In this way, linguistic landscape sets boundaries of identification between public and private and ascertain rules and regulations in the light of the law prevalent in any city or country. To be more precise, law prevails a society through the display of signboards which marks “boundaries, advises, exhorts, warns, threatens and seduces” (p. 600). The above mentioned functions of signboards are identified by Hutton (2014) in the light of the law and in the context of linguistic landscape. Moreover, the linguistic landscape of a city also exhibits legal order present in any area or jurisdiction by allocating certain duties, responsibilities and roles by keeping in view the legal relationship between a state and its citizens. Here, law becomes the main tool for inculcating a sense of responsibility among the citizens and with a target to civilize them. This is the very essence of law is defined by Austin (1832) who deems law as coercive communication of the desires of the sovereign to the subjects of law. A new version of the definition of law is put forward by Bentham (1843) who states,

“an assemblage of signs declarative of a volition conceived or adopted by the sovereign in a state, concerning the conduct to be observed in a certain *case* by a certain person or class of persons, who in the case in question are or are supposed to be subject to his power”. (p. 1)

Since the world has been transformed and in the words of Hutton (2014) modernized so the concept of citizens as a subject of the government has been changed. Now the citizens are not just seen as subject to the government and its law but as the consumers of the state services through a civic contract. Hutton (2014) has compared the linguistic landscape of Hong Kong and Mainland China where he reached at a conclusion that signage in the cityscape is a mixture of “legal warnings, regulatory advice and exhortary appeals” (p. 601). All the representation in the city i.e., linguistic landscape is meant to make public adopt desired and appropriate ways of behavior. This desired behavior is inculcated through public notices which may actually cite legislation

verbatim or brief summaries. In his research, some notices speaking of penalty and fines as per law of the state have been reported which again aim to produce desirable behavior and civilize the citizens like signboard allocated at the entrance of a park mentioning instructions regarding smoking, pets, littering and dress code. Cenoz and Gorter (2006) also maintained the same view that linguistic landscape is an approach which not only brings to light the language policies of a country through the top-down signs but also the impact of such language policies on the language practices of that community through the bottom-up signs.

As identified previously by the researcher Hutton (2014), the presence of legalistaion verbatim or brief summaries that comes under the umbrella of legal discourse or legal language. Williams (2004b) defines legal language as a composition of various genres ranging from oral interaction in courts among jury members, lawyers, criminals, and witnesses to written language in law reports, statutes, international treaties, contracts, wills and prescriptive legal texts. He (Williams, 2004b) reports some distinctive features of the written English legal texts. The legal texts contain archaic expressions in the form of adverbs (hereinafter), verbs (arraign), nouns(surrejoinder), and adjectives (aforesaid). Moreover, the inclusion of foreign words is also a marked feature of the written legal language (Williams, 2004b). Some of the words of Norman origin are so much naturalized into English language that identification is impossible like court, judge, appeal.

Witczak-Plisiecka (2009) examines the language of legal texts and reports it different from an ordinary language. The article of Culver (2004) on vagueness in the law claims that it will surprise no one to hear that laws are often vague, and moreover, that laws are vague for a variety of reasons. The terminology of legal language is not semantic in nature rather it is pragmatic. The author gives an example of careless driving and safe speed. The interpretation varies from context to context depending on weather conditions, type of road or time. The words careless and safe in a legal context do not refer to the folk understanding of words hence the context and the background knowledge of a viewer are significant in arriving at the meaning of words. Often certain words and syntactic structures are used repetitively instead of using pronouns and anaphors to remove any ambiguity as who is being referred to. For Williams (2004a), the legal documents tend to use “long, complex sentences, with intricate patterns of coordination and subordination” (p. 113) since it is considered necessary to include all the events and circumstances which is termed as principle of inclusiveness.

Jackson (1995) reports the use of passive constructions in legal texts, scientific writing, and journalism that is further reported by Williams (2004a) as “approximately one quarter of all finite verbal constructions in prescriptive legal English take the passive form” (p. 228) . Passive voice lends personalization to the text and a sense of authoritativeness and impartiality is reinforced as suggested by Maley (1987). Most of the prescriptive legal texts contain these features excluding one or two but the amalgamation of these features leads the addresses to confusion and ambiguity, hence affecting the comprehensibility while as Fallon (1997) considers comprehensibility the very first criterion to be fulfilled for the realization of law along with effectiveness, stability, absoluteness, and impartiality.

2.4.1 Forensic linguistics and The Plain language Movement

The study of law, legal language, and its interpretation along with the relationship of language and law are the one of the core interests of forensic linguistics. In simple words, this field of inquiry studies language within a legal context. Although a variety of issues i.e., authorship identification in emails and letters through the use of specific vocabulary and style, trademark issues by examining logos, signs and plagiarism yet this field of inquiry also aims to analyze the language of law itself dealing with the issues of intelligibility, interpretation and construction of legal language. Moreover, Forensic linguists also views language as a medium of communication between law enforcement agencies, suspects and witnesses. This is a major area of inquiry since an ordinary person deals with the legal documents on regular basis in the form of real estate, contracts, wills, lease agreement, policies, banks etc. Coulthard, Johnson and Wright (2016) delineate the field of Forensic Linguistics as not just delimited to “ describing and demonstrating powerful institutional practice”(p. 13) but also aims “to transform it by critiquing language or doing the difficult job of giving expert opinion.” (p.13)

Stygall (2010) concludes his research that the legal language is quite unintelligible to most people owing to the presence of lengthy and complex texts. Not just the legal language in fact the legal discourse is marked by such complexity and ambiguity. Saxton (1998) experimented to see how well the jurors themselves understand the meaning of jury instructions. The results showed that the language of jury instructions is complex and may give shades of meaning. These findings led

Tiersma (1999) to lay stress on the need to review and revise legal language to make it accessible for the average user.

At this point, it becomes quite pertinent to make a mention to “The Plain Language Movement” that aimed to simplify language. Moreover, this movement tried to democratize the government through legal rights extension and encouraging efficiency (William,2004a) by training people and developing their skills of text revision and drafting in order to bring it closer to the common people.

The task for striving for a plain language dates back to age when Roman law was in practice. Watson (1995) reports that in France, a decree was passed to substitute Latin words with French in all administrative and legal texts and clarity of expression leaving no room for ambiguous interpretation must be ensured.

Legal language has always been lampooned for its obscurity and ambiguity not only by linguists of twenty first century but also by famous literary figures of Victorian Era. Charles Dickens (1852) criticizes the legal and judicial proceedings by describing the state of a member of High court in his novel “Bleak House” in the following words,

“mistily engaged in one of the ten thousand stages of an endless cause, tripping one another up on slippery precedents, groping knee-deep in technicalities, running their goat-hair and horsehair warded heads against walls of words and making a pretense of equity with serious faces, as players might”. (p. 8)

Individual efforts have been made to reform legal language and the first person to start the endeavor towards plain and simple legal language was Chrissie Maher who being the co-founder of “Plain Language Campaign” introduced the rules of writing plain language. However, these campaigns paved the way for simple legal English but “The Language and The Law” by Mellinkoff (2004) proved a catalyst which ignited the need to change the language used in legal domain. His publication (Mellinkoff, 2004) shed light on the major defects of legal language. Along with the publication, consumer movements for empowering ordinary citizens by informing them about their rights were started. These primary efforts resulted in abolishing of officialese and legalese hence paving the path for major changes in this domain. The first concrete application in legal sphere was made by Citi Bank in 1973 in the form of a promissory note. This note did not include any legal terminology and was comprehensible by ordinary consumers. This step was so praised and welcomed by both media and public that many states spurred on the way to make legal language as clear as possible. In 1978, the President Carter of United States ordered to simplify and clarify federal laws.

President Clinton in 1998 also followed his footsteps and called on federal employees to change the legal documents on the lines set by plain language campaigns. The fame of Plain Language movement was not only confined to English speaking countries, but Sweden, Australia, Canada and Italy also got influenced from it. British government also started to transform old Acts replete with Latin and French into plain language. President Obama also signed the Plain Writing Act on October 13, 2010, which became the International Plain Language Day.

Butt (2001) reports some of the benefits of plain legal language in his article. Plain legal texts are “efficient than traditionally worded ones” (Butt, 2001, p. 31). Not only for non-lawyers but also for lawyers, these texts prove to be easier to read and understand. A study was conducted for Law Reform Commission of Victoria which showed that lawyers preferred the statute written in plain English and the time consumed was one third to one half less than time taken to understand traditional version.

Secondly, the plain legal documents highlight the errors whereas the legalese, due to its verbosity and complex syntax, is meant to hide ambiguities and inconsistencies. Thirdly, the image of legal profession has always been ridiculed for its obscurity as the reader feels aloofness and strangeness. So the plain language helps enhance the image as surveys by Benson (1984) reported that the common people consider legal documents incomprehensible and difficult to read. Francis Bacon and Bacon (2000) talked about the power of words and language in the following lines, “Words do violence to the understanding and confuse everything; and betray men into countless empty disputes and fictions” (p. 41). As people use language to communicate and such words are chosen that suits the comprehension of ordinary people so Lawson (2015) drew attention towards the language of law and suggested that the legal language should be drafted in simple and plain language for an effective comprehensibility. In a legal context, simplified legal language can expedite justice since less time is needed to comprehend statutory law as shown by the study conducted by Rubab, Qasim and Javed (2019).

The notion of comprehensibility of law by simplifying language is further elaborated by another perspective put forward by Coulthard, Johnson and Wright (2016). They argue that not just the legal text itself but also the context of the usage of law lends meaning. For an appropriate meaning and its interpretation, context is quite significant. The review of literature signifies two kinds of context i.e., internal and

external. The internal context of a legal text includes the analysis on textual and grammatical level keeping in view the semantic frame. The semantic frame encompasses all the possible meanings a text can entail. When choosing between possible meanings (or rules) that fall under a legal text's semantic frame, the interpreter must however also be mindful of its external context, which comprises those factors external to the text that can properly be consulted when constructing its correct meaning in light of a particular fact situation (Spanos, 2010). It is a paradox that parts of a text cannot be understood without considering the whole and in the same way the whole cannot be comprehended until or unless the parts are understood. Comprehension is based on knowing the meanings of every element of the text starting from word level, phrase level, clause level, sentence level, paragraph level and then the whole document respectively.

Every written or spoken piece of language needs interpretation. Barak (2011) mentions Professor Wigmore (n.d.) who states that interpretation process is simple and unobserved but always present and legal texts are accessible only when a viewer consciously or unconsciously interprets it. One of the major issues raised by Forensic linguistics is the interpretation of legal texts. Legal interpretation is a rational and intellectual activity which is meant to lend meaning to any legal text. The question comes what is a text? It is defined as any object for interpretation whether written or spoken. A text includes all the behavior that creates a legal norm. The interpretation of a text assists to understand normative message embedded within a text. This interpretation takes the meaning away from the semantic meaning of words. A single word gives different meaning in different context. The semantic meaning of a word refers to the sum of all the meanings attached to a single word, but interpretation is choosing an appropriate meaning which constitutes accurate legal meaning. As stressed upon earlier, context is important which hints at the field of pragmatics; the study of meaning in context. Rambousek (2004) conducted a semantic and syntactic analysis of public sign boards and notices in English in United States. The researcher tries to highlight the difference between actual language and the language used in public signs. He examined the syntactic structure of language by developing a corpus of 283 signboards. The results show that most of the signs were imperative in nature and followed the formula of No+ noun/ing. Complete grammatical structures and punctuation were missing from signboards. Graphical elements either used with small noun phrases or completely replaced written messages were also reported.

In the domain of forensic linguistics or where language is involved in legal contexts, insights are drawn from pragmatics because speakers make use of indirect speech acts and tend to imply meaning. This area has been researched by collecting data from the courtrooms, by Shuy (1993) in *Language Crimes; the Use and Abuse of Language Evidence in Courtrooms and in the language of Confessions, Interrogations and Deception* (Shuy, 1997).

2.5 Pragmatics and Speech Act Theory

Pragmatics is one of the sub disciplines of linguistics having roots in semantics and sociolinguistics. The general definitions of Pragmatics are meaning in use or meaning in context (Yule, 1996). Pragmatics views language from two perspectives. The social perspective takes into account the speaker's meaning and the intention of the speaker for uttering any expression. The other perspective namely, cognitive perspective focuses on the hearer's interpretation of any utterance.

Communication is a two-way process in which a speaker and a hearer actively play their roles. Besides speaker and hearer, context is significant in the process of communication. It explains the ways as to how a speaker uses language in various contexts and how hearers interpret meaning by taking into account the background knowledge of culture and physical contexts. To put it in simple words, unlike semantics, pragmatics is the study of contextualized meaning.

Morris (1946) gave a tribute to C.S. Peirce philosophy on pragmatism that deals with how meanings are designated to signs and the relationship to interpreters and proposed the term "pragmatics". Morris (1946) propounded a new version of pragmatics in which the origin, use and signs' effects. The second version differs from the first version in the sense that the use also includes the production of signs. Bar-Hillel (1954); Martin and Martin (1959) contributed on the same lines of Morris (1946) hence the field of pure pragmatics also termed as formal pragmatics came into existence which basically deals with indexical and its study. Indexical include personal pronouns, tense, place, and time adverbials. This line of inquiry was further explored by Lewis (1972); Montague (1970).

Another philosopher (Grice, 1975) explored a new field in linguistics which combined the two dominant doctrines of philosophy to language, ideal language philosophy and ordinary language philosophy (Grice, 1975). The proponents of Ideal language philosophy i.e., Frege, Russell, Carnap propagates to the study language as a

formal system while Austin (1832); Morris (1946); Wittgenstein (2010) were in favor of studying the actual use of language and the variety of verbal communication and their meaning. For these philosophers, there was a huge gap which could never bridge semantic of formal and natural language. Here comes the work of Grice (1975) who drew a distinction between the meaning of the words and speaker's intention. He explained that how simple linguistic unit can convey rich and fuzzy meanings in a particular context owing to speaker's intention. In other words, what the speaker wants to implicate became a new line of inquiry and became the foundation of what is called modern pragmatics.

Pragmatics holds a significant position not only in unveiling speaker's intention hidden in the verbal communication but also plays a major role in deciphering meaning of signs, pictures and icons with reference to the context. Public signs are often comprised of pictorial description along with verbal communication but pictorial communication faces scathing criticism owing to indeterminate meanings and being intrinsically ambiguous. Frixione and Lombardi (2015) argue that not only pictorial communication, but also verbal communication is ambiguous, and the context plays a significant role in determining actual intended meaning of the speaker from various shades of meaning. For this purpose, Gricean implicature has been employed to dig out meaning and proved that the ambiguity in pictorial and verbal communication is resolved by pragmatic mechanisms and the pictorial communication aids the verbal communication in disseminating meaning to the audience.

Deng (2014) conducted a study in China to see the how diachronic changes in the country bring variation in public signage since public signs are omnipotent in human life. Three historical changes have been analyzed by collecting signs on environmental protection, transportation safety from streets, universities, parks, and residential complexes. He concluded that not only linguistic but pragmatic features are exhibited from public signs. To keep pace with the modern world in the realm of democracy, living standards and literacy, linguistic changes and pragmatic strategies are used within China such as indirect speech acts, extended speech acts, personification, metaphor, quotation, bonding, and humor. He concluded that pragmatic strategies have become an important technique in creation of public signs and with the passage of time, more pragmatic and linguistic features are incorporated keeping in mind the demands of the modern world.

El-Yasin and Mahadin (1996) also analyzed the shop signs of Jordan on two levels: linguistic and pragmatic level. On linguistic level, the general function of sign is to illustrate the names of the shops while pragmatically they intend to promote businesses and the services provided by these shops. Moreover, the promotion of goods has also been noted to be another role played by the signs. But on linguistic level a number of foreign words have been used which pragmatically function for promotion. These foreign elements have crept into human life and have become a part of Arabic language. Pragmatically foreign words are used for promotion of businesses. The assumption based on the results of their study revealed that using foreign words are associated with the best quality and the high prices of goods and services. Another study was conducted by Al-Kharabsheh (2009) on various language expressions and word choices which are used to improve commercial marketing and serve as a strategy for individual shopping. Al-Kharabsheh (2009) states that glowing, superfluous words and the flattering superlative language structures of commercial shop signboards attract the attention of a goodly number of shoppers and customers while Alhyari and Hamdan (2019) studied the linguistic shop signs in salt, a city of Jordan. They (Alhyari & Hamdan, 2019) studied the language choice, arrangement of languages and linguistic features of these signs including phonetic, morphological, semantic, and syntactic elements. In addition, pragmatic aspect of the data is also seen that helped in assuming the country as traditional and conservative.

Thongtong (2016) analyzed the shop signs of Nimmanhaemin to see the linguistic strategies used in the creation of linguistic landscape of Thailand. The study reported the presence of various linguistic strategies that reflect and create a tourist space. Transliteration, lexical borrowing, coinage, speech acts and politeness strategies are noteworthy in the shop signs of the city of Thailand. Within speech acts, imperative structures and requests followed by thank you are found in the data while positive and negative politeness strategy are used to attract the tourist and viewer.

Morrow (2015) collected the data of the public signs and announcements with an endeavor to analyze directives in Japan. The results showed that in Japan directives are mostly requests instead of imperatives or strong forms which may be face threatening acts. In some cases, directives were mere explanation of the purpose and impersonal in nature to address the general audience. The form let's was common in directives to develop a sense of empathy and politeness between speaker and viewer. Some graphics i.e. caricatures and cartoonlike figures were also observed in directives

which reflect the Japanese culture of anime and manga not for entertainment but for instruction also.

According to Wood and Kroger (1994), speech acts are divided into three units, central speech acts, auxiliary speech act and a micro unit. So, one is primary while the rest are included into auxiliary category to increase the acceptability of the intended act. With reference to the speech acts, Cocq, Lindgren, Lindgren and Granstedt (2020) proposed methodology for analysis of linguistic landscape. The researchers confirmed the use of speech acts and coded the signboards according to their functions such as informing, convincing, ordering, advertising and persuading. The data showed that some signboards perform two functions i.e informing as well as advertising or informing as well as decree. It was concluded that the contextual data could help in differentiating between primary and secondary functions a speech act performs.

Expressives which are meant to show emotions and feelings of the speaker also constitute linguistic landscape of a country as reported by Ogiemann and Bella (2021) in their research that focused on the Covid-19 signage announcing closure in UK and Greece. These expressive speech acts included greeting, apologies, thanks and wishes more frequent as compared to the signboards in Greece.

Drawing insights from the previous research conducted in Jordan, Japan, China and Thailand on public signage, the present study will also look at the pragmatic functions of the sign board deployed by the government in Pakistani context. How do sign boards get meaning in context? Which speech acts mark public signage in Pakistan? The framework of pragmatics specifically speech act theory by Searle (1979a) has been adopted in order to see and analyze how a hearer decodes the visual and linguistic signs placed by the government at public places. It will also assist in looking at various speech acts such as requesting, threatening, or warning performed by sign boards. It will examine how law makers perform different actions with visual and written signs keeping in view the rules and regulations as prescribed in the constitution of Pakistan and the various acts which is an area not explored by the researchers in Pakistan.

2.6 Enskilment

The question as to how people of a community learn various routine tasks of life related to craft and occupation is a key interest of social anthropologists. Moreover, another area of research is how knowledge and skill both are acquired in a community.

In simple words, how a person can become enskilled at a particular thing in a particular context. The concept of enskilment refers to be both skillful and knowledgeable. Here according to Ingold (2000) who defines and offers a clear definition by stating that enskilment is “understanding in practice” (p. 416). For Ingold (2000), learning and doing are inseparable. The same stance is further strengthened by Pálsson (1994) who states that “the process of enskilment is not just a cognitive one; rather it involves the whole person interacting with the social and natural environment” (p. 904) Another important aspect of enskilment is highlighted by Ingold (2000) as the process of enskilment is an education of attention i.e., being attentive towards the people and its surroundings. So, the process of being enskilled involves the deep level of personal, social, environmental, and cultural experiences. To further comprehend the meaning of enskilment, Wattachow and Prins (2018) have discussed four threads of enskilment namely taskscape, guided attention, storytelling, and wayfinding.

2.6.1 Taskscape

Taskscape is defined as the phenomenon of acting in accordance with dwelling in the place where the person is living. Ingold (2000) describes the same term as “the totality of tasks making up the pattern of activity of a community” (p. 325). Here tasks refer to any practical operation being done by an expert or a skilled actor in a particular context. To sum up, taskscape is the amalgamation of all the activities associated with the task and performed in a particular place within the environment. People’s engagement within the task is the keystone for taskscape. Moreover, enskilment is all about recognition of the activities that constitute taskscape and being attentive to the emerging patterns which result in learning. Learning that occurs in taskscape helps in making the skill development meaningful and relevant. These developed skills can be refined by the learner while using in their daily life.

2.6.2 Guided Attention

It is an acknowledged fact that learning comes from experience but on the other hand, Dewey (1986) himself asserts that experiences can be positive or negative. In a sense that experience can arrest or totally distort the growth of further experience. In this case, experience will lead to miseducation and a barrier in the way of learning. To avoid such occurrence, guided attention is needed to ensure that the learner’s attention has been drawn to the right thing, at the right time, in the right place and in the right way. In addition, guided attention affirms that the learner has picked the right cues to

be attentive to the right thing but also assists in prevention of mis-educative experiences.

2.6.3 Storytelling

The act of storytelling is as old as human language. It is a way of sharing knowledge and transmitting that knowledge to future generation. So, a story with its meaning is told, listened to and interpreted through language. Various studies have concluded that stories play a vital role in educating people about places. The research by Ingold (2000) on indigenous culture explicitly shows that the stories help people to become enskilled in their lands, and learn about the surrounding environment, the people and history.

2.6.4 Wayfinding

Travelling that includes moving within the landscape refers to wayfinding. This travelling requires long term attentiveness to a particular place having a sound knowledge of its physical features and social happenings and how time brings changes along all these factors. It is process of familiarity that keeps on increasing and updating.

All these four threads of enskilment refer to outdoor activities that lead to outdoor learning experiences. Outdoor activities based on enskilment are related to sea surfing, sea kayaking, canoeing, bushwalking. Not only outdoor activities but whatever we perceive in the external environment and interpret them according to our skills and competences one has gathered in life. This perceiving and interpretation based on one's acquired competences are called enskilment. Moreover, the capacity of decoding depends on one's social position in particular space.

In literature, space is defined by Blommaert (2013) as “an arena of human social and cultural action in which space can be read in relation to such forms of action because space is a complex and layered repository of traces of such action” (p.50). Hence through the use of signs showing multimodality, a space can be turned into purely ethnographic object where human activity, interaction, histories and anticipated futures are visible. Signs also lend a historical dimension to spaces. Every sign generates some normative expectations for the audiences to how one does react in presence of such sign in a particular space so the connection between space and normativity makes the space historical. This idea of historical shifts the debate from the mind into the area of embodied knowledge. Scollon and Scollon (2003) preferred to analyze the material aspects of discourse that compelled them to opt the body instead

of mind as the point of study. Meaning and knowledge in this perspective is found in the process of imitation i.e., by imitating other human beings. This gradual and steady process by means of which people acquire the habitual and routine practices and the knowledge of performing is not learning but a process of enskilment: a step-by-step development of cultural and social knowledge acquired through skillful activities.

2.7 Summary of the Chapter

This chapter summarizes all the related research conducted in the areas of linguistic landscape, forensic linguistic, geosemiotics, pragmatics and enskilment. It has highlighted that the notion of enskilment has not yet been explored in the domain of law and linguistic landscape. For a common man, law is a step-by-step acquisition of skills acquired over a period of time. Since books of law are not available to everyone so signboards serve the purpose of disseminating knowledge. Now the question to what extent the signboards succeed in making people enskilled using language is an area not touched by the researchers in Pakistan. Moreover, the relationship among law, linguistic landscape, geosemiotics and pragmatics needs an in-depth study to reveal the communicative power of top-down signboards deployed at various public places. The present study intends to fill the identified gap and attempts to highlight the features of top-down signboards and the communicative power which aids to lend enskilment in the public. For this purpose, the next chapter is devoted to research methodology adopted for this study.

Chapter 3 - RESEARCH METHODOLOGY

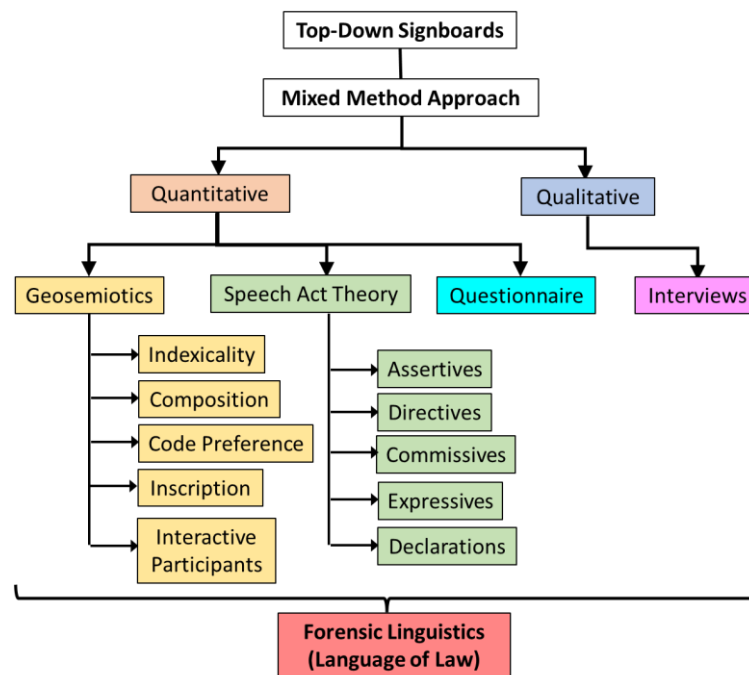
This chapter deals with the research strategy adopted to reach answers to the research questions. This exploratory research both quantitative and qualitative in nature aims to find out the rules and regulations as manifested through signboards. Forensic linguists analyze the language of legal text but in this study the top-down signboards have been considered as text as they are a product of law. This chapter is divided into three main sections namely theoretical framework, object of analysis and research design.

3.1 Theoretical Framework

The present study relies on two major theories of geosemiotics and pragmatics for its theoretical framework. Since the study examines the regulatory discourse so the aspects of indexicality, composition, interactive participants, code preference and inscription within geosemiotics have been adopted. To check different roles performed by top-down signboards, Speech Act theory proposed by Searle (1979b) has been employed which distinguishes acts into assertive, directives, commissive, expressive and declarative.

The flow chart in figure 3 encapsulates theoretical framework and mixed method approach to answer the research questions posed at the start of the study.

Figure 3 Flow Chart of Research Methodology



3.1.1 Geosemiotics

Scollon and Scollon (2003) in their book, “Discourses in Place” have extensively discussed Linguistic Landscape through the lens of geosemiotics. The reason for choosing geosemiotics framework is that the context makes interpretation of the law possible (Singh, 2013). So, in this regard, context plays an important role in the process of meaning making whereas geosemiotics is an approach that studies meaning in context. Much work has been done in the field of geosemiotics, but nobody has touched the forensic context via the lens of geosemiotics i.e., law in context. How is law displayed in the world around us? And how do we interpret it by looking at the context.? Within context, there are two types of contexts as mentioned in the literature review section. The internal context which refers to the text itself on textual and grammatical level for which geosemiotics framework has been adopted while the external context refers to the factors present in the surroundings for constructing correct meaning leading to comprehension. Here comprehension depends on both internal and external factors starting from word level, phrase, clauses, sentences, paragraph, and the whole signboard respectively. The internal factors are analyzed through geosemiotics analysis, the external factors that help in construing meaning are examined through pragmatic analysis and how comprehension leads to enskilment will be analyzed through survey and interviews. So, this present research starts from textual analysis to contextual analysis leading to the enskilment of people as shown through their behavior. The questionnaire also analyzes the effectiveness of the signboard with respect to its placement and lexicon.

A complete analysis of geosemiotics and a critical viewpoint have been added to the literature review of the present thesis. In the following section, the methodology employed for the present work is discussed in detail.

A number of discourses are discussed by Scollon and Scollon (2003) but regulatory discourse has been selected for the present study since the study falls under the domain of forensic linguistics. Regulatory discourse deals with all the signs deployed by government as opposed to commercial discourse which are erected by private owners of business or shop keepers. In this perspective, all the regulatory discourse includes top-down signs which the thesis aims to examine. These top-down signs are displayed at parks, recreational areas, metro stations or highways and motorways by government authorities that communicate rules and regulations to the public and guide them how to show a responsible behavior as a citizen of Pakistan.

The following parameters of analysis are adopted from the geosemiotics framework and pragmatics to examine top-down signboards of Islamabad and Lahore. Each parameter is applied individually to each signboard to highlight various distinctive features.

3.1.1.1 Indexical

Language surrounds us everywhere in the world. It can be in the form of icon, index, or symbols. Even our movements, gestures, and the physical presence itself are the signs which need interpretation. The way a person smiles, to whom he passes a smile, at where he gives a gesture of smiling are full of meaning. Likewise, a written sign in the material world indexes four major things: speaker, hearer, social situation, and a physical world. In the light of these two examples, we are bound to say that language whether verbal or non-verbal has the property of pointing to the things other than itself or in other words language has the universal property of indexing. It always indexes to some other thing not even present physically. A signboard on a highway prohibiting a driver to drive above a certain speed limit indexes a lengthy and complex legal procedure. This complex procedure has different stages starting from meetings, investigations, drafting of ordinances, public comments, formation of law and the final stage of posting that signboard in public spaces. Now the sign is placed at a specific place addressing specific people within the material world and most importantly indexing a larger discourse of law. This indexicality is the universal characteristic of language as reported by Scollon and Scollon (2003). Indexicality is defined as the study of those aspects of meaning which are related to the placement of sign in the material world. So, it can be rightly said that while interpreting any representation of language, we solve the problem of indexicality by locating language in the physical world.

Indexical plays an important role in determining the meaning of the signboards. As described earlier, it is the context dependency of signs. Three categories space indexical, social relationships and time lend meaning to the signboards. Within space indexical, demonstratives “this” and “that” and deictic expressions like “then” and “now”, social relationships which shed light on the use of pronoun to show personal or impersonal relationship while time also plays an important part in disseminating meaning to the audience. Time in this context refers to present, past or future. In Urdu and English different markers for time as shown in table 1 are used which will be analyzed separately in the data analysis section.

Table 1 English and Urdu Pronoun

Person		Nominative	Possessive	Objective
		Case	Case	Case
1 st	واحد	میں - ا	میرا - My	مجھے - Me
	جمع	ہم - We	ہمارا - Our	ہمیں - Us
2 nd	واحد	تم، آپ - You	تمہارا - Your	تمہیں - You
	جمع	تم - You	تمہارا - Your	تمہیں - You
3 rd	واحد(مذکر)	وہ - He	اس کا - His	اسے - Him
	واحد(مونث)	وہ - She	اس کا - Her	اسے - Her
	بے جان	وہ - It	اس کا - Its	اسے - It
	جمع	وہ - They	ان کا - Their	انہیں - Them

3.1.1.2 Composition

Composition is another parameter which is an important aspect in geosemiotics. The placement and sequence of informational material lend various meanings to the Linguistic Landscape. Scollon and Scollon (2003) have identified two main distinctions namely centered and polarized. Within this distinction, polarized is further divided into right, left, upper and lower section assigning different importance to these zones. Although salience and framing has been the part of geosemiotics framework but in the present study the location of informational value will be taken into consideration. Most of the top-down discourse unlike commercial discourse lacks the feature of salience and framing as they are not meant for advertising and lack advertising tactics. The information in the center is more important as compared to the polarized text as reported by Scollon and Scollon (2003).

3.1.1.3 Interactive Participants

In any communication or even a dialogue, three things are mandatory without which the process of meaning making cannot take place. The speaker in any conversation, the listener to the speaker and the medium of communication whether verbal or non-verbal. Geosemiotics framework calls these three participants as

interactive participants further categorizing them as productive participants, text and image participants and receptive participants. Productive participants can be authors, designers, printers, speakers who write in order to explicate their ideas. The text can be the main clause attached to some subordinate clause or a picture only or picture and text while the receptive participants can be the reader, consumer, viewer or listener depending on the mode of communication. Due to these three participants, a relationship is developed among these three. The first relationship exists between the producer and the text, the second relationship is held between participants within the picture like clause and picture or within clauses while the third relationship is developed with the text and the reader in any interaction. The two types of relationships named by the theorists (Scollon & Scollon, 2003) are offer and demand which show power and involvement respectively.

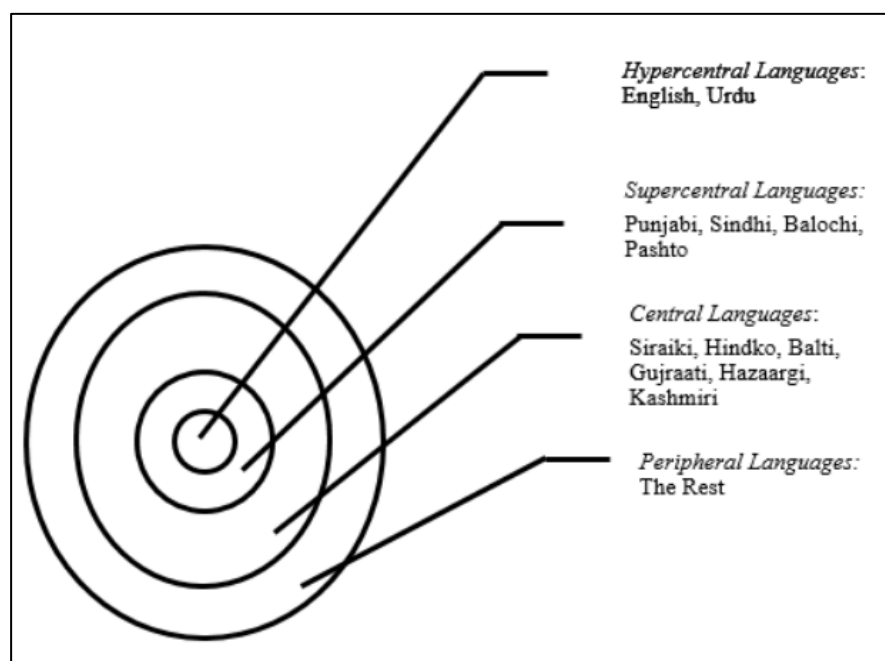
Within interactive participants, three main variables have been identified by the theorist. The first important role is played by the producer of the image in interaction. The producer can be a writer, an artist, a painter, or anybody who produces the text. The second interactive participant is the text itself. It can be text and picture or pictures only or text only which help in interaction. The combination of words into phrases and then clauses which are meant to convey meaning play an important role in interaction. The theorists have treated them as interactive participants. The text can be complex also by the presence of subordinate clauses accompanying main clauses. The third role is played by the receptive producer who can be the consumer, listener, viewer, or reader. All three will be examined in the present study. The first analysis of the text will be done at linguistic level. The relationship of social contact will be analyzed. The presence of informal expression and colloquial words shows the decreased scale of social distancing between the producer and the receiver while the formal words exhibit two participants having greater social distance. After the linguistic analysis, the producer will be seen on a larger scale with reference to the rules and regulation while the behavior of the receptive participants will be examined with the help of the questionnaire.

3.1.1.4 Code Preference

Code is not just a language but echoes the language policies, inhabitants of that place, language preferences of a nation. It also mirrors the ideologies embedded in the use of words of a particular language. Most of the signs as reported by Scollon and

Scollon (2003) represent bilingualism and multilingualism. According to the theorist the code written on top is a preferred one while the code written below shows less importance for the producer and the viewer also. In the light of this distinction, the data for the present study will be analyzed. Not only preferred code but the presence of codes in terms of frequency will also be analyzed. Another model named Global language system (De Swaan, 2013) has been adopted for analyzing the status of languages present in the environment. Figure 4 illustrates the place of languages in any space on the basis of usage.

Figure 4 Global Language System



Note. This model has been adopted from De Swann (2013)

3.1.1.5 Inscription

Inscription refers to the physical qualities of the text and the signboard itself. Physical qualities include the size of text and the style of text. The large size of a word as compared to small size captivates and attracts readers' attention. The second aspect within the category of inscription is materiality. In simple words, it identifies the material on which a text is inscribed. The handwritten page reflects temporariness of a sign while a granite slab is reflective of permanence. Layering is one of the aspects which refers to some addition on the top or bottom of a signboard. These three aspects will be analyzed within the data which will show the attitude of government towards deployment of signs.

3.1.2 Speech Act Theory

Frixione and Lombardi (2015) argue that not only pictorial representation, but also verbal communication is intrinsically ambiguous and lead to various interpretation of different content. This indeterminacy is eliminated through resorting to pragmatic mechanisms which deal not with the meaning of the words but also the speakers' intention along with the context. Since words are not merely used to denote things and their meaning as put forward by De Saussure (2011) in his theory of signifier and signified but also various actions are performed through the use of language. These actions are termed as speech acts in which the minimal unit of human communication lies in performance of an act like making requests, asking questions, seeking permission, giving commands, congratulating, baptizing and many more. This aspect was highlighted by Austin (1975) unlike previous linguists who focused on the meaning of words and their representation in the world.

Austin (1975) has distinguished two types of speech acts namely constatives and performatives. Constatives are the statements used to describe events and incidents. However, these statements can be proved true or false while the performatives are the acts which cannot be characterized as true or false. Austin (1975) further categorized each utterance into three: locutionary, illocutionary and perlocutionary. Locutionary refers to the act of saying something while illocutionary is the intention of the speaker and perlocutionary refers to the effect one wants to have on the listener. Here the present study is concerned with the illocutionary act that is considered as an act of doing something in saying something. This act of illocution is important since the force or intention of the speaker is evident through his utterance It is further divided into five general categories by Searle (1979b).

3.1.2.1 Assertives

Assertives are the speech acts which commit the speaker to the truth of the proposition expressed by him. Here the speaker speaks of a fact based on his observation and his belief in truth of the facts or opinion. It is also called representative owing to the speaker how does he see and represent the world through claiming, statements, conclusion, or assertions. If a speaker utters, "The earth revolves around the sun" so here this sentence is speakers' assertion that he believes that the earth revolves around the sun to be true. The following verbs used in any utterance represent assertive

such as describe, guess, assert, conclude, agree, inform, state, deny, tell, report, predict, assure, and insist.

3.1.2.2 Directives

Directives are the speech acts which direct the hearer to do something. The directed action can be a request with the placement of please or it can be an order by uttering an imperative like, cut the cake. The act of suggesting also falls in the category of directives when a person says, what about having a coffee in this rainy day?

3.1.2.3 Commissives

This speech act commits the speaker to some future event or course of action. The act of promising like I will come tomorrow binds the speaker to fulfil the action so the verbs used for promising, threatening, offering, refusal are commissives.

3.1.2.4 Expressives

Expressives are related to psychological state of the speaker. The emotions are expressed through such verbs like thank you in which the act of thanking is done which shows happiness or satisfaction. Congratulating, apologizing, welcoming are all expressive speech acts.

3.1.2.5 Declarations

The utterances which bring immediate change in the state of affairs or any course of action come under the category of declarations. It is related to extra linguistic features like if a boss says to his employees, you are fired. The person will be no more a part of that office hence this utterance will bring a sudden change in the external affairs, so such utterances are called declarations. The acts of baptizing, christening, declaration of war or excommunicating are declarative speech acts.

This framework is employed for the present analysis. The collected data of the signboards are analyzed through this categorization put forward by Searle (1979b). Moreover, the discussion will help to see the intention of the producer as visible through the signboards or the force which the government uses in dissemination of rules and its enforcement.

3.2 Object of Analysis

Every sign placed by the government at eleven public places including recreational and historic places in Islamabad and Lahore are collected through photography. The purposive sampling technique has been employed. As the study falls

under the domain of forensic linguistics so the present study is an attempt to see the laws behind the signboards and the signboards deployed by the government can only serve this purpose in contrast to the bottom-up signs signifying commercial and brand names. Within the domain of top-down signs, only regulatory discourse is under study that aims to regulate the movement of people and most importantly is a product of law making and aims at law enforcement. Top-down signs are further sampled because street signs, names of the municipal buildings or signs merely meant for municipal workers of water or gas are also a part of top-down signs, but these signs do not enforce law.

The data were collected from two cities of Pakistan i.e., Islamabad and Lahore. These two cities are metropolitan areas and represent a variety of people and their cultures. Moreover, different governments are in power and controlling the affairs of the two cities. This data will help in giving an insight into different ways of representation of the law through signboards.

3.2.1 Islamabad

Islamabad is the capital city of Pakistan and the ninth largest city of Pakistan. It was built in 1960 in order to replace Karachi being the former capital of Pakistan. It is located in the north west country of Potohar plateau. Compared to other cities of Pakistan, Islamabad is considered the most clean, peaceful, and spacious region with greeneries. This region was inhabited first by Aryans from Central Asia and massive armies of Tamerlane and Alexander. Islamabad is built to reflect the diversity within cultures, languages, religion, and tradition of the Pakistani nation.

The city master plan was designed by Constantinos Aposotolou Doxiadis who divided the city into eight major zones i.e., residential, administrative, diplomatic enclave, educational, commercial, industrial land, rural and green areas administered by Islamabad Metropolitan corporation working under Capital Development Authority. The city is renowned for major parks and forests which have been taken into consideration for research. Five important places are selected as research areas which are administered by the government i.e., Capital Development Authority.

3.2.1.1 Japanese Park

It is located at the foot of Margalla hills and next to Marghazar zoo. This park is a tourist and picnic spot from 1985. It was a gift from the children of Japan to the children of Pakistan that served as a token of friendship between the two countries. It

had various swings and monkey bars for the entertainment of children. The Japanese engineers have installed almost thirty-two rides. Different swings are installed in different playground areas within the park. Flowers and greenery are also remarkable features of this park which attract the people.

3.2.1.2 Shakarparian and Pakistan Monument

Shakarparian is a recreational national park located near zero point. It is a hill where Pakistan Monument is built with a museum exhibiting not only the Mughal era of the subcontinent but also the Pakistan movement leaders and the events that led to the creation of Pakistan. The museum was selected after a tough competition among architectures. It is 609 meters above sea level. It provides a panoramic view of the twin cities. There is a botanical garden in which famous personalities have planted trees. The management and administrative matters are looked after by Capital Development Authority since the logo of CDA can be seen on the signboards deployed at Shakarparian.

3.2.1.3 Rawal Lake

To name a few, Rawal Lake is one of the recreational points available to the residents of Islamabad and Rawalpindi. It is located within Margalla Hills across Korang River. The surface area of Rawal lake is 8.8 km and depth of reservoir is 31m. Its drinking water supply capacity is 19.5 million gallons/day for Rawalpindi and 2.5 million gallons/day for Islamabad. It is an artificial reservoir built to meet the water requirements of twin cities. It also provides entertainment to the tourist through fishing, boating and water skating.

Several authorities are involved in Rawal Dam's affairs of maintenance and development. Safeguarding aquatic and wildlife around the dam is the responsibility of the Islamabad Capital Territory Corporation (ICT) administration. The land around the lake comes under the administrative control of the Capital Development Authority and MCI Metropolitan Corporation Islamabad and a major portion of the water is the property of Punjab Irrigation department.

3.2.1.4 Daman e Koh

Daman e Koh is located in between Margalla hills. It is 2400 feet above sea level and 500 feet from the vicinity of Islamabad. Daman-e-Koh is a midpoint for tourists on their way to the higher viewpoint of Pir Sohawa, which is located at the top of Margalla

Hills at an elevation of about 5000 feet. Geologically, it is a spur, off shooting from the main Margalla Hills, which comprises the Margalla National Park

Daman-e-Koh is a tourist spot in north of Islamabad at the foot of and in the middle of the Margalla Hills. This extra-ordinary garden comprises of two wings known as the 'north' and 'south' spots that are easily accessible by a zigzag road or by foot from a number of walking tracks.

A special area is dedicated for car parking facility quite close to the Northern Spot where a cafe and some small tuck shops cater the needs of the guests. The Southern Spot is the main attraction as it provides a panoramic view of Islamabad where telescopes are installed for keener observers to have a bird eye view of the city. A board displaying basic information about Islamabad is installed for the people coming from outside the city. One can view Faisal Mosque, Seventh Avenue and Rawal lake from the southern spot.

3.2.1.5 National Highway Authority and Motorway

An act of the parliament for planning, development, repair and maintenance of highways and roads led to the creation of National Highway Authority in 1991. National highway authority was created in 1991. NHA is custodian of a total length of 12131 kms including 39 national highways, expressway, strategic routes, and motorways. This department is committed to make transportation system safe, modern, and efficient. As the cornerstone of Highway network, National Highways functions as the backbone of Pakistan's transportation system. It plays an important role in the development of micro and macro economy and also enhances the national integration by increasing the social and economic dependence among the provinces. The motorway or M-2 connects Lahore with Islamabad and Rawalpindi. The estimated distance between the two cities is 378 kms. The idea of Motorway for the very first time was conceived by Mian Nawaz Sharif, the prime minister of Pakistan. Later, he inaugurated the M-2 in 1997. The motorway between Lahore and Islamabad was also one of the research areas for the present study.

3.2.2 Lahore

According to Britannia, Lahore is the second largest city of Pakistan and the capital of Punjab. Lahore is renowned for its turbulent history. It also remained the capital of Ghazni dynasty which lasted from 1163 to 1186. In 14th century, many Mongols attacked Lahore and the control shifted to Timur, a Turkic conqueror. In 1524,

Mughal troops attacked Lahore and Babur became the Mughal emperor. From this period, the golden era of Lahore started. Widespread historical and cultural, architectural changes took place during the reign of Shah Jahan, another Mughal emperor.

After the Mughal dynasty, Lahore came under the control of British empire in 1849. The subcontinent was divided into Pakistan and India in 1947 and Lahore became the capital city of the province Punjab. Some of the major historical places are selected for the present research which represent not only the history but the present authorities also who are in charge of maintenance of these buildings. Due to Corona, some of the places were closed i.e., zoo, Lahore Museum and Jinnah Park so data cannot be collected from these places.

3.2.2.1 Lahore Fort

Lahore fort is one of the wonderful masterpieces of the Great Mughal empire which was built by Mughal Emperor Akbar. It is an exemplary building which speaks of Mughal era's splendor and magnificence. Shah Jahan made some additions with inlaid Persian floral designs while the fort's pearl masjid, Dewan-i-aam, diwan-i-khas, Sheesh Mahal and Alamgiri gate were constructed by the last great Mughal emperors. After the fall of the Mughal emperor, the fort was occupied by Ranjit Singh which he made his residence. In 1849, the battle of Gujrat was fought between Sikhs and British empire. The British took charge of the fort after their victory.

3.2.2.2 Badshahi Mosque

Badshahi mosque one of the second largest mosques of Pakistan was built by the Mughal emperor Aurengzaib in 1673. Fiftyfive thousand worshippers can offer their prayers at a time which speaks loud about its vastness. This mosque was used as a stable during Sikh rule, so it lost its splendor since the rubies and precious marble was also stolen. Even the British used this place for military training including cannon and rifle fire range. As a good will gesture, the British restored the lost sanctity of the place by returning it to the Muslims. Major repairing took place to bring back the originality of the Mosque. Now this mosque comes under the walled city of Lahore authority

3.2.2.3 Minar e Pakistan

The very first call to the Muslims of the subcontinent to get a separate homeland where they can live, breathe, and move freely without any fear from Hindus and British was made at Minar e Pakistan so it holds a significant place in the history of Pakistan.

The great leaders Allama Iqbal and Quaid e Azam to name a few motivated the Muslims to rise from deep slumber and unite for the common cause. It was built between 1960 to 1968. The tower is seen erected within the greater Iqbal Park which is under Punjab government.

3.2.2.4 Punjab Mass Transit Authority

Punjab Mass transit Authority (PMA) is a statutory body that works under the Government of the Punjab with an aim to provide efficient, comfortable, and safe system of urban transportation within major cities of Punjab. This authority plans, constructs and maintains the mass transit operating within a city. In Lahore and Islamabad, it joins major areas and proves to be fast means of travelling within city.

Most of the signboards are repeated like “Keep Park Clean” so these are considered and included only once in the data. The text and text along with image are included while only images are not included in the data. Signboards announcing names are also omitted since no laws are reflected through such signboards.

3.3 Research Design

A mixed method approach is employed in the present study in which data will be analyzed quantitatively and qualitatively to get a better understanding of the linguistic practices related to law. Mixed method approach integrates both quantitative and qualitative research design that ensures generalizability, credibility and contextualization to get deeper insights. Based on the research questions of the study under discussion, explanatory sequential method is chosen in which quantitative data collection is followed by qualitative data analysis. The first second and third research questions deal with quantitative analysis since numeric data is collected through photography and pragmatic functions are counted to check the occurrence. To examine the attitudes and knowledge of masses towards laws, a closed ended questionnaire for quantitative analysis and interviews for qualitative analysis will be conducted.

The following section is divided into two phases that shed light on the quantitative data analysis and qualitative data analysis.

3.3.1 Phase I: Quantitative Data Analysis

This section elaborates the tools of data collection and the procedures adopted for checking their validity and reliability. Moreover, the participants and procedure for conducting survey are also discussed as follows.

3.3.1.1 Tools of Data Collection

The studies on Linguistic Landscapes (Ben-Rafael et al., 2006; Tulp, 1978) show that photography aids in data collection. In this study, same tool for data collection was adopted i.e., photography. Moreover, to explore the answer to the last research question, a survey was conducted by distributing a questionnaire. The questionnaire was distributed based on convenient sampling in Islamabad and Lahore. This questionnaire was designed on google document and distributed through different forums.

3.3.1.2 Data Collection Procedure

The first step was collecting the photographs of the regulatory discourse i.e., top-down sign boards displayed at parks, metro stations, historic place and zoos. The researcher visited the selected areas personally and took photographs of all the signboards displayed in the area by government authorities. A total of 300 pictures were captured in which further sorting took place and the data were reduced to 100 pictures. Each picture having different syntactic structure was assigned a numeric value for easy identification starting from one to hundred. Most of the signs within the park were repetition so these were considered once. The excluded signboards shared same syntax and diction. Some of the signboards were not legible due to faded paint or rotten iron plate on which the text was printed. All the pictures were analyzed thoroughly to avoid any repetition.

Quantitative data were also collected through a questionnaire which intended to check citizens' knowledge about the signboards and how did they interpret and perceive signs regardless of any background information. Moreover, the questionnaire also presented some situations to see how the behavior of a common man is shaped by such signboards. The questionnaire was developed after the collection of data as various signs were included to check the comprehension of the signboards of literate people. Based on statistical approach which is defined by Denscombe (2014) as a "large-scale surveys using probability sampling for a representative sample" (p. 33), three hundred and eighty-four sample size with 5 percent margin of error and 95 % confidence level was selected. In the present study, the large-scale survey of three eighty-four sample size had been included in order to avoid any risk of missing or misrepresenting the various variables i.e., age, education, social class and gender. The two cities of Pakistan namely Islamabad and Lahore were included in survey and interviews by using

convenient sampling technique. The data collection from the two cities was easily accessible to the researcher and both were capital cities of Pakistan and Punjab respectively so representative of its government and its laws. The data were analyzed by the researcher quantitatively. The results would show a common man's level of comprehension of individual signs.

The questionnaire at the very start seeks to gather demographic details including age, gender, education. According to Hughes, Camden and Yangchen (2016), any research enterprise involving human participants must include demographic questions to get an accurate description of research sample. This accuracy will give forth clarity putting an impact on generalization of results or findings. Hughes, Camden and Yangchen (2016) have reviewed a number of researchers and concluded that the placement of demographic detail at the very start increases the participants' responses and lowers the drop out cases. After surveying various research questionnaires, the researchers (Hughes, Camden, & Yangchen, 2016) enlisted five most commonly used demographic details such as gender, age, ethnicity, education and location. However, some other demographic details are also asked in surveys such as disability, employment, relationship status, sexual orientation, social class, religion, and questions about children. These demographic details help in determining identity which further explains why people behave in certain ways. Furthermore, the demographic details also help other researchers in replicating the original findings.

Before offering the participants signboards for interpretation, the present questionnaire seek to gather demographic detail i.e., age, gender, education. The reason for inclusion of these three variables in the present research was to see how people of different age groups with different level of education interpret signboards in the light of rules and regulation. The age group of the participants along with the level of education would shed light on the level of comprehensibility of educated and literate people. Another variable social class as reported by Hughes, Camden and Yangchen (2016) is an important part in demographic information. Social class by Diemer, Mistry, Wadsworth, López and Reimers (2013) is defined as a "higher order construct representing an individual or group's relative position in an economic-social-cultural hierarchy" (p. 3).

In the present research, two questions indirectly exhibiting social class were added in the research. The first question regarding the skill of driving was asked while the second question dealt with the visit to public places. The art of driving by a

participant presupposed that the person is an owner of a car while the visit to public spaces indicated leisure time of a person who could easily spare sometime for recreation and entertainment and earning the bread and butter for survival was not a major problem for him. After collection of demographic details, two questions that connected the demographic details with the interpretation of signboards were included. The questions asked whether they read signboards displayed alongside road and followed the instructions of signboards. These questions brought the participants towards the central concern of the present study to see the communicative power of the signboards along with comprehension by the participants. The communicative power and comprehension level will help shape the behavior of the citizen of Pakistan.

3.3.1.2.1 Reliability and Validity of Questionnaire

The questionnaire was designed on the basis of the data captured through photographs. Before conducting survey, the questionnaire was checked for its validity and reliability.

According to Field (2005), validity is the extent to which it measures what it is supposed to measure or in other words it illustrates how appropriate the gathered data represents the actual area of investigation. Many types of validity such as construct validity, criterion validity, face validity and content validity have been found in literature but in this research, two types of validity were checked. Face validity is described as subjective assessment of the test takers and non-experts regarding the test. To put it simply, if a test contains simple variables which seem to be relevant to the specific area under investigation, the test is said to have face validity. In face validity, a questionnaire is judged in terms of feasibility, readability, style consistency and formatting and clarity of language that is used. Face validity is a researcher's subjective perspective whether the items included are clear, relevant, and reasonable. (Oluwatayo, 2012)

Mostly Likert scale or dichotomous options are used to get the answers which are further analyzed on the Cohen's kappa Index (CKI) in determining the face value of the questionnaire. The accepted kappa value is 0.60. For the present study, a questionnaire was designed on the parameters of content, readability, format and clarity. Ten questions were designed for the experts to judge the parameters of the main questionnaire. Ten PhDs with an experience in conducting linguistic research were requested to fill the questionnaire first and then the attached forms dealing with face

and content validity. Five experts have responded, and their answers were recorded online through google document. The first parameter dealt with the content of the overall questionnaire, so the first question stated whether the questionnaire was related to law and its presentation at public spaces. This question dealt with the first impression which an expert acquired after going through the questionnaire. Three experts opted for agreed option while one chose strongly agree and one gave a neutral answer. This confirmed that the overall impression regarding the questionnaire displayed relation with law and the signboards.

The second question within the parameter of content was the sign boards in the questionnaire reflected rules and regulation. Over all two experts chose agree and two opted for strongly agree while one chose neutral. The third question seek to judge whether the signboard were related to our practical life. All the experts gave a positive response since three chose strongly agree while two selected agree. The last question within the parameter of content was, “The signboards shape our behavior while moving in public space”. Here two experts opted for agree while three selected strongly agree. The results that fell within the category of content affirmed that the content of the questionnaire was related to the research questions and research study.

The second parameter was readability which was judged by the inclusion of two questions within the form. According to online Cambridge Dictionary, readability referred to the quality of a text being readable and legible. In other words, the words were familiar and easy to read. The same aspects were asked by the experts because readability is very important in any research survey. If the questionnaire is complicated, replete with jargons and technical language, the participants within the survey will not be able to understand and answer correctly. The first question dealt with the general view about questionnaire in terms of readability. The questions asked whether the questionnaire could be completed without any difficulty. Through the use of Likert scale, being a designer, I could judge the level of readability, but the results agreed to the quality of readability of the questionnaire. Two strongly agree while three agrees confirmed that the reader would find no difficulty while responding to the questionnaire. The next question dealt with syntax of the questionnaire to see whether the questions contained syntactic complexity or not. The results of the four experts strongly agreed to the simplicity of the text of the questionnaire and one expert showed agreement as compared to others.

The third parameter within face validity was the format of the questionnaire. Three questions were designed to judge the overall format. Font plays an important role in reading, so the font size of the text was kept reader friendly, and two experts agreed while three showed strong agreement to the reader friendly font of the questionnaire. Second question seek to ask question on the length of the questionnaire. Too long questionnaires could result in losing interest of the participants, so length also played an important role. Three experts agreed while two opted for strongly agreed option.

The last parameter of face validity dealt with the clarity of the questionnaire. The clarity here dealt with the quality of being clear so that the signboards could be judged easily. In terms of clarity, two chose agree while one chose neutral and strongly disagree. One expert chose strongly disagree in terms of clarity and in suggestions she gave the reason that the names of the authorities were not visible. To address this issue, the names of the authorities were highlighted by encircling the logo with black color. The last question within the face validity form dealt with the diction. Words are the carrier of meaning so comprehensibility of diction is important. The diction used in the questionnaire was quite simple as confirmed by experts in which three strongly agreed while two showed agreements.

To make the form open ended, suggestions were also welcomed in which three experts gave their views. The first two suggestions dealt with lack of clarity in pictures which was addressed by highlighting and inclusion of new version of the same pictures but captured from a modern camera technology. One of the experts suggested to include demographic section also a part of the questionnaire so in this way, the questionnaire was divided into five sections since previously four sections were mentioned. All the changings were incorporated but the general view of the results confirmed the face validity of the questionnaire.

The second validity test conducted for the present study is content validity. It is defined by Straub, Boudreau and Gefen (2004) as “the degree to which items in an instrument reflect the content to which the instrument will be generalized” (p. 30) . Content validity is an evaluation of a questionnaire which ensures the presence of all variables that are necessary and elimination of undesirable items from the survey tool. There are some specific steps which are followed while conducting content validity of a research tool.

The first step is an exhaustive survey of literature which will help to extract the related items. The second step is to generate a survey by using three scale analysis

namely, essential, useful but not essential and not necessary. The survey should be analyzed by the experts of the same field. For each item, content validity ratio is calculated by using Lawshe (1975) method. This method depicts the linear transformation of a proportional level of agreement as to how many experts rate an item essential. The formula used to calculate the appropriateness of the item based on expert judgement is calculated as below.

$$CVR = \frac{N_e - \frac{N}{2}}{\frac{N}{2}}$$

Here CVR is where CVR is the content validity ratio, n_e is the number of panel members indicating “essential,” and N is the total number of panel members. The number of experts in a panel plays an important role in placement of each item in the survey tool.

Since the questionnaire had main four sections dealing with law and its presentation so for each section three scales were created in accordance with Lawshe (1975) formula as not necessary, useful but not essential and essential. This form was also filled online by the five experts. The first section seeks to ask the placement of words on the signboards leading to multiple interpretation. The four experts regarded this section an essential part of the questionnaire so applying Lawshe (1975) formula as follows.

$$CVR = \frac{N_e - \frac{N}{2}}{\frac{N}{2}}$$

$$CVR = \frac{4 - \frac{5}{2}}{\frac{5}{2}}$$

$$CVR = 0.6$$

The second section dealt with meaning and interpretation of signboards. The whole statements were asked by the participants to interpret and decipher its meaning. All the five experts selected essential for this section and the Lawshe’s (1975) formula was again applied to see the value that should fall between +1 to -1.

$$CVR = \frac{N_e - \frac{N}{2}}{\frac{N}{2}}$$

$$CVR = \frac{5 - \frac{5}{2}}{\frac{5}{2}}$$

$$CVR = 1$$

The third question dealt with the third section of the questionnaire in which situations were given to check which signboard was more effective and communicative in terms of readability and enforcement of law. All the five experts again selected essential which gave the following value of Lawshe (1975) formula.

$$CVR = \frac{N_e - \frac{N}{2}}{\frac{N}{2}}$$

$$CVR = \frac{5 - \frac{5}{2}}{\frac{5}{2}}$$

$$CVR = 1$$

The fourth section was the last section that would help the researcher to check the citizen's knowledge about department, their roles and duties in enforcing rules in the light of the law as written in the concerned acts. For this question, all the five experts chose essential. The same formula was applied to the results deduced from the filled forms.

$$CVR = \frac{N_e - \frac{N}{2}}{\frac{N}{2}}$$

$$CVR = \frac{5 - \frac{5}{2}}{\frac{5}{2}}$$

$$CVR = 1$$

As per the numeric value deduced from the Lawshe's (1975) formula, the last three parts of the form got value 1 which affirmed that this section was essential for the current research study while the first section received 0.6 value which was a positive value, so it was also included in the questionnaire.

Other than validity check, reliability test was also conducted. According to Carmines and Zeller (1979), reliability is related to the extent to which a measurement provides a consistent and stable results. An instrument is said to be reliable if the test is repeated in the same conditions gives the same result. Within reliability test, there are four major types namely test -retest, interrater, parallel forms, internal consistency. For the present study, test-retest reliability was checked to check whether the questionnaire gave consistent answers in different time frames. The same questionnaire was distributed again among thirty-five participants after a month to check whether the results obtained were similar to the previous results gathered through the same tool.

The results of the first three sections showed similarity with the previous distributed questionnaire while the last section had obtained more correct answers since the last section dealt with awareness of citizen about names and their duties. After the validity and reliability test, the suggestions were incorporated, and a new questionnaire was developed on the google document.

3.3.1.3 Participants

The participants were categorized into literate and illiterate citizen of Pakistan. Almost three hundred and eighty-five literate participants were selected randomly. By using google doc, online questionnaires were distributed to the citizens of Pakistan. The link was shared on forums such as Face book and WhatsApp so that a vast majority of people belonging to different sections of Pakistan may take part in the research process. The compiled data were analyzed to see how the people perceived the signboards and how their behavior was affected by the presence of such top-down signboards Using statistical analysis, the results were deduced and analyzed in the light of forensic context.

3.3.1.4 Data Analysis Procedure

Each picture was quantitatively assigned numeric values for the linguistic level analysis. Each sentence mentioned on the signboard was analyzed individually to see the use of indexical, the preferred code, composition and arrangement of the text. All

the previously mentioned parameters are quantified in terms of frequency that is further elaborated by pie charts for quick understanding. Overall, the presence of producer and receiver was identified while each sentence was broken into clause and phrase level to decipher meaning of the signboards.

After the collection and selection of the data, the photos were first analyzed at linguistic level. At this stage, the principle of indexicality and selection of geosemiotics were applied to analyze language and its grammatical form. A coding scheme adapted from indexicality, visual semiotics and place semiotics such as indexical, modality, composition, interactive participants, code preference, inscription respectively was made. Each picture was examined including the text and symbol. All the characteristics were quantified with the help of graphs and frequency tables.

After the analysis of data, the second principle of dialogicality in geosemiotics was employed to see how the signboards refer to the larger discourse i.e., law. The manuals of environmental policies of Pakistan Horticulture Authority (The Punjab Environmental Protection Act, 1997) of Pakistan were used for analysis. Moreover, the rules and regulation manual of Walled City of Lahore Authority, National Highways and Motorways and Capital Development Authority were also consulted to see resemblances between the signboards and these manuals. Each signboard was analyzed in the light of the rules and the penalty explained in these manuals. This helped to see how communicative, terse, and clear the sign language in its expression and form is.

This linguistic level analysis was taken further to look at the intention of the producer and the acts performed by the signboards. Each sentence on the signboard was analyzed as per Searle (1979) classification of speech acts quantitatively to see the frequency of the recurrent speech act and qualitatively to decipher the intention of the speaker behind each signboard.

The questionnaire was also discussed in data analysis section by referring to the law of the related departments and online dictionaries to see various shades of meaning of words used on the signboards. The results were quantified through graphs automatically produced by google document.

3.3.2 Phase II: Qualitative Data Analysis

The study also employs qualitative data analysis to counter scathing criticism against holistic quantitative analysis. In addition, the fourth research question also deals with qualitative data to arrive at the conclusion. This section will explain the qualitative

data collection and the procedures to deduce the results in order to make the study more tenable.

3.3.2.1 Tool of Data Collection

Semi structured interviews served as the data for qualitative analysis. Convenience sampling technique was employed for the sample population. Interviews intended to unveil the attitudes of the illiterate people towards state rules. Moreover, this analysis also highlighted the flaws in signboard design that hinder the comprehension. These interviews were based on signboard comprehension by the illiterates but only signboards with image or icon were included since all cannot read the text. However, some logos were also included to check whether the illiterates had some knowledge about government authorities and departments. The questions asked in the interview are attached in the appendix

3.3.2.2 Participants

Owing to the population of both the literates and illiterates in Pakistan, interviews were conducted so that the illiterates could also become a part of this research study. The interviews were conducted from twenty-five illiterates (male and female) who did not have any academic degree. Each interview lasted between 5 to 7 minutes. They belonged to various profession such as drivers, laborer's, security guards, house wives, sweepers and gardeners.

3.3.2.3 Data Collection Procedure

Since the study adopts mixed method approach so qualitative analysis was conducted via semi structured interviews. First demographic details including age, education and profession were asked to see whether the participant fulfills the criteria or not. The questions started with inquiring about the visibility of signboards at public places. Ten pictures were shown to each participant in order to decipher the intended meaning of the producer. Each answer was transcribed on sheets individually to capture people's beliefs and attitudes towards deployed signboards.

3.3.2.4 Data Analysis Procedure

Later, all the responses were read critically to deduce codes for thematic analysis. Eleven codes were derived from the responses which were discussed with the supervisor for validity check. These eleven codes were merged into four broad themes that were discussed thematically with reference to forensic context. All the results were discussed in the light of the acts of Walled city of Lahore, Parks & Horticulture

Authority, National Highway and Motorway Police and Capital Development Authority.

3.4 Summary of the Chapter

To sum up, the chapter under discussion delineates the theoretical framework employed to conduct quantitative data analysis. It also elaborates the tools for qualitative data collection and the procedures for thematic analysis while the following chapter deals with an in-depth analysis of the collected data on quantitative and qualitative paradigms as discussed in the data analysis procedure section.

Chapter 4 - DATA ANALYSIS

In this chapter, both quantitative and qualitative analysis of the top-down signboards have been conducted using geosemiotics framework proposed by Scollon and Scollon (2003). Moreover, the signboards are also analyzed in the light of the classification put forward by Searle (1979b) to see how the text on a signboards plays different functions in disseminating rules and laws which every citizen must abide by. In addition, the data gathered through questionnaires and interviews are also discussed quantitatively and qualitatively respectively.

4.1 Quantitative Analysis of Signboards

The quantitative analysis section is devoted to quantifying the results of the selected data for the present study. The first section presents the results deduced from the geosemiotics framework while the second section quantifies the data gathered from questionnaire through google document.

The following section covers the linguistic level analysis of the data in quantitative terms. All variables are discussed quantitatively to compare the use of different elements in signboards. This quantitative analysis will help to explore how signboards communicate meaning to the viewer. The data are analyzed category wise as follows: -

4.1.1 Indexical

According to geosemiotics methodology, indexical are the words which lend meaning to the signboards only when deployed at specific places. Without placement, the signboard becomes meaningless. The use of indexical not only indexes space but also social relationship between participants. Here participants refer to producer and viewer of a signboard. Moreover, certain words also index tense and time. All these categories are quantitatively analyzed as below.

4.1.1.1 Space Indexical

According to Scollon & Scollon (2003), the usage of demonstratives and deictic expression is a key feature of signboards since meanings are dependent upon the context. This is one of the reasons which gives space and the deployment of signboards a significant position in the realm of meaning making. The use of demonstratives i.e., this, that, these and those and deictic expressions i.e., here and there lend meaning to signboards only when these are deployed. It is a characteristic of demonstratives and

deictic expressions that they are meaningless until or unless they are placed or viewed in a context. These expressions can lead to obscurity if deployed at a wrong place. The viewer will fail to deduce meaning of the signboard so correct placement also holds a prominent place in the process of meaning making.

4.1.1.1.1 Demonstratives

In English, demonstratives are this, that, these, and those. According to Schmidt (1999), in Urdu, “یہ” stands for things close at hand just like “this” in English whereas “وہ” refers to the objects far away. These demonstrative pronouns are identical to the personal pronouns like he, she and it. The plural cases “these” and “those” in Urdu are marked by oblique cases. The data were analyzed in terms of presence of indexical in Urdu and English.

Within the data, most of signboards do not have demonstratives which help the viewer to understand the meaning with reference to the context in which it is deployed. A few demonstratives are found on the signboards written in Urdu language while the signboards in English only contain one demonstrative.

Picture 4 clearly says, “یہ راستہ بند ہے” (This way is closed). According to Urdu grammar, یہ (yeh) is a demonstrative in nominative case and represents a singular noun. Since یہ (yeh) is a nominative demonstrative so it occupies the first position in the sentence which elaborates the meaning of راستہ (way). In comparison to a sentence, “راستہ بند ہے (way is closed) the meaning becomes obscure. The first interpretation a person may make is that nobody can use the way since it is closed or no means to reach the destination is there but in comparison to the use of demonstrative یہ (yeh) with the sentence “راستہ بند ہے “way is closed” makes the meaning quite clear and a viewer can easily interpret that this way is closed while one can use other means to reach the destination. The use of demonstrative یہ makes the meaning quite clear. Here it disseminates two types of interpretation. The first interpretation says that this way cannot be used due to closure while the second interpretation says that there are other means also to reach the destination. The second interpretation can be treated as the intended meaning of the speaker. So apparently it prohibits to travel on this way while at a deeper level it gives the information about all other possible routes that can be used. The sentence راستہ بند ہے (way is closed) gives a message that nobody can transcend and arrive at the place due to closure of the way. The authorities have used an index of an

arrow pointing towards the way that is closed and where the signboard has been deployed which further ensures the viewer that which way is being referred to.

Another instance of the use of demonstratives has been found in picture 8. Again, the signboard is in Urdu having two demonstratives. The first demonstrative “جس” is used in oblique case with the word bag. “جس” comes under the category of relative pronoun which can substitute for a noun or an adjective in a sentence. According to Schmidt (1999), the relative pronoun جو is the nominative case while “جس” is singular oblique case. But here the relative pronoun is also playing the function of indexicality.

In the present case, “جس” is used for indexing the bag brought by the visitors in the park. So, in a sense the relative pronoun “جس” is making a reference to the bag having biscuits and water of the visitors of the park. The second clause contains demonstrative “اُس” which is also singular and oblique case. Here again “اُس” is indexing to the bag which has been referred earlier by the relative pronoun “جس”. Now two references have been made to one bag. The first clause containing “جس” also mentions time frame i.e., the period of entering in the park a past activity. The tense marker “تھے” also indicates past tense. while the second clause having “اُس” as demonstrative pronoun indexes present tense conveying the meaning that the said act can be performed now. Now coming to the indexical “جس” and “اُس”, both the words index one bag to be used for two purposes. Through the use of indexical, this signboard also gives two interpretation that eating within the park is not prohibited but littering and leaving behind the wrappers and empty water bottles are not allowed. However, a suggestion to use that bag again for taking the wrappers and empty bottles back along with the visitors is also given through the indexical present on the signboard.

The third instance of demonstrative working as indexical is found in picture 11. The demonstrative “اِس” has been used which is singular oblique case according to the rules of Urdu grammar as stated by Schmidt (1999). The signboard prohibits smoking within the park. It contains both English and Urdu but the demonstrative “اِس” is found in Urdu language. The sentence in Urdu says, “اِس پارک میں تمباکو نوشی قانوناً جرم ہے” (Smoking is a crime as per law). The demonstrative “اِس” indexes two meaning. Here “اِس” shows that only the park in which the signboard is allocated being referred to. In contrast to the sentence “پارک میں تمباکو نوشی قانوناً جرم ہے” doesn't effectively convey the meaning. It can be any park but with the use of the demonstrative “اِس” (this) delimits the other sense of the sentence and clearly points out that the correct reference which

the producer of the sign wants to convey. The second interpretation lies in the forensic context. As per smoking ordinance of Pakistan (2000), certain places are identified for smoking while the smokers are not allowed to smoke at unidentified place. So, the use of “this” with park indexes the discourse of law and particularly the smokers’ ordinance and more specifically the rule which refrains a smoker to smoke at prohibited area. In this way, this park is also a prohibited area for smoking. It is a crime as per law to smoke in this park. Through this discussion, it becomes quite obvious that the placement of the signs with relation to the context lends meaning to the signboard. The signboard if not allocated properly will not give all the shades of meaning described earlier. Neither the signboards in English nor the translated version of signboards i.e., Urdu into English does not show the use of demonstratives while only one instance is found in English signboard.

The demonstratives were not found in pictures 1, 2, 5, 6, 7, 9, 10, 12, 13, 14, 15, 16, 17,18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36 ,37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 63, 64, 65, 66, 67, 68, 70, 73, 74, 75, 76, 77, 78, 79, 80, 82, 83, 84, 85, 86, 87, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99 and 100.

4.1.1.1.2 Deictic Expressions

Deictic expressions also lend clarity to the signboards, but a few instances are found in the collected data. Not only words like “here” and “there” are used as deictic expressions but also the arrows work as pointing to some direction, so they are also considered and categorized under this heading.

In English, two most common deictic expressions (here and there) are reported to be found by Scollon and Scollon (2003). The rule for the use of deictic expression is similar to that of demonstratives. “Here” is used for the reference near to the speaker while “there” represents distance. Within the data showing spatial indexical, the first example of deictic expression here is found in picture 6. The signboard is in Urdu language that states “یہاں گاڑی کھڑی کرنا منع ہے” (Parking is not allowed here). The deictic expression “یہاں” (here) makes the meaning clear that this prescribed area is not for parking. The word “یہاں” (here) only gives the meaning when viewed in context so we can say that “یہاں” (here) is making the meaning clear for the readers present at the place.

The deictic expression “یہاں” (here) is used in another context in picture 43. The signboard is placed between two cages which prohibits the visitors of the park to use this way. The signboard also indexes visitors’ activity regarding use of that small passage between two cages for entering another compartment. The need for the placement of such a signboard is a proof that people are in habit of using ways which should not be treated as pathways. The signboard is in Urdu language and starts with the deictic expression “یہاں” which puts emphasizes on the place where it is allocated. “یہاں” (here) also refers to the distance which is quite near the signboard in contrast to the word “وہاں” (there) which hints at a thing quite far off from the speaker and listener both.

Only one example is found in English which makes use of space indexical “here”. The signboard in picture 48 says “Debit / Credit Cards Are Accepted Here.” It is quite evident that the use of deictic word “here” gives two types of information: the first regarding acceptability of debit and credit cards there for payment while the second interpretation asserts that this is a facility provided to the visitors to entertain themselves if they run short of money. It is now a trend to carry debit and credit cards instead of money in hand, so acceptability of credit and debit cards is an ease for the visitors. Moreover, it also indexes that how much modern and up to date the system is which facilitates the people in all possible ways.

Not only the words are deictic in nature, but the index also points to the direction and the meaning lies in its pointing towards a certain way, the situated semiotics. All the signs that point to its meaning are called index (Scollon & Scollon, 2003). Everywhere at public spaces, the index sign can be seen. Here within the data, picture no 42 with an index, points to the direction of exit. If only the word “exit or the phrase “بہر جانے کا راستہ” (Bahir Janay ka rasta) is written, the signboard will not give out any shade of meaning until or unless the arrow directing the people the way to exit is shown clearly. So, the arrow of directionality is deictic since it is pointing towards the exit or the way that would lead to exit. Here it is an instance of exophoric indexicality. Mostly the arrows are seen with a statement also describing the nature of signboard while the arrow aims to clarify the direction. Another example containing both the symbol (text) and index is seen within the data. The picture 4 which says that this way is closed also contains an arrow which elaborates the meaning of the statement and pointing to the direction that is closed for public. Although a demonstrative has been used which clarifies the meaning, yet the presence of index makes the meaning more

comprehensive and comprehensible for the viewers like in pictures 93, 94 and 95. This affirms the view that demonstratives and arrows index meaning by providing minute details to the viewer.

Yule (1996) has categorized deictic expressions into two types in terms of reference i.e., cataphoric reference and anaphoric reference. Anaphoric reference is the use of a noun, a pronoun or any other category that refers to an already mentioned object while the cataphoric reference is a reference which has not been described earlier in the sentence. Cataphoric reference refers to any information that will be presented later in the text. Within the data, in picture 26, two clauses are mentioned on a signboard allocated on an overhead bridge on the motorway. The signboard is in Urdu language having personal pronoun in objective case “اسے”. The translated version of the signboard says, “life is precious, do not waste it”. The third person personal pronoun “اسے” is used for inanimate object just like “It” in English. According to the reference, it comes under the category of anaphoric reference. “اسے” refers to “زندگی” (life) which is referring back to the subject of the first clause. Here this anaphoric reference joins two clauses for interpretation. The pronoun “اسے” is a part of subordinate clause which depends on the main clause for its meaning. The subordinate clause “اسے ضائع مت کریں” (Do not waste it) is incomprehensible and meaning is not clear unless joined to the first clause, زندگی قیمتی ہے (life is precious). The viewer will also decipher meaning from the signboard only when he comes across the whole sentence containing two clauses: main and subordinate clause. The meaning of “اسے” (it) also becomes clear when referred back to “زندگی” (life).

Through the data, it is obvious that deictic expressions are somehow used on signboards play a vital role in disseminating meaning to the public. Moreover, their function is to lend clarity to the signboards which reflect rules and regulations in the context of law.

No deictic expressions are seen in pictures 1, 2, 3, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 44, 46, 47, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 86, 87, 90, 91, 92, 99 and 100.

The analysis of collected data shows that only 4 percent demonstratives have been used in entire data while 12 percent deictic expressions are used. This also reveals the fact that more deictic expressions are used as compared to demonstratives in

signboards deployed in Islamabad and Lahore at various public places as shown in Figures 5 and 6.

Figure 5 Demonstratives

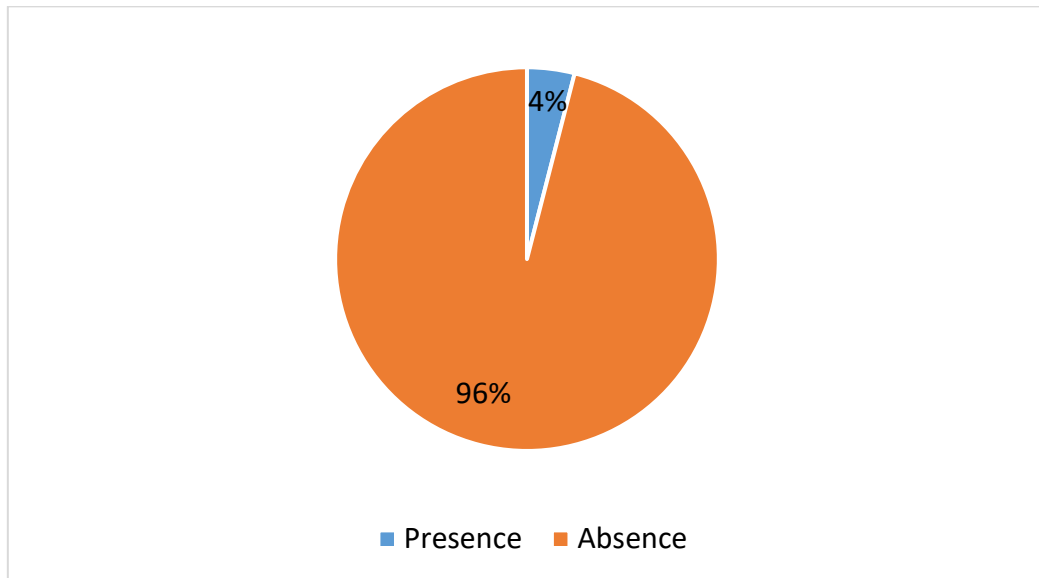
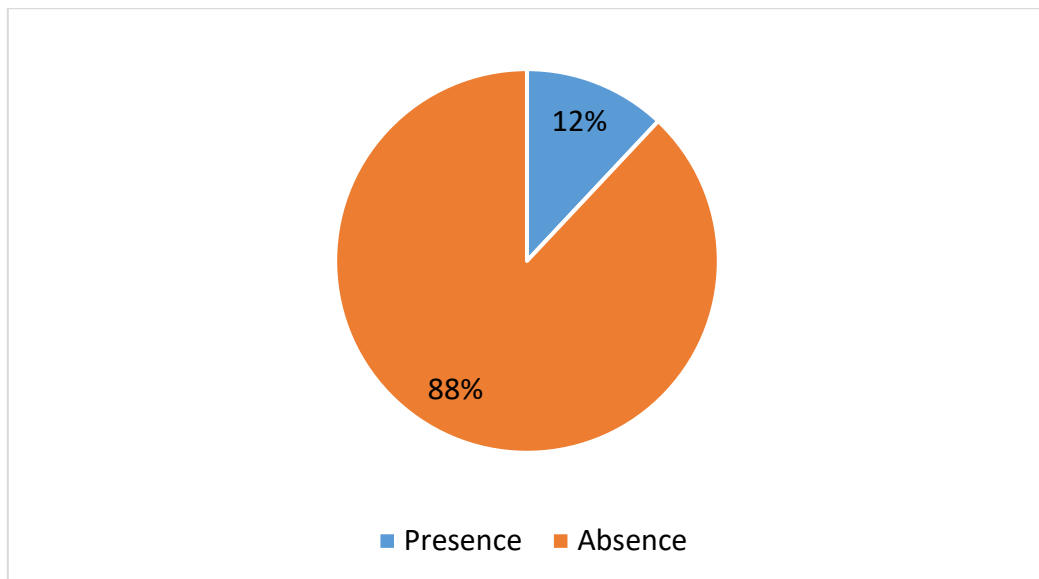


Figure 6 Diectic Expressions



4.1.1.2 Social Relationship

Social relationship is viewed as personal or impersonal relation between the producer of the signboard and the viewer. The use of pronouns represents the level of social relationship that exists between the two.

The data have shown that three types of pronouns have been used in the signboards deployed by the authorities in Islamabad and Lahore. The first category consists of personal pronouns. In picture 11, two types of personal pronouns in

nominative and possessive cases are present. Both the pronouns refer to plural nouns. The signboard is a prohibition on smoking and declares the park to be a smoke free area. The use of pronoun “we” indexes the government authorities which are mentioned at the bottom of the signboard. i.e., government of Punjab, Parks and Horticulture Authority, Tobacco Smoke free Cities and Government of Punjab. All these departments collectively are plural in number so the personal pronoun “we” has been used. The second pronoun “your” is used which is a possessive case and also falls in the category of second person both singular and plural. Here the pronoun “your” indexes all the viewers or visitors of the park irrespective of age, occupation, and education. Even “your” also points to both smokers and non- smokers since cooperation is needed. If a person is smoker and in case of not smoking, he will be cooperating and if a non - smoker forbids a person not to smoke or lodges a complaint to a helpline number, both ways he is cooperating with the authorities. One more thing becomes clear that through the use of personal pronouns, a personal social relationship is developed between the producer and the viewer since the producer is addressing directly not the addressor only about also talking about themselves as ‘we’ in nominative case. Another instance of personal pronoun has been recorded through photographic documentation. In picture 12, a dustbin is seen which says in English “USE ME”. Here the word “me” comes under the category of first-person personal pronoun in objective case. This “me” points to the dustbin who is talking about itself to use it. Now the context and background knowledge of the viewer determine the usage of a dustbin. Although no pronoun for the receiver is used yet we can infer that one-way relation is developed by the producer.

In some signboards only second person “آپ” (aap) is present like in pictures 40 and 46. Both the signboards are in Urdu language and “آپ” (aap) is used in plural sense. The first signboard containing second person personal pronoun in nominative case refers directly to the viewer of the message but does not make any reference to himself. It seems that a caution is being given to the viewer that you are being watched by the camera. If the second signboard having the same pronoun “آپ” (you) are analyzed, it also indexes the viewer since a request is being made to the receiver of the message. In both the cases, “آپ” (you) give mostly the plural sense because the message is applicable to everyone present in the park. With the help of “آپ” (you), a personal relationship is being developed by the producer of the message but with a varying degree. The picture 40 does not mention any producer so a weak personal relationship

is found while in the second picture at the bottom of the signboard, the word “mayor” has been mentioned which shows a strong personal relationship is woven between the producer and the receiver.

Two possessive pronouns i.e. “اپنے” (our) and “انکے” (their) are also seen in the data used by the authorities in picture 51 and 52. The possessive pronoun “اپنے” (our) has been used to show belongings of the visitors as Schmidt (1999) mentioned in his work that possessive pronoun along with the noun gives meaning of belongingness. In this picture, the possessive pronoun is used for the things which a person may carry i.e., “سامان” (Samaan). The message says “اپنے سامان کی حفاظت کریں” (to take care of your belongings) so the use of “اپنے” (your) creates a relation with the viewer and his things while a weak impersonal relationship is seen. No pronoun has been used for the producer in fact the word “authority” is written. While in the second example, the pronoun “انکے” (their) is used which comes under the category of third person plural pronoun in possessive case. Again Schmidt (1999) statement is affirmed after analyzing the sentence. “انکے” (their) is used with the noun family members so the sense of belongingness is seen. Their family members also serve as an anaphoric reference since “انکے” (their) refers to the government employees or people working in Capital Development Authority mentioned in a previous clause. In picture 48, many sentences in English are written on a single signboard containing second person personal pronoun in possessive case like “Please check your cash before leaving the counter”, “Take care of Your kids” and “Please take care of your belongings”. All these examples show that not only in Urdu but the possessive cases in English language also play their role of showing possession of the subject cited. This is a similar phenomenon found in both the languages.

While analyzing the data, besides personal pronouns, only one instance of reflexive pronoun “yourself” in picture 1 is found in the data. Apparently, the addition of the word “self” with the pronoun makes it a reflexive pronoun but according to Wren and Martin (2000) in reflexive pronoun, when an action is performed the consequences will fall on the subject of that action. For example, “He will hurt himself”. Here, it is obvious that the subject “he” is doing some action and in turn he will get hurt.

On the other hand, “self” is also added to pronoun for emphasis like “I will do it myself”. Here “myself” is showing stress on any action being done by the subject so in this sense, Wren and Martin (2000) call such pronouns as emphatic pronouns by looking at the context of the sentence. In picture 44, a sentence in Urdu is mentioned

near a management office of Lake view Park which states, “اپنے سامان کی حفاظت خود“ (take care of your belongings yourself) The sentence shows that two pronouns have been used i.e., possessive pronoun along with emphatic pronoun. Here the word “yourself” is putting emphasis on the visitor to take care of his belongings. No personal relationship is seen between the producer and the receiver of the message. The use of “اپنے” (your) and “خود” (yourself) index that all the responsibility falls on the hearer as opposed to the use of we that refers to solidarity according to Van Dijk (2009). The speaker will play no part or lend any helping hand to the viewer of the message.

One interesting thing was found in the data. A signboard in picture 49 was captured which contained both the languages, English and Urdu. The sentence in English is grammatically incorrect without using any pronoun but the same sentence when translated into Urdu contains two pronouns i.e., “اپنی” and “خود”. Here “خود” is used for emphasis and when translated into English becomes yourself. In English an impersonal relationship is drawn while in Urdu a weak personal relationship is seen. The data show that use of a second person possessive pronoun along with emphatic pronoun bound the hearer for an action while the speaker uses this technique to free himself from any responsibility. One more thing is worth noticing that the sentence in Urdu is more emphatic in nature as compared to the English version although the underlying meaning is similar, but the mood and force of the message make it different in implication.

Not only personal pronouns but emphatic pronouns especially in Urdu are seen that index social relationship within the producer and the speaker but most importantly with the belongings of the viewer. During analysis, it is observed that emphatic pronouns are used in Urdu while in English only possessive case of second person pronoun is considered enough. A very visible example is shown in pictures 48 and 88. Both the signboards are deployed at both the sides of the entrance gate of the park. As described in the earlier passages, the sentence in English contains only possessive noun “your” such as take care of your kids and take care of your belongings. The same sentences when translated into Urdu by the authorities are “اپنے بچوں کی حفاظت آپکی اولین“ . So, one can assume that Urdu language is made more expressive by the use of emphatic pronoun and in a way to make people realize their responsibilities towards their kids and precious belongings. Table 2 shows all the instances of pronouns found from the data with frequency of their occurrence.

Table 2 Pronouns Showing Social Relationships

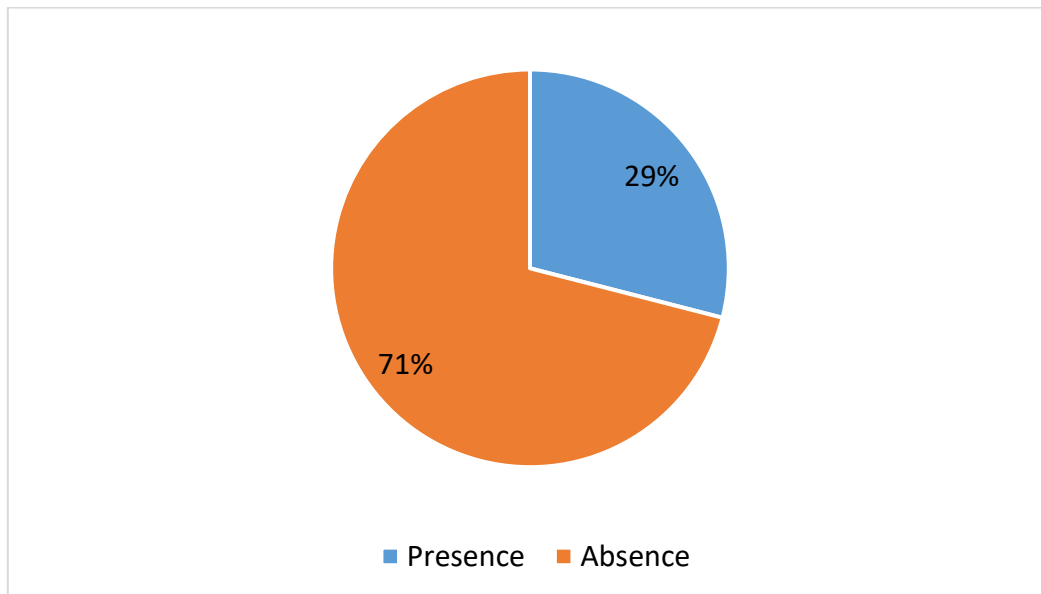
Social Relationships		Urdu		English
Personal Pronouns	Nominative	1	ہمارے	2 we
		8	آپ	2 you
		1		1 me
Possessive	1	اپنی، اپنے		
	5		7	your
Emphatic Pronoun		1	انکے	
	3	خود	0	
Relative Pronoun		6	کہ، جس، اس، اس	1 who
Reflexive Pronoun		0		1 yourself
Indefinite Pronoun		1	کوئی	0
Demonstrative pronoun		1	ان	1 those

Some signboards do not have any pronoun used both for the producer or receiver, but the producer is seen due to the presence of the abbreviated name and the logo of the concerned departments such as NH&MP, CDA, Bird Park, WCLA, PHA. No pronouns are used in pictures 5, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 41, 43, 53, 58, 36, 47, 56, 59, 61, 63, 70, 74 and 82. So, an indirect and one way relation is developed between the producer and the receiver of the signboard. The signboard in picture 13 is placed at the very entrance of motorway. The National Highway and Motorway Police welcome the travelers by mentioning, "Welcome to M-2". An indirect relation can be seen through this statement since no pronoun is used yet.

Neither the pronouns nor the name of the producer is mentioned on the three signboards deployed one over the other in picture 37. In pictures 3, 7, 8, 42, 46, 50, 54, 55, 60, 64, 65, 66, 69, 72, 73, 75, 76, 77, 79, 80, 81, 83, 84, 85, 86, 87, 90, 92, 93, 94, 95, 96, 98 and 100, no pronouns are present.

The quantitative analysis shown in Figure 7 that 29 percent pronouns have been used to develop direct personal relationship while 71 percent data do not have pronouns so impersonal relationship is developed.

Figure 7 Use of Pronoun



4.1.1.3 Tense and Time Adverbials

When we talk of geosemiotics, in other words we are also talking about indexicality which is the property of context dependency of signs. Within indexicality, time is also one of the factors, which has been pointed out earlier by the followers of hermeneutics. The process of creation of a legal text and its display in public leading to interpretation is spread over a period. So, this gap also leads to obscurity in interpretation because time is also an important factor in interpretation of meaning.

Scollon and Scollon (2003) have mentioned the role of time in indexing the material world. For every culture, the concept of time varies. The time expanse of the concepts of now and then are different from person to person also. But within language, there are some syntactic structures and verb forms which index time frame. This idea of time frame is very important when we talk about the top-down signboards because in case of non-compliance, one may be liable to penalty and punishment as permissible under law. In pictures 16 and 31, the word “now” has been used to decrease speed. Although the sentence is in present tense, but the word now indexes an immediate action otherwise the driver has to face either the penalty or some dangerous situation so “now” further specifies time of action.

Time is not just visible through words like “now” and “then” but also the tense markers also indicate time like -ed shows past tense, s/es shows present tense, and will or shall shows future tense. Tense helps the viewer to decide when to act and how to react to a certain signboard. For example, in picture 3, a signboard mentioning “No Parking” is in simple present tense but indexes present as well as future state. In this context, parking is not allowed neither at daytime nor at night. This rule is applicable in the future also that “No Parking” shall take place tomorrow or after a month in the presence of this particular signboard. On motorway, some signboards indicated just speed limit. Here this phrase speed limit just like “No Parking” indexes the rules made by the National Highway and Motorway police to maintain a certain speed in areas with dangerous curves ahead. This phrase if seen in the time frame indexes present and future tense. Present tense refers to the present state of the car while it also gives the message to maintain and observe such speed limit in future also whenever you see this signboard. Another signboard in picture 6 states, “CCTV in Operation”. Although no auxiliary verb is used yet indexes both present state and future. Present tense also indexes future tense. A very vivid and noteworthy example is seen in picture 9 which is an order in present tense, but it refers to the closure of Shahi Qilla till further orders. Here the phrase, “till further orders” will give different shades of meaning to different people. For the viewers, the time span is short when orders will be passed soon while the government authorities may mean one month or so for passing an order so here the use of phrase obscures the meaning and may lead to inaccurate interpretations.

In signboards written in Urdu language, sometimes two tense indexicals are seen while a few contained three tenses. In picture 8, two tense markers are seen i.e., تھے which indicate past tense while the second clause is in present tense which also indexes future activity by putting the wrappers and empty bottles in the park already brought to the park.

Within the data, it is observed that not only will or shall, but present tense and modal auxiliaries also indicate future time or any event likely to happen in future. Modal auxiliaries are also used which indicate future tense like in picture 30, signboard says, “Over speeding can be fatal”. Here the use of modal auxiliary “can” indicates future tense with some possibilities of disastrous consequences of over speeding. So modal auxiliaries also indicate future tense. In picture 11, same instance containing modal auxiliary “ہو سکتا ہے” in Urdu also indicates future tense so both in English and Urdu future is indexed through present tense and modal auxiliaries.

In some cases, all the three tense markers can be seen which exhibit present, present perfect and future tense. Picture 46 is a signboard with some instructions regarding Corona Virus SOPs issued by the mayor of Islamabad. The Urdu sentence, “دے دی گئی ہے”, the tense markers “کورونا کے پیش نظر پارکوں کو کھولنے کی اجازت دے دی گئی ہے” (have been given) index present perfect tense referring to the past decision taken by the authorities. The use of present perfect tense instead of past tense indexes the implementation of the decision of opening the parks still at work otherwise the past tense marker indexes a previous decision and leads the visitors in confusion that whether the decision is still operational or not. The use of present tense is seen in all the instruction like, “سماجی فاصلہ یقینی بنائیں” (ensure social distancing), “ماسک کے بغیر” (no entry without mask). Here use of present tense markers index not only the decision made by the authorities but also the activities of people who are bound to follow if they enter the park. The future tense markers can also be seen. In most of the signboards, it is observed that the penalty or announcement of punishment is in future tense like in this picture under discussion, the sentence “مندرجہ بالا ہدایات سے انکار کرنے والوں کو حوالہ پولیس کیا جائے گا” in Urdu indexes future tense and also the penalties mentioned in the law in case of no- observance.

Some phrases just like, “No Smoking, Exit, Entry, Pitch in” are seen on the signboards. Although time and tense markers are not visible, yet they index both to time in terms of applicability and the rules behind such laws which are deployed at public places through the display of signboards.

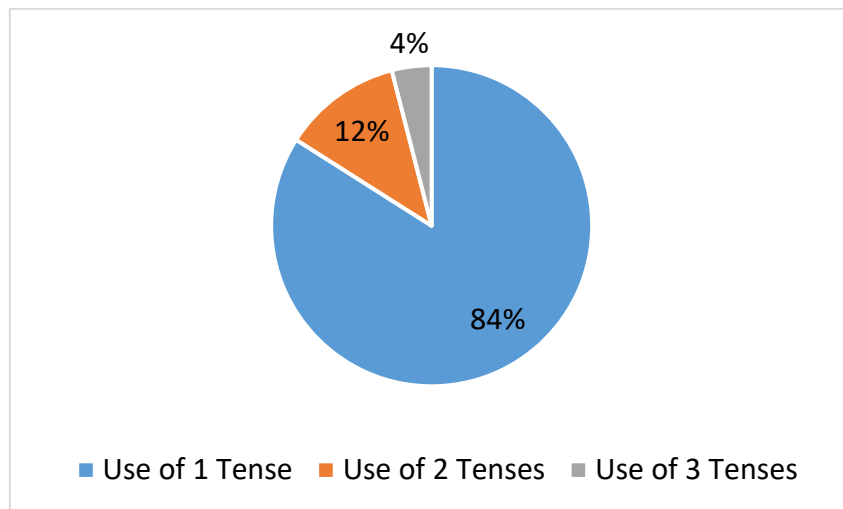
Other examples of present tense is found in pictures 1, 2, 4, 5, 12, 13, 14, 15, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44, 47, 49, 52, 53, 54, 55, 56, 58, 59, 60, 61, 62, 63, 64, 66, 67, 72, 73, 74, 75, 76, 77, 80, 81, 83, 86, 87, 90, 97, 99 and 100.

The discussion affirmed the view put forward by Scollon and Scollon (2003) that language is replete with indexicals. The use of demonstratives, deictic adverbs, personal pronouns along with emphatic pronouns, tense, and time markers index space in which a person is present, social relationships which one maintains with other people in his surroundings and the concept of time in terms of present, past and future which puts an effect on the activities of one’s life but the absence of the indexicals lead to ambiguity and obscures the interpretation.

In the variable of tense and time adverbials, the quantitative data in Figure 8 show that most of the signboards are written in single tense i.e., present tense. The

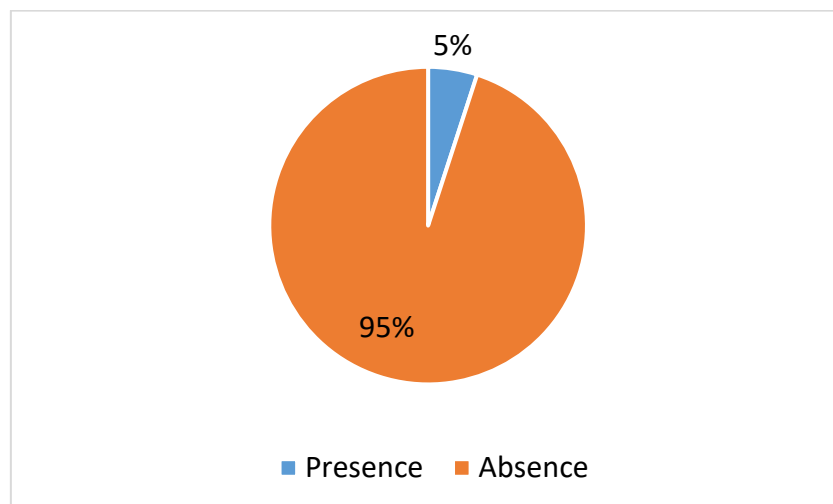
second category consists of two tenses i.e., present and future tense while 4% instances consist of present, past and future tenses.

Figure 8 Tense



Time has not been mentioned frequently in the data as shown in Figure 9. Only 5% signboards mentioned time for opening and closing of parks and Shahi Qilla. The use of “now” specifying time has also been noted.

Figure 9 Time



4.1.2 Composition

The composition of a signboard throws light on the importance of the message being conveyed. Two forms centered and polarized are reported by Scollon and Scollon (2003). The data under study confirmed the presence of another pattern of composition i.e., top and bottom that is an addition to the existing theory. The signboards are divided into three categories on the basis of placement of informational values.

- 1) The first category includes polarized messages which can be seen in abundance on motorway. The pictures captured on Motorway mostly followed two patterns. One was placement of logos on the top at both the right and the left side when placed along the sides of the road. But the signboard allocated on the overhead bridges on motorway showed a change in the composition. Now the division becomes left and right. The right side contains text and left side shows the logo and name of the authority, but it differs in cases when the code is changed. Since the Urdu orthography is changed from English so the signboard in English starts from left to right in which text is written at left and logo is present at the right side. The same pattern becomes the opposite in Urdu which confirms the view of Scollon and Scollon (2003) made against the distinction put forward by Kress and Van Leeuwen (1996)

One more example though not placed on an overhead bridge but in a Japanese park shows the instruction and name of administration sharing same division of left and right. Due to English orthography, the text occupies left hand side while the logo can be seen on right hand side. We can assume that this pattern is followed with an objective to occupy less but talk more in terms of informing the public.

Another pattern found within the data was only the presence of text without any logo or picture, Even the name of the administration is invisible as shown in picture 64. Many signboards are seen having only the text but if compared to the signboards having mentioned the name of the authority and a threat to get punished then the name of the authority is quite visible. The below mentioned signboards give the same message not to throw litter but the second signboard has a warning tone and to make it more forcible the name of administration is also mentioned.

In picture 17, the signboard is divided into left and right. The left part contains icon whereas the right shows the speed limit. Both the parts of the signboard complement each other. In pictures 20, 21, 22, 23, 24, 25, 26, 29, 30, 32, 34 and 35, the signboard is in vertical position. The text is centralized starting from left to right according to English orthography. The logo of motorway police is on the right side of the signboard. In pictures 93,94 and 95, the signboard is divided into right and left occupying arrow and text or vice versa without uniformity.

- 2) The second pattern found in the data is top and bottom distinction. In most cases the top, center and bottom are also seen. The message is in

centralized position while the producers are found at top or bottom part. Icon and text are also included in this category if hold top and bottom position in the data. In picture 9 as presented below, shows the division of the signboard into three parts i.e., top, center and bottom. The text occupies centralized position with a large font size which makes it eye catching. On the other hand, the name of department i.e., WCLA and Government of Punjab with their logos are positioned at right- and left-hand side of the signboard respectively while the bottom part contains full name of department but without logo. The sequence of last line shows the Walled City of Lahore comes under Government of Punjab which is a department of Pakistan. However, the centralized position of the text makes the message being conveyed more prominent and eye catching.

The same pattern is also found in picture 46. Both top and bottom part of the signboard contain the names of authorities but here without logo. The bottom part explicitly mentions Mayor, Islamabad so the name of the city is mentioned at bottom position in both the pictures. Here the text is again centralized in large font size as compared to the top and bottom part. Another picture 44 is replete with names of authorities on top and bottom position while the text is centralized.

Some signboards are seen having top and bottom division only. The top corner occupies the logo and names of authorities in the form of abbreviations while the text occupies the bottom position. In picture 1, the message is in centralized position while the producer of the message can be seen at top left-hand side with a logo also. In pictures 8 and 10, the same format is repeated in which the logo and abbreviation of Parks and Horticulture Authority PHA is written at the left-hand side in English language. The picture no 43 also comes in this category but the placement of three logos of the authorities and names make it a bit different. The font size also matters in foregrounding the message. In the above mentioned three examples, the size of the logo is quite small as compared to the text. The text in the centralized position makes it more obvious and easier to read. If the same signboard is compared to picture 43, the three names with one logo along with the message can be seen. Here the font size is quite large but the other information as “World’s Biggest Bird Park” also captures the attention. Too many things on the signboard may lead to decreased communication hence an ineffective message being deployed by the government.

The text and symbols in picture 11 can be divided into top, center and bottom position. The top part and bottom part contain text and four logos representing different government offices while the center part is occupied by a symbol.

The picture 12 is again divided into top, center, and bottom position. Top and middle part contain text as well symbols whereas the bottom part contains the producer of the message i.e., PHA.

In picture 13, one signboard but divided into two backgrounds can be seen. The text in the first part intimates us with the authority of motorway which occupies centralized position. The second part of the signboard is divided into left and right sections. The left section contains the text while the right has symbols. First two sentences are elaborated by symbols, but the last sentence does not have any symbol.

In picture 19, the signboard is divided into top and bottom. The top part has red background while the bottom part is seen in yellow background. The center of the signboard contains an icon.

In pictures 38 and 41, the signboard is divided into top, center and bottom. The text is in centralized position while the authority is in top position and bottom position is the kind of advertisement, "Ask Karobar".

In picture 61, the signboard is divided into top and bottom. The guide map of the park is shown at the top while the bottom section consists the instructions at the left side and the name of the producer on the right.

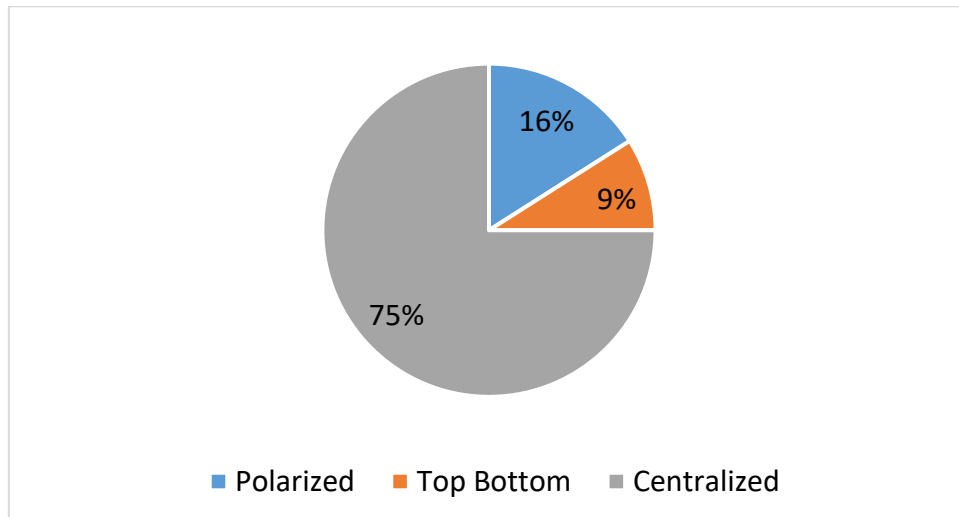
The signboard in picture 71, the text is in centralized position while the top and bottom position are occupied by the logo of Lok Virsa, Covid 19 and director museums while picture 97 is divided into top and bottom signboard in which top consists of text and arrows while bottom consists of only text. Picture 100 is divided into top and bottom position. Top consists of a symbol while bottom part contains text.

Within the data, it is observed that no such static model of composition of signboards is seen. Keeping in view Scollon and Scollon (2003), model of composition, the informational value is either centralized or polarized, it is affirmed that apparently the data seem to be have polarized division but instead of centralized, it is more like top and bottom in most of the cases. As exemplified in earlier pages, sometimes, the message holds bottom position while the names of authorities occupies top position or vice versa. Most of the signboards on motorway when placed on an overhead bridge follows polarized position but Kress and Van Leeuwen (1996) analysis of left -given and right-new cannot be applied due to difference in orthographical style of English

and Urdu. The placement of informational elements from left to right or right to left shows a smart and economical way to utilize less resources and transfer more information in less space. This idea behind economical use of signboard is confirmed by the signboards allocated on the motorway. The size is quite large and follows top and bottom distinction having logos at the top and informational value at the bottom. A uniformity in signboards can be seen on motorway but the parks and public places have different shapes and composition. No constant pattern is found in which administration is written in the middle of the informational text.

The data show that 75% signboards consist of text in centralized position. While the top bottom category contains 16% and only 9% signboards showed polarized version according to Figure 10.

Figure 10 Composition



4.1.3 Code Preference

In Pakistan, various languages like Punjabi, Pashto, Sindhi, Balochi, Saraiki are in use by common people, but Urdu language is declared as the official language of Pakistan according to Article 251 of the constitution presented in 1973. However, it also makes a mention that “English language may be used for official purposes until arrangements are made for its replacement by Urdu” But unfortunately English language enjoys a supreme position in Pakistan till date and still cannot be replaced by Urdu language wholly.

The present data are divided into three categories on the basis of visibility i.e., English only, Urdu only, both the languages.

- 1) The supremacy of English language is evident through the signboards deployed at public places in Pakistan. English language is given preference as no Urdu translation is seen in pictures 3, 7, 12, 14, 20, 21, 22, 23, 24, 25, 29, 30, 32, 34, 35, 50, 58, 61, 63, 64, 76, 80, 84, 85, 97 and 100. Although the constitution says that Urdu will be the national language but still the names of the government offices are in English which make the supremacy of English language evident.
- 2) The second category includes only Urdu as a means of communication chosen for the signboards. Translated version is missing which reflects Urdu as a preferred language.

Signboards having only Urdu text are seen with a number of variations. The signboards shown in pictures 4 and 6 only contain Urdu language. The orthography along with use of words are part of Urdu vocabulary and grammar. “یہ راستہ بند ہے” and “یہاں گاڑی کھڑی کرنا منع ہے”. One is a handwritten sign while the second is inscribed in marble slab and fixed permanently. In comparison to picture 5 which states, “فیس ماسک اور گلوں کے بغیر اندر آنا منع ہے”. The words facemask and gloves are not found in Urdu dictionary but are the borrowed words from English language. On motorway, mostly the signboards in Urdu use vocabulary from Urdu language but some signboards are seen using English vocabulary like, “کمزور ٹائر استعمال نہ کریں”. The authorities must have used “پہیہ” for the word tyre. Although the counterpart of the word is present, but authorities prefer to use words from English vocabulary. Another signboard on motorway captured in picture 100 says, “دوران بارش سپیڈ کم رکھیں” now in picture 16 the word speed is translated into “رفتار” rather a word from Urdu vocabulary but here although the whole text is in Urdu, but the authorities did not bother to change the word which they knew and was easily interchangeable. Two more words in a sentence fall in this category, “روڈ سلپیری ہونے کی وجہ گاڑی بے قابو ہو سکتی ہے”. Here road and slippery can be easily interchangeable with “سڑک” and “پہسلن” but the authorities seem to prefer English vocabulary though words from Urdu vocabulary are present, but preference is given to English language but when the signboard is written in English no such signboard having Urdu vocabulary is seen. The pictures like 12, 22, 24 and 25 and so on contain only English language with not even a single word from Urdu so the process of code mixing which is defined as the use of foreign words or group of phrases is seen more common when it comes to Urdu to English. One more thing was observed like in picture 38, though the text is in Urdu without any English vocabulary, but the logo and

names of the department are written in English like “Bird Park” and “Lake View Park”. Even in Lahore, the signboard in picture 11 has four logos in which three are in English: Government of Punjab, Tobacco Smoke Free Cities, and Parks and Horticulture Authority (PHA) while the last logo contains Urdu which represents Hakumat e Punjab. The uniformity among the signboards allocated on overhead bridges of motorway only can be seen. The text if in Urdu also has the logo of motorway police in Urdu whereas the signboard in English has the logo also in English.

It is again representative of supremacy of English Language over Urdu especially in government. Only Urdu language is present in pictures 4, 5, 6, 8, 9, 10, 31,18, 26, 27, 28, 33, 36, 38, 39, 40 ,41, 43, 46, 51, 52, 53, 56, 59, 60, 62, 65, 66, 67, 70, 72, 74, 75, 77, 78, 79, 81, 82, 83, 86, 90, 91,98, 44, 47 and 56 with no English translation.

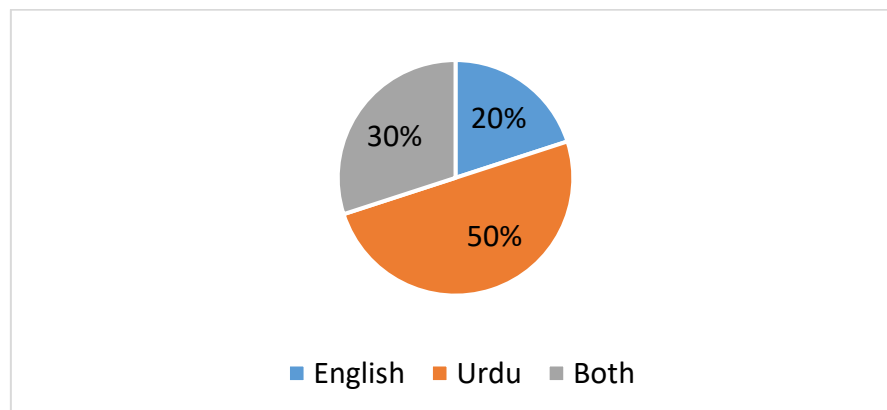
- 3) The third category contains signboards which shows the presence of both the languages; Urdu and English but with varying patterns. In picture 1, although Urdu and English both languages are present yet the preferred code is Urdu as it holds top position. In picture 2, both the languages are present. Two messages are being conveyed by the producer but only one sentence is translated into English regarding shoes. English sentence is in centralized position whereas Urdu sentences hold top and bottom position. This setting indicates that Urdu language is the most frequently occurring and a preferred code. But picture 13 shows the most frequent use of English as compared to Urdu.

In pictures 15, 16, 17, 31, 42, 54, 93, 94, 95, 96 and 99, both Urdu and English languages are present, but Urdu is given preference as it can be seen occupying top position while English is at bottom. Both English and Urdu languages are present but English is given preference over Urdu in picture 49. In picture 92, the heading is in English, SOP – COVID 19 which is a preferred use while the other instructions are in Urdu language. Both English and Urdu are present but words in English are more in number in picture 87. In picture 73, the whole text is in Urdu. Just the name of the park is both written in English and Urdu. In picture 37, the first two signboards are totally in Urdu while the last signboard is in English with an icon also. In pictures 48, 88, 45, 55, 68 and 89 both English and Urdu version of the same instructions are written on separate signboards giving importance to both the languages. In picture 69, both languages can be seen. The first signboard has Urdu at the top while English at the

bottom. The second signboard which provides information regarding museum timings is only in English. The third notice regarding mask is in English while one sentence is in Urdu. The frequency of English in picture 68 shows that English is the preferred code. The quantitative data analysis show that Urdu is the most frequent preferred code used by the authorities but the English embellishments in terms of vocabulary is a recurrent pattern.

The data showed that 50 percent signboards are written in Urdu language showing that Urdu is the preferred code while English signboards in English are less in number as compared to Urdu having 20 percent. 30 percent signboards consist of both English and Urdu in form of translated versions to facilitate all the viewers as shown in Figure 11.

Figure 11 Code Preference



4.1.4 Inscription

According to the framework of geosemiotics, inscription refers to font, materiality, and layering as shown in the following table. Within the present analysis, the data were analyzed on the two broad categories permanent signs and non-permanent signs though font and layering were also a part of the analysis as shown in Table 3.

Table 3 Materiality

Categories	Material	Writing
Permanent	Wood, Marble, Metal, steel	Typed and Hand Written
Non-permanent	Charts, Panaflex, Pages	Typed and Hand Written
Layering	Panaflex and Pages	Typed

4.1.4.1 Non-Permanent Signs

The non-permanent signboards are either handwritten or typed notices deployed on various places. The material used is panaflex, chart or a plain paper for display. Picture 4 is not a permanent sign since the picture shows that it is hanging with some wires. It can easily be removed without any effort. The material on which it is inscribed along with the written form is also reflective of its non-permanence. Layering is not seen.

Picture 5 is an instance of non-permanence of the sign board because it is written on a hard chart. Even the message inscribed on it with a black marker further reflects that this signboard is a reflection of the current situation of corona epidemic from which Pakistan is going through. This signboard is tied to a wire mesh erected at the boundary of the building.

The notice printed on panaflex in picture 9 is erected on a movable stand which shows its non-permanence. Even the message printed also states the non-permanence of the closure of the Shahi Qila

The text in picture 39 is not a permanent sign since it is printed on panaflex and deployed on a pole that is permanently fixed in the ground. No layering is found. Font is quite visible. In picture 43, the signboard is not a permanent sign. It is a temporary signboard placed between the space within two cages. Font size is good with no layering.

It is a temporary signboard as hung on the gate with iron wires and printed on panaflex. The font size of the text printed on the signboard is large as compared to the font size of the producers. No layering is seen in picture 44.

It is a non-permanent signboard printed on panaflex and tied high on a pole along the pathway for pedestrians. No layering is seen. The font size is not big enough but still readable in pictures 45 and 67.

In picture 51, the signboard is a non-permanent sign because it is handwritten notice on a page pasted on the glass window of reception. Font size is not so large that can be seen from a distance. Pictures 90, 91 and 92 are typed notices printed on a page but pasted on the door of the ticket booth. The notice can only be read if a person is standing nearby the door.

In pictures 53 and 98, the signboard are handwritten on an iron plate but hung on the entrance gate of the zoo with wires. Although the signboard is written just like

all permanent signboards, but the allocation makes it non-permanent since the wires can easily be removed. No layering is seen, and font size is appropriate.

The signboard in picture 62 and 63 is a non-permanent signboard printed on a panaflex hung on a wall. Font size is large enough with no layering. In picture 99, signboard in printed form is temporarily scotch taped on the glass window.

4.1.4.2 Permanent signboards

Most of the signboards are permanent typed signs which are permanently allocated on bridge, along road or in parks with metal poles and wood. The material used for such signboards is metal, steel and wood.

In picture 1, typed font is used instead of calligraphy or handwriting. The material of the signboard shows that the signboard is permanent but the addition on top of the word “Khawateen” printed on a paper index non permanence along with area specified for ladies. Picture 2 comes under the typed category and material on which the message is inscribed indicates permanence. Layering is absent.

Picture 3 is an inscription on a marble slab which is fixed in the boundary wall. The inscription is quite old since the color of some part of the letters is faded. This is a proof of permanence of deployment of this sign.

The signboard in picture 6 reflects its permanence not only by the material used for its inscription but also by the half-faded paint. The text is engraved on a marble slab which is erected in the boundary wall. The shabby condition of the slab and the half-faded text speak about its age. Layering is not seen. The font size used is quite legible.

The signboard in picture 7 comes under the category of permanent sign as it is a typed sign erected high on the wall. Layering is not there. Font size is quite small because the signboard is quite small in size as compared to another signboard erected there.

Picture 8 is seen deployed on an old tree in the middle of a park. The font size is quite legible, but the font used for the issuing authority is quite small which increases the value of the message being conveyed as compared to producer in picture 7 that occupies a significant position on the signboard. No layering is seen on the notice board.

The signboard in picture 10 is written on a wooden slab erected high on a tree. Font size of the text is quite large as compared to producer of the notice. No layering is seen.

Quite legible font size is seen in picture 11. Different colors are used to capture viewers' attention. The signboard is placed near the entrance of the park and comes under the category of permanent signs.

No layering is seen in picture 12. The font size in different colors invites the attention of the viewer. A separate signboard is not erected. In fact, the message is conveyed by a dustbin which is permanently placed in the park.

The signboard in picture 13 is erected high on the side of the road which shows permanence. The font size is large enough which can be easily seen from a quite distant place. No layering is seen.

Picture 14 is also erected permanently at the side of the road. Font size is quite readable having green background and white script color. No layering is seen.

Again, the signboard is erected high at the side of the road with quite good font size. It is a permanent sign deployed with layering. If the size of both the signboards are considered, then the signboard with an icon is layering within the text. Here the function of layering is not introducing something novel, but it elaborates the text in picture 15

The font of the text in picture 16 is quite large as compared to the font size of producer of the signboard. This sign is a permanent sign with no layering on it. The signboard in picture 17 is a permanent signboard with good font size. The speed limit is encircled which captures the attention immediately. It is a permanent sign having different font colors i.e., red and black. No layering is found in picture 18. Different font colors have been used with different backgrounds on a permanent sign without any layering in picture 19.

Quite legible font size in white color is seen erected high on the bridge crossing the motorway without layering in pictures 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 32, 33, 34 and 35. The text in central position has good size as compared to the producers of the signboard. It is permanent sign deployed at the side of the road. No layering can be seen in picture 27.

Layering can be seen in picture 31. Although both the signboards are permanent, yet it is evident that top signboard is erected first then the second signboard is deployed. Font size is legible with red and white backgrounds.

In picture 36, it is clearly seen that it is a small signboard hung on the boundary of the lake with nails indicating permanence. Font size is quite small which cannot be seen from a distance. No layering has been done.

In picture 37, three signboards can be seen with one over the other. The top signboard is layering as tied to steel mesh while the bottom two signboards are permanent signs as fixed on the wall of the cage. The font of one permanent signboard is quite small which makes it difficult to read. Here layering over two more signboards may confuse the viewer and lose effectiveness of the message that needs to be conveyed.

In pictures 38, 41, 50 and 97, the signboard is permanently allocated on the side of the pavement without any layering. Quite legible font size is used. Picture 40 is a permanent sign attached on the roof of the cage in Bird Aviary without any layering. Font is not good enough and the placement of the signboard is not eye catching. The signboard showing exit in picture 42 is a permanent sign allocated on the wall of the cage. It is a small signboard with legible font size. No layering can be seen.

In pictures 47 and 48, a permanent signboard is deployed at the entrance without any layering. The text contains a number of sentences, so font size is not so large to be read from distance. The signboard in picture 49 is a permanent sign deployed at the parking area along the road without any layering. Both languages are present, but the font size of English is comparatively large than the sentence written in Urdu. In picture 52, 56, 57, 58, 59, 60, 65, 80, 83, 87, 93, 94, 95 and 96, the signboard is permanently allocated with legible font size. No layering is found.

In pictures 54, 64, 75, 76, 77, 78, 79, 81, 82, 84 and 86, the signboard are seen deployed on a tree showing permanence without any layering. The font size is also appropriate. Two separate signboards are allocated on the entrance of the gate permanently without any layering. Font size is appropriate according to the size of the board in picture 55. In picture 61, no layering is seen on the permanent signboard located at the entrance of the Japanese park.

In picture 66, there is a small signboard deployed permanently in the middle of the garden. Font size is appropriate according to the size of the signboard. No layering is seen. In picture 68, two signboards are permanently deployed at the entrance of the gate with small font size. No layering can be seen.

In picture 69, three signboards can be seen. The first signboard is a permanent sign with appropriate font size while the second signboard which also comes under the category of permanent sign has very small font size which cannot be read from a distance. The third signboard is layering which is printed on a simple page and pasted under the first two signboards. The font size varies in this notice foregrounding the

information about entrance into museum with masks and back grounding the availability of masks.

In picture 70, a permanent signboard is allocated along the side of the road. No layering is seen. The permanence of the signboard is evident through the faded paint of the font.

In picture 71, a non-permanent sign printed on panaflex is placed temporarily on the side of the entrance door of museum. The font size is small enough to be read from a distance. No layering is found. In picture 72, a permanent sign handwritten on a wooden slab is fixed in the ground with appropriate font size without layering. In pictures 73 and 74, permanent signs are allocated in the ground with appropriate font size and no layering can be seen.

In picture 85, two signs are seen. The first sign is a permanent sign since it is written on the entrance barrier of the park. It is a handwritten sign without any layering. The second sign is a non-permanent sign as it is placed on a road and easily moveable. Here no layering is found.

Picture 100 is a permanent sign allocated alongside of a road on a metal pole. Font size is not quite big while no layering is seen.

4.1.4.3 FONT

The second aspect within inscription is font. Font refers to the way in which alphabets, words and sentences are produced in handwritten form or professional typefaces including color or size. According to Scollon and Scollon (2003) all the writing systems i.e. calligraphy, lettering system, word processors, type writers, the use of pen, marker, paint brush and many more means of producing a text give out different meanings within same message. Just like a handwritten letter exhibits different personality traits as compared to a typed letter that is considered an impersonal and a cold reply. Not just the writing style but the font size also indexes foregrounding and backgrounding of a message. A quite large font size of the text as compared to the logo of the producer foregrounds the text by showing importance instead of the producer which is back grounded based on giving less value in the signboard. We can assume that the important things are highlighted by using font size and color while the points of less importance are back grounded by the use of small font size, so fonts also play a vital role in dissemination of meaning and interpretation of a signboard.

With the style of writing, two major font types have been found i.e., hand written and typed. The handwritten signs are written on a chart, paper and somehow on a metal as captured in pictures 5, 51 and 4 respectively. Black color has been used for writing the signboard. The font size is quite small which is difficult to read from a distance. A person standing nearby will be able to read such handwritten signs. All these three signboards come under the category of non-permanent signs so we can say that handwritten signs are also non-permanent signs in this context. While the typed signs are divided into further two more categories. The first category includes signs typed on metallic boards which are mostly placed on motorway. The font size is quite large which makes the signboard visible from a distance also. A person sitting in a car, or a bus can easily read the instructions, so the height of the signboards is also appropriate. As mentioned earlier, three background colors have been used for the signboards. The green color mostly includes messages which are just information while the red color is used to index danger ahead and yellow colors are used for announcing warning. Particularly black color is used on yellow background to make it more visible while white font size is used on green and red backgrounds. This pattern is just seen on motorway only. Black background with yellow font size was scattered everywhere on metro stations. There is also an exception in the color of signboard when it comes to metallic material for inscription. Only four signboards are seen with white background and red and brown font color. The signboards deployed at metro stations are black in background and font size is yellow. One thing that is common among these 4 signboards is mention of police. we can assume that to make it different and to show more seriousness white background is used and the mention of police makes the tone of the signboard strict in implementation. Black background in pictures 93 and 94 allocated on metro station with yellow font color are also seen for communicating information. Within metallic signboards, the signboards allocated on motorway are metallic in substance, but the color scheme is different. Green background with white font size is used which may be visible at night also. If the signs indicate some kind of warning, then red background with white font is used. The yellow background with black font size is also used for warning but in this type of background the word warning is mentioned unlike red background signboards like in picture 31. The green and white background is used for instructions or messages regarding driving, but warnings are shown on red and yellow backgrounds. Table 4 clearly mentions the use of color and its function with reference to each department.

Table 4 Color and its Function

Departments	Background	Font	Function
NH& MP	Green	White	Directives
	Red		Danger
	White	Brown and Black	Information
	Yellow	Black	Warning
PHA, WCLA, CDA	Brown	White	Directives and Prohibitions
	White	Red	Danger with Penalty
	Blue	White and Black	Information
PMA	Black	Yellow	Directions

The producer of a message also plays with the font size in a number of ways. If the producer wants to make a thing more eye catching, he will use large font size with different colors. Just like in picture 11, three colors have been used i.e., black, brown and green on a white background. Three font sizes have been used. The large font size is used for “Breathe Freely” which the main message for all of the audience. The medium font size is an elaboration of the first two words that how one can breathe freely while the small font size shows rules within Section 5 of Prohibition of Smoking and Protection of Non- Smokers health Ordinance 2002 and the imposition of fine up to one lac rupees. This imposition is for non-violators only and does not address every person visiting the park, so the size is quite small as compared to the whole signboard. Through the font size one can assume the intention of the producer as to what does he want to convey, or which aspects are important within a signboard which need viewers’ attention.

In some cases, the text on the signboard has a large font size while the logo or name of the administration is very small like in pictures 57, 58, 74 and 82. Here the message is foregrounded through the use of font size to make it more prominent for the readers. There are some cases in which logo is quite small hardly visible while in some cases the logo shares the same font size such as the font of the text like in picture 38 but it is a non-permanent sign printed on panaflex and easily removable and moveable. All the signboards if the producer is mentioned mainly contain two font sizes; the large font size is used for text while small font is used for related information which can

include the names of the authorities. One more aspect is observed that is related to font size. Here the difference in font size depicts producer's preference for a language like in picture 49, English language is given preference over Urdu owing to the size of font used for English language in comparison to Urdu. The signboards consisting of only text have different sizes of signboards as well as font sizes, but all are readable from a distance. The white and black colors are mostly used for the text with exception of green and brown. The logos have different colors according to their approved designs.

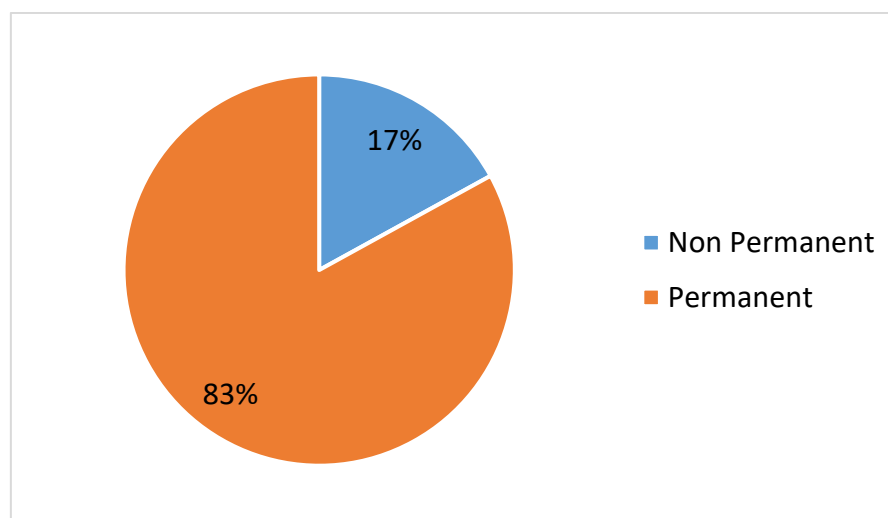
4.1.4.4 LAYERING

The third category within inscription is layering that refers to extensions or additions on a previously deployed permanent sign. It conveys meaning that is new by attaching it at the top or bottom of a signboard and moreover it shows clearly that it was not a part of the research design. Layering often comes in the category of non-permanent sign like a layering indicating "Limited time offer" on a shop banner indicates that this is an addition and limited sale shows temporariness. The same instance is prevalent in our scenario where the sudden spread of corona pandemic in the country gave rise to layering also like in picture 69. The timings of the museum are pasted on the reception while the top also seems to be a layering, but the material shows its permanence while the printed page asking the visitors to wear mask otherwise entry would not be allowed is an example of layering since it is an add on and according to SOPs issued by NCOC, face mask is mandatory. The act of selling mask at rupees 10 is also an information because after this corona pandemic nobody is bound to buy and wear mask, so the idea put forth by Scollon and Scollon (2003) is confirmed in our scenario also. The sign of no smoking also comes under the category of layering. If the main signboard is analyzed, a note regarding the tickets and professional camera is mentioned while the prohibition of smoking can be added within the main signboard so we can say that it is also an addition hence a layering on the signboard. In picture 15, two signboards are shown. One signboard shows an icon of a car while the second signboard is a text stating, "Steep and Dangerous curves ahead.". Here the first signboard due to size is considered as a layering since the second part of the signboard is more elaborative and this icon seems to be an elaboration of the main signboard. In picture number 31, another instance of layering is found. Here the layering is fixed on the same pole already deployed for the first signboard warning the drivers to reduce speed. The second signboard is an addition and newness in information regarding installation of

rumble strips on the road. the layering depicts the action of installation is done later after the deployment of the first signboard otherwise all the information must be written on the same board just like in picture 100 which gives two messages; reduce speed and the reason for reduction in speed. In picture 37, three signboards are seen in which two are permanent signs while the top-most signboard is an instance of layering. The signboard is tied to the steel mesh with wires in an improper way. This affixation signals its being an addition to the already existing signboards so it is layering providing information to the visitors of the Bird Park. Picture 1 is the exemplary instance of layering. The page with the word, خواتين is mentioned on the top left corner of the signboard which is a layering and can be easily removed. The tattered form of the page indicates that it has been pasted for quite a long time by the authorities. It is observed that very few examples of layering are found within the data. Most of the signs come under the category of permanent and non-permanent signboards.

The data in Figure 12 show that 83 % signs are permanent while 17 % percent signs are non-permanent.

Figure 12 Inscription



4.1.5 Interactive Participants

Three elements are taken into consideration according to geosemiotics framework i.e., producer, the text and the receiver. Using the framework, the data is divided into four subcategories namely, producer + text + receiver, producer+ text, receiver+ text and text only.

The category which contains producer + text + receiver is discussed below:

An indirect reference to the viewer can be seen by making a mention to the things which a visitor of the park may carry. The producer of the message can also be seen at the top position. Moving to the text of picture 8, two sentences can be seen. The first sentence is long having two clauses in it whereas the second sentence is a simple sentence having one clause.

In picture 13, the producer of the signboard is vividly mentioned high on the board whereas the receiver is not clearly mentioned. In Urdu sentence, “اپنی لین میں رہیں” (keep in your lane) The pronoun “اپنی” (your) echoes the presence of the receiver. The text contains both sentences and images. The text is four sentences and three images containing one official logo of National Highways and Motorway Police.

In picture 44, both receiver and producer are seen. The receivers are addressed by the use of pronouns while the producers are clearly named and printed with the official logos on the signboard. The text contains a phrase and a single clause sentence without any symbol or logo.

In picture 46, the producer and the receiver are present. The receiver is being addressed by second personal pronoun, آپ (you) while the name of the producer i.e., Mayor is written at the bottom of the signboard. The text contains both single and multiple clause sentences without any icon or symbol. Mostly the instructions are single clause sentences. In picture 91, the producer and receiver both are present in two different clauses.

In picture 49, the producer, “administration zoo” is seen at the bottom of the signboard while the receiver is called “owner” in the signboard. The signboard contains two sentences having single clauses in English and Urdu.

In picture 57, the receiver of the text is explicitly mentioned in the text by the producer, Park Administration. The text contains two sentences having two clauses each i.e., dependent and independent. A small arrow with the word “Notice” can also be seen pointing towards the text.

In picture 59, the receiver is termed as responsible citizen while the producer is CDA administration. The text contains two sentences only with single clause without any symbol or icon. In picture 60, neither the producer nor the receiver is present. Just one line sentence with only one clause can be seen without any icon or logo.

In picture 68, the receiver and producer both are present and explicitly mentioned in the signboard. The texts of both the signboards contain eight sentences in

Urdu and the same translated version in English has six sentences in total. No image can be seen.

Both receiver and producer are present in the picture 70. The producer is mentioned as administration while receiver of the message is called as violators. This message is particularly for the drivers and more specifically for the violators. The text contains two sentences with no symbol or icon. The first sentence has single clause while the second sentence has two independent clauses joined together with a conjunction, “or”.

In picture 71, both the receiver and producer are present. Within the text, the receiver is addressed by the visitors and pronouns while the producer is identified through the monogram of Lok Virsa and the Director Museum. The text contains sentences of multiple clauses without any image or icon.

In picture 99, producer is mentioned directly while the receiver is shown in an icon, but it can be taken as an indirect way of addressing. The text contains phrases and one complete sentence in English and one word and two sentences in Urdu. Two icons are also present.

The second category includes receiver + text and the producers are missing from the signboards. The receiver is present by addressing directly with the use of pronoun while the producer is missing. The text contains one word “Beware” and a sentence having single clause in picture 41.

In picture 51, the receiver is mentioned as “visitors” and possessive pronoun has also been used while the producer of the text is missing. The text contains two sentences. The first sentence contains one dependent clause and two independent clauses joined together with the help of a conjunction “and”. The second sentence has only one clause. In the last line, a phrase “thank you” is also mentioned.

In picture 62, the producer of the message is missing while the receiver is addressed directly. The text contains one icon accompanied with a heading. The bottom part has three sentences.

In picture 67, the receiver is addressed by using a pronoun, آپ (you) while the producer is missing. The text contains two sentences with single clause. An image of Pakistan Monument can also be seen.

In picture 69, the producer is missing but the receiver is divided into three categories i.e., adults, students and foreigners. The text contains both sentences and phrases without any image or icon.

In picture 78, the producer is mentioned as administration while the receiver is addressed as آپ (you). The text contains two sentences on two different signboards without any icon or symbol.

The category contains text only. The text can have single phrase, clause or multiple clauses. Also, in some cases icons and symbols are present. Picture 2 contains text only that creates a contact of demand since the word “مہربانی” (please) is used. The authority or the producer of the signboard is missing which results in decreasing the effectiveness of the message. Since the words, “اتاریں” and “رکھیں” is used so we can say that no colloquial expression is used.

The use of just two words “No Parking” without any colloquial expression gives rise to the contact of demand in picture 3. Neither producer nor viewer is mentioned. The text which is half faded arises a question in the mind of the viewer that whether this inscription is still applicable or not.

In picture 4, producer is unknown. No colloquial expression is used. A single sentence in formal language is used. A hand drawn arrow is also seen which shows the direction. The sentence arises a contact of offer instead of demand. Here the sign board offers the information to the reader that the way is closed.

In picture 6, no producer of the signboard is mentioned. There is a single sentence in Urdu language without any icon or symbol. Formal language is used. No colloquial word is mentioned. In picture 7, the producer of the signboard is explicitly mentioned. The bottom part is occupied by the name of the company which seems to be UK based and a registered company as seen in the picture. Two different colors, green and white which symbolize the company can also be seen. Moving to the text, which is in English language is a phrase which states that CCTV in operation. CCTV is an abbreviation so for further understanding an icon is also seen. The picture of a closed-circuit television also accompanies the text. Here receiver or viewer of the message is not mentioned.

Moving to the text of picture 8, two sentences can be seen. The first sentence is a long having two clauses in it whereas the second sentence is a simple sentence having one clause.

In pictures 42, 93, 94 and 96, both receiver and producer are missing. The text contains phrases in Urdu, one word in English and a symbol of an arrow. In picture 95, producer is missing but receiver is addressed through an icon of a man sitting on a wheelchair representing physically impaired person. In picture 97, the receiver is

present through the use of pronoun while text contain one phrase, and two sentences. In picture 98, only Urdu text is present no mention of producer and receiver is seen.

In picture 50, neither the producer nor the receiver is present but an icon of a person throwing rubbish into the bin can be seen. The text contains only an idiom “pitch in”

In picture 54, the producer and receiver both are missing. While the text contains phrases in both Urdu and English while the symbol of an arrow showing direction can be seen. In picture 92, both producer and receiver are not mentioned explicitly. The text contains both sentences and a phrase in English. No layering or icon is seen.

In picture 63, both producer and receiver are missing while the text consists of sentences as well images for each sentence. In pictures 64 and 66, both producer and receiver are missing. Only the text is present having two phrases containing two words each without any symbol and icon. The text contains only one sentence in picture 66.

Neither the producer nor the receiver is mentioned. Only the text consisting of two sentences is present having single clauses. No image or icon is seen in pictures 72 and 80.

In picture 73, neither the producer nor the receiver is present. The text consists of five sentences, name of the place in Urdu and English and words like Masjid, washroom and Damn-e-koh viewpoint with a symbol. In picture 74, receiver is not mentioned just the producer at the bottom can be seen. The text contains four sentences which can be seen in picture 73 also. But here no symbols for direction are shown.

In pictures 75, 76, 77, 83, 84, 85, 86 and 90, no producer or receiver is seen in the picture while the text has only one sentence. In picture 81, two signboards are present with no producer and receiver. A symbol showing direction is present along with the text having two sentences and one phrase. In picture 87, no producer and receiver are present. Just text without any image or logo is seen in both English and Urdu. In picture 100, no mention of producer and receiver is seen. Only text is present accompanied with a symbol. Both text and symbol complement each other.

The last category refers to the presence of producer and text only. The receiver is missing. In picture 1, the producer is given top left position and an abbreviation WCLA is used that refers to Walled City Lahore Authority. An icon of the fort is also given under which this abbreviation is written to further help to decipher the producer of the signboard. The text is only clause in Urdu and English without any picture. The text develops a contact of demand by using the word “please” and ”برائے مہربان”. Here

the sign demands the viewer to cooperate with the authority and introduce oneself before entering the fort. No colloquial language is used. The word “رکھیے” is a formal expression in Urdu language.

Formal language with English words is used without any colloquial expression. A single clause expressing demand is seen by the producer. The producer is also mentioned at the bottom which clearly states that this order is given by the authority in picture 5.

An indirect reference to the viewer can be seen by making a mention to the things which a visitor of the park may carry. The producer of the message can also be seen at the top position in picture 7.

In picture 10, an indirect reference to the viewer is made. The presence of producer is seen clearly on the top right side of the signboard. The text is comprised of two sentences without any symbol or icon.

In picture 11, the producer is represented by the pronoun “we”. Further “we” is elaborated by four logos of government offices namely Government of Pakistan, Tobacco Smoke Free Cities, Parks and Horticulture Authority and Government of Punjab. The producer talks about the viewer in terms of their cooperation. The text contains simple sentences both in English and Urdu. The symbol shows a cigarette in black color symbolizing death or destruction while a prohibition sign in a circle is in green reflecting clean and green environment.

In picture 14, the producer can be seen on top left side with the official logo of national highways. No receiver is mentioned. The text contains simple two sentences without any image.

The producers NH & MP abbreviated forms of National Highways and Motorway police are interacting indirectly with the receiver in picture 15. The text contains image and a single sentence both in Urdu and English.

In picture 16, the producers are present but again an indirect way of addressing is used by just disseminating the message. No image can be seen with the text.

No producer is mentioned in the picture 17. But the icon of bus and truck are receivers since they are being intimated about the speed limit. The text contains a phrase both in English and Urdu along with speed limit encircled in red.

In picture 18, just the producer is mentioned while the receiver is being instructed without any direct address. The text is colored without any symbol and icon.

In picture 19, the producer occupies top position while the receiver is not mentioned directly. The text along with an icon is seen on the signboard. Single clauses both in English and Urdu are found.

Only the producer of the message is explicitly shown by its symbol of Motorway police in pictures 20, 21, 22, 23, 24, 25, 28, 29, 30, 32, 33 and 34. The text contains a single sentence having single clause with no icon or symbol. No mention of receiver is seen.

In pictures 26 and 35, a single sentence having two clauses is mentioned on the board. Although the receiver is not mentioned yet an indirect reference is made by the producer occupying left position.

No icon or symbol can be seen on the picture 27, The producer holds top left and right position while the text is in the middle having two single clause sentences and one sentence containing one dependent and other independent clause. The receiver is not mentioned.

In picture 31, two signboards consist of two sentences. Each is deployed by the producer, NHA as shown in the picture at top left side while the receiver is not mentioned explicitly. No image or icon can be seen.

In picture 36, the receiver is not mentioned. Only the producer can be seen with its logo. The text contains a simple sentence with a single clause with no icon or symbol.

In picture 37, the producer of these signboard is not mentioned but the receiver is addressed indirectly by a number of instructions. These instructions are six in Urdu and one in English with an icon also. The receiver is not mentioned directly.

In pictures 38, 40 and 43, the producer with its logo occupies top position. The text contains single sentence having single clause. The receiver is not addressed directly. The last part of the signboard seems to contain an advertisement which states "A Project Ask Karobar".

In picture 39, the producer is present, and a contact of demand is seen from the producer to the receiver. The text contains two sentences in formal language.

In picture 47, several demands are made to the receiver by the producer explicitly mentioned with department. The receiver is not mentioned directly. The text contains five single clause sentences while three instructions contain two clauses. No icon or symbol has been used.

In picture 53, the producer is present at the bottom of the first sentence as "administration". The receiver of the signboard is not mentioned clearly. The text

contains one complete sentence whereas the second part of the text contains timings of opening and closing of the park. No icon or symbol is present.

In picture 55, the producer in one of the signboards is mentioned while the other signboard just contains the text. The receiver is just addressed through two signboards in English and Urdu languages. The text in English contains two phrases, “No Mask” and “No Entry” while the text in Urdu contains a single sentence with one dependent and other independent clauses. No symbol or icon accompanies the text.

In picture 56, the producer is present while the receiver is missing. The text contains single clause with no symbol and icon.

In picture 58, the producer with the name CDA is present while the receiver is missing. The text is a phrase saying, “CDA AT WORK”.

In picture 61, the producer of the message is present with the complete name as well as the abbreviation. Although receivers are not mentioned directly but references to children under 12 and parents are made. The text contains four sentences with single clauses each. Only map of the Japanese park is drawn whereas no other symbol or icon is present.

In picture 65, the receiver is missing while the producer is mentioned as “administration”. The text contains two sentences having two clauses each. No symbol or icon is present. The producer is present while the receiver is missing. The signboard in picture 79 contains an icon also with the text having two sentences.

The text plays the main role in interaction and dissemination of meaning. The data show that some signboards contain only single clause or sentence without any icon or symbol. The signboards like in pictures 23, 66, 49 and 60 are in Urdu with complete Urdu syntactic structures without any icon and symbol. In English, the single clause sentences are mostly found on motorway with single clause having the logo of the producers i.e., Motorway police. The pictures 22, 25 and 29 are single clause sentences with the logo and name of the producer which highlights the relationship between the text and the producers since producer i.e., motorway police has authorized this signboard for display. A dustbin in picture 12 also contains two single clause sentences with the logo and an icon along with names of the producer. The first clause gives the reader an offer to use the bin while the second clause is a demand on part of the producer to the reader to make the environment clean. So, through the text the contact of offer and demand within the same signboard is developed. While in the parks the signboard in English also contains phrases with and without pictures but a few instances are found

like in picture 50 in which the phrase pitch in with an icon of dust bin is shown while in picture 64 two phrases in English are written building a relation of demand between the producer and recipient which are both missing from the signboards. More phrases like “No Smoking”, “No Parking”, “CDA at Work” are seen through the data which put a demand to the viewer to obey the signboard and act accordingly. There are sentences in which two clauses are seen one dependent and the second independent clause. The signboard in picture 35 states, replace worn out tyres to avoid fatal accidents. The main clause, “Replace worn out tyres” gives complete meaning but a dependent clause is added to give additional information, to avoid fatal accidents. The picture 89 is a signboard deployed at the entrance of Pakistan monument. Some points for instruction are written which contain single clause but one sentence contains two clauses like, “Please take care of the monument as it is built for you”. The sentence, “Please Check your cash before leaving counter” in picture 48 also contain two clauses. The sequence confirms the view that main clauses are placed first followed by the subordinate clauses. Overall, the analysis also confirms that the single clause sentences are preferred by the authorities since more examples are found falling within single clause category. The relationship of demand is developed through the use of such syntactic structures with exception of one signboard printed on a dustbin mentioning “Use Me”.

In Urdu, phrases are not seen but one clause sentences are common in contrast to English phrases just like in picture 3 which says, “No Parking”. the same phrase when translated in Urdu at a same place and inscribed on the same material is turned into a single clause sentence like, “یہاں گاڑی کھڑی کرنا منع ہے”-. (Picture 6). In the same way, one word ‘Exit in picture 42 is translated into Urdu as “باہر جانے کا راستہ” so one word is substituted either more than one word or a clause. The same instance is shown in picture 69 in which “Smoking Not allowed” is translated into “سیگریٹ نوشی منع ہے”. Same meaning is disseminated through less use of words i.e., phrases in English as shown in the translated version of signboards.

Within Urdu, there are single clause sentences and embedded sentences which contain dependent and independent clauses. Single clause sentences having a single verb and complete in its sense are visible like in pictures 75, 82, 83 and 36. It fulfils the definition of a clause having a subject and a predicate like in picture 60 states, “پارک انتظا میہ کے ساتھ تعاون کریں”. Here, “پارک انتظا میہ” is a subject while the rest of the sentence “کے ساتھ تعاون کریں” is predicate so all the sentences having single clause can

be broken into two parts: subject and predicate and moreover to give complete sense of meaning.

In some pictures, two or more sentences having single clauses can be seen like in picture 67 which has two points; make a queue and camera is watching you. Both the sentences are single clause sentences and giving complete sense. The second category of signboards contain one dependent clause followed by independent clause within a single sentence as seen in pictures 55 and 57. In picture 55, the dependent clause is, “کورونا کے پیش نظر”, while the main clause that follows the dependent clause is “پارک میں ماسک کا استعمال ضرور کریں”. The same message is given through a signboard in English with just two phrases, “No Mask, No Entry”. Here Urdu signboard has more details and tone is indirect way of ordering while in English direct tone is seen by the use of two phrases. The same instance can be seen in picture 62 where the dependent clause, “اپنے بچوں اور دوسروں کے بچوں کے حفاظت کے لیے”, while the second independent clause is, “ماسک پہن کر تشریف لائیں”. In picture 65, the same pattern is reversed since independent clause is followed by dependent clause like “پارک میں غیر اخلاقی حرکت سے” the dependent clause is “ورنہ حوالہ پولیس کیا جائے گا”. In picture 26, a signboard is deployed on an overhead bridge on motorway which gives the message, “زندگی قیمتی ہے اسے ضائع نہ کریں”. Since no full stop is used so both the patterns are found in Urdu where independent clause precedes a dependent one and vice versa.

Another pattern is seen in which two main clauses are present within a signboard. In picture 57, one dependent clause is followed by two main clauses like “چڑیا گھر میں آنے والے تمام وزیٹرز حضرات سے گزارش ہے کہ اپنے سامان کی حفاظت خود کریں اور “اپنے سامان کی “جیب کتروں سے ہوشیار رہیں”. The two main clauses in this signboard are “جیب کتروں سے ہوشیار رہیں” and “حفاظت خود کریں” so in this case, both the clauses are joined together with a conjunction “and”.

In some signboards, two main clauses are present without any punctuation mark. In picture 26, a signboard is deployed on an overhead bridge on motorway which gives the message, “زندگی قیمتی ہے اسے ضائع نہ کریں”. Both are main clauses giving complete meaning. The same pattern is found in picture 21 having two main clauses, “تھوڑا آرام کر لیں” and “تھکاوٹ خطرناک ہے”. So, the data shows that all the signboards in Urdu language have various structures ranging from simple to complex sentences containing dependent and independent clauses while in English phrases and simple structures are mostly used in signboards. It is also observed that more details are added in signboards having Urdu text while more direct message is conveyed to the viewer

through the use of phrases and single clause sentences in English language. Table 5 delineates various structures present in Urdu and English signboards.

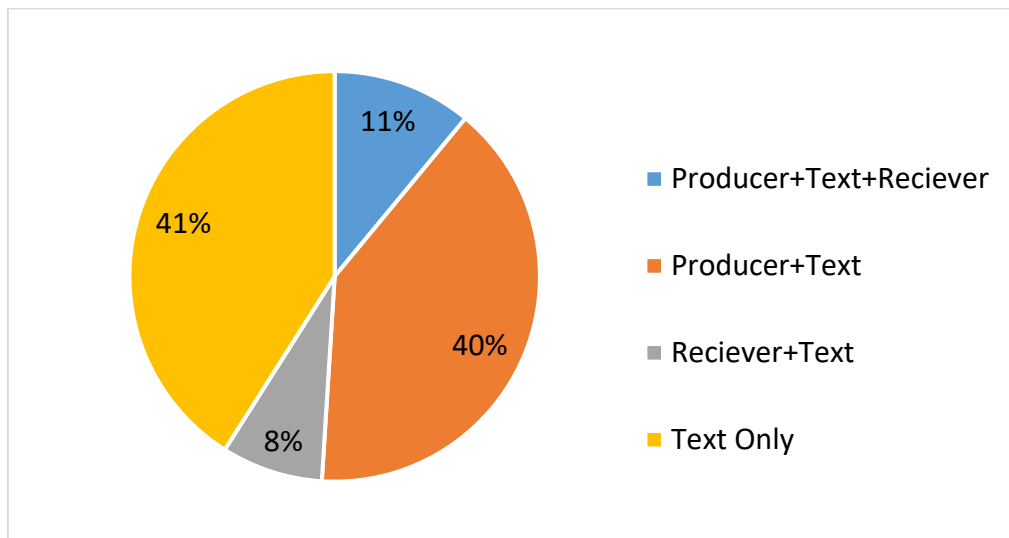
Table 5 Syntactic Structure of Top-Down Signboards

Structure of Text			
	Phrases	Clauses	
Urdu	Noun	IND	
		IND + IND	
	Adjective+ Noun		DEP+ IND
			IND+ DEP
			DEP+IND+IND
English	Noun		
	Verbnoun		
	Verb Adverb		
	Verb+ Pronoun	IND	
	No+ Verb	DEP+ IND	
	No + Noun		
	Noun + Phrasal Verb		

Note. IND stands for independent clauses and DEP stands for dependent clauses

All the signboards contain formal language. No colloquial word is found in the data. The words ”برائے مہربانی“ and sentence ending ”رکھیں, کریں“ instead of ”رکھو and کرو“ like ”صفائی کا خیال رکھو“ is an informal way while ”صفائی کا خیال رکھیں“ is formal way of communication. So, all the sentences in Urdu follow formal language with features of respect. The producer pays respect to the viewer through the use of language.

Figure 13 consists of four categories as found in the data. The first category consists of producer and text having 40%. The second category consists of receiver and text having 8 %. The third category has producer, text and receiver having 11% while presence of text is the last category having 41%. Within text, icon or symbols are also included.

Figure 13 Interactive Participants

4.1.6 Pragmatic Data Analysis

After the quantitative analysis of the data using geosemiotics framework which has highlighted not only textual relationships within itself and the world surrounding it but also the differences between the use of two languages: Urdu and English. Since, comprehension is not dependent on the meaning of individual words and the context in which they are displayed but also the tone of the sentences makes a great deal of difference. To view how a signboard plays various actions of ordering, requesting and questioning, the framework of pragmatics particularly speech acts has been employed. Speech acts refer to those acts which a person performs through language. It is dependent on two things. The first is the intention of the speaker as to what does he want to say? While the second is the effect which a speaker wants to have on the listener. Since the study aims to see the signboards not only delivering speaker's intention but also putting an effect on the listeners.

For the present analysis, Searle's classification of speech acts has been adopted in order to see the illocutionary force of the sentences written on the signboards. He (Searle, 1979b) divided the speech acts into five categories namely assertives, directives, Expressives, declarations and commissives. The clause in picture 1 is a directive both in Urdu and English clause but the use of word "Please" and "برائے" "مہربانی" makes it a request. Unlike commanding the tone of the law being enforced here is not so harsh. Requests can be rejected easily but a rejection to command often leads to penalty.

Picture 2 has two sentences. Only one sentence is translated into English. The Urdu version is directive but again the use of word “مہربانی” (mehr bani) makes it a request. On the other hand, the same sentence is translated into English but the word Please is missing which makes it an order instead of a request. The second sentence which is just in Urdu language is again a directive and comes under the category of order.

Picture 3 is directive and more precisely an order directly given to the vehicle owners not to park. No further guidance is given in this regard.

Picture 4 is a statement that comes under the heading of assertive. Assertives are statements made by the producer that claims or states. Even these statements can be proved true or false by looking at the facts. The claim made in picture 4 says “یہ راستہ بند ہے” (this way is closed) informs the viewer about current state.

Picture 5 apparently is a statement but pragmatically it comes under the category of directive and further an order which says that it is not allowed to enter without face mask and gloves. Through this message one can assume that face masks and gloves are mandatory for entrance, so it is directive and order to wear face masks and gloves. If we look at the present scenario, this signboard is erected temporarily due to corona and SOPs as given by Ministry of National Health Services, Regulation and Coordination in “Health Guidelines for Reopening of Parks, Playgrounds and Recreational Facilities”, dated 10 august 2020 (document code 42 -01). According to the document, the visitors must use sanitizers and gloves that are mandatory for the staff while disinfecting different surfaces. The guidelines are provided to common masses but instead of using sanitizers only, gloves are mentioned on the signboard. This shows that the guideline is changed by the authority who has produced the message. This also exhibits that laws or rules are not conveyed properly to the public by the authorities. The signboard somehow fails to communicate the guidelines.

Picture 6 also comes under the category of assertives. The statement, “یہاں گاڑی کھڑی کرنا منع ہے” (parking is not permitted here) informs the viewer especially the drivers that this place is not for parking but pragmatically it is an order also not to park here.

The text accompanying the icon in picture 7 informs the viewer that all the activities are being watched. The viewers are monitored through CCTV which implies that any illegal activity can lead to punishment or penalty. So, in a way it is not only an

information but a warning also for the viewer to check their activities otherwise they will have to face the consequences.

Both the sentences in picture 8 are directives. The first sentence suggests the viewer in an indirect way to take the wrappers and empty water bottle along them while leaving the park by keeping in mind politeness principle and saving the face. According to Brown, Levinson and Levinson (1987), the second sentence is a clear directive and an order that says, ”پارک میں صفائی کا خیال رکھیں” (Take care of cleanliness in the park). If the signboard is looked as a whole, it shows that people bring eatables and throw waste in the park resulting in littering. The signboard is suggesting explicitly to take the wrappers back. Further the same message is endorsed by the second sentence in a clear manner. The first sentence is an instance where politeness principle has been followed whereas the second sentence is an order issued by Parks and Horticulture Authority.

In picture 9, the notice comes under the heading of declaratives since it is an announcement of the closure of Shahi Qilla till further orders. This declaration is made by Walled City of Lahore Authority and Government of Punjab. The text performs two actions first it informs the viewer about the current situation secondly this is a declaration which changes the present state of affairs by refraining visitors to enter and debarring the entry. The phrase, till further orders, informs that the closure of the Shahi Qilla is on temporary basis. Moreover, if looked at the current scenario of Pakistan, the parks and public places were closed to avoid gathering and public contact owing to the spread of corona virus. Ministry of National Health Services, Regulations and Coordination, Government of Pakistan in their National Action Plan for Corona Virus Disease (Covid-19) Pakistan have mentioned to display government resolve and inform the people about risk management.

In picture 10, the first sentence is an assertive which not only informs the viewer but also warns that littering in the park will lead to fine of 500 rupees. The second sentence is a directive which states that take care of cleanliness of the park. If the notice is seen as one integrated unit, both the sentences have cause and effect relation. If cleanliness is not maintained, then fine of 500 will be imposed by Parks and Horticulture Authority. The imposition of fine makes the message more effective since it is a warning in comparison to the statement, “Take care of cleanliness of Park”.

The sentences in picture 11 inform the viewer about smoke free zone. Moreover, to further endorse tobacco free zone, not just the penalty of imposing fine of more than

one lac is mentioned but also a reference to law, Sec. 5 of Prohibition of Smoking and Protection of Nonsmokers Health Ordinance 2002, that makes the signboard more effective. In addition to the assertives, the viewer is directed to call or WhatsApp if one sees any non-compliance in the park. The helpline number for reporting such cases is also mentioned. In comparison to other signboards, this signboard not only gives the message to breathe freely in smoke free zone but talks about the consequences in case of non-complying. It is quite evident that the government authorities are quite serious in maintaining this park a smoke free zone.

In picture 12, a dustbin is seen that says “USE ME”. It is a directive and an order to throw waste into the bin. Moreover, a symbol of a dust bin and a person throwing paper waste are mentioned on the bin which further help in understanding the message. The second sentence is also a directive which says, “Keep the environment clean”. It again acts as an order for the viewer not to make the environment unclean by throwing rubbish but instead use waste bin. Both the sentences are related to each other in a way that using the bin will keep the environment clean. It is enclosed in an image of a house with two leaves on top. Two leaves are representing cleanliness while the image of the house reflect environment. So, it means in clean environment and surroundings, greenery can be seen. Further, the producer of the message is also mentioned. In this picture, PHA is seen with the official logo of a flower which again represents clean and green environment.

All the last three sentences in picture 13 are directives and order in nature both in English and Urdu. The images of the first two sentences complement each other. The symbols further elaborate the orders given through these sentences. The third sentence does not have any symbol showing the speed limit since it varies from plain areas to hilly areas such as Kallar Kahar. Here orders are given instead of requests as life is precious and at stake not of the driver who is driving but other people moving on motorway also. One mistake can take away many lives, so orders are taken more seriously as compared to requests.

In picture 14, two sentences are written on the signboard. The first sentence is an assertive simply claiming about safety while the other sentence if seen individually serves as a directive and order, “Always be careful”. If the same sentence is seen integrated with the first one, then it can also serve as an assertive just describing what ABC stands for.

Red color is meant for warning. In picture 15, the text as well as the red background stands for the warning for the drivers. Although the text warns the driver about steep and dangerous curves, yet it also directs the driver to be vigilant by reducing speed. The icon of a car moving on a sloppy road also informs the driver regarding steep road ahead. However, dangerous curves are not shown on the signboard. One can infer that steep road is more threatening than the dangerous curves ahead as mentioned in the text. The sentence in Urdu language contains one adverb modifying an adjective and further modifying the noun whereas in English one word steep is used without any modifiers. It depicts the brevity of English language as compared to Urdu. But on the other hand, the modifiers used in Urdu sentence make the meaning more effective and alarming for the viewer.

The red color background in picture 16 warns the receiver to reduce speed now. The text is an order and warning also for some danger ahead where an urgent need of decrease in speed is needed.

In picture 17, although the sign is an intimation for the truck and bus drivers regarding speed limit in picture 17, yet it is a directive also not to exceed from the limit. The red encircled speed also stands for a warning also.

Picture 18 clearly declares that it is a warning written in red color. The red color and the word “خبردار” alerts the viewer. The next sentence is a directive to maintain safe distance from the car ahead. The title of the signboards announces warning but instead of warning, the next sentence is a directive.

In picture 19, the word, “Warning” in red background captures the attention of the viewer. The red color itself echoes some danger. However, the word warning is further endorsed with the help of red background. The second part of the signboard instead of showing a warning statement directs the viewer by an order to “check brakes”. The danger is not mentioned explicitly hence this signboard performs two functions i.e., warning and ordering.

The text in picture 20 is an assertion which states, “Safe way is the right way”. This statement is deployed by the Motorway police, but the text is unclear. The word safe and right with the word way can have different connotations so here the meaning is unclear. What is safe way? Are the users of motorway responsible or the motorway police to make the way safe?

The text in picture 21 contains two clauses. The first clause is a warning which states that tiredness is fatal. The second clause is a directive to take some rest. Here the

warning is communicated but with a solution also to take some rest. This statement also hints about rest stations facility on motorway.

The statement in picture 22 is a directive particularly an order to make use of lights more precisely dim lights at dawn and dusk. The implied meaning for the drivers is to improve visibility and avoid accident. Here the statement is not a request but in fact an order to comply with.

The statement, “Keep safe distance from the next car / vehicle” is also a directive for the drivers in picture 23. The reason behind such an order is not mentioned. It is up to the viewer to infer the danger behind deploying such a statement. It is vague and depends upon the driver about inferring meaning.

Picture 24 is an assertive which claims that it is better to arrive late at the destined place. Over speeding can be fatal and may lead to disastrous results. It is a simple information but holds deep meaning for the viewer if he could interpret it correctly. It is an indirect way to convey the drivers to follow speed limits and traffic rules.

“Obey All Traffic Signals” in picture 25 is a directive by Motorway police. This order having the word “All” is not confined to all traffic signals deployed at motorway but also everywhere in the country.

The first clause in picture 26 is an assertive that says, “Life is precious”. Here, life can have different shades of meaning. Life can refer to the life of driver, the other people travelling on motorway or even the wildlife. It is quite unclear. The second clause is a directive not to waste it. It is again a question whether life is wasted through rash driving or some other way i.e., smoking, addiction, this whole statement is vague.

In picture 27, the sentences can be seen in which first two sentences are directives to reduce speed and avoid using brakes continuously. The third sentence is an assertive showing the reason behind the first two directives given above. The rain can result in slippery road which in turn can make the vehicle out of control. To avoid such a situation, brakes should not be applied continuously to reduce speed in rain especially. This signboard is quite explanatory since it explicitly states the situation i.e., and how to react in such a situation by decreasing speed and avoiding using frequent brakes.

The directive in picture 28 states that “حد رفتار سے تجاوز نہ کریں” (Do not exceed the speed limit). The text on the signboard is not totally communicative since one has to remember the speed limit. The word speed limit is mentioned and on motorway

different areas have different speed limits so which speed limit the signboard is referring to is quite. If the signboard mentions the speed limit, then it would have been quite easy for the viewer to understand and follow the orders issued by Motorway police.

Another directive issued by Motorway police is mentioned that states, “Avoid frequent Lane Changes” in picture 29. The consequences are up to the receiver that how one perceives such an order. Clarity is missing in this statement.

The signboard in picture 30 is an assertion that “over speeding can be fatal”. The modal auxiliary “can” shows some kind of likeliness but not a surety that exceeding speed limit is dangerous. If the statements say, “over speeding is fatal” is more persuasive and convincing than modal auxiliary “can”. This reflects the attitude of motorway police towards over speeding.

The first signboard in picture 31 is a directive and warns to reduce speed now just like in picture 19. It is further accompanied by an assertive that not only informs but also warns the driver about rumble strips which are exclusively meant for reducing speed. In a way, the signboard performs both the function of informing and warning the drivers.

Another directive showing an order stating, “Do not use mobile phone while driving” is erected on motorway captured in picture 32. Neither penalty nor consequences against violators are mentioned. The choice of words used for this order especially driving seems to be applicable not only on motorway but generally whether driving intercity or intra city. The statement is not so clear. It again depends on the interpretation of the viewer.

In picture 33, “کمزور ٹائر استعمال نہ کریں” (Do not use weak tyres) is another order issued by motorway police. Again, the word “کمزور” (weak) can have different shades of meaning depending upon the viewer’s interpretation. The statement needs more clarity regarding what is meant by “weak”? Whether weak and old are one and the same thing? The answer is unclear.

In picture 34, the statement, “Safe Drive, Stay Alive” are two phrases linked together to interpret meaning. The use of such words makes the interpretation difficult. The phrase safe drive arises a question in the mind of the viewer that who is responsible for safe drive. Does the responsibility fall on the shoulders of the drivers only or the motorway police? Besides responsible and sound driving, good road system with communicative sign boards also matter a lot in safe drive. Road system not only

comprises of the construction of smooth roads but also neat and clean environment with obstruction of wild animals. In this context, staying alive not only depends on the driver only but the responsibility falls on the Motorway Police and National Highway Authority also for providing a safe drive to the users.

In picture 35, it says, “Replace worn out tyres to avoid fatal accidents”. It is again a directive but with the reason for issuing such an order. If compared to the signboard in picture 32 which says, “Do not use weak tyres”, the first statement is quite explanatory and clear that worn out tires should not be used since it can result in fatal accidents.

“جھیل میں تراکی منع ہے” (Swimming is prohibited in the lake) can be seen in picture 36. It is an assertive produced by CDA i.e., Capital Development Authority. No penalty or the reason for the prohibition is mentioned which can make the signboard more effective. It is just an intimation for the viewer regarding swimming.

The picture 37 contains three signboards directing the viewer in the form of request and order. The first signboard is a direction but a request also since the word “برائے مہربانی” (please) issued with a direction to throw the waste in the dust bin.

The second signboard again starts with a request stating that “پرندوں کو تنگ نہ کریں” (Do not tease the birds please). The next three sentences are directions in the form of orders with single clauses while the last sentence contains two clauses and a direction to contact administration in case of complaint.

The last signboard is an order in the form of text and an icon. The text and icon make the signboard more effective. Moreover, the red color seems a kind of warning from the producer about smoking. The red color, text, and icon make the message communicative hence lending effectiveness to the signboard.

In picture 38, the text “پرندوں کو پکڑنا یا تنگ کرنا سخت منع ہے” is an assertion with a strong emphasis. The word strictly prohibited has been used which shows that authorities are concerned for the wellbeing of the birds in aviary. If compared with the statement in picture 36 which states, “Swimming is prohibited in the lake, the use of the word strictly shows the attitude of the authorities that they are more concerned about birds than swimming in the lake.

In picture 39, two sentences are seen on the signboard. Overall, in a general overview, this noticeboard is deployed keeping in mind the prevailing Covid SOPs by the government. Social Distancing and avoid touching different surfaces are being encouraged by the NCOC and health department. If sentences are analyzed

pragmatically then it becomes evident that the first sentence is in the form of request. The word “برائے مہربانی” (Please) makes the directive a request while the second sentence is an order to stay away and avoid touching grills and various surfaces. Moreover, social distancing up to 6 feet has been mentioned that makes the directive more communicative and easier to understand.

The word “خبردار” (Beware) in picture 40 makes the signboard a warning for the beholders. It is a kind of warning which is further elaborated by the sentence which says, “کیمرہ کی آنکھ آپکو دیکھ رہی ہے” (camera is monitoring you). The sentence is an assertion but pragmatically comes under the warning. The implied meaning is quite obvious that since you are being monitored so your actions must not be against rules. Second implied meaning can be your actions are being recorded so be civilized and cultured.

In picture 41, the word strictly has been used with again in a statement which says, “تالاب کے اندر کچرا پھینکنا سخت منع ہے” (Throwing waste in the pond is strictly prohibited). This makes the assertion more powerful and compels the viewer to follow it.

The picture 42 is an informative sign showing the way to exit and comes under assertive. The sign language also accompanies Urdu and English texts to help visitors find the way to exit from bird aviary. Just the text “exit” is meaningless unless accompanied with an arrow to show which way to go.

In picture 43, the word strictly سخت is used for prohibiting visitors from entrance into cages. Again, the attitude of authorities is quite visible from the choice of words. This sentence is an assertive.

The signboard in picture 44 addresses the visitors of the park as “اطلاع عام” (Public Notice). This caption captures the attention that something important is being communicated by the authorities. The sentence is a directive to take care of valuables. Now the responsibility falls on the visitors about any mishap or misfortune they face. The authorities are not responsible since they have intimated through deploying a public notice. Moreover, the notice also echoes that no assistance regarding any incident will be provided by the Bird Park Management.

Picture 45 contains two phrases which are assertives, “No Mask, No Entry”. They inform the visitors that entrance in the park is not allowed. This sign is again deployed in accordance with the instructions of NCOC for prevention of Corona.

In picture 46, the whole signboard is dedicated to the SOP's approved by the government. The first sentence is an assertion informing people about the permission of opening parks after lockdown in the country. The next sentence is a direct request by the authorities to ensure the SOP's. After the request, five directives are mentioned. The last sentence is a warning printed in red color for the viewer. So, this signboard contains assertive, request, directives and warning. In short, this is quite comprehensive signboard reflecting present scenario, requesting to follow the SOP's and mentioning the directions for preventing the spread and in the last a warning. This warning again echoes the positive attitude towards implementing COVID SOP's in the park and overall, in the country also.

In picture 47, the five instructions are directives from the producer regarding the maintenance of the park. Only one sentence is an assertive informing people about the age group of children who can use swings while the three are warnings. The visitors are being warned from illegal activities like throwing waste including juice boxes, bringing weapons along and destroying public property. Moreover, a reference to CDA rules is being made and strict action will be taken against the violators. The reference to CDA rules reflects that any violation will result in legal proceedings, so this makes the warning much powerful to make people follow the instructions.

In pictures 48 and 88, both sentences in English and Urdu are displayed. In English ten sentences are assertive informing people while the three sentences are requests since the word "please" has been used. On the other hand, only one is an order to "take care of your kids". The same text in picture 88 in Urdu contains ten assertive while one is a request and three are orders issued by the park administration. In English, requests are more in number while in Urdu more orders are issued than requests.

In picture 49, both sentences in English and Urdu are present. The sentence in English is an assertive and in passive voice with two grammatical mistakes i.e., parked and owner's. The same sentence is translated into Urdu but here the passive voice is changed into active voice and assertive becomes a directive and an order to park your car at your own risk. It is quite surprising that the notice board displayed contains incorrect English which reflects the incompetency of the administration still English is being given importance over Urdu.

In picture 50, a directive is given through the use of an idiom, "pitch in". The dictionary meaning of pitch in is, to vigorously join in to help with a task or activity. Semantically the meaning refers to any activity or task which is unclear but the icon of

a person throwing rubbish into the waste bin further elaborates the meaning of pitch in. Here, it is a directive to join hands in throwing rubbish. The implied meaning is to practice cleanliness and help the administration in this cause. So, we can say that without an icon the meaning of pitch in will remain unclear. The presence of an icon seems necessary in disseminating the message of cleanliness by using dustbins allocated in the premises.

In picture 51, two sentences are handwritten on a piece of a paper. The first sentence is a directive, and a request is being made explicitly by the administration. The first request is to take care of your belongings while the second request states, “جیب سے ہوشیار رہیں” (Beware of Pickpocket). The last sentence is an assertive mentioning that administration will not be responsible for any mishap. This notice also plays the role of warning as visitors are being warned from pickpockets and a solution to avoid such incident is to take care of your belongings instead of complaining to the administration. The phrase thank you is mentioned at the end which shows that the message is conveyed politely.

In picture 52, the signboard is an assertive informing the visitors about free entry of college, school and university students on Friday only with their teachers. While the first sentence allows the government employees along with their family for free entry on any day of the week. Moreover, the senior citizens can also avail this benefit of free entrance. This notice reflects the rules of CDA and the benefits the employees can get. However, this facility is also provided to senior citizens and students. The last sentence also shows that recreational trips are also encouraged by the government for the students.

In picture 53, the signboard is an assertive informing the visitors that bicycle, motorcycle, weapons and pets are not allowed in the zoo. Implicitly this assertive is an order also for the visitors not to bring the above-mentioned things in the zoo. The second part also provides information about the timings of the zoo. Whether its summer or winter, the park opens at 8 o’ clock while the closing depends on setting of the sun. The time is not clearly mentioned about closing of the park.

The signboard in picture 54 is an assertive performing the function of informing the visitors. The text says, “Damn e Koh” track. The text is accompanied by an arrow symbol which lends meaning to the text. In absence of an arrow, the direction of the track will remain unknown to the viewer. So, in this scenario the symbol itself is meaningless in the absence of the text while on the other hand the text remains vague

in the absence of the symbol. It is proved that both text and symbol complement each other and are important to derive meaning.

Two signboards in pictures 45 and 55 are allocated side by side on the entrance gate i.e., one signboard is in Urdu while the other is in English. Both signboards are deployed owing to the situation of corona pandemic in Pakistan. The signboard in Urdu is a directive to use mask in the park due to corona virus while the text in English is an assertive informing the viewer that without mask entry will not be allowed. Although the reason is not mentioned in English signboard, yet a warning is being issued that mask is obligatory for entrance. The signboard in Urdu not only informs but directs the receiver to wear mask in order to remain safe from corona.

The text in picture 56 is an assertive informing the viewer that playing cricket and football is not allowed in the park. The conjunction “اور” is missing while a comma is placed between two proper nouns “cricket” and “football”. The producer is also present which shows that the park is being looked after by CDA and this restriction is also imposed by the administration of CDA.

In picture 57, two sentences are given under the heading of notice. The first sentence is an assertive providing information to the visitors of the park regarding their behavior. The second sentence is a warning issued by the administration of park. This signboard is more communicative and effective in a way that the consequence in case of non-compliance is mentioned which makes the visitor more alert.

In picture 58, the text is an assertive in which the producer is introducing itself as being working and looking after the park. The statement, CDA AT WORK gives two types of information. The first is the CDA is responsible for the parks in Islamabad and secondly this park is maintained by CDA so any complaint or suggestion for betterment can be given to CDA.

In picture 59, the text contains two sentences which are both directives. The first sentence is an order to become responsible citizen while the second sentence directs the viewer to throw the trash into dustbin. This signboard also describes one of the qualities of a responsible citizen that is to avoid throwing trash everywhere. The responsible citizens use waste bins. One more question arises from the text of the signboard. Is throwing trash into bins can prove a citizen responsible only? Are there no other means of exhibiting oneself as responsible citizen? Here the answer is quite vague.

In picture 60, the signboard has one sentence only which is an order to cooperate with the administration. The text is quite unclear since the producer of the message is

missing and what sort of cooperation is being asked creates ambiguity in the mind of the viewer.

In picture 61, the guide map is provided for the visitors of the park. Moreover, some instructions are also mentioned by the Capital Development Authority. The signboard is quite elaborative as it not only guides but also instructs the visitors regarding their behavior in the park. The first sentence is an order which states that no littering and fires are allowed. The second sentence is an assertive informing the visitors that the children under 12 only can use swings. The third instruction is also an assertive in which parents are informed to accompany their children in the park. The sentence, “Parents’ attention required” gives different shades of meaning. It shows that either the swings are not in a good working condition or there is some kind of danger for the children in the park which is not clear. One can also predict that it is a polite way to inform parents that children will not be allowed to enter in the park without their presence. The meaning is still unclear. The last instruction is an order to keep the park clean. The first instruction “No Littering” and the last “Keep Park Clean” both have same shade of meaning. If there will be no littering, it will make the park clean and vice versa. Both of these instructions echo the concern of CDA towards cleanliness of the park.

In picture 62, the signboard is a temporary signboard again deployed due to corona pandemic in the country. The red background acts as a warning for the viewer whereas the text is an instruction issued according to the SOP’s framed by National Command and Operation Control. The first title of the signboard is an order to stop and read it first. An icon of a hand can also be seen which endorses the message to stop. The first sentence in red background is an order to wear mask before sitting on the swings. The second sentence is again a directive ordering to maintain 6 feet distance. The third sentence is again an order to wear mask for the safety of your children and others. This signboard shows that usage of masks is obligatory for entrance in the park and can play a vital role in prevention of corona virus. Although the word corona is not mentioned yet the materiality of the signboard along with the use of masks echoes the presence of corona in the country.

In picture 63, the signboard clearly states the rules for entrance and playing in the park. The first sentence is an order not to wear shoes and trainers while playing on the equipment. The second sentence is also an order regarding non usage of sharp objects. For understanding, a symbol and an example i.e., jewelry is mentioned on the

signboard. Third sentence is an assertive informing people that smoking is prohibited. Fourth rule on the signboard is again an assertive that informs people that hanging or climbing on the net is prohibited. The last sentence is quite elaborative in a sense that instead of just eatables, different names for food such as drinks, gums or sweets are mentioned. For each prohibition, an icon is seen to further emphasize and explain. The sentence along with icons make the signboard more communicative but the penalty for not following the rules is not mentioned.

In picture 64, two phrases can be seen that are both directives and orders. The first phrase says, “No Littering” which orders the receiver not to spread litter and waste while the second phrase is a directive to use dust bins. If both the phrases are seen as a whole, we can say that first an order not to litter is issued then a solution is also provided i.e., to use dust bins.

In picture 65, the text starts with a word, “warning” which makes the receiver alert. Moreover, the whole text is written in red color that further warns the receiver to become attentive since some danger is impending. But instead of orders, a request is made by the producer by using the word, “please”. The warning in the form of requests says that stay away from the electric wires and transformer area. One more sentence, administration will not be responsible, is seen that arises a question in the mind whether it is the only duty to inform and warn the receiver or some arrangements to be made by fencing the transformer area or some supervision by the administration is needed. Here the negligence and lack of concern for the welfare of people and the things are evident. The second sentence that is a warning is quite expressive. The penalty for misbehaving is clearly written. In the first warning, implicature is needed to decipher the danger while in the second warning the chances of being arrested is vividly written. According to the categorization, two directives and two assertives are issued in the form of information and warning.

In picture 66, an assertive is given which informs the viewer not to sit and walk on the grass. The second assertive is joined with the help of conjunction “and” informing that plucking of flowers is not allowed. No penalty is written which reflects the attitude of the authorities towards the maintenance of the garden. Moreover, the producer is not mentioned which further makes the text ineffective.

In picture 67, two sentences are seen. The first sentence is a directive to make a queue since the signboard is placed near entrance gate where tickets are checked, and visitors can enter the monument. The second sentence is an assertive informing the

visitors that cameras are watching you. It also acts as a warning implicitly that the actions will be recorded by the installed camera. The image of Pakistan monument gives the message that this signboard is only meant for Pakistan Monument premises and applicable on the visitors who want to visit the Monument.

In pictures 68 and 89, two separate signboards are present in Urdu and English. The signboard in Urdu consists of more sentences than in English. The attention of the viewer is being attracted by requesting to keep the following instructions in mind. On the other hand, no such sentence is written on the signboard in English. Directly instructions are seen after a welcome note. The first point in both the signboards is an assertive informing the visitors regarding time. The second point in Urdu is a directive to park car outside while the second part is an assertive informing that parking your car inside is not allowed. The same point is translated into English where the directive and assertive become a request with the use of word, "Please". The third point has two parts in Urdu. Both are directives to take extra care regarding cleanliness of Monument while the second directive is to use dustbins for garbage. The same point translated in English becomes a request. Again, the word please is used and a request not to throw litter in the open and use garbage bins for empty bottles, juice cans, cigarette butts and eatables. The fourth point in Urdu clearly mentions that bulbs are installed in the fountains therefore entering or touching water is prohibited while the same point translated into English becomes a request not to let children enter the fountains. Here the reason for prohibition is missing along with only children are not allowed whereas in Urdu prohibition is for everyone and the reason is also mentioned. The next point in Urdu is an assertive warning the visitors not to sit on the high walls of monument as it can prove dangerous while the same sentence in English is again a polite request to take care of monument as it is built for you. Although the translation is totally different. No such meaning can be derived from the Urdu version. The next part only states that sitting on walls is prohibited which is an assertive again, but reason or danger is not communicated well. The next point in Urdu refrains the children from plucking flowers hence an order while in English just prohibition on plucking of flowers is mentioned which is assertive. It is quite unclear that only children are in habit of plucking flower while in English this restriction is for everyone. This shows obscurity in the rules framed by administration of Pakistan Monument. The last point is an assertive in which the management makes a thank to the visitors for cooperation. In the end, the word "thank you" is written under which the management of the monument is mentioned.

After analyzing both the signboards, it becomes evident that more requests are made in English while orders are issued in Urdu language. One more thing is proved that more elaborative statements are written in Urdu while concise statements are seen in English.

In picture 69, three signboards are placed disseminating different messages. The first signboard is on smoking. The sentence in Urdu and English both are assertives informing the visitors that smoking is not allowed. The second signboard on a whole provides information regarding time of opening and closing of museum and tickets. Quite elaborately, the timings with dates are mentioned. At the bottom of the second signboard, a note can be seen having two sentences. The first sentence is an assertive elaborating the eligibility for availing student tickets while the second sentence is also an assertive informing the visitors that professional cameras are not allowed. The third notice is also an informative signboard regarding masks that without masks, entry will not be allowed. The same notice also informs the price and availability of masks on ticket counter.

In picture 70, the text of the signboard is written in red color which seems to be a warning for the viewer. The first sentence is an assertive which informs the drivers not to park their cars along the sides of the road. The second sentence particularly addresses the violators that in case of violating either a fine of 100 rupees will be imposed or handed over to police. The second sentence acts as a warning since penalty in case of violation is clearly mentioned. Overall, the signboard seems to be old and rather obsolete. The fine of 100 rupees is quite unclear as somebody has tried to scratch it. Now it is unclear whether administration is responsible, or some passerby has tried to do so. The plight of the signboard shows the negligence of the administration not only towards the maintenance of the signboard but also the lack of concern for making the people follow the instructions.

In picture 71, a number of rules for visiting the museum are stated. The very title of the signboard states that there are a few requests for the visitors. This also suggest the tone of the producer being polite. The first sentence is an assertive informing the visitors that entry is not permissible without gloves and masks. The second point consists of two sentences which are both assertives. The first sentence informs the visitors that their body temperature will be checked through thermal gun. In case of high temperature, the visitors will not be allowed to enter. The third rule again has two sentences. The first sentence has two parts which are both directives i.e., maintain safe distance and not to make a crowd. The second sentence is an assertive

warning the visitors that in case of violation, the visit will be dismissed. The fourth rule is also an assertive informing the visitors not to touch or exceed the limits. The fifth point is an assertive informing the visitors regarding the availability of the masks and gloves at the counter. The sixth is a directive ordering to wait for your turn and move in a queue. The seventh point is both assertive and directive. First, it provides information regarding the availability of alcohol-based sanitizer secondly it issues an order to sanitize hands. Lastly, a request to comply with the rules is made and to cooperate with the museum management.

In picture 72, two directives are written. The first order is not to walk on grass while the second order states, “Use Footpath”. The interesting thing is the allocation of signboard and the message it communicates is quite contrasting. The signboard clearly orders not to walk on grass while in the surroundings no grass and greenery can be seen. Now the question comes to the mind whether the signboard is wrongly deployed, or the grassy land has turned to a wasteland due to the treading by the visitors.

In picture 73, overall, the signboard not only provides information regarding rules for visitors but also shows the direction towards Masjid and washroom being at right and Damn e koh viewpoint at another direction with the help of arrows. On the signboard, the most prominent place is given to the text informing people about their expected behavior. The first point on the signboard consists of two sentences which are both directives. The first order is to take extra care of cleanliness and secondly put waste in the dustbin. The second point is an assertive mentioning one of the sayings of the Holy Prophet Muhammad (SAW) regarding cleanliness. The third point is an assertive prohibiting people from plucking of flowers and plants. The last point is an order asking the visitors to cooperate with the administration. If the signboard is analyzed as a whole, we can say that more emphasis is put on cleanliness since three sentences cover this aspect. Not only visitors are directly asked to take care of cleanliness, but an Islamic reference is made to further make people comply with instructions and compel them to maintain cleanliness. This Islamic reference also serves as a persuasive device by the producer for the visitors of Damn e koh park.

In picture 74, four directives are written. Again, a great stress on cleanliness is made by the producer of the signboard along with the prohibition to pluck flowers and plants. At the bottom of the signboard, it states that these rules are framed by administration Damn e Koh. In comparison to the previous signboard, this signboard shows the authority hence informing the viewers that some administration is

responsible for this park and in case of violation, one will be answerable to the administration.

In picture 75, only one sentence which is an assertive is mentioned stating that plucking of flowers is prohibited. This reflects that the authorities are concerned about the greenery and secondly this signboard echoes the presence of flowers in the premises of the park.

In picture 76, a signboard on a tree is hung having a directive sentence stating that “keep” Damn e Koh clean. Here the name of the place is clearly mentioned which shows that authorities are concerned with this place only. The presence of the proper noun delimits the area and the meaning of the message it conveys.

In picture 77, an assertive is mentioned claiming that clean and neat country is reflection of clean and neat nation. It is an indirect way to persuade people to maintain cleanliness. It also gives the message that clean country will be representation of a nation that loves cleanliness. This signboard is not just applicable to Damn e Koh area, but its viewer and placement are indefinite. The viewership of this message is not just restricted to Pakistanis but also to the visitors of the countries.

In picture 78, two signboards on a tree are deployed. Both the signboards deal with cleanliness. The first signboard consists of a sentence in which first a request is made starting from the word “Please”. The message says, “Please do not spread litter in the park area”. The second sentence is a warning stating that otherwise you will be fined. Here the penalty by the producer is explicitly written which makes the viewer more alert. The second signboard is an assertive complementing the first signboard to maintain cleanliness. So, the sentences in this picture have three parts when joined together gives complete meaning i.e. maintain cleanliness by not throwing rubbish or waste in the park area otherwise fine can be imposed on you. This picture gives complete scenario by describing how to maintain cleanliness and the punishment one has to face in case of violation. Another aspect that the signboard mentions clearly that it is ordered by the administration which makes the signboard more valid.

The signboard in picture 79 consists of two sentences. The first sentence starts with the word “برائے مہربانی” (Please) and requesting to throw plastic bags and waste in the nearby dustbin. Along with the request, an assertive that acts as a warning is written mentioning quite clearly that fine will be imposed for throwing waste.

In picture 80, two directives are issued which creates some ambiguity. The first order is to avoid plastics. According to the Merriam Webster online dictionary, the word

plastic is defined as “any of numerous organic synthetics or processed materials that are mostly thermoplastic or thermosetting polymers of high molecular weight and that can be made into objects, films, or filaments”(Merriam-Webster, n.d.). Now for understanding this sentence a person must have the knowledge what is meant by plastics? Are wrappers of eatables plastics? The next sentence is “keep park clean”. If the signboard is seen as one unit, it seems that only plastics are thrown into wastebins and results in cleanliness. If papers, newspapers, rotten or outer rind of fruits or disposable plates be thrown that would not cause uncleanliness. This signboard arises infinite questions in the mind of the reader due to its vast meaning.

In picture 81, two sentences are written. The first is an assertive showing importance of water. The signboard says, پانی نعمت ہے اسے ضائع مت کریں (water is a blessing. Do not waste it). The second sentence is a directive and order not to waste water. This signboard is allocated near a water cooler which shows that the deployment of the signboard is quite appropriate as before wasting water, a person is informed about the blessing that he is enjoying so in a way he will refrain from doing so. The second signboard in this picture not only informs the presence of a Masjid but also shows direction through its shape hence performing two functions at a time.

In picture 82, the sentence is a warning that whoever will pluck flowers will be fined. This warning also acts as an information that it is a crime to pluck flowers since penalty is being imposed in case of violation. The authorities also seem to be greatly concerned about the maintenance of the park. The reference to the producer of the message, administration Damn e Koh and CDA increases the validity of the signboard.

In picture 83, a signboard having one sentence is seen. The statement is a directive not to go near the monkeys. This order also serves as a warning but remains unclear as to what kind of danger is expected? Now the interpretation rests on the viewer as to how he perceives the statement using his background knowledge and keeping in mind the context.

In picture 84, the signboard states “No Pick & Drop” which is a directive. This text is quite confusing in a way that No pick and drop is applicable to the whole area or where the signboard is placed. If the word here is used, it will become clearer to the viewer but now in this case, the signboard lacks clarity.

In picture 85, two signboards are captured. Both are related to one another and are assertives. The first signboard informs the receiver the parking and its direction while the second signboard written on a barrier informs about no entry. The barrier itself is a symbol that entrance is prohibited but further the phrase “No Entry” confirms that entrance is not allowed. The second signboard which states parking with an arrow direction can be seen. It directs the viewers to park their cars in the parking area. Just the phrase parking would have been unclear and provides incomplete information, so the arrow seems to be necessary for showing direction to the viewers. On the other hand, the word no entry creates ambiguity. The phrase no entry is for pedestrians or for vehicles. It is unclear but with the placement of the temporary signboard parking it seems that no entry is for vehicles since vehicles are being directed to parking area.

In picture 86, a directive is given not to throw garbage “کچرا مت پھنکیں”. With this directive the word “برائے مہربانی” please is given which makes it a request instead of an order. It is a polite way to communicate the message not to throw garbage, but it is unclear because it does not tell where to throw or have any symbol which can further elaborate the text.

In picture 87, a signboard which not only shows the name of the place but also informs the timings of the park. Winter and summer timings are different. At the bottom of the signboard, an assertive is written which states that parking car on the road is not allowed. A very small font size is used for this text which shows that this information is back grounded as compared to timings and name of the park. No producer is shown which can inform the viewer inform about the administration of the park. One aspect that shows negligence of the administration is quite evident. In a way, that the word “منع” (not allowed) is erased by scratching which makes the statement totally opposite i.e., park car on road. Although a sane citizen can infer the meaning of the text with this scratching still, but authorities seem to be negligent and irresponsible.

In picture 90, a single Urdu sentence is written which falls within directives and more precisely an order to stay away from the ticket booth. The signs mention the addressee of the order with the name unauthorized persons, so this delimits the group of people who are authorized to go inside the ticket booth. No producer or department is mentioned but the viewer will have to make use of the context for interpretation of the signboard. Here it is not clear that the workers have pasted the signboard, or it is authorized by the high authorities of metro station.

In picture 91, two sentences are written in Urdu. The first sentence is an order to check your remaining cash/ change before leaving the counter while the second sentence is an assertive that informs the viewer that the department will not be responsible after leaving the counter. To make it more valid, the name of the authority along with department is also mentioned.

In picture 92, the signboard starts with the title that says, “SOP_ Covid 19”. Here the title informs the audience about the content of the signboard. All the sentences are assertive in nature which clearly informs the audience to practice SOP as wearing face mask, sanitizing both hands and maintaining safe distance. In case of violation, a fine of 500 rupees will be imposed. Here the viewer is not directed but the tone of informing has been employed by the producer who is not visible.

Picture 93 is an assertive informing the viewer the way to exit. Here two modes are used for informing i.e., text and arrows. The text itself cannot fully convey the meaning until the arrows are placed for showing direction. Here one signboard is showing two-way direction through the use of opposite arrows.

In picture 94, signboard is seen playing the role of informing. The text defines the point as entry area while the arrows inform the direction for entrance. This signboard also comes under assertives.

In picture 95, the signboard has text informing the viewer as the point of entry but the icon of a person sitting on a wheelchair delimits the point of entrance to only physically impaired persons unlike picture 94 which announces entry for everyone without any reservation. The arrow shows direction here.

In picture 96, two types of information are written on a single signboard about direction of ticket office and platform. The presence of arrow removes ambiguity and informs the audience where to go for buying ticket. While the placement at a second position also shows the second action of taking metro from platform.

The signboard in picture 97 performs two functions. The first function is informing through text and arrows. The second function of the text is ordering through imperatives. Along with imperatives, arrows are also related with these imperatives for showing direction.

In picture 98, signboard is an informative sign which shows direction with the help of an arrow. The name of ”مسجد مزار اقبال” (Masjid e Mazar e Iqbal) is mentioned. The arrow clarifies the way to the mosque.

In picture 99, a signboard relating to corona virus is seen which on a general level is an informative sign. If seen in parts, three directives are given, Stop corona virus, wear mask and cover nose and mouth. The last sentence both in English and Urdu is an assertive informing the audience. The word warning is also written which declares to be a warning, but it is more an informative sign full of directives.

In picture 100, signboard is deployed at motorway performing two functions through symbol and text. The symbol informs the viewer about the curve which is ahead while the text contains two directives which directs the driver to do for the upcoming curves on the way. The first directive is to reduce speed while the second part also gives a clue how to reduce speed. Instead of applying brakes, the driver must use low gear for controlling and reducing speed.

It is observed during the analysis that commands are changed into requests by the word please or in Urdu two words are used interchangeably, “مہربانی اور برائے کرم” like in picture no 1 where the meaning is conveyed through the use of two languages both Urdu and English. The word “برائے مہربانی” is used with an order “شناخت کے لیے” which makes a command a request. The same pattern is seen in English which says, “Please Prove your identity” The word please makes the command a request for proving the identity. According to Trosborg (1995), there are eight strategies of making requests: hinting, questioning hearer’s ability/ willingness, suggestory formulae, statement of speaker’s wishes and desires, statement of speakers’ need and demand, statement of obligations and necessity, performatives and imperatives. Within the data, two types are found in which speakers’ need and demand are seen with the word Please or “برائے مہربانی” while one performative is found with the word “گزارش ہے” since performative requests contain the verb of requesting within the sentence.

In picture 37, three signboards are allocated in top, middle and bottom position. The top signboard is a request with the request marker “برائے مہربانی” while the second signboard in the middle contains only one request written at the start using the same request marker while all the other sentences including the last signboard are commands issued by the authorities. Through this data we can assume that requests are placed first while commands are given the second place in the data. This placement shows that requests are preferred medium of communication instead of orders which can threaten the face of the viewer. The same pattern is again observed in picture 39. This signboard is in Urdu language and contains two sentences. The first sentence is a request followed by an order to stay away from grills and other surfaces while the request starts with the

same request marker “برائے مہربانی”. The picture 65 starts with the same request marker, but a warning is conveyed through the use of it.

Another syntactic structure is seen for making requests to the public in picture 51. The signboard starts with a request, “All the visitors of the zoo are requested”. Here the word “گزارش” (requested) is explicitly used followed by some orders like take care of belongings and beware of pickpockets. Although these two sentences are orders, but the first sentence makes it a request. This request is followed by an assertive, “Otherwise administration will not be responsible”.

As discussed earlier, requests are followed by orders but in pictures 78 and 79, the request markers have been used in both the signboards but here assertives follow the requests like “برائے مہربانی پلاسٹک بیگ کوڑا کرکٹ قریبی ڈسٹ بین میں پھینکیں”. The assertive is “کوڑا کرکٹ قریبی ڈسٹ بین میں پھینکیں” .

Besides requests, orders are issued by the authorities in both English and Urdu using both passive and active voice. The use of request markers makes an order a request, but a hierarchical relation is formed when an order is passed. A person higher in authority can pass order while requests is a bidirectional process. A person higher in authority can pass orders and requests. The use of word please can make the order a request while a person lower in status can only request while he cannot issue the order. One more aspect which one finds is request or indirect orders are issued as a face-saving act and in a way, it does not threaten the negative face of the listener since he has the option of rejection and refusal while the tone of the order is direct and a face threatening act intrudes and impedes one’s freedom of action and will. But the data show that orders are more in number as compared to requests which threaten the negative face of the viewer by compelling him to submit his will and comply with the orders. The picture 22 orders, “Use Dim Lights At Dawn and Dusk” while in Urdu the signboard in picture 83 says, “بندروں کے قریب برگز نہ جائیں”. Even phrases are used for issuing an order like in picture 84, the signboards states, “No Pick & Drop” in picture 64 has two orders, “No littering/ Use Dustbins.”. In picture 50, along with a phrase, “Pitch In” an icon of dustbin and a person throwing garbage into the bin is shown which serves as an elaboration of the order in terms of an action. It is observed that complete syntactic structures are used while making a request whereas orders are also passed using phrases in pictures 50, 64 and 84 as described above. The use of phrases in giving orders by the administration are only found in the data of signboards written in English only. Urdu

sentences are more elaborative using complete syntactic structure both in giving orders and making requests to the viewer.

The data show that the requests are always followed by the orders while another category of assertives which is found in abundance both precede and follow requests. In picture 51, the first sentence in the signboard is a request though containing three clauses while the second sentence is an assertive so requests are also followed by assertives. According to Wood and Kroger (1994), speech acts are divided into three units, central speech acts, auxiliary speech act and a micro unit. So, within the distinction of speech acts, one is the primary while all other are auxiliary which are placed to increase the acceptability of the intended act.

Most common pattern found within data is when assertives are followed by directives. Both in Urdu and English this formation is prevalent. In picture 59, the signboard has two sentences in which the first sentence is an assertive which says “پانی ہے نعمت ہے” (Water is a blessing) while the second sentence is a directive which says “اسے مت کریں” (Do not waste it). Deng (2014) has conducted an analysis on the pragmatic aspect of signage in China where he has reported the same signboard on the importance of water with similar intention and syntax.

水是生命之源，请节约用水。

Shuǐ shì shēngmìn zhī yuán, qǐng jiéyúe yòngshuǐ.

“Water is the source of life, so please save water.” (p.33)

The main part of speech act is a request while the assertive, Water is precious is an auxiliary speech act emphasizing the importance of water.

The same pattern is repeated in picture 59 which says, ذمہ دار شہری ہونے کا ثبوت ”کچرا ڈسٹ بن میں ڈالیں“ دیں. So, here we can see again the first sentence is an assertive and an auxiliary while the second is a clear directive and an order containing the central meaning of the speech act. Within the data, this pattern is reversed like in picture 65, the first sentence is a directive forbidding people to stay away from transformer area and electric wires while the second sentence is an assertive informing people that administration will not be responsible. Another instance of an order followed by an assertive is found in picture 67 stating, “Make a queue and camera is watching you”. The data also show the same pattern being followed in English. In picture 14, the first sentence is an assertive, Safety is as simple as ABC” followed by a directive, “Always be careful’.

The data are replete with assertives. In some signboards only one assertive is mentioned like in picture 15 containing both Urdu and English sentences, “Steep and Dangerous curves ahead.” But assertives are seen to be performing multiple acts of informing, advising and directing the viewer. The first category of informing is seen in picture 52 which explicitly informs the viewer that senior citizen, government employees working under CDA and Metropolitan department along their families can have free entry into the park. The student along teachers on Friday can also get benefit of free entrance. Picture 53 informs the visitors by the signboard, “CDA at work”. which informs the viewer that the park is looked after by the administration of Capital Development Authority. At work refers to the constant efforts of the department but it is vague that these endeavors are for constructing something new at present or just for maintenance of already existing things in the park. In picture 49, the sentence in English is an assertive, “Vehicles are park at owners’ risk” though grammatical mistakes are evident, yet it is an information while the same translated in Urdu becomes a directive, “اپنی گاڑی کی حفاظت خود کریں”-But in picture 31, both sentences in English and Urdu are assertives and information regarding rumble strips.

Within the category of informing, another aspect which is an information for the visitor, but non-compliance will lead to some fine or punishment so in a way it can stand as a warning within the general category of informing. Picture 53, not only informs the visitors that pets and ammunicions are not allowed in the zoo but also warns them not bring along otherwise entrance will not be allowed by the authorities. Picture 56 also is an information explicitly stated but a warning also that playing cricket or football will lead to expulsion from the park. Signboard as captured in picture 57 is a warning in which the punishment is also mentioned that police will be asked for help for a person showing uncivilized behavior. Picture 3 is also an information and plays the function of warning also that swimming is not allowed in the lake. It is observed that information regarding timings comes under the category of assertives since information without directing or suggesting is given through the display of signboards.

The second function played by assertives is of directing people towards a certain route like in picture 54 the direction for Damn e Koh track is shown with an arrow pointing towards the route. Picture 4 also directs and informs the visitor that this way is closed while the word نہ along with an arrow shows the direction.

Some signboards deployed for advising the people about their behavior like picture 77 is a suggestion in an indirect way. The producer on surface level has written

a statement that clean country is a reflection of clean nation so in a way there is a suggestion hidden to practice cleanliness. Although the verbs like “چاہیے” (chaiyay) or should is not followed which is structure a suggestion follows but here this assertive with a simple sentence structure plays the role of suggesting. Another signboard on motorway suggests, “Better late than never”. Here the producer wants to suggest that to arrive late at your destination is far better to arrive never. In simple words, the producer is suggesting not to over speed during the journey. Another signboard states, over speeding can be fatal. If the statement is interpreted, it says that exceeding the speed limit can lead to accidents or such results which may harm human life or even put an end to life. but on the other hand, if syntactic structure is seen the use of “can” in the sentences shows that even the producer is doubtful while the sentence if changed as “Over speeding is fatal” will be an assertive giving information but the use of “can” lends doubtfulness to the entire sentence make it a suggestion and moreover it is up to the hearer or viewer to follow the suggestion or put a deaf ear to it.

In some signboards, two sentences both assertive in nature are seen which performs the role of informing “پانی کے جھرنوں میں بجلی کی روشنیاں لگی ہوئی ہیں اس لیے پانی کے جھرنوں میں داخلہ منع ہے”. Both are assertives but the first sentence informs while the second warns the reader not to enter or touch the said area.

Besides, directives and assertives, signboards also function as declarations for the public but the data show that this phenomenon is uncommon. Only one instance is found within the data that falls under the category of declaratives. Declaratives, according to Searle (1979b) are the utterances that affect immediate changes in the institutional state of affairs such as declarations, firing, christening. Here in picture 9, a public notice was displayed declaring the closure of Shahi Qila till further orders. This declaration brings immediate changes in the state of affairs i.e., closure of the building. The declaration of opening will again bring immediate change in the state of affairs by opening the doors of the building for the masses and people will be allowed to visit the building without any obstruction.

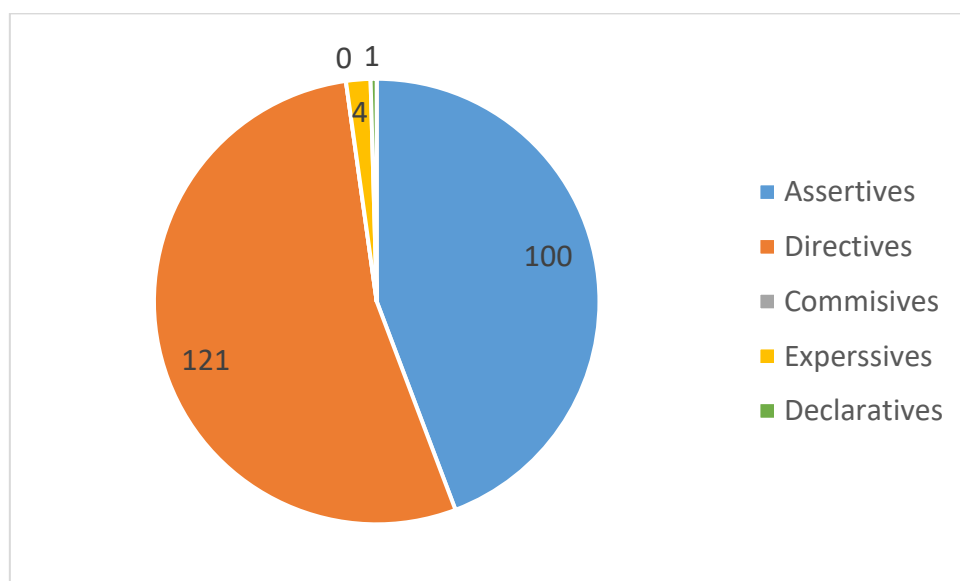
Within the data, the acts of welcoming and thanking are seen which show the expression and emotions of the producer. These two acts come under the category of expressive which express a psychological state of a person. In picture 13, a signboard is erected at the very start of the motorway which expresses the feelings of happiness through the deployment of a signboard which clearly states, “Welcome To M2”. This signboard is allocated by National Highway and Motorway Police and a logo of

Motorway police is also present. This shows that the producers of the signboard or the authorities of the Motorway are expressing their happiness for travelling on Motorway, so the word “Welcome reflects their feelings”.

The second instance of thanking which is an expressive according to Searle’s classification is seen in picture 51, the word, “شکریہ” is mentioned while in picture 68 the sentence in English clearly mentions the reason for mentioning thank you, “We thank you for your cooperation” while in Urdu the signboard says, “آپکا تعاون ہمارے لیے ”باعثِ افتخار ہو گا”. Although the words of “شکریہ” is not mentioned clearly but since it’s a translation so it is considered as a gesture of saying thank you. Here the reason is also mentioned while in the first instance it is unclear why the phrase thank you is written. Are the authorities thanking the reader for just reading the signboard without showing compliance or this thankfulness is applicable only after showing compliance? Here the phrase thanks you in picture 51 creates ambiguity while in the second signboard, the sentence further asserts the already mentioned orders that the cooperation with the authorities will be appreciated and, in this regard, a gesture of thankfulness is shown.

The pie chart of the data in figure 14 shows most of the signboards contain directives having 121 total sentences. The second most used are assertives on signboards having 100 sentences while only one declarative is used. In the whole data, only four expressives are found. Commissives are missing in the data.

Figure 14 Speech Acts



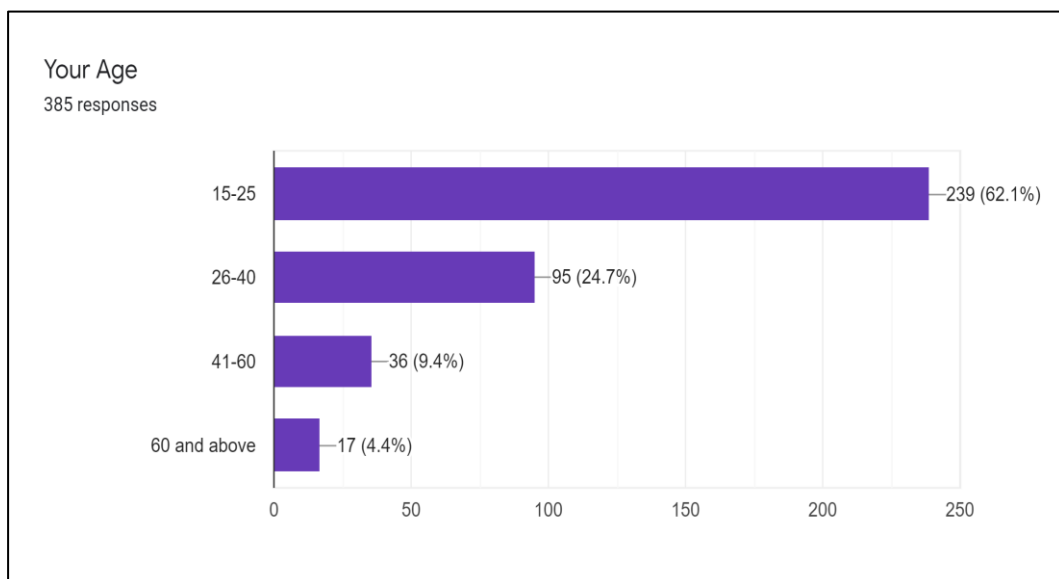
4.1.7 Graphic Analysis of Questionnaire

A questionnaire was distributed among 385 participants to examine how signboards direct people to observe law and help them to learn the codes of conduct through imitation and practice. Moreover, the behavior of the people towards the practicing of law is also judged through the situations. The questionnaire was divided into five sections while the first section was related to the personal details of the participants.

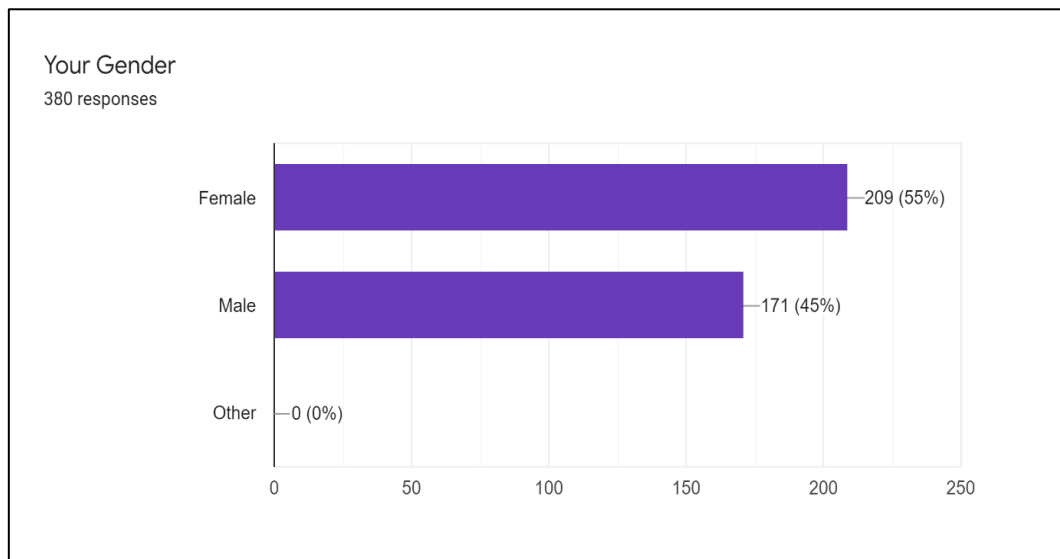
The following section discusses the graphs as formed by the data gathered through google document. It will provide insights into the attitudes, beliefs, and perception of the participants towards signboards which govern their behavior.

The first part of the questionnaire dealt with the demographic details of the participants. The first question was asked about the age of the participants. Figure 15 showed that 62.1% participants belonged to the age group ranging from 15-25 years while 24.7% participants aged 26-40 years. 9.4% participants belonged to the age group of 41- 60 years and only 4.4% participants represent 60 and above age group.

Figure 15 Participants' Age



In the present research survey, 55% female participants took part while 45% participants represented male strata of our society as shown in figure 16.

Figure 16 Gender

According to Figure 17, 36.4 % participants were bachelor's degree holder while 36.4 percent had also secured the degree of masters and above. 22.6% and 5.7% participants belonged to intermediate and matric level respectively.

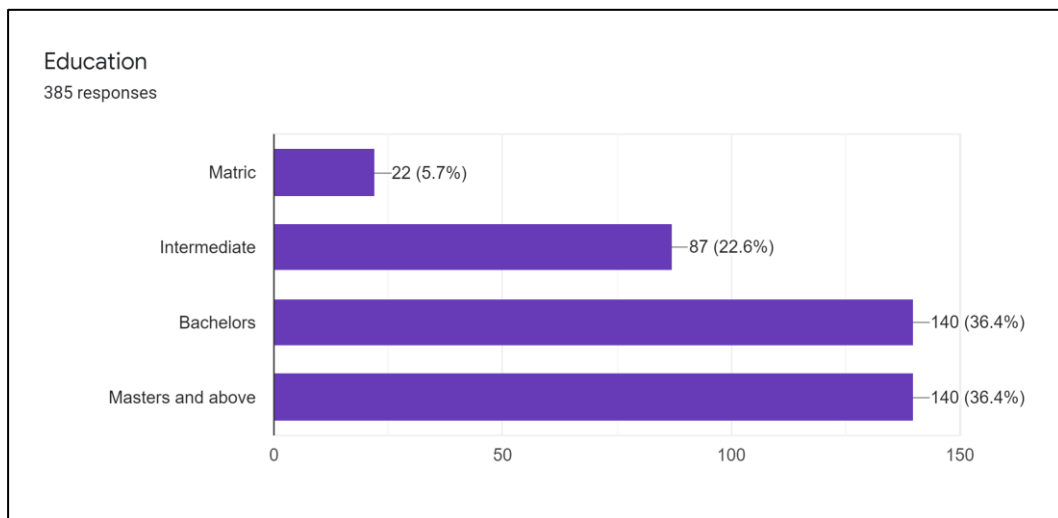
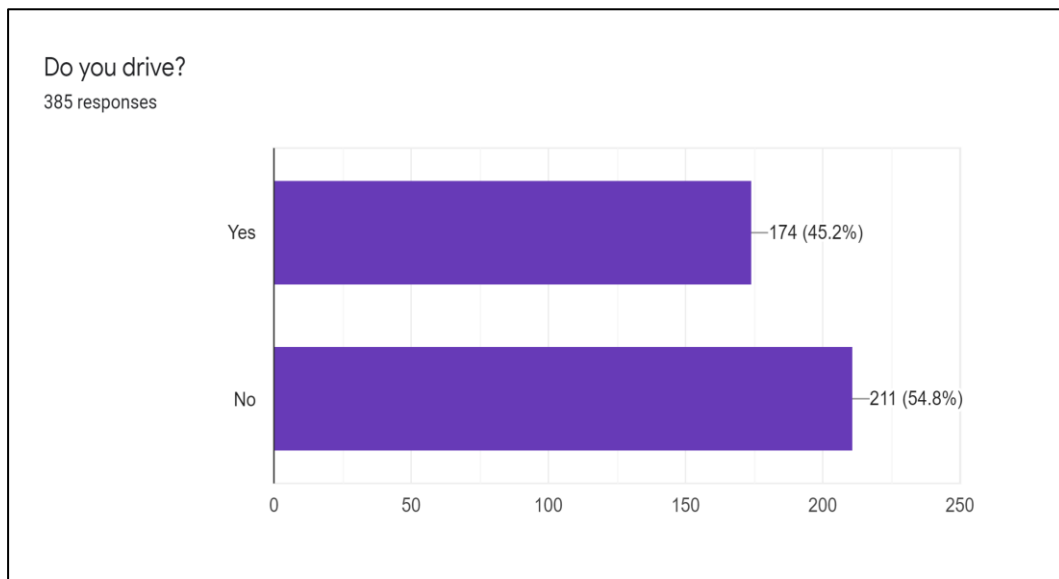
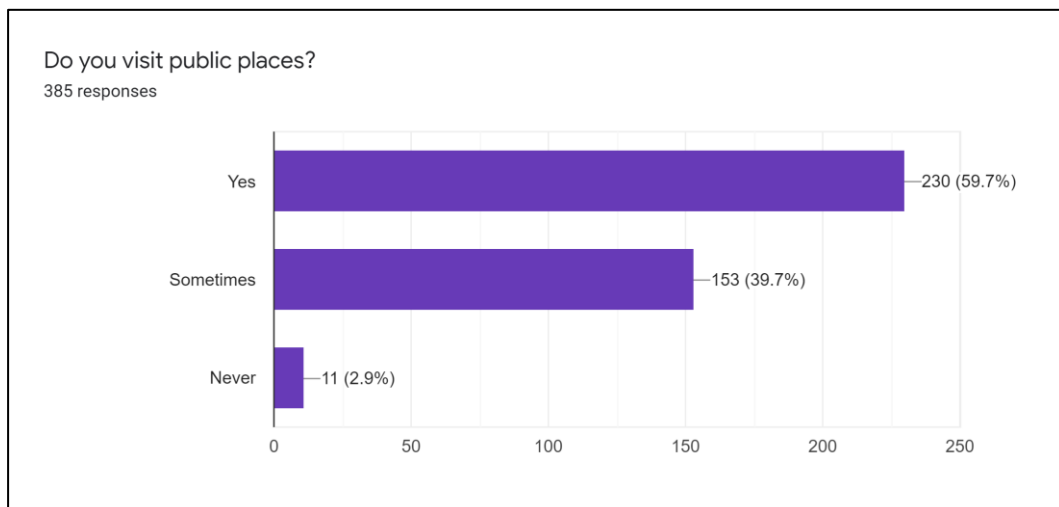
Figure 17 Level of Education

Figure 18 shows that 54.8% of the participants did not drive while 45.2 % of the participants knew how to drive a car.

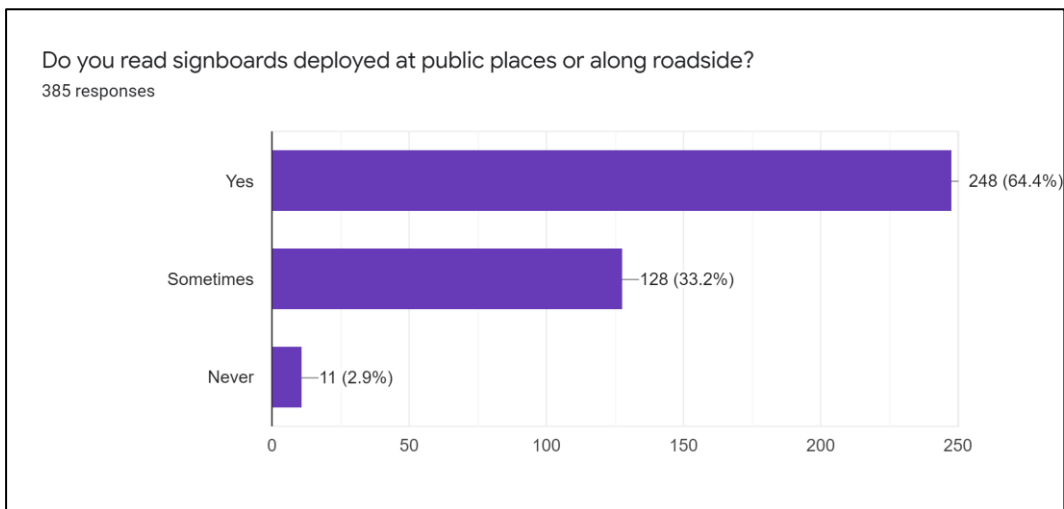
Figure 18 Driving

The answer to the question, “Do you visit public places?” showed that 59.7 % participants visited public places often while 39.7% sometimes moved at public places. 2.9% participants said they had never visited public places as shown in Figure 19.

Figure 19 Visiting Public Places

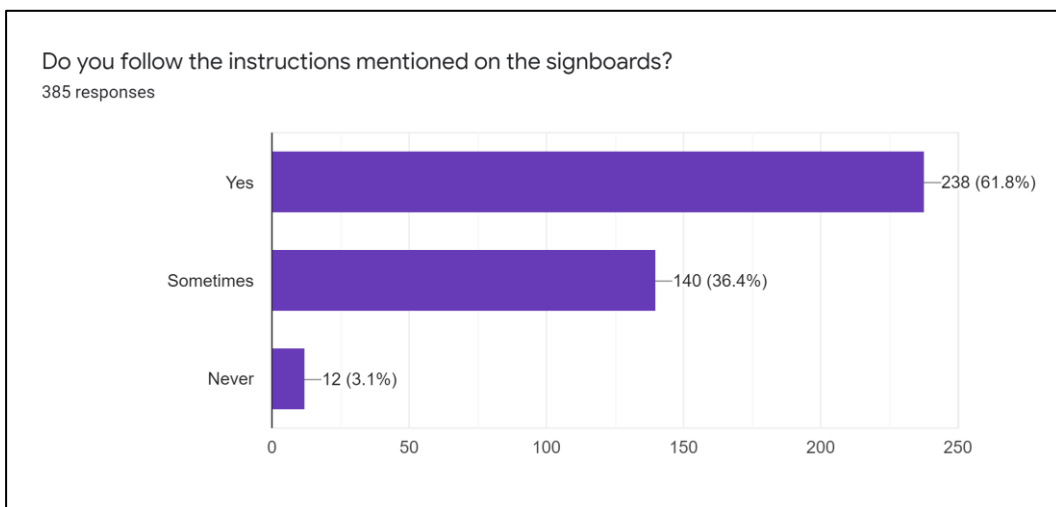
The Figure 20 show that 64.4 % participants read signboards deployed at public places or along roadside while 33.2% chose the option sometimes they read signboards. 2.9% participants reported that they had never read signboards.

Figure 20 Tendency to Read Signboards

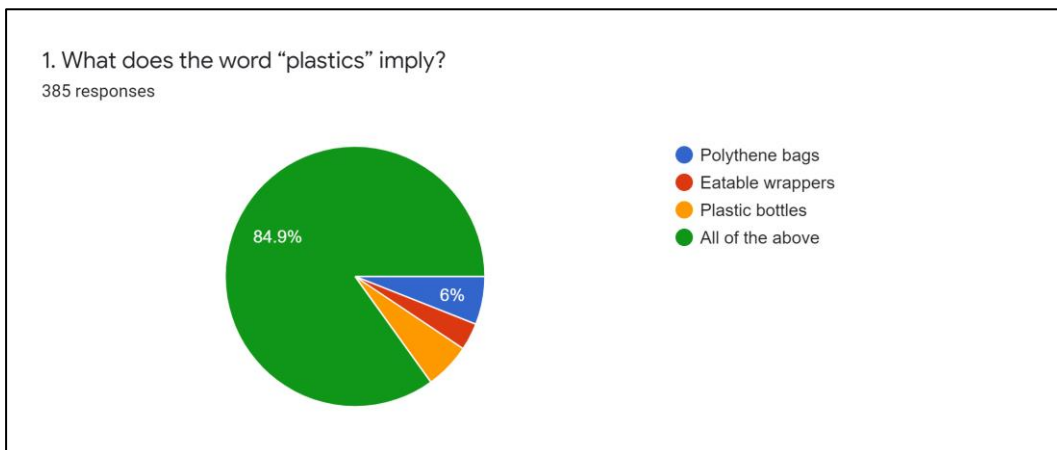


As per Figure 21, 61.8% participants were reported to follow the instructions written on the signboards while 36.4% participants sometimes followed the instructions. 3.1% confessed that they have never followed the instructions.

Figure 21 Instructions on Signboards



The second section of the questionnaire dealt with the interpretation of ambiguous words written on the signboards. Figure 22 showed that 84.9 % participants thought polythene bags, eatable wrappers and plastic bottles to be the interpretation of the word “plastic”.

Figure 22 Signboard No. 80

57.7% participants opted for the option all of the above interpreting the word weak in terms of old, punctured and worn-out tyres as shown in Figure 23.

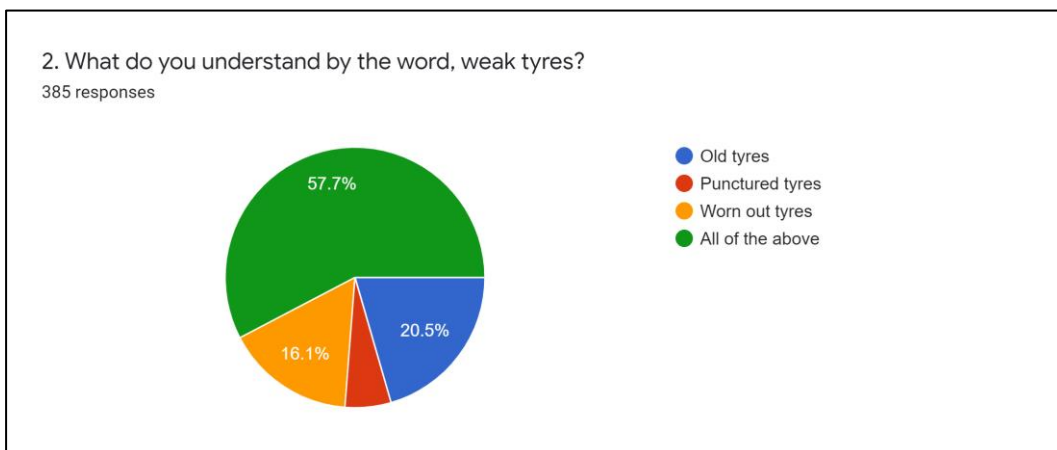
Figure 23 Signboard No.33

Figure 24 shows that 57.7% people considered safe driving as careful driving while the second most opted option was deployment of traffic signs by 18.7% participants. While 15.6% and 7.6 % participants thought good condition of roads and good visibility as the right meaning respectively.

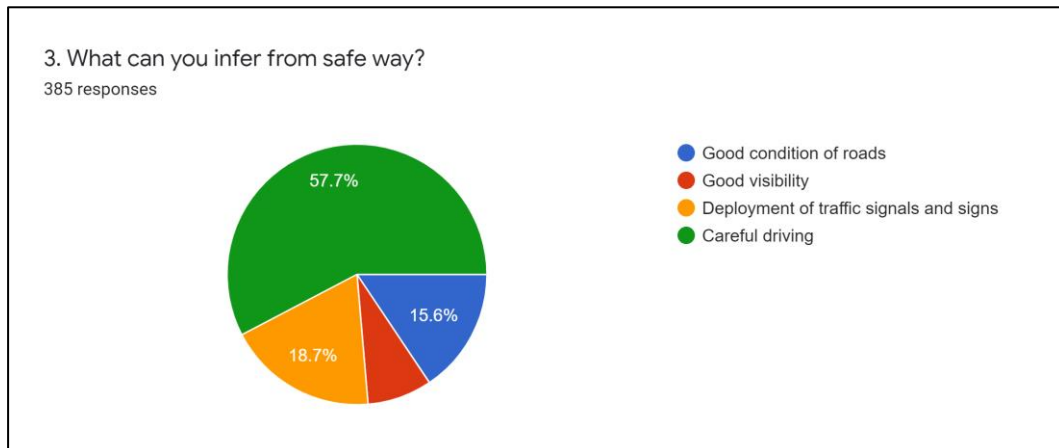
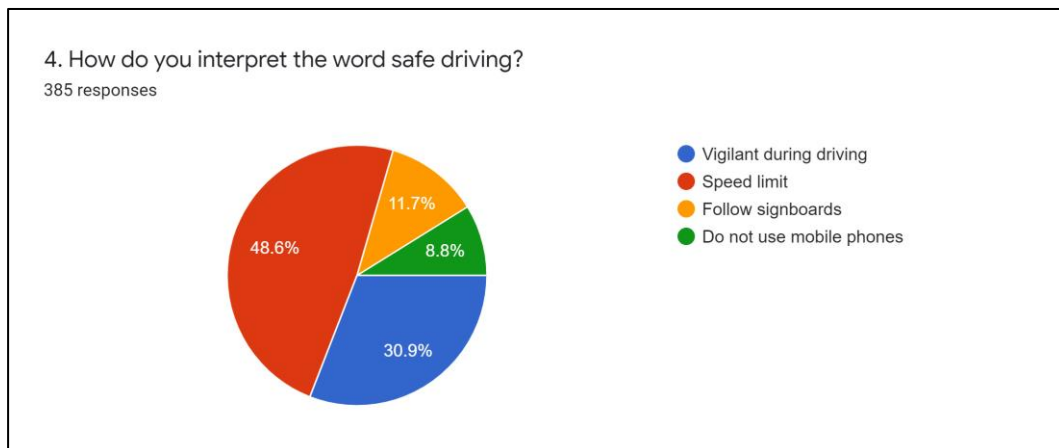
Figure 24 Signboard No.20

Figure 25 shows that safe driving was interpreted as speed limit by 48.6% participants while 30.9% thought vigilance during driving as the correct option. 11.7% participants considered follow signboards and 8.8% thought not using mobile phone as correct interpretation of the phrase.

Figure 25 Signboard No.34

The next section of the questionnaire dealt with the meaning of sentences as mentioned on the signboards. Figure 26 shows that the first signboard was interpreted by 71.9% participants in terms of reducing speed. 12.7% people thought active driver while 12.5% and 2.9% considered follow traffic signals and vehicle checkup the correct meaning of the signboard respectively.

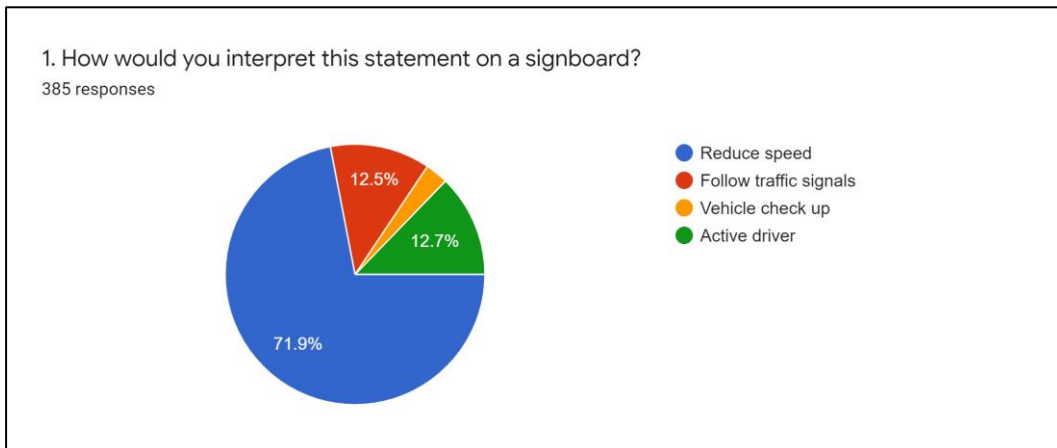
Figure 26 Signboard No. 24

Figure 27 shows that 48.1% participants interpreted the importance of neat and clean environment. 20% participants opted for defining the qualities of a nation as correct while 18.4% and 13.5% opted for practice cleanliness and a general message respectively.

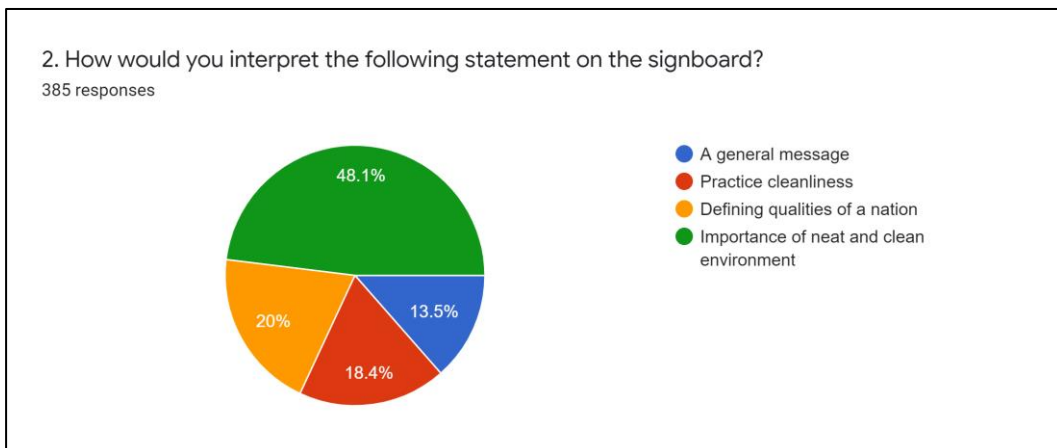
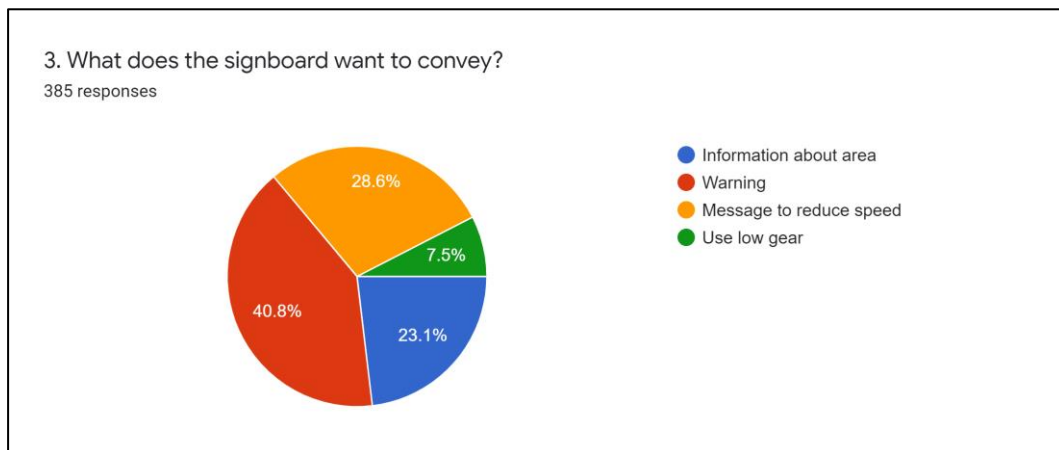
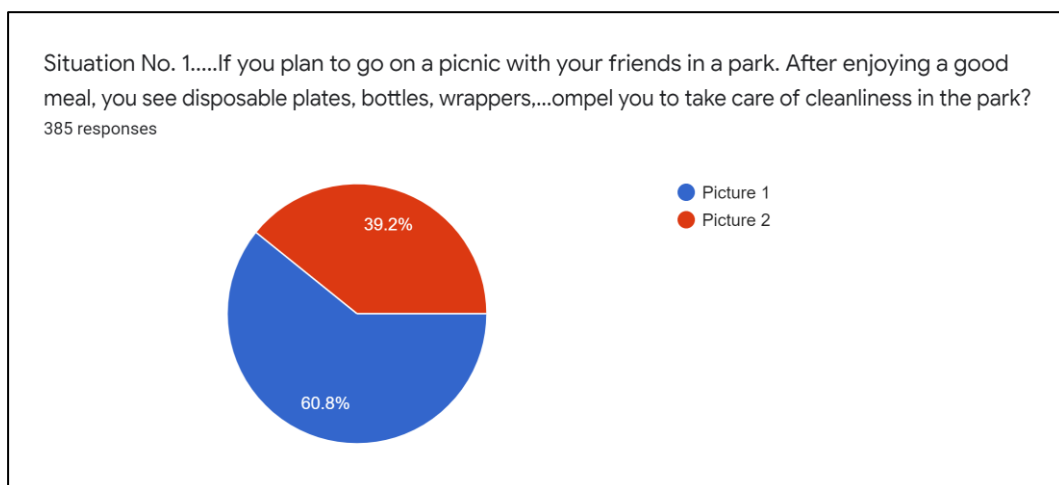
Figure 27 Signboard No.77

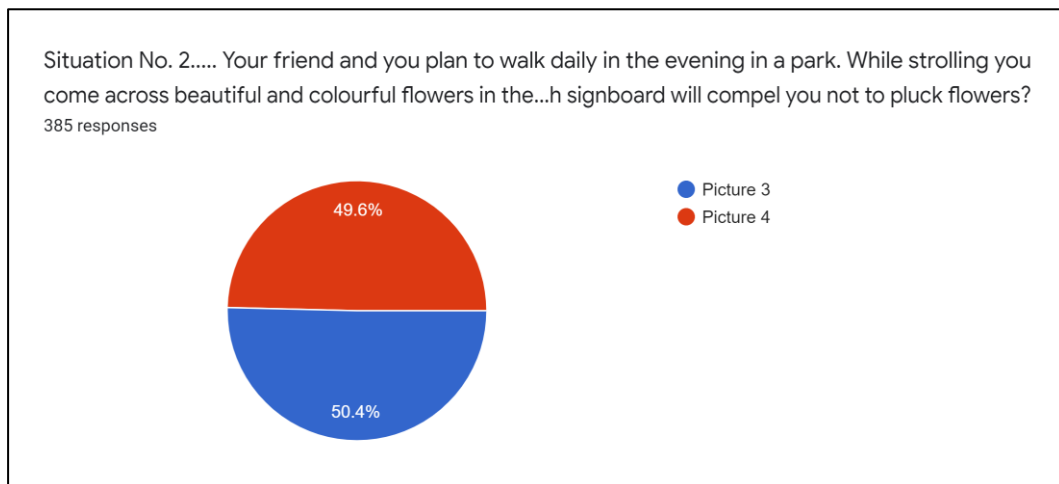
Figure 28 shows that 40.8% participants thought that the signboard was meant to convey warning. 28.6% thought it as a message to reduce speed. 23.1% people considered it just an information about the area while the last chosen option by 7.5% people was use low gear.

Figure 28 Signboard No.15

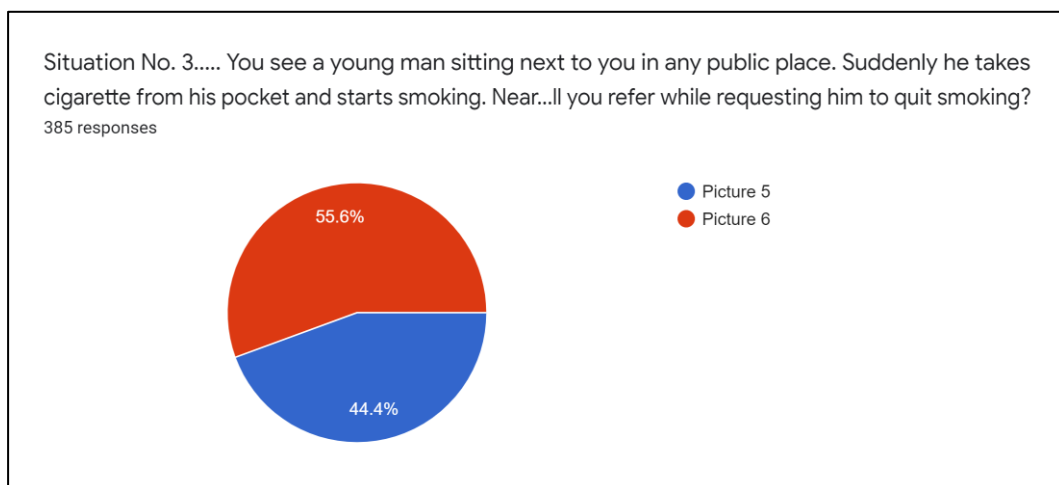
The third section presented some situations to see how signboards effectively communicate and help in implementation of law. Moreover, it also highlighted the behavior of people in presence of such signboards. The first situation in Figure 29 showed that picture one is more effective since it was selected by 60.8% participants while 39.2% people chose picture 2.

Figure 29 Situation 1

The second situation showed that 50.4 % people chose picture 3 to be more effective than picture 4 which was selected by 49.6% participants as shown in Figure 30.

Figure 30 Situation 2

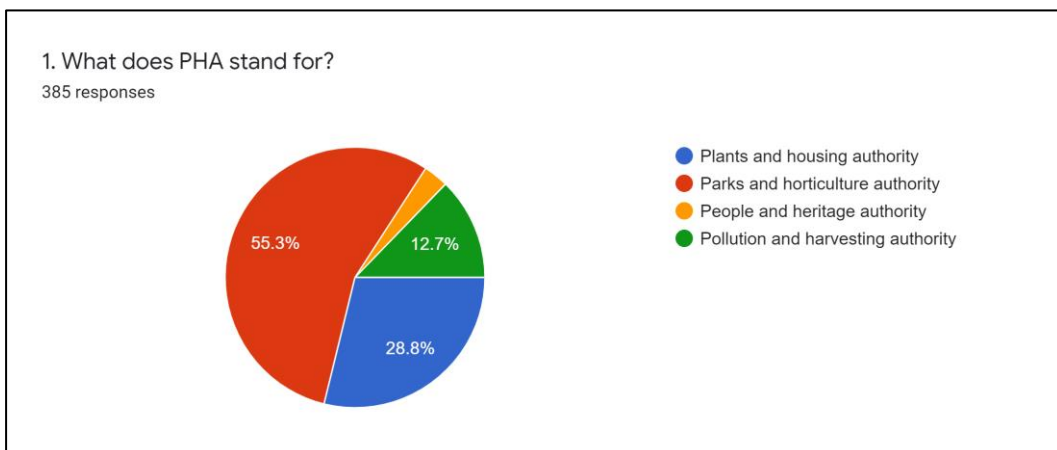
55.6% people thought picture 6 to be more communicative while 44.4% people chose picture 5 as shown in Figure 31.

Figure 31 Situation 3

50.6% participants chose picture no. 8 while 49.4 % people thought the picture 7 to be more effective in implementing rules as shown in Figure 32.

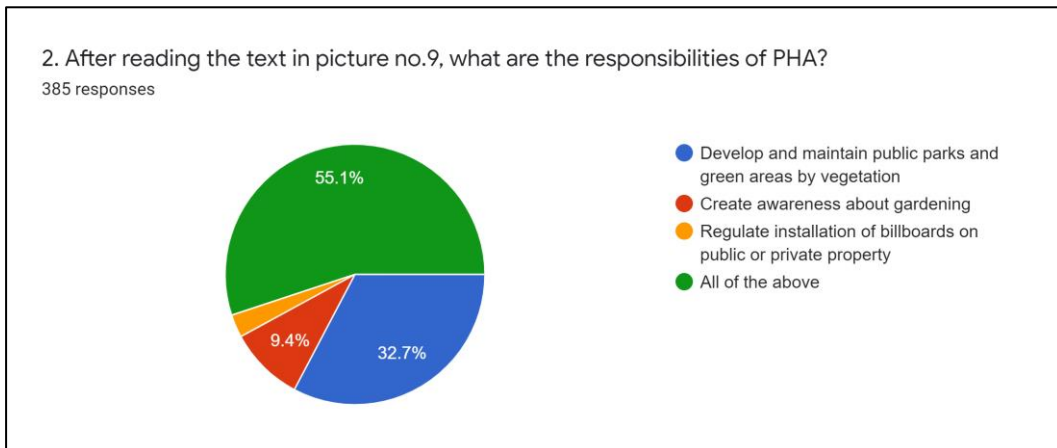
Figure 32 Situation 4

The last section aimed to analyze the knowledge of the participants regarding public institution and their duties. Figure 33 shows that 55.3% of the participants chose Parks and Horticulture Authority which was the correct option while 28.8% participants thought plants and housing authority as correct and third and last option were chosen by 3.1% and 12.7% participants respectively.

Figure 33 Abbreviation of PHA

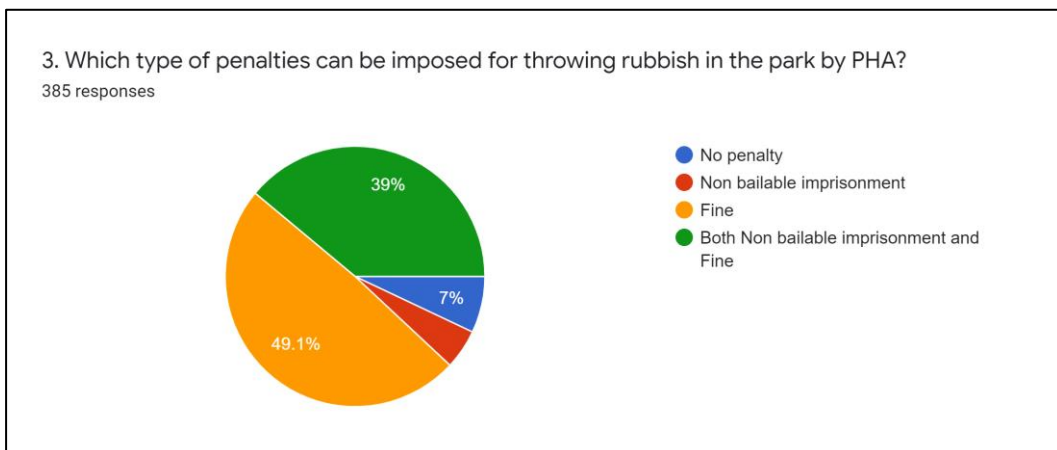
55.1% participants chose the last option All of the above while 32.7 % people chose option one that was “develop and maintain public parks and green areas by vegetation” as shown in Figure 34

Figure 34 Responsibilities of PHA

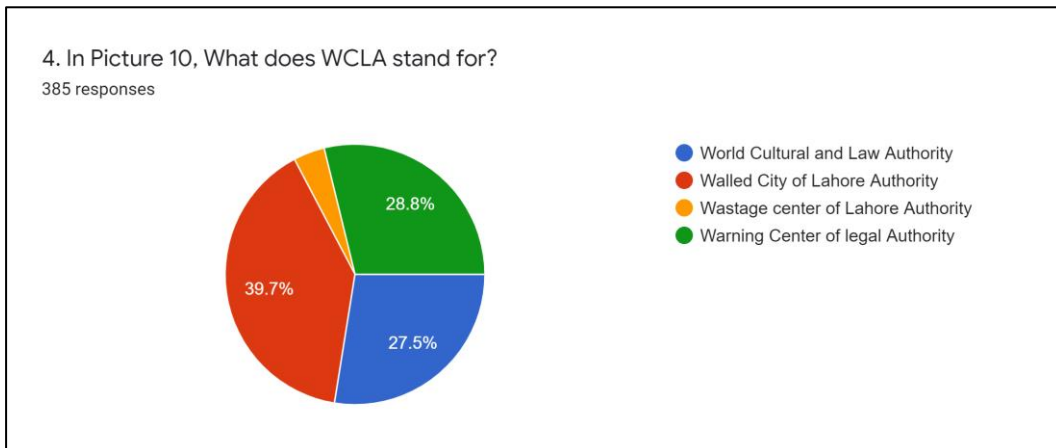


According to Figure 35, the Parks and Horticulture Authority could impose fine as 49.1% people thought while 39% people thought the correct option i.e., both nonbailable imprisonment and fine by authorities.

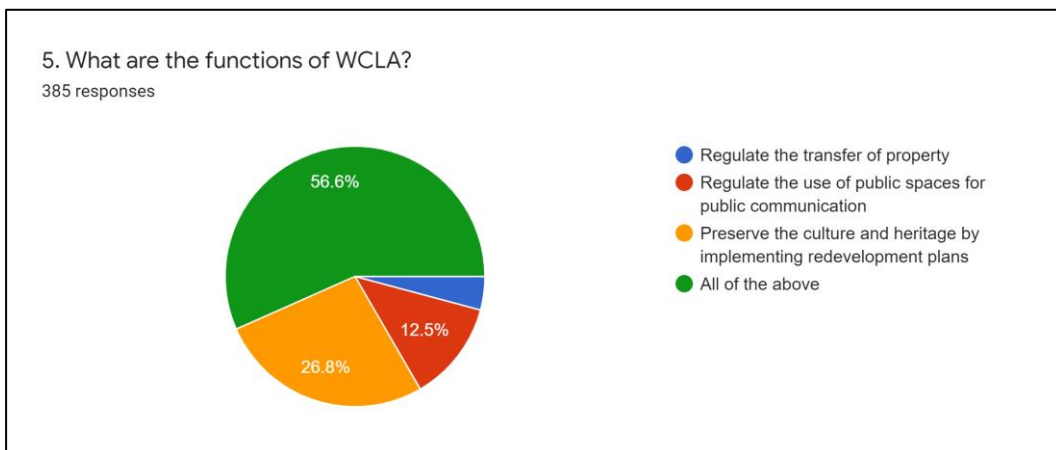
Figure 35 Penalties by PHA



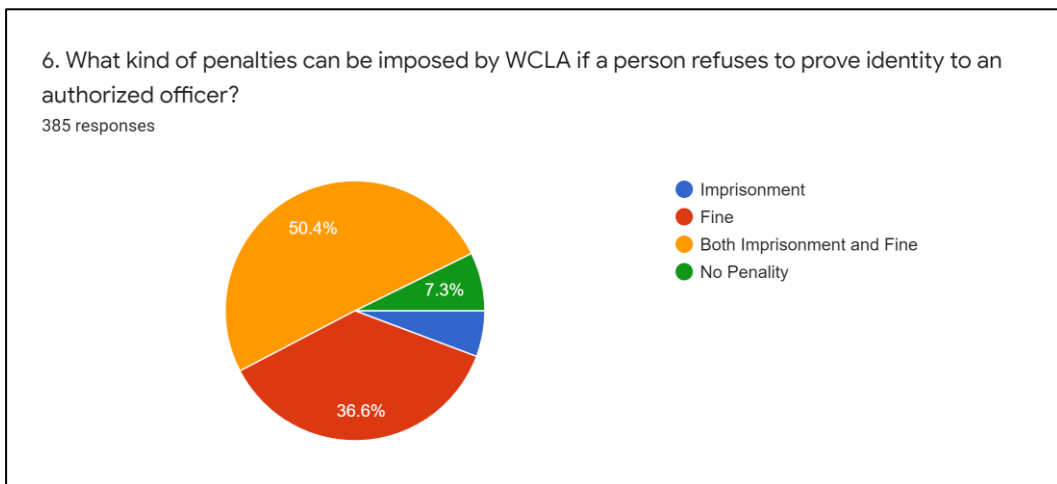
The next question was answered correctly by 39.7 % participants while 28.8% and 27.5% people chose Warning center of legal Authority and World cultural and law Authority, respectively. The last option was selected by 3.9 % as shown in Figure 36.

Figure 36 Abbreviation of WCLA

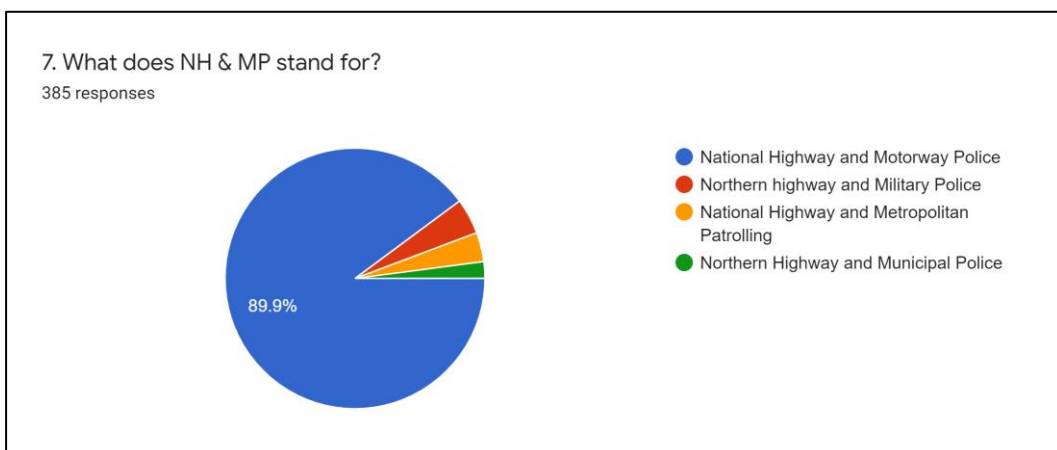
56.6% participants chose the last option all of the above while 26.8% and 12.5% people chose third and second option respectively. The last chosen option was 4.2 % i.e., regulate the transfer of property as shown in Figure 37.

Figure 37 Responsibilities of WCLA

The next question seeks to inquire whether people were aware of the penalties which could be imposed by the authority on violators. 50.4% people chose the correct option both imprisonment and fine while 36.6% people thought fine, and 7.3% people opted for no penalty also. The least opted option was selected by 5.7% participants as shown in Figure 38.

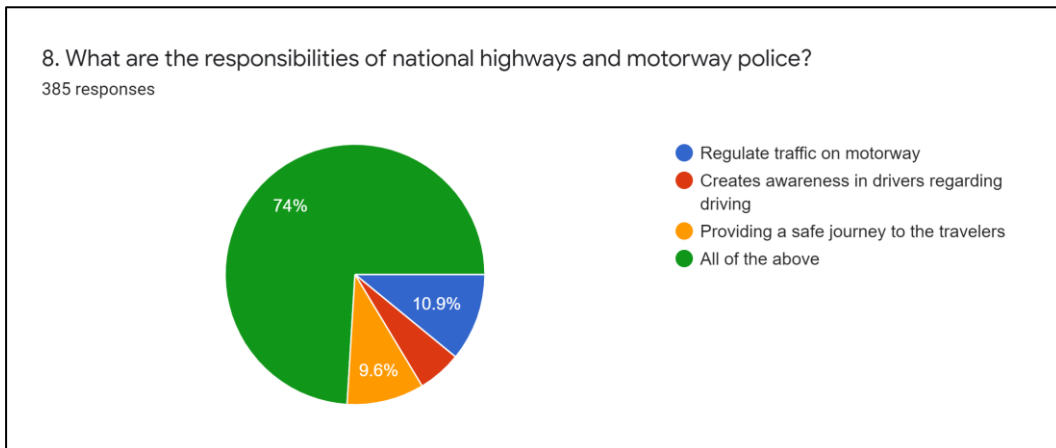
Figure 38 Penalties by WCLA

The most well-known department NH & MP was opted by 89.9% people while the second, third and fourth options were chosen by 4.4%, 3.6% and 2.1 % respectively as shown in Figure 39.

Figure 39 Abbreviation of NH& MP

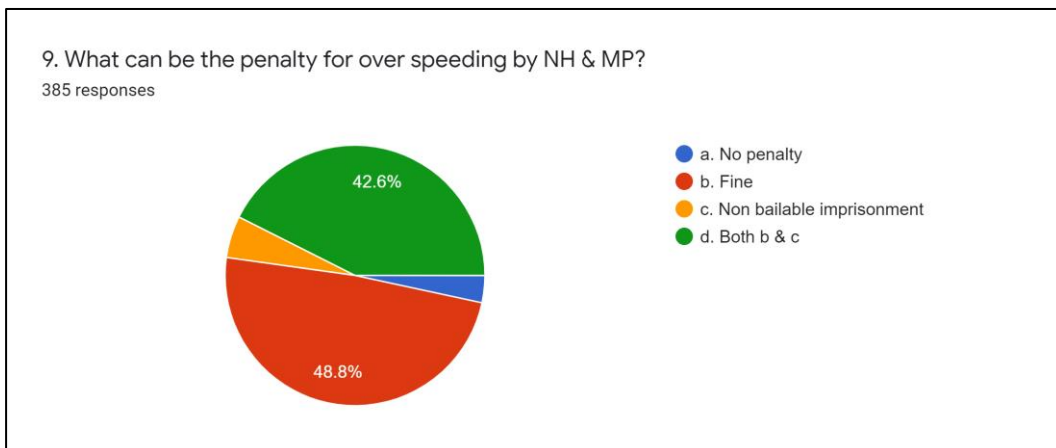
74% participants chose the last option that was all of the above while 10.9 % chose regulate traffic on motorway and 9.6% participants thought providing a safe journey to the travelers and 5.5% chose the last option as shown in Figure 40.

Figure 40 Responsibilities of NH & MP

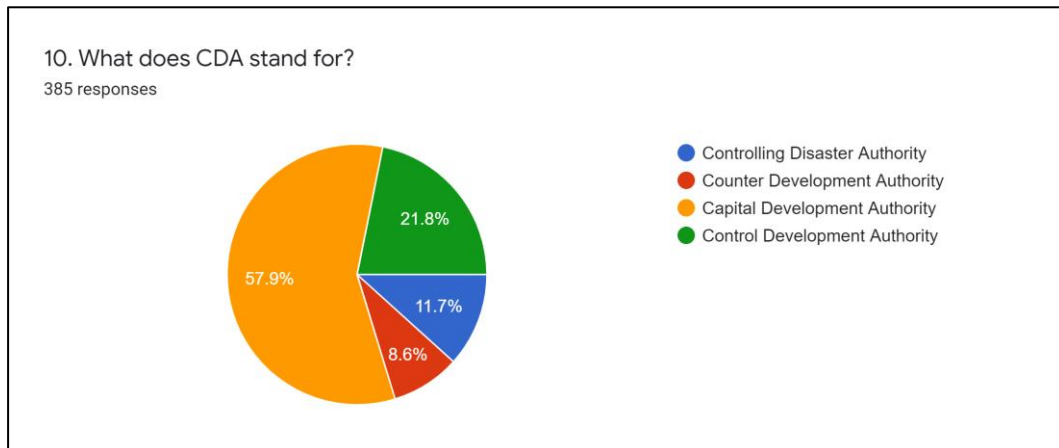


48.8% people thought that only fine could be imposed by NH & MP while 42.6% people thought both fine and imprisonment as the correct answer. The least chosen options were imprisonment and no penalty by 5.2% and 3.4% respectively as shown in Figure 41.

Figure 41 Penalties By NH & MP



This correct name of the department was recognized by 57.9% participants while 21.8% people chose Control Development Authority and 11.7% people selected controlling disaster authority and the counter development authority was chosen by 8.6% people according to Figure 42.

Figure 42 Abbreviation Of CDA

4.1.8 Result Analysis of Questionnaire

The questionnaire is a quantitative analysis that aims to examine not only the communicative power of the signboards but the level of comprehension of the masses living in Pakistan. The signboards are displayed by the government for directing, molding and shaping behavior of the people but it is important to see how much meaning is conveyed to the viewer and especially the laws which are meant to enskil them. For this purpose, a questionnaire was developed which was divided into five parts.

After the demographic details, the questionnaire is consist of four parts as described earlier. The first part deals with the meaning of individual words. A descriptive note for the participants has also been included to inform the participants regarding the stance behind each part. The descriptive note is read as,

“Some of the words have multiple meanings which create ambiguity in the mind of the reader. Here are some of the words taken from the signboards which may have multiple meanings for different viewers.”

Four examples have been added to part one which deals with interpretation of individual words. One example is a signboard written in English language. Here the word “Plastics” has been highlighted. The word “plastics” has different dictionary meanings in terms of noun, adjective and adverb. As noun, the online Cambridge dictionary says, “an artificial substance that can be shaped when soft into many different forms and has many different uses” or the “ the process of producing or business of producing plastics” or “ credit cards or debit cards”(Cambridge, n.d.-b). In adjective sense, plastics refers to “artificial or false” and soft enough to be changed into

a new shape. If we look at the placement of the word plastics on the signboards, it is located after a verb and syntactically a verb is followed by an adverb or a noun so in this way, plastics is used as a noun since the dictionary does not have an entry of this word plastics under the heading of an adverb.

As a noun, the definition says that any artificial substance that can be shaped when soft into different forms, producing plastics or credit cards. Making sense of the co text of the signboard, the nearest possible definition is the first and third mentioning artificial substance and credit cards since the business of producing plastics in the park cannot be run. After further examination, the placement of signboard in the park indicating to keep it clean by avoiding plastics makes the reader quite puzzled as to what is meant by plastics? Of course, the reader will not refer to the dictionary at once, but he will preferably use his background knowledge that plastics can be polythene bags, plastics bottles, wrappers of eatables or all of the above. May be the park authorities are referring to all of the above. Since the word plastics has a wide range of meaning so the interpretation is quite ambiguous and is dependent on an individual. Majority of the respondents i.e., 84.9% opted for all of the above which shows that instead of dictionary meaning the readers have made use of their background knowledge to interpret the word “plastics” however the term used by the administration, “plastics” is still vague. If the second statement is considered, it shows that by avoiding plastics only, the park can be kept clean. The rubbish including rotten food, pieces of newspaper, advertisement or brochures, unused items do not spread uncleanliness. For the park administration, the use of plastics is bothersome which in turn depends on the reader as to which things to add in the broad spectrum of plastics. A few respondents have interpreted plastics as polythene bags, plastics bottles, and eatable wrappers so it is evident that various people will interpret the word plastics differently.

Second signboard is in Urdu language which is placed at an overhead bridge on motorway with no English translation. It is read as if translated into English, “Do not use weak tyres”. Now in this statement the word “weak” is quite ambiguous. What does weak tyre stand for? It is a question for the reader who will interpret this phrase, “weak tyre” as per his intellectual ability. If we look at the online version of Oxford Dictionary (n.d.) , the meaning of the word “weak” has quite wide denotations in terms of adjective. It says not physically strong, likely to break, easy to influence, poor and sick people, economy or currency, hard to see, not good at something, not convincing and lack enthusiasm. In grammar and phonetics, it has other uses. Now if we look at

the statement, a noun is followed by the word weak so syntactically, it is an adjective here adding quality to a noun i.e., tyre. The general meaning of weak which the dictionary states is something not physically strong, but the question arises what does the word weak connote in terms of tyres? Are old tyres bought five or ten years ago but unused are weak tyres? Is a new tyre bought a month ago but having ten punctures a weak tyre? Is a worn-out tyre a weak tyre? Or all of the above suppositions come under the heading of weak. It is quite quizzical and baffling situation as how to decide what is meant by weak tyres. The responses are quite different. Majority opted for all of the above option while 20.5 % showed inclination for old tyres and 16.1% thought worn out tyres to be weak tyres. A few participants consider punctured tyres to be weak tyres. The option worn out is the most appropriate option since the Oxford Learner's dictionary states the meaning of worn out as, "of a thing) badly damaged and/or no longer useful because it has been used a lot" (Oxford, n.d.). So, it becomes evident that if a word is not clear and precise in its meaning then different readers will have different suppositions about the word hence giving various shades of meaning to different people.

The third question shows a statement in English language that is read as, "Safe Way is the Right Way." Here the phrase "Safe Way" is quite confusing. Several questions pop into the mind of the reader. What is meant by safe way? Who is responsible to provide safe way? Does the responsibility fall on the highway authority or the driver? If it falls on the authority, then why is the signboard is placed high on an overhead bridge for the public to read? On the other hand, if the safe way is on driver's part, then how can he contribute to make way safe? There is a long list of questions which this ambiguous word leads us to. According to online Oxford's Learners Dictionary (n.d.), the word "safe" is described as noun and adjective. Here syntactically the word safe follows a noun so in this statement the word, "safe" is a noun. In dictionary, the word has nine entries i.e., protected, without physical danger, not harmed or lost, place, without any risk, person, law, approving and used by young people as a way of accepting something that is offered. After examining all these nine entries, it becomes evident that the word safe when used as an adjective and in the particular sense of the phrase safe way means protected, without harm or any risk. The word "safe" is accompanied by another word way. For comprehending the meaning of safe, it is quite pertinent to refer dictionary for the meaning of way. May be the pairing of the meaning may help in comprehending the statement written on the signboard.

Way has almost nine senses i.e., method/ style, behavior, road / route, direction, entering /leaving, distance / time, area, aspect, condition / state. Since the word is written on a signboard that is placed on motorway, so the most related sense is road or route. Now the word safe way refers to protected way or any way where there is no risk or harm. But the question comes how a road can become protected, harmless or riskless. Keeping in view the dictionary meaning, four options have been given in the questionnaire for the participants i.e., good condition of roads, good visibility, deployment of traffic signs and signals and careful driving. When it comes to the road and further to make it safe, the responsibility falls on the National Highway and motorway police. Roads can be made safe by constructing smooth and less bumpy roads. Further traffic signs and signals for assisting the drivers in driving can be allocated. It may range from speed limit to direction signs. Warning signs can also prove beneficial in avoiding any car accidents or mishaps. Another option is good visibility. In most areas of Pakistan and especially uninhabited areas like highways and motorways, fog and more particularly smog cover and envelop these areas which result in poor visibility. Mostly motorway and highway authorities' close roads for traffic until the situation gets better. The roadside lamps can also play its part. All these options come under the umbrella of the responsibilities of the authorities. The last option refers to the responsibility of the driver that is careful driving. May be the safe way talk about the driving of the drivers and their careful driving will contribute to make the way safe. Moreover, the results of the questionnaire are quite surprising. 57.7 % of the participants considered careful driving as the most appropriate meaning of the phrase safe way. The participants think that careful driving can make the way safe while the roads, signs or good visibility will not contribute to make the way safe. The second most chosen option is deployment of sign and signboards in which highway authorities are thought to play their part in making the roads safe. The last two options i.e., good condition of roads and good visibility hold third and fourth place respectively in results.

The last question within part I of the questionnaire is another signboard with both English and Urdu language or we can say translation of Urdu statement into English. Here it will be easy for us to understand how a word is translated i.e., word to word or sense to sense. The signboard clearly announces the end of salt range. Further, the speed limit is also shown i.e., 120 km/h. The last instruction is regarding driving. Again, the word safe is used with driving. In Urdu the word, متحاط is used when translated into English becomes careful but here the word safe is used. If previous

definitions are consulted when safe is used as an adjective, it again refers to harmless or risk free and without physical danger. Here the word driving is accompanied with safe so one interpretation which can easily be deduced is that wholly and solely the responsibility falls on the driver to do safe driving. But within driving a number of things are connected. Not only the condition of vehicle but the mental state of the driver is also important. But we are again not sure what is meant by safe driving. The options given under the heading of safe driving are vigilance, speed limit, following signboards, avoiding use of mobiles. The results are again quite interesting. 48.6 % participants are of the view that safe driving refers to observe speed limit while 30.9% considers vigilance of a driver the meaning of safe driving. The third and fourth most chosen options are to follow signboards and avoiding use of mobile phones respectively. Although the mental condition of the driver is significant but for the public, observing speed limit is safe driving. Difference in results depicts various interpretations and confirms the fact that words are ambiguous.

In the last two questions of part – I of the questionnaire, one word, “safe” is used with two nouns. The first noun is way and second is driving. In both the examples, it becomes evident that the latter phrase talks about driver since he is driving and the duty to do safe driving rests upon him but apart from results the former example lacks clarity as to who is responsible for providing safe way?

The results are quite decisive that a word has multiple meaning which lead to multiple interpretation for different people. Even people reacted surprisingly and quite in contrast to dictionary meaning. It is noteworthy that their choices are affected by the background knowledge they possess. A precise and accurate word can disseminate correct or accurate information which will be easy to follow for the public. The use of accurate word will discourage multiple interpretation which can lead to accidents in case of driving or lawlessness when it comes to cleanliness.

After the evaluation of interpretation of individual words, the analysis now shifts to another dimension and to speak more specifically the interpretation of whole statements will be the point of discussion. The meaning of each word contributes towards the meaning of a statement which helps the reader to decipher meaning by using his memory to sort out for dictionary meaning if he remembers or on the other hand he will brainstorm and try to make sense out of the statement by using his background knowledge. The part-II of the questionnaire explicitly states that next the participants are expected to interpret the complete signboards or as a whole.

The first example is a signboard allocated by Motorway Police on an overhead bridge. It states, “BETTER LATE THAN NEVER”. It is a proverb borrowed from English language. According to American Heritage dictionary (2003), this phrase first appeared in several early English proverb collections compiled in 1200. If we trace the history of this phrase, it first appeared in Geoffrey Chaucer’s *The Canterbury’s Tales* printed in 1386. It is mentioned in *Yeoman’s Tale* that is translated as “For better than never is late; never to succeed would be too long a period.” Moreover, in Latin the phrase, ‘*potiusque sero quam numquam*’ (Better late than never) was used by Titus Livius in *History of Rome* around 27cBC.

Before moving directly to the interpretation of the statement, it is necessary to view its individual meaning which will lead us to the interpretation of the whole statement. If we look at the dictionary meaning of the key words i.e., better, late and never. According to online version of Oxford Learner’s Dictionary, better is defined as noun, adjective, adverb and verb. Altogether the meaning of better is in a more pleasant way, comparative of good or to a greater degree. Late is defined as after the expected or usual time whereas never is used to emphasize negative statement instead of saying not. While the word “than” is used to compare two things or introduce second part of comparison. If the individual meaning of these words are seen in aggregate, the meaning of the phrase becomes it is more pleasant or good for something to happen after the expected or usual time than never to happen. If this phrase is treated as a proverb, the Collin’s *Cobuild Idioms Dictionary* states, “it is better for something to happen later than planned or wanted than not to happen at all” (Collin, n.d.). It is a general meaning which can be applied to any context and perspective just as a sentence that follows this definition says, “Perhaps I should have started the project years ago, I said to myself, but it is better late than never.” In this example, it becomes evident that the desirable thing was planned before, but it happened late, and this tardiness is better than to happen never.

When the context is seen, written on an overhead bridge of motorway, it becomes evident that drivers are being addressed in terms of their arrival since departure and arrival are two main objectives when moving on a highway or motorway. Four options were mentioned in the questionnaire i.e., speed limit, traffic signs, vehicle checkup and active driver. The results confirmed that people interpreted the statement differently. 71.9% people opted for speed limit. 12.5% opted for traffic signs, 12.7% considered the role of the driver important. While 2.9% participants thought vehicle

checkup the most related interpretation of this phrase. Although all the factors are significant, but arrival depends on number of factors: speed can play its role since fast moving vehicle will cover distance more quickly than a slow-moving vehicle. Condition of roads is another factor because a smooth road can help reach the destined place early than an uneven or bumpy road. Furthermore, the allocation of signals and signboards can further help in safe driving and avoiding accidents. Weather conditions also play a vital role in travelling. A rainy or foggy weather will reduce visibility hence decreasing the speed of a vehicle. In contrast to a sunny day with clear sky ensures timely arrival. A vehicle in good condition also plays the most significant role in travelling. Any vehicle with major defects will not only affect the timely arrival but may cause accidents. This may be a threat not to the driver but also to the other people travelling on highway and even pedestrians if brake fails. Another factor which is the last option in the questionnaire is an active driver. No doubt a skilled driver is much better than an unskilled and inexperienced driver. Within active driver, the mood or mental health is also important. A driver free from tensions and fret and fever of life can drive more with ease than a depressed and worried one. All these factors in positive or negative sense affect the arrival. But the question comes to one's mind as to which factor is being addressed by the Motorway police. This leads the reader in the state of flux. Now the responsibility falls on part of the reader that how does he interpret such phrase?

The next question in the questionnaire is a statement in Urdu language with no English translation. It states if translated into English language as, "neat and clean country reflect neat and clean nation". It was a signboard erected on a branch of a tree in the middle of a garden at Shakarparain.

Again, if we look at the individual words, the phrase neat and clean is repeated twice or we can say the emphasis is on neat and clean while two nouns have been used which are related to one another i.e., country and nation. The combination of two adjectives neat and clean echoes the administration's assertion on cleanliness. Another relation built within this sentence structure is between country and nation. But the underlying meaning if considered shows that administration is wholly and solely throwing the responsibility of cleanliness on the shoulders of the nation. If the nation will be neat and clean, it will contribute towards neat and clean environment and country. Within the questionnaire four options have been given to see how people interpret this statement. The four options are a general message, practice cleanliness,

defining qualities of a nation and importance of neat and clean environment. Results from the data are quite diverse and interesting which again confirmed the view that people interpret messages differently. 48.1% participants opted for the last option which says that importance of neat and clean environment. 20% people thought that qualities of a nation were being described while 18.4 % chose the option in which they are asked to practice cleanliness. The least chosen option was a general message.

As a researcher while capturing pictures, various signboards were deployed which assert to keep the park clean. In this context, the present statement on the signboard may be a polite and an indirect way to convey the meaning that is to keep environment clean. Since the sign board lacks clarity and the use of words lend obscurity to the statement and gives out many shades of meaning for different people. As discussed in the literature review, Forensic Linguists advocate simplicity in language and the plain language movement asserts that law should be in simplified language because it is meant for common man so it must be comprehensible by all. In the light of the same stance, the public places and especially the parks are visited by educated, uneducated, children, elders in fact irrespective of any age group and social class, the message should be conveyed in simple language and most importantly in a direct way. Forensic linguistics and the plain language movement notions are hereby strengthened by the results of the study.

The third question inquiries about a signboard allocated at the side of the road by National Highways and Motorway Police. This sign has two parts. The first part is a triangular board with an icon of a car moving on a slope while the second part is a rectangular board in red which has two sentences both in Urdu and English respectively. At one corner of the second signboard, the names of the authorities in abbreviated form are written. If we look at the first signboard, it has yellow and red color in it with triangle shape. The triangle shape along with yellow and red color is harbinger of possible hazards ahead. It comes under the category of warning signs as mentioned in road safety syllabus of National Highway and Motorway police. The picture of a car moving down shows that there is a slope ahead. Further this picture is elaborated with a text which states, “اگے بہت زیادہ اترائی اور خطرناک موڑ ہیں” and in English, “Steep and dangerous curves ahead”. If we look at both the sentences, it seems to be the translation of one another but in Urdu the use of adverbs for modifying adjectives gives a sense of strong warning if compared to English version which just says steep and dangerous. Likewise in Urdu the adverbs like very steep or too steep can be used to increase the intensity of

the warning. The red background of the signboard also stands for warning. If we look at the text it seems to provide information and on the other hand a warning also about the upcoming danger. For the participants, four options were given to choose from. The options are information about area, warning, message to reduce speed or to use low gear. If responses are viewed from the data, again people have made different interpretations. For 40.8 % of the participants, it was just a warning while 28.6% participants chose the option which says to reduce speed while the 23.1 % considered it just an information about the area which has steep and dangerous curves. Only 7.5 % people understood in terms of using low gear. Now the question comes why have National Highways and Motorway Police allocated this warning sign? Is it only a warning or a reaction to this warning is also expected? If yes, then what is the expected reaction. There are a lot of questions that may prick the driver. In one sense, the driver is expected to become vigilant, and he must have control over the car while passing through the steep and dangerous curves. At night, it is also expected to use high beams to ensure good visibility and avoid hitting to road dissections. It can also suggest checking brakes whether they work or not. Either the authorities want the drivers to maintain safe distance from other vehicles. Another expected option can be to reduce speed but being a driver, it is unclear what is expected from us after the placement of a warning sign? The responses show that most of the people will treat it as a warning and move onwards while a few will reduce speed. Others will enjoy the steep curves and very less will use high beam lights for good visibility.

If the same signboard with an additional information to reduce speed is mentioned, it would have been quite easy for the drivers to comply with. Now in this situation, it is upon drivers' will how to react to such a situation. When the options are open for the drivers to choose from, it may result in fatal accidents so this shows that complete instructions on the signboard especially what is expected from them must be displayed.

The third part of the questionnaire is quite interesting which will bring the participants into situations to see how they react. This activity will not only help in comparing the effectiveness of the signboard but shed light on human psychology i.e., attitude and behavior. How do people learn by imitation or practice? The discussion will show that how human behavior can be shaped or what are the causes for certain attitudes which people display at the public places first as a human being and

particularly as a Pakistani citizen. This part includes signboards which represent the law to a great extent in terms of rules and penalties for the violators.

The first situation states, “If you plan to go on a picnic with your friends in a park. After enjoying a good meal, you see disposable plates, bottles, wrappers, paper boxes etc. everywhere. What will you do with the litter? Which signboard will compel you to take care of cleanliness in the park?”

For this situation two signboards were shown to the participants which were captured from The Greater Iqbal Park, Lahore. Both the signboards are handwritten on a wooden slab and erected on different trees at different places within the premises of the park. The overall material, outlook and the underlying meaning to keep the park clean is similar but the use of word is quite in contrast to each other. The signboard in picture 1 has a polite tone with description of the things which people brought to the park for satiating their hunger and quenching their thirst. A polite tone with a question is presented to the viewer that “It is not difficult to take the wrapper of biscuit and empty bottles in the bag back. The second sentence gives the message clearly to take care of the cleanliness of the park. Now in this picture, the authorities seem to be concerned about the uncleanliness spread by the waste which people brought to the park and leave after refreshment. The authorities even do not demand to place the wrappers and waste in the dust bins but request them to take the remanent back along themselves.

While the second picture is a clear warning with stating consequences for spreading uncleanliness. It states that whoever spreads uncleanliness will be fined rupees five hundred. Moreover, an instruction to keep the park clean or if translated word to word it says that take care of cleanliness in the park. In comparison to the first signboard, this signboard is very clear and direct in meaning. The consequences for spreading cleanliness are also mentioned in terms of fine. Now the results of the data show that 60.8% of the participants will comply with picture 1 that is a polite way to refrain people from spreading uncleanliness. The fear of being fined 500 rupees will not compel them but the polite way may make them to contribute towards cleanliness of the park. 39.2% of the population think that the mention of fine will make them more vigilant and concerned regarding cleanliness of the park.

In the light of rules and regulation of Parks and Horticulture Authority (Act XLVII of 2012), within the heading of prohibitions it is clearly mentioned, “No person shall throw or dispose of any litter or garbage in any public park, green belt or green area” (p. 7). Moreover, the penalty is also mentioned in the same act under the heading

of offences, penalties and procedures as a person who contravenes any provision of the Act, for which no other punishment is provided, shall be liable to punishment of imprisonment which may extend to six months or fine which may extend to five hundred thousand rupees, but which shall not be less than ten thousand rupees or with both.

The first signboard just speaks of the rule as mentioned above while the second signboard not only mentions the rule regarding spread of uncleanliness but also the penalty imposed by the PHA in their Act 2012. Both the pictures affirm the fact that these signboards are designed in view of rules and regulations, but it is quite surprising that the fear of penalty will not compel the majority of people to comply with the instruction mentioned but just a polite message to refrain themselves from littering in the park will trigger their sense of cleanliness.

The next situation is also interesting in which the participants are again given a situation to check the effectiveness of the signboards. The situation is as follows:

“Your friend and you plan to walk daily in the evening in a park. While strolling you come across beautiful and colorful flowers in the park. Your friend wishes to pluck one of the flowers. Which signboard will compel you not to pluck flowers?”

Here again two signboards prohibiting plucking of flowers are shown. Both are handwritten signs deployed on trees within the premises of the park. The wooden material of the signs echoes their permanence. These parks are maintained by CDA as stated in CDA ordinance 1960 under the heading of Lease of Public Park. The name of the authority is also mentioned on the second signboard in which penalty is also mentioned. Maybe the reason for writing the name of the authority in the second signboard seems that nobody would challenge the authority while the first signboard is a single and simple sentence without any threat or warning.

Now moving to the text of the first signboard is a simple statement apparently prohibiting the visitors of the park not to pluck flowers. Pragmatically, it is an order that plucking of flowers is not allowed. On the other hand, the second picture shows a picture containing a single sentence but with different tone and a comprehensive message. The signboard says that fine will be imposed for plucking of flowers without mentioning the exact amount. The results show that 50.4% of the participants chose the second signboard which clearly warns plucking of flowers with an imposition of fine while 49.6% respondents chose picture 1. Most of the participants affirmed the fact that

mention of fine would make them more conscious of their behavior. The sense of being punished or imposition of fine help them to become a good citizen and first a good human being.

The third situation throws a situation in front of the participants regarding smoking. Not only smoking puts the life of the smoker in danger but also the people surrounding him. Even the cigarette boxes have the caption that smoking is injurious to health but still people ignore such cautions and continue the habit or smoking putting himself and others into danger. Smoking also mars the serene and unpolluted effect in the atmosphere so in public buses, trains, shopping malls and in even parks smoking is prohibited. An ordinance in 2002 An Ordinance (2002) has been passed by the federal government which states, “to provide for prohibition of smoking and other tobacco uses in places of public work or use and public service vehicles and to protect the health of non-smokers” (p. 1). It is also mentioned in the ordinance that specific places may be designated for smoking. In the same context two pictures were seen within Greater Iqbal Park at the very entrance of the park. While the second picture is captured from metro station. The statement within the questionnaire along with these two pictures says, “You see a young man sitting next to you in any public place. Suddenly he takes cigarette from his pocket and starts smoking. Nearby you see two signboards as shown in the picture below. You want to stop him from smoking since smoking is causing irritation. To which signboard will you refer while requesting him to quit smoking?”

If the first picture is examined, it is circular in shape with red outline and an icon of a cigarette. Besides the icon, the text within red background is also present on which “NO SMOKING” is printed. The red color and a bar on the cigarette depict prohibition or not to smoke. If second picture is analyzed, it is quite diverse in meaning. The first sentence is a message to “Breathe Freely” and the second line declares the name of the park in which tobacco and smoking are banned. Here within the signboard the same picture prohibiting the use of cigarette can be seen but with a different border. The red color has been replaced by green. Green color can be reflective of the green plants and vegetation since pollution whether caused by cigarette smoking can cause damage to plantation also. The next line in Urdu clearly announces that it is a crime to smoke within the park premises as per law. For more degree of enforcement, a reference to the ordinance is also mentioned. The imposition of fine up to one lac rupee is clearly mentioned. The very next line is a kind gesture to those who will cooperate. The names and logos of four administrations enforcing this smoke free environment are mentioned.

Moreover, a complaint or helpline number is also given in case of report against the violators. If the two pictures are seen in comparison, one can say that the second picture is more elaborative and a sign that the government authorities are more concerned about the implementation of this ordinance and make the environment smoke free. The same signboard as shown in picture 6 is deployed in Islamabad at two places. Although the whole text is similar with two changes. The name of the park along with the names and logos of the administration are changed such as the names of PHA and government of Punjab is replaced by Capital Development Authority.

Coming to the responses of the participants, the results are in favor of picture 6. The participants think that they would refer to picture 6 in order to prohibit the smoker from smoking. In this way, we can infer that the second picture is more effective in communicating the law and further in enforcement. The open declaration of smoke free zone and with a reference to ordinance and imposition of fine make the signboard more effective. This can be a reason for participants' choice for the second picture.

The last situation also consists of two pictures prohibiting the drivers not to park. It is our common observation that drivers park their cars at their own convenience which may cause obstruction in the flow of traffic. For the smooth flow of traffic, the sign boards are allocated to inform and guide people. For parking purposes, specific places for parking are allocated to ease the passengers and other people travelling on the road. While capturing the pictures, two signboards giving the message not to park here were seen but with different words and tone. The two different pictures regarding this issue were shown to the participants with a statement which is, "Usually, people visit public places on weekend. You are also one of them and goes to a shopping mall for shopping. You find all the parking slots/areas full, so you plan to park your car along the road of the shopping mall but suddenly you see two signboards. Which signboard will refrain you from parking your car?"

This statement is followed by two pictures. The picture 7 shows a signboard which seems quite old owing to the faded colors and rusted corners but can be read easily. It has two sentences. The first sentence is a prohibition for not parking along the sides of the road while the second sentence explicitly states the penalty in case of non-observance. Two penalties are written. One is an imposition of fine. The amount of fine has been blurred either by the authorities or by some passerby. It is uncertain since if passerby has committed such an act, it must have been corrected by the authorities. If not, then it shows negligence on the part of the higher authorities. If we

consider for a moment that authorities have tried to erase the amount of 100 rupees as fine, it must be then corrected also by the authorities by writing the new amount of fine, but no such act can be seen hence it is undecided who is responsible for such changing on the signboard. The second penalty talks about police that non violators will be handed over to police. At the bottom of the signboard, the names of authorities are mentioned. An abbreviation DMA is also seen which is unknown to most of the people. The red color for the text has been used to further act as a warning for the drivers.

If the second signboard shown in picture 8 is seen, it is a simple statement saying, "Car parking is not allowed here." No penalty or punishment even the name of the authority is not mentioned. This signboard is handwritten on a marble slab erected in the boundary wall of Badshahi Mosque. It also seems old but easily readable since no fabrication is done. The results show that most of the people think that picture 8 will refrain them from parking. One can assume that a simple prohibition is enough for the drivers for not parking their cars in unauthorized premises. While 49.4% people chose picture 7 that the fear and threat of fine would make them obey the instruction. One reason for choosing the picture 8 is that the statement is quite easy to read owing to the few words and compact statement in contrast to the other statement which mentions the consequences for not following the instruction.

Overall, it shows that when refraining others from plucking of flowers and smoking, people opted for signboards showing penalties and fines while for situations in which they are bound to act according to the signboards, the simple instruction would work out for them. It can be inferred that the most effective way to make other people obey and follow the rules is to give reference to law and particularly penalties which they have to face in case of noncompliance.

The part IV of the questionnaire aims to analyze the knowledge of the citizen residing in Pakistan. It is observed that many abbreviations are seen on the signboards which are not mere names of authorities but represent a whole institution which govern and implement rules and laws for the benefit of public. To see how much people are aware of government institutions and their duties and responsibilities towards public, different questions are included in the data. The presence of the authority or producer of the message is an important component according to geosemiotics framework but

without any knowledge of government institutions, mere names can make no difference to the viewer.

The first question within part IV deals with a picture in which some text is printed on a dustbin with a message to “Keep the Environment Clean”. At the bottom of the dustbin, very explicitly, the name of the authority in abbreviation and a logo of a flower can be seen. Now the question put forward to the participants was what does PHA stand for? The results showed that 55.3% people were aware of the full name of PHA as Parks and Horticulture Authority. 28.8% participants opted for Plants and housing authority while a few people opted for the other two options. The second question asks about the functions performed by Parks and Horticulture along with the responsibilities which they are required to perform. As per preamble of the Parks and Horticulture Authority (2012), it was established “for the regulation, development and maintenance of public parks, green belts and green areas in the Punjab; regulation of billboards, sky signs and outdoor advertisement; to promote open and unrestricted views of the Punjab; and, to provide for the connected matters” (pp.1-2). In the light of these functions which this authority is expected to perform, four options were given to the participants: develop and maintain public parks and green areas by protecting vegetation, create awareness about gardening, regulate installation of billboards on public and private property and all of the above. The results showed that 55.1 % participants knew the functions and responsibilities of PHA. The maintenance of public parks and green areas for public use is one of the main duties of PHA. It is also interesting to know that people also know the installation of billboards along with regulation and maintenance is also one of the functions of PHA. 32.7% people think that only development and maintenance of green belts and parks comes under the role of PHA while 9.4% chose second option which states that PHA creates awareness of gardening among the masses while a few participants opted for the option which mentions of billboard installation. This is a positive aspect that most of the people not only know the full name of PHA but also the roles and function performed by this authority.

After the declaration of the functions of PHA, the act also states prohibitions. To name a few, the authority does not allow the green area and parks to use for any specific purposes. No person shall discharge any sewage water or throw any litter in any green area or any public park. No person can display or exhibit any billboard or advertisement without prior permission from the authorities. Moreover, no person shall

cut or damage trees within the premises. The data also show that signboards do not display all the offences enlisted in the acts so incomplete knowledge and information are delivered to the masses. It is also stated that a person who contravenes shall be considered to contravene the act hence liable for penalties mentioned in the act. which is another function expected to perform by PHA i.e., to punish the violators who transcend the limits prescribed by the act. Very clearly under the heading of offences, penalties, and procedures of PHA manual (2012), it is explained as,

“A person who contravenes any provision of the Act, for which no other punishment is provided, shall be liable to punishment of imprisonment which may extend to six months or fine which may extend to five hundred thousand rupees, but which shall not be less than ten thousand rupees or with both” (p. 7).

If this rule is examined thoroughly, it becomes evident that two types of penalties are mentioned: fine and imprisonment. The amount of fine ranges from ten thousand rupees to five lacs but if we refer to the signboard displayed at The Greater Iqbal Park regarding park’s cleanliness, a fine of 500 rupees will be imposed for throwing litter in the park which contradicts the rule as mentioned in the act 2012. The signboard itself contradicts the rule which is quite surprising. The second penalty for the offence is the punishment of imprisonment which may last from six months. The word non-bailable imprisonment is also mentioned within the act for anyone who contravenes the act.

In the questionnaire same question was asked to see how much people are aware of the penalties they had to face in case of non-compliance. 49.1% people thought that violators have to pay the fine only while 39% people opted for the last option which says non bailable imprisonment and fine. The last two options were the least chosen by the participants.

It is our common observation that everywhere dustbins are placed with a message to throw litter in the bin, but this is quite interesting that although people know about the penalty in terms of fine and imprisonment also yet still, they do not follow the instructions. This is a question for all of us whether the fear of fine and imprisonment do not help the authorities to make people follow the instructions.

The next question within Part IV is about an abbreviation WCLA. The question asks the participant to choose the correct name from the four enlisted options. During collection of data, it was observed that on some of the signboards the name of administration or authority was mentioned but in abbreviated form. Likewise, WCLA

was mentioned at the entrance of the Lahore Fort. The same picture was captured and chosen for the questionnaire in order to analyze the knowledge, people have about government institutions.

WCLA is an autonomous body declared in the Act 2012 to run the functions of the whole Walled City of Lahore Authority. Walled city is also called the old city of Lahore which encapsulates the historic buildings and monuments built during Mughal Era such as Lahore Fort, Shahi Hamam, Badshahi Mosque and many more. Under the Act (WCLA, 2012), seven major objectives are defined starting from identification, conservation, restoration, maintenance, and preservation of old heritage buildings. Furthermore, the aim to promote tourism and instill the cultural fervor within people are also the important objectives of the autonomous body of Walled City of Lahore Authority.

The question regarding the identification of WCLA is answered correctly by only 37.4% which is not quite a huge figure. On the other hand, participants chose other options which even did not exist, so this shows that people are mostly not aware of this authority. The second question is posed to check how much people are aware of the functions expected to perform by WCLA. The majority (56.6%) chose the last option when it came to the functions of WCLA. This affirms the view that people neither know much about WCLA nor about the functions of this department. This further shed light on people's knowledge and interest for our cultural heritage. It is quite explanatory that the frequent visits to such historical places must have given them some information about the department who is working for the maintenance and restoration of such iconic monuments that also serve as a tourist attraction. Only 26.8% people chose the right option that states the function of WCLA as to preserve the culture and heritage by implementing redevelopment plans.

Moving to the last question connected to WCLA, it poses question about the penalties in case of violation which this authority can impose. Under the heading of offences, and penalties, ten different types of penalties have been enlisted according to the offence committed. All the offences are not mentioned on the signboards which reflect that the rules are not fully communicated to the public. The offences states, it is not allowed to willfully damage, construct, demolish or encroach the heritage buildings. If we refer to the picture shown to the participants in the questionnaire, the related penalty within the act (WCLA, 2012) is as follows.

“A person who, without any lawful cause, refuses or willfully neglects to provide to any authorized officer of the Authority with the means necessary for entering into any premises for purposes of collecting any information or making an examination or enquiry for purposes of the Act, shall be punishable with imprisonment which may extend to thirty days or with fine which may extend to one hundred thousand rupees or with both” (chapter XII; 8)

In the light of the above-mentioned penalty both fine extending to one lac rupees and imprisonment extending not more than thirty days is applicable. The participants approximately 50.4% answered correctly as both fine and imprisonment can be imposed by the Walled City of Lahore Authority. One interesting thing is the option saying no penalty that has been chosen by 7.3% participants which means that some people think that if they do not comply with the instructions or as stated in the picture to prove your identity, nothing will happen. So, it also depicts the attitude of a very few citizens towards the signboard and authorities in force. Moreover, the signboards fail to convey the complete lists of offences and penalties as prescribed in the Act.

Within this Part-IV, another abbreviation has been introduced in the questionnaire as NH & MP that stands for National Highway and Motorway Police. Surprisingly 89.9 % people are aware of the full name of NH & MP. This department has a vision to ensure safe and secure driving environment on National highways and Motorways and a mission to promote safety by an effective enforcement and provision of assistance to road users by applying highest standards of courtesy, integrity and professionalism. On the website of NH & MP, nine objectives are listed from which three were chosen for the questionnaire. Most of the responses of the participants are correct that NH & MP regulate traffic on motorway, creates awareness in drivers regarding driving and providing a safe journey to the drivers.

The next question shows a picture of a signboard saying “Reduce speed Now” both in Urdu and English. The name of the authority is also mentioned at the top corner. With reference to this instruction, participants were asked to tell what penalty would they have to face in case of over speeding? According to NH & MP, a complete list of both the moving and parking violations has been published in The Gazette of Pakistan, Extra, (2019, p. 2690) that the driver will be fined rupees 2500 if he is driving a car. For HTV and PSV, the amount of fine is five thousand and ten thousand rupees, respectively. Within the questionnaire, four options were given: no penalty, fine, non bailable imprisonment and both b and c. 48.8 % participants chose the correct option

i.e., fine while the second most chosen option was the last one in which both the fine and non bailable imprisonment were the penalties imposed by NH & MP for over speeding. The results from the data confirm that participants not only know about the abbreviated form of National Highway & Motorway Police but also the objectives of this department in terms of road safety. One reason behind participants' knowledge about this department can be the effective role of the whole institution.

The last question put forward to the respondents was again a picture of a signboard allocated at the start of the entrance in Japanese Park, Islamabad. It refrains the public to play cricket and football in the park. Since the park is a gift from the Japanese children to the children of Pakistan. Several swings and monkey bars are installed in the park for the children to amuse themselves. To maintain the greenery and ambiance of the park, such prohibition is imposed otherwise the park will be turned to a playing ground. This signboard also shows the producer of the instruction that is CDA. As referred earlier the role of CDA in providing public parks and above all the maintenance, this signboard is also deployed in the light of such responsibilities. The question was asked from the respondents to choose the correct form of the abbreviation CDA. 57.9% respondents knew the correct form of CDA as Capital Development Authority. Since specific roles and penalties were not available online so more questions were not added to the questionnaire.

The results of the questionnaire are quite indicative of the phenomenon which is called enskilment. The people more in contact with the signboards, the more knowledge will they have for a certain institution.

4.2 Qualitative Analysis of Signboards

This section deals with the qualitative data analysis of semi structured interviews conducted from twenty-five participants by employing convenience sampling technique. The following section includes the data and its thematic analysis.

4.2.1 Interviews

A nation is defined as a group of people inhabiting a particular area and sharing common cultural and historical roots. This group of people has different occupations, religion, economic background, caste, liking, disliking and above all educational status which can bring a change to the overall status quo of a country within the world. For the present research, this educational status is distributed into literate and illiterate since signboards are placed to direct the citizens to behave in the light of rules and

regulations. Twenty-five interviews have been conducted from the illiterates to see how they interpret signs.

Respondent 1

His age is 28 years and is unable to read and write. He often visits public places. He has seen the signboards but cannot understand what is written on them. He was shown picture 1 in which he could recognize only the dustbin and inferred that waste should be thrown into the dustbin. Picture 2 was also understandable to him that smoking is prohibited. The third picture was not understandable to him. Picture four was not also understandable. Respondent was able to recognize pictures 6,7 and a few icons in picture 8. For picture no 5, respondent thought to be the ticket fare of bus and truck.

Respondent 2

Her age is 58 and can read Urdu only while writing and reading English are unknown to her. She states that she has visited public places. The pictures were shown to her in which she was able to recognize pictures 1, 2, 5, 6 only while the rest were neither familiar nor comprehensible. When picture was showed to her, she started describing the picture that somebody is throwing trash in the bin but did not think that she was being addressed here, and this picture was for her guidance.

Respondent 3

She is a woman aged 42 and unable to read and write. She seldom visits places but has seen signboards. She comprehended the pictures 2 and 7 while the rest were incomprehensible to her. She considered picture 4 a kind of bill. All logos were unidentifiable.

Respondent 4

His age is 35 and illiterate but can count digits since he left school when he was in the second standard. Mostly he spends time in parks and public places. He has not noticed the presence of signboards. According to the respondent, in picture 1 a person was raising his hand to stop. Pictures 2, 3, 5 and 6 were recognizable. He had a driving license. So, picture 4 was recognizable but not understandable. No correct interpretation of picture 7 was recorded. In picture 8, two icons were recognizable. Motorway police was recognizable while others were not.

Respondent 5

He was a man aged 50. Illiterate and a driver by profession. He had noticed signboards displayed at various places. He was able to recognize pictures 1, 2, 5, 6 and

7 while pictures 3, 4 and 8 were incomprehensible to him. Logo of motorway police was recognizable while others were unidentifiable.

Respondent 6

He was aged 18 years. He could read Urdu but could not read English. He seldom visited public places. For him, picture 1 meant, “if you see any stones or pebbles drop in a bin”. The signboards in pictures 2, 3, 5,6 and 7 were recognized due to Urdu signboard that could make sense to him.

Respondent 7

Her age was 19 years old. She was illiterate and worked with her mother to earn living. She was not allowed to visit parks and public places. Picture 1 was shown to her and she recognized the dustbin in which rubbish could be thrown. Signboard was meaningless to her. Picture 2 was also understandable. Pictures 3,5 and 6 were not recognizable. Picture 4 showed partial understanding. The figures helped him to guess that monetary issues were being discussed. When placement of the signboard was told, she at once concluded that the price of entrance ticket was mentioned. Picture 7 gave a partial meaning to her that car was moving only.

Respondent 8

Her age was 26 years. She was a seamstress by profession. She could read and write Urdu language only. She seldom visited parks with her kids. She had noticed swings, dustbins, benches in the park. Picture 1 was recognizable, but she admitted that she had never thrown wrappers in the dustbin. She even did not know that fine could be imposed. Picture 2, 4, 5, 6 and 7 were not recognized by the respondent. Picture 3 was understandable due to presence of Urdu language, but picture was unclear to her. Camera monitoring was just meant for the thieves. In picture 8, she could recognize only two icons i.e., shoes not allowed and smoking not allowed.

Respondent 9

He was 44 years old working as security guard. He could read Urdu but could not write. He often performed his duty in parks and public places. Pictures 1, 2, 3, 4,5, 6 and 7 were recognizable due to his exposure and profession. Urdu had also played its part in interpretation of signboards.

Respondent 10

He was a sales boy working at a local shop in Islamabad aged 16 years. He was illiterate because unable to read and write Urdu or English. He visited parks on holidays. He interpreted picture 1 as written something about dust bin but could not

read. Pictures 2, 3,4, 6 and 8 were not recognized. Picture 5 was recognized due to presence of icons. He only recognized picture 7 in terms of a moving car.

Respondent 11

She was a housewife, aged 52 and did not know to read and write Urdu and English language. She visited public places sometimes and affirmed the presence of billboards but could not differentiate between public or private. She was able to recognize pictures 1,2 and 7. Two logos in picture 8 were discernible while all other signs were incomprehensible to her.

Respondent 12

She is a housewife aged 47. She was able to read and write Urdu but could not read English language. She often visited parks and recreational places with her family. She at once recognized pictures 1, 2, 4, 5, 6 and 7 to some extent. The picture 3 and 8 were not recognized by her.

Respondent 13

She is also a housewife aged 35. She could read Urdu but could not write it. English was foreign to her. She sometimes visited parks. She recognized pictures 2, 4, 5 and 7 while the rest of the pictures were not understood by her.

Respondent 14

He was a plumber by profession aged 47. He was illiterate and could not read or write Urdu and English, but he knew how to calculate. He said that he had never noticed signboards deployed by the government. Sometimes he visited parks and public places. He recognized only two pictures i.e., 2 and 5 while all others were vague to him.

Respondent 15

He was around 50 years working as a sweeper in a government institution. He was illiterate. He sometimes visited the public places. He only recognized pictures 1, 2, 5 and 7.

Respondent 16

He was aged 35 and worked as a sweeper in a government institute. He was also illiterate. He often visited public places. He recognized pictures 1 and 2 only while all others were not comprehensible to him.

Respondent 17

He was aged 49 and a gardener at a public institute. He was also illiterate and visited public places. He affirmed the presence of signboards but could not read them.

He was able to recognize pictures 1 and 2. Pictures 5 and 7 could make sense to him to some extent but not fully as he was able to describe.

Respondent 18

He was also a gardener at the same public institute. He was able to read Urdu but could not write it. English was foreign to him. He could understand only pictures 2, 4, 5 and 7 while all other icons were not understood by him completely.

Respondent 19

He was working as a carpenter at a private company. He was illiterate. He sometimes visited public places. He was able to recognize pictures 2, 5 and 6 while all other pictures were not recognized by him.

Respondent 20

She was an old woman aged 71. She was illiterate and mostly stayed at home. She only understood pictures 1 and 5 while all others were not comprehended by her.

Respondent 21

She was a housewife aged 55 years. She could not read or write any language. Even she was not able to write digits. She could recognize picture 5 only while all other pictures were not discernible.

Respondent 22

He is a young boy aged 17 years. He is working at a mechanic shop and does not know how to read and write. He could make sense of pictures 1, 2, 5 and 7 while all others were unclear to him.

Respondent 23

Respondent 23 was found begging in the street. He was about 24 years and illiterate. He could only recognize picture 2. For him, all other pictures were unclear and could not make sense.

Respondent 24

He was illiterate and worked as a laborer in a construction enterprise. He was also illiterate. He visited public places but could not recognize a single picture except the icons of truck and bus.

Respondent 25

He was also a laborer and illiterate. He also visited public places. He recognized the icons of pictures 5 and 7 only. All the other pictures were not understood by him.

4.2.2 Thematic Analysis of Interviews

Open ended interviews are conducted to support both the quantitative and qualitative research. Interviews have helped to understand the opinion of the people regarding the signboards. Moreover, their attitude towards government policies has also been revealed during interview sessions. It has given an interesting insight into the behavior of the people which they display at public spaces particularly in the presence of the top-down regulatory signboards. The questionnaire was meant to be filled by literate citizen of Pakistan belonging to different social and educational backgrounds since illiterates are also citizen of this country so their participation in the present research will hold significance in comprehending the role of signboards displayed at public places. Signboards address both literate and illiterate people in shaping their behavior and making them enskilled so that they can move freely. Signboards also empower the people by dissemination of rules and regulations as prescribed in the law. The knowledge of rules will help people to behave accordingly and save themselves from penalty and imposition of fine.

To cater the illiterate and gather data from this stratum of our society, interviews were conducted by both male and female. Open ended questions were structured, and pictures of the signboards were shown to the participants. Almost ten pictures were shown in which an icon and text were visible. It was thought that since illiterates could not read and write so the icon and symbol might help them to interpret the signs and decipher meaning. Within ten pictures, eight were the captured pictures of signboards displayed at parks, historical places and motorways while four pictures comprised of logos of Motorway Police, PHA, Government of Punjab and CDA. The knowledge regarding the logos of the government authorities may help to authenticate a signboard in terms of deployment and implementation. Twenty-five illiterates participated in the present research study.

The age group of participants ranges from 16 years to 71 years in which most of the participants could read Urdu language but could not write it. All the participants were not able to read and write English language. This is a positive aspect of our Pakistani society that common masses are not illiterate in true sense in fact they know how to read their national language. Respondent 4 is a man aged thirty-five who left school when he was in second standard. Now he could read a few Urdu sentences, but he was good at counting and mathematics. Two respondents aged 16 and 19 represent that strata of the society where children are not sent to school. They are forced to work

and earn their living and assisted their parents to make both ends meet. They showed interest in studies and while interpreting the signs, they mostly guessed the icons which reflected their wittiness and wisdom. Participants belonged to different professions showed different level of thinking which has added value to the present research.

After a general introduction from the participants, it was asked whether they visited public places or not. The answer was positive which showed that people spent time for recreation. The researcher also asked, "what do they see or notice in parks or public spaces?". All the respondent talked about swings, benches, grassy land, children, lights but nobody talked about the presence of signboards in the park. Being a researcher with an aim to conduct research and to divert my interview towards my area of study, it was asked from the participants whether they had noticed signboards at public spaces. Almost sixty percent participants confirmed the presence while forty percent said no which showed that they had never noticed any signboards. These forty percent of the participants were completely illiterate so it could be a reason for not been able to notice signboards in the surrounding of public places.

The picture 1 included in the interview was a signboard on which pitch in was written while the icon of a man throwing waste was also shown. A dustbin was also present quite near the signboard. The instruction was written in English. When shown to respondents, at first glance, they failed to interpret but when asked what they could see in the picture then ten respondents interpreted it correctly. The respondents mentioned that the picture had helped them to understand the meaning of the signboard. Respondent two started to describe the picture as, کوئی بندہ ہے جو ٹوکری میں ڈال رہا ہے. This is another aspect which showed that people considered the icon as merely a picture not as an instruction to be followed. She hardly thought that this signboard was placed for her to instruct her to throw waste in the bin and to make her an enskilled citizen of Pakistan. The physical presence of dustbin in the picture also contributed towards the meaning of the signboard. The icon and the physical presence of dustbin had helped the participants to decipher meaning by using their background knowledge of usage regarding dustbins. During conversation, the question was asked from respondent eight whether they use dustbins or not while sitting the park. Her answer was negative, and she admitted that she had never thrown waste into dustbin. Since the dustbins were not near the benches.

Picture 2 in the interview was an icon of a cigarette and above it an English text, "No Smoking" was written. All the participants with the exception of two recognized

the icon of a cigarette and interpreted the meaning correctly “smoking is prohibited”. This sign was at once recognized by the participants and on inquiry they answered that this sign was familiar to them. They have seen this sign on TV, cigarette boxes, newspaper. This showed that the signs widely spread and the frequent exposure led to quick recognition. While the interview questions were being asked, the researcher asked the participants why is smoking prohibited? One respondent said smoking can ignite fire and damage the public property while another opined that it caused pollution. In continuation of these questions, it was asked that do they think the violators will be fined or caught by police for smoking. The answer was, No. One said “یہ کونسا جُرم ہے” اپنے اوپر خودُ ظلم ہے ”جو پولیس تھانے لے جائے گی. سگریٹ پینا. جُرمانہ کس چیز کاہوگا.

This reflects that the concept of punishment or fine is not clear to the common masses. Even they do not consider it an offence however, it is clearly mentioned in the Prohibition of Smoking and Protection of Non-Smoker’s Health Ordinance 2002 that smoking is an offence and a fine of rupees one lac can be imposed on the violators. This shows that our common masses can understand the sign of prohibition but the consequences for violation are unknown to them. In this regard the signboard allocated at Lahore Greater Iqbal Park is a signboard complete in all respects: it prohibits the people from smoking and it also informs the violators that it is an offence on which penalty can be imposed. This signboard is also a source of empowerment for the people who want others to refrain from smoking. The reference to the law can be given. The results of the questionnaire in situation 3 also confirmed this assumption that people would refer to the rules when refraining somebody from smoking. This reference made the prohibition strong and effective.

The next picture contained two signboards dealing with the same subject, but one signboard was written in Urdu while on the second signboard, a picture of a camera along with the name of the company was mentioned. All the respondents failed to recognize the icon of the camera while the respondents who could read Urdu understood the signboard. One question was asked who were able to interpret the signboard that what is meant by writing this statement? On respondent said, “یہ ہمارے لیے نہیں۔ جو چوری” کرتے ہیں انکے لیے لگایا ہے This shows the perception of people that only camera is monitoring theft while all other activities are exempted such as plucking of flowers, destroying or damaging public property. The icon was not recognized by the single respondent which meant that the icon should also be clear in depiction.

Picture four was an informative sign which gave information regarding entry tickets. Only the people who could read Urdu could make sense of it while the logo of Capital Development Authority was not understandable to them. One of the respondents who was illiterate considered it a kind of a bill due to presence of digits on it. When the placement of the signboard was mentioned as a signboard on the entrance gate of the park, at once, it helped ninety percent of the participants to understand that the price for ticket entrance was written. The theory of geosemiotics had been endorsed that placement of signs allotted meanings to the signboards as proved through the data of interviews that respondents were unable to understand before but after briefing the location of placement, they succeeded in describing the signboard. The background knowledge regarding the deployment of the signboard on the entrance gate also assisted them to understand the content of the signboard. Ten percent were still unable to understand the signboard and its content. Even, the logo of the authority was identifiable to them.

Picture 5 was a signboard which was deployed at motorway displaying speed limit for truck and bus. The authorized speed limit for heavy vehicle as shown, is 70km/h as per motorway police. The respondents were showed picture 5 for identification and interpretation. The respondents who were security guard and a driver at once recognized the signboard in terms of speed limit prescribed for truck and bus. With the exception of two respondents who were illiterate could not recognize even the icon of truck and bus while the rest of the respondents were able to identify the images but unable to interpret the sign and the connection that existed between 70 and heavy vehicles. One respondent considered it a ticket rate for travelling in these vehicles but again the people who knew driving knew well about the speed limit 70km/h for these vehicles. The question was asked from those who were able to recognize it whether exceeding the speed limit would result in fine. The answer was positive that fine and even heavy fine could be imposed if the police monitored speed limit. One respondent said that sometimes we follow the speed limit due to the fear of being caught by police and imposition of fine.

Picture 6 was a signboard deployed on the entrance of motorway which contained an icon of a person wearing seat belt. The instructions were written in Urdu and English respectively. Some respondents were able to understand the signboard due to Urdu language. Even the icon also helped them to decipher meaning. The driver and security guard also recognized the image at once and added that this restriction was

either in Islamabad or on motorway. In Punjab no body wears seat belt. Both these respondents also knew about imposition of fine in case of violation.

Picture 7 was also a signboard deployed by National Highway and Motorway Police. This picture also contains icon of a car and Urdu and English text. Here the name of the authority is also mentioned. Again, those who could read Urdu understood the sign, but the first sign of the car was shown to the respondents. All the respondents confirmed the presence of moving car. A few interpreted as a car moving down on a slope. When asked for interpretation, they were not able to interpret it in terms of reducing speed. When the whole picture was shown with Urdu and English text then the respondents who could read understood the signboard immediately. A question was asked as what to do when there are steep curves ahead? The respondents said, “رفتار سے گھٹائی بھی آسکتی ہے جو موٹر کی وجہ سے نظر نہیں آ رہی ہو” and “آہستہ کر لینی چاہیے”, we can say that picture alone cannot disseminate information fully until the text is present which aids comprehension.

Picture 8 was written in English describing the rules of entry and play in Japanese park, Islamabad. Five rules were mentioned along with some icons of the things. This signboard was also shown to the respondents. The overall impression regarding the interpretation was negative. After a glance they said it was beyond their understanding. The reason most of the participants said was presence of English language. Since they did not know English, so they would not even attempt to interpret it. This echoes that English is a barrier in dissemination of rules and is not welcomed by common masses. It is also a sign for losing interest in signboards in the presence of English. They do not dare to interpret the signs also. To analyze the communicative power of the pictures within the signboards, one by one respondents were asked to interpret the first icon. All the respondents made correct assumption that shoes are shown but the sign of prohibition was not clear to them. Most of them were not clear about the meaning of the sign. The second icon was altogether not discernible to anyone. The third icon was understood by most of the respondents and as discussed earlier the frequent occurrence makes them recognize the sign. The fourth icon was not understood by anyone in which a man is trying to climb on the net. Nobody could figure out the man and net and the interpretation of this icon. The last icon was shown in which all the respondents figured out that burgers and drink are shown but why it was placed was interpreted by three persons while rest were not sure about the icon.

The last picture was shown to the respondents in which four logos of government departments were present. The first logo represents Motorway Police which was identified by two people who were drivers and knew how to drive a vehicle while others were unable to identify. The second logo of Parks and Horticulture was shown. Nobody was able to identify it. They just identified a picture of a flower or fan and nothing else. The third logo was shown which represented the government of Punjab. Since the word Hakumat e Punjab was written so the people who can read Urdu recognized it as the symbol of Punjab government. One of the respondents added that this sign was shown on Geo Tv and ARY in the era of PML (N) for advertising Shahbaz Shareef. So, some of the signs also hold political influence and people connected the signs with the leaders instead of government departments. The last logo represents Capital Development Authority which nobody was able to identify. Three respondents living in Islamabad admitted that this picture is seen at various places, but the meaning was incomprehensible because it was in English.

After the analysis of qualitative data, eleven codes were elicited which were developed into four broad themes as shown in Table 6

Table 6 Thematic Analysis of Interviews

Interviews	
Code	Themes
1. Presence of Icons	Iconic and Textual representation
2. Clarity in Icons	
3. English Signboards	English hampers comprehension
4. Borrowing	
5. Ignorance of Law	Attitude towards statements
6. Fear of fine	
7. Neutral View about Law	Constructive role of media in enskilment
8. Visual literacy	
9. Recurrent Patterns	
10. Media	
11. Background Knowledge	

4.3 Summary of the Chapter

This chapter deals with an in-depth quantitative and qualitative analysis of the data collected by employing the research methodology mentioned previously. By employing mixed method approach, it has highlighted various aspects ranging from linguistic to societal changes. The results will be discussed in the next chapter with reference to other studies conducted within Pakistan and around the world to see how signboards enskil people to move and behave within the limits prescribed by the law.

Chapter 5 - DISCUSSION

This chapter is divided into three subdivisions in which the results of the analysis of the data are discussed thoroughly in the forensic context i.e., rules and regulation as prescribed by law. The first section is a discussion on the linguistic analysis of the gathered data of signboards using geosemiotics analysis. The second part holds an in-depth discussion on the results of the questionnaire while the last section discusses interviews which will highlight views and opinions of people especially the illiterate citizen of Pakistan.

5.1 Role of Indexicality in Top-Down Signboards

Indexicals hold a significant role in the Linguistic Landscape in terms of assigning meaning to the text written on the signboards. In the light of Scollon and Scollon (2003) perspectives, indexicals refer to the use of demonstratives, deictic expressions, personal pronouns and time adverbials to index space, social relationship and tense respectively. The data of the present study confirmed the presence of indexicals and most importantly confirmed the role of indexicals in the assignment of meaning. Since the signboards in both English and Urdu are taken into account, so some noteworthy and exciting instances have appeared which open new vistas for discussion and future research.

Starting with space indexicals that index space or location, it is proposed by the theorists (Scollon & Scollon, 2003) that the use of such words bring clarity in message being conveyed by the speaker and to the receiver like *yeh rasta band hai* (this way is closed) or *rasta band hai* (way is closed). The demonstrative no doubt brings clarity and helps in understanding the message but in top-down signboards located at Islamabad and Lahore, a few demonstratives are found in Urdu while one demonstrative is found on signboards written in English that refer to location. This trend asserts that the signboards with Urdu text as more clear, lucid and accurate as compared to the ones written in English. As per the theoretical considerations, demonstratives index space but the data revealed that demonstratives not only point to space but also to things and people and discourses also which is a new addition in the role of demonstratives. One instance of demonstrative referring to students is seen in picture 69 i.e., “Students tickets are only for those who are having valid students cards or wearing uniform.” In Urdu the demonstrative “اس” is used for referring to water in picture 81. Moreover, discourses are also indexed through the use of indexicality i.e., اس پارک. Here

demonstrative is as per Scollon and Scollon (2003) is indexing space however the demonstrative also refers to the legal discourse and implies the forensic context where law is applicable and can lead to penalty and fine. As per Smoking Ordinance of Pakistan (2002), certain places are identified for smoking while the smokers are not allowed to smoke at unidentified place. So, the use of “this” with park indexes the discourse of law and particularly the smokers’ ordinance and more specifically the rule which refrains a smoker to smoke at prohibited area. In this way this park is also a prohibited area for smoking. It is a crime as per law to smoke in this park. Through this discussion, it becomes obvious that the use of demonstratives assign meaning to the signs and point to space which confirms the view of Scollon and Scollon (2003) however the role of demonstratives has now been modified since people, things and even discourses are also indexed through the use of demonstratives. This indexing is more common in Urdu language which unveils the use of Urdu language by the authorities in a clear and unambiguous manner.

The second category that falls under the space indexicals is deictic expression according to the proposed model of geosemiotics. Deictic expressions also tend to index space and set boundaries for the viewers like *yahan gari khari karna mana hai*. *Yahan* word index space but also delimits the area as no parking space. Along with words, the arrows are also deictic in nature and index space but arrows alone are meaningless until the text is accompanied with the arrow. Here the view put forward by Wittgenstein (2010) is confirmed that pictures are subordinate to texts and works as a parasite in the process of meaning making. Icons and pictures alone are meaningless until the text is displayed like an arrow sign on a door versus an arrow with the text “exit” communicating the purpose of its placement. Very few instances are found in the data where text is accompanied with icons or pictures that can make the text easy to grasp and understand.

The data confirmed that space indexicals index location but also people, things and even discourses at work in a particular context. The use of indexicality brings clarity and removes obscurity by pointing to things in a clear way but this pattern is more prevalent in Urdu language with an assumption that majority of the audience is well versed in Urdu language.

No doubt, social relationships are built and reflected through the use of personal pronoun on the top down signboards as highlighted by Scollon and Scollon (2003). However, a variation between direct and indirect relationship is observed through the

use of pronouns on signboards containing Urdu and English. Not just the use of personal pronoun is seen to index social relationship but also possessive as well as emphatic pronouns are found in the data which further adds new literature to the existing theoretical framework. In Urdu and English, wide range of personal pronouns in singular and plural cases are used to build the relationship between viewer and speaker. Although the viewer has been addressed by personal pronouns that often index plural audience whereas authorities are always mentioned with their abbreviated names and logos. A few examples show the use of “we” and ہم in English and Urdu respectively. As Van Dijk (2002) claims that the use of personal pronouns “we” is a strategy used to show solidarity meanwhile the use of “we” by politicians or those in power is a strategy to share responsibility so that any rule or policy should not be felt an imposition to the individual. A sense of trust and support is also developed through the use of plural pronouns. The same view is endorsed by Khan and Malik (2016) in their analysis of Musharraf’s autobiography stating that the use of pronouns brings a sense of collectiveness, intimacy and familiarity with the listener. Contrary to this and in the light of the above stated view, authorities seem to use their own name instead of pronouns to show individuality and assert themselves by putting all the responsibility on the viewer in terms of compliance. This trend of using official names and logos assigns a separate identity to the speaker hence segregating themselves from the viewer. It can be a strategy to impose rules and policies on the viewer and making them bound to follow by excluding themselves. Instead of using “we”, second person pronoun is used both in Urdu and English as “aap” and “you” respectively. No doubt, the producer or authorities are addressing the viewer but with a difference in the level of formality. The case markers like “apnay samman ki hifazat khud karen” instead of “karu” differentiates the level of formality and respect which is not evident in English language. “You” stands for second person without any indication for formality or informality. This sense of formality and respect is reflective of the cultural values of Pakistani society since Urdu has the distinction between level of formality “aap” and informality tum as opposed to English language pronoun “you” that does not discriminate between the two levels as discussed earlier.

Moreover, the data also shows the presence of possessive pronouns more in Urdu text as compared to English. Possessive pronouns like apnay, inkay, are found in the data which builds a relationship of belongingness with the listener and their things like bag, luggage and even kids. The use of possessive pronouns in both the texts in

English and Urdu marks possession and a sense of belongingness according to the rules of grammar but it is observed that emphatic pronouns accompanying possessive pronouns are found in signboards written in Urdu. Since the word emphatic itself is explanatory so it can be inferred that authorities put more emphasis on the viewer and make them responsible for taking care of their belongings. The assertion by the use of emphatic pronouns with possessive pronouns is a strategy of the authorities to free themselves from the any responsibility and making the audience liable for any damage or theft. The present study has revealed the use of possessive pronouns along with emphatic pronouns for indexing relationship of listener with his or her belongings instead of speaker and listener. Here this combination of pronouns distances speaker and listener from each other instead of building a relationship.

According to Scollon and Scollon (2003), time follows the principle of indexicality in the material world. The present study also confirms the role of time in terms of indexing the time of action. The use of word, 'now' indexes an urgent action. Moreover, the use of now when viewed with the textual context indexes future consequences also. However, the role of time through the use of words now and then as reported by Scollon and Scollon (2003) is not as prevalent in Pakistani context however tense plays a very significant role in lending meaning to the signboard. Tense indexes time of action like the text saying NO Parking, NO Smoking, CCTV in Operation index time of action. The present tense shows that parking and smoking are not allowed irrespective of time while "CCTV in Operation" gives the information that the viewer is being constantly watched. Most of the signboards are in present tense but use of modal verb like can refer to future tense. The use of "can" indicating future tense exhibits the consequences for showing noncompliance leading to penalty and punishment. The pairing of present tense markers along with modal verb can not only reflect present tense but also future hence referring to the time of action by the viewer in present tense and the action of the speaker in future tense but with a possibility.

The insights drawn from the principle of indexicality which is one of the bases of geosemiotics have confirmed the use of pronouns, demonstratives, diectic expressions and tense markers on the signboards deployed at various places. All the identified categories assign meaning to the signboards and help in deciphering meaning in context. The social relationship is indexed through the pronouns while space is indexed through demonstratives and diectic expressions. The tense markers also index time of action so indexicality is an important feature of top-down signboards. The text

both in English and Urdu are indexical but signboards in Urdu are replete with indexicals so they are clearer and easier to understand for the viewer in order to make sense of the rules and regulations with reference to the context.

Here it seems pertinent to talk about the principle of dialogicality also with reference to signboards and forensic context. Signboards are seen to be working on the principle of dialogicality by performing two functions. It intends to inform, warn and guide people who move around while on the other hand it refers to a larger discourse that is legal discourse in the present study. On a small level, the signs are seen with respect to the meanings the context lends while on the larger scale the language of the rules and regulation or legal language used by the authorities reflect how much compliance they show in the light of the law hence signboards reflect not only the laws but also peep into the societal practices at a large level. The placement of No Smoking signs reflects rules of the state but also the Pakistani society that is indulged in smoking. Within forensic context, the language must be simple to understand and communicative enough to make people comply with the instruction failing to which may lead to punishment and penalty. The top-down signboards are displayed with an aim to civilize people to guide them in the light of the rules and regulation as set and laid down by the state. All the signboards and the viewer in contact make the context forensic in approach since simple language without obscurity and obfuscation is a key to understanding that can lead compliance by the viewer.

5.2 Role of Composition in Top-Down Signboards

The composition of the signboard is the overall appearance of the signboard. It tells us how has the producer arranged things on a signboard which reflect priorities and preferences which he wants to convey to the audience. Kress and Van Leeuwen (1996); Scollon and Scollon (2003) have proposed a framework of informational value as centralized or polarized. The same model was applied to the collected data but a new pattern emerged which is an addition to the theory of geosemiotics. Scollon and Scollon (2003) have recorded variation in different geographical region owing to different sociocultural practices hence no pattern is constant. A noodle shop in Hong Kong places the names of the company in the central position. On the right, it says wheat noodles and at left rice noodles are written. In Washington DC, instead of top bottom and left right distinction, the left and right arrangement of food items can be seen on a signboard of a pizza shop. In some cases, this left right, and top bottom distinction is reversed in

fire exit signs showing the way to exit at totally different locations. This conclusion is further strengthened by this study that every geographical region reflects its own preferences and choices. Even the authorities employ unique arrangement of text to assert their identity and individuality. The composition of the signboards placed by Motorway police and National Highway authority on overhead bridges follows right and left position. According to the orthography of Urdu, the text starts from the right side and the name of the authority occupies left part of the signboard while the text in English starts from the left side and the name of the authority is visible at right side. Scollon and Scollon (2003) have also reported the same phenomenon which depends on the orthography of a language like Chinese versus English. At other places excluding motorway, regardless of any orthographical limitation, right left written composition is seen. The text here is short and brief so it can be assumed that the placement of informational elements in the right and left composition is a strategy of the authorities to convey more information by utilizing less resources. The availability of funds and resources according to Yusuf and Putrie (2022) is reflected through the use of material of signboards like metal versus a printed page attached to a pole but here the same variable availability of resources can be detected through the composition of the signboard. In less space, more information is inserted so it reflects the economical way of utilization of resources by the authorities.

Another pattern that emerged from the data is new and exciting since it is different from centralized or polarized information. The signboards in Pakistan mostly follow top and down composition. In some cases, information is at the top while the names of authorities are at the bottom or vice versa. Moreover, where agency is absent, the text holds centralized position so it can be deduced that there is no rule regarding placement of informational value. It varies from authority to authority. Although the signboards deployed at motorway reflect uniformity while all other survey areas mark variation. These signboards in this case mirror the identity and individuality of the concerned department like signboards placed at motorway reflect uniformity in composition hence placing at a high pedestal in terms of rules and regulations as in comparison to other departments at work. The variation in composition is a marked feature of bottom-up signage where the shop owners or brands employ different strategies to attract the viewers. Since the producer of bottom-up signs are different so the newness in composition is a key to mark individuality and assert self-identity but this strategy is also reflected through the signboards placed by CDA, WCLA, PHA.

Kadry (2017) stresses upon the importance of composition in advertising design. He (Kadry, 2017) concluded that a strong composition with a consistent and elegant style influences the minds of the receiver and results in effective delivery of messages. Here in the present study, a consistent style is missing which should stand as an identity of each department. Although top-down signs reflect rules and regulation with an aim to civilize people and bring uniformity but the variation in composition within each department is quite contrary to the very essence of the deployment of these signboards.

5.3 Preferred Code in Pakistani Context

The signs scattered in the environment is reflective of a country and the people living there. If a person is surrounded by the signboards written in Chinese, he will be able to make an immediate assumption that he is now standing in a Chinese speaking community. So, language in this way indexes geopolitical world in which one is standing. Not just the code but the style of language usage as formal or informal and the font style index not only community but the political forces and policies at work. For Scollon and Scollon (2003), the language on signboards plays two functions either it indexes the community within which it is being used or it symbolizes something regarding the product which is not related to that place where it is located just like a French restaurant having French language written on the board erected on the top of the building will symbolize that French cuisine will be available in this restaurant.

Although the third parameter within geosemiotics framework is code preference which aims to look at the ideological decisions regarding placement of a code in any signboard deployed at a specific place in the world. This code preference is more evident when it comes to bilingual or multilingual signs. In this world, no two things can be placed simultaneously at a same place so a system of preference in terms of choice is generated. In the light of this stance, three parameters have been put forward by the researchers (Scollon & Scollon, 2003) after conducting various studies to analyze the preferred code within a signboard.

On vertical axis, the preferred code is located above the peripheral or secondary codes. On horizontal axis, the preferred code is located at the left position while the secondary code is placed at the right side. In centralized position, the preferred code holds a central position while the marginalized code occupies peripheral position.

Just like Pakistan having two official languages, Hong Kong and Quebec also contain two official languages whose positioning is governed by the law that the top

position will be occupied by preferred code while the peripheral code will be seen at the bottom, but the problem arises in the commercial or private notices which do not follow any legal policy or at a distance from legal concern. Here the task to decide the preferred code among different languages becomes an uphill task so one must have an insight to law and language policies for making such decisions. Another issue reported by theorists (Scollon & Scollon, 2003) occurs when the text vector or the direction of writing is different just like English and Urdu when following the second parameter based on horizontal axis, so this area needs to be researched.

Before deciding the role of English and Urdu as preferred code as visible through signboards, it is pertinent to view law and the context in which both the languages are flourishing within Pakistan. Once English was the language of the colonizers but now it has grasped firm roots in all the colonized countries. Quite recently, Coleman (2011) and Wedell (2011) have arrived at an assumption that English is performing three roles at functional, utilitarian and practical levels i.e. positive, negative and neutral in developing countries whereas Kachru (1986) reported that in any multilingual scenario, English plays two major functions, the one being enjoying the official status and the second being serving as means for mass communication.

As mentioned earlier, English was introduced to Pakistan before it got its independence by the British colonizers. Before the partition, Pakistan was the part of the subcontinent where Muslim culture flourished under the reign of Muslim Empires. The official language was Persian which served its purpose in state affairs, business and other matters of the day. In order to civilize and make the Indians cultured, British introduced English language since no need for linguistic change was sensed by the people (Mehboob, 2002). This language change was based on the language policy of British in order to influence the behavior of others with respect to the acquisition, structure, or functional allocation of their language codes as stated by Cooper and Cooper (1989). Now the question comes why does English enjoy a high status? This question is answered by Mehboob (2002) that the political power of the people especially the military power lends a language a high status. If a change occurs in the usage of native language, it echoes a simultaneous change in power structures also. In 1835, the switch in official language heralded not only the change in power structures but also the behavior and attitude of people towards English language.

After the independence, a three-language policy was implemented: Urdu as national language, English as official language and a provincial language for each

province of Pakistan like Sindhi for Sindh, Balochi for Baluchistan, Pashto for Khyber Pakhtunwa and Punjabi for Punjab. In 1948, Urdu was given the status of national language and will take place of English as the official language once developed within ten years period. English remained mode of instruction in the cadet colleges, and it was mandatory for the personnel's serving at a high pedestal to be well literate in English. Pakistan's first nationally approved constitution of 1973 which is still enforced with certain amendment in article 251 announces Urdu as the national language while English as the official language. The clauses are as follows. of Pakistan

- Clause 1. The National Language of Pakistan is Urdu, and arrangements shall be made for its being used for official and other purposes within fifteen years from the commencing day.
- Clause 2. Subject to clause (1) the English language may be used for official purposes until arrangements are made for its replacement by Urdu.

In 2015, the Supreme court of Pakistan also passed an official notification to implement Urdu in all the offices working within Pakistan but Zaidi and Zaki (2017) considers this clause nothing but a mere rule differentiating and dividing the population between educated and uneducated. English language proficiency is considered to be a status symbol in Pakistani society. The model of De Swaan's Global language System (De Swaan, 2013) has been adapted by Zaidi and Zaki (2017) in attempt to present the prevailing scenario of linguistic system of Pakistan.

As per the model of De Swaan (2013), English and Urdu languages are hyper central enjoying higher status and placed at a prestigious pedestal while the super central languages include Punjabi, Pashto, Sindhi and Balochi languages having less prestigious status as compared to others. The third layers namely central languages include Hindko, Sariki, Balti, Kashmiri, Gujrati and Hazargi which are not in a danger to become extinct while the peripheral languages which are not present in the central are endangered languages soon to become extinct. Although the languages occurring in the third layer have oral speakers but they are not visible as reported by Manan et al. (2017). The research reported the presence of English and Urdu language on the public signboards. The data under study also confirm Zaidi and Zaki (2017) adopted model since hyper central languages are visible throughout the public spaces in Lahore and Islamabad on regulatory discourse specifically top-down signboards. English has taken firm roots in every culture and civilization. Not just in Pakistan with a multilingual background but the countries having monolingual population use English either for

decoration or for tourist. Grishaeva (2015) reported the presence of English and local language on the signboards of Krasnoyarsk, a city of Russia. Being a monolingual country, English was seen on the commercial and residential forefront while in China having one official language English visible on the top-down signboards has also been observed (Zhang & Tuo, 2015). Here English is placed to cater the needs of the foreigners but there are lexical and pragmatic issues in the translated versions which echoes the negligence of the authorities and result in transmission of inaccurate information. Since Pakistan is a country diverse in languages and the reviewed literature ascertained the fact that only English and Urdu cover the linguistic landscape while all other indigenous languages are absent from the linguistic landscape of all the provinces of Pakistan.

Having two official languages of Pakistan and the data under consideration, the pictures are divided into three categories: signboards containing just Urdu, signboards containing only English and signboards having all the two languages. The signboards are mostly written in Urdu language but a number of English words have been employed by the producer like slippery, tyre, speed, facemask, gloves. The use of certain words in the text refers to Reh (2004) translation model in multilingual scenario. This assembling of two languages is termed as fragmentary text in which a few words of the other language are used. This process has already been reported by Al-Athwary (2014) while analyzing the linguistic landscape of Sana. On the top-down signs, fragmentary text was seen in which words of English were used. He (Al-Athwary, 2014) ascribed the usage of English as a consequence of globalization. The linguistic landscape of Tokyo also confirmed the presence of English but here Backhaus (2006) attributed the usage of English for embellishment purposes and to meet the needs of the foreigners also. Drawing on both the reasons, it can be inferred that English in Pakistan is used for both for decorating the text and showing a sense of proficiency in English and to guide, instruct and help the foreigners when they move in any geographical region of Pakistan. Another phenomenon which was similar in Japan and Pakistan is the usage of catchphrase, slogans and certain words with no translation. The use of words warning, use me, thank you attract the viewer so in most cases the English orthography with lexicon is seen. In the light of the findings of the research conducted in Japan, we can assume that the usage of such words reflects the influencing power of English language and indexes the proficiency of Pakistani speakers in English which led to its visibility in linguistic landscape. The same phenomenon if viewed in forensic

context shed light on the incompetency and preferences of government authorities. It is evident that the implementation of clause in article 251 is not being followed by the authorities in letter and spirit. The use of words within Urdu sentences written on signboards like biscuit, thermal gun, staff, gloves indicates that English words have become a part of communication within the masses. Although English counterparts are present in Urdu, yet the preferred usage is English language within Urdu texts. It is quite alarming situation that the government authorities are promoting English through its usage at public places. This process of mixing of English words into Urdu echoes the loss of identity and placing Urdu nearly to acquire the status of endangered language. During the analysis, it was rare to find a case in which Urdu words are used on signboards written in English. One thing is proved that Urdu orthography and syntax are preferred by the authorities but words from English are chosen for disseminating rules and regulations to the common people. El-Yasin and Mahadin (1996) also confirmed the presence of foreign elements in the shop signs of Jordan which have crept into the human life and held firm roots in Arabic language.

Moreover, not just the catchphrases are in English, but also the logos and names of the departments are written in English. Although Urdu is the national language, and the constitution of Pakistan also declares the promulgation of Urdu language but it is quite surprising that the names of the government departments are in English. Even the logos of these departments are showing supremacy of English over Urdu language. Instead of making people follow English, it the foremost duty of the government to implement Urdu language within offices. The names such as Capital Development Authority, Parks and Horticulture Authority, Walled City of Lahore Authority, National Highway and Motorway Police must be in Urdu if the constitution is followed in its true sense and spirit. It looks like a mere joke that departments formed after the constitution have names in English. It confirms the view put forward by Kachru (1986) that English is the language that offers opportunity, lends social prestige, power and success. Moreover, English has transcended into every walk of life through its cultural, ideological and elitist power.

Referring to Reh (2004), Pakistan reflects bilingualism having Urdu as the preferred code but English is also treated as a language for communication. Although in Nowshera, fragmentary text is prevalent on the top-down signs while complementary text on bottom-up sign boards but in Islamabad and Lahore all four categories are present but fragmentary text is visible to a greater extent. The data confirmed the usage

of all the four categories including duplicating text, fragmentary text, complementary text and overlapping text unlike the research conducted by Al-Athwary (2014) in Yemen who reported the visibility of duplicating and fragmentary text as a feature of Linguistic Landscape of Sana. The presence of all the four typology reflects the supremacy of English in Islamabad and Lahore as compared to Nowshera and Yemen. Pakistani people residing in Islamabad and Lahore seem to be more proficient in English just like in Japan where the presence of complementary text reflects the competency of Japanese people in English language (Backhaus, 2006).

To sum up the discussion on code preference, the results reflect the influencing power of English that is enveloping not just the people but the government also. English is seen to be encroaching not just multilingual regions but also influencing the monolingual countries. Shahzad et al. (2020) attributes the quality of language promotion to the Linguistic Landscape so the government should ensure the implementation of Urdu in all fields of life. The display of Urdu language will act as a strategy for its promotion.

5.4 Role of Inscription in Top-Down Signboards

After reviewing the literature, it becomes obvious that not just the internal factors but also the external outlook of the signboards contributes to the process of meaning making. The external factors have been termed differently by Løkken and Moser (2012), Kress and Van Leeuwen (1996) and Scollon and Scollon (2003) but equal importance is attributed to this area of inquiry by all research scholars. The quality of the material used is indicative of its permanence. The data showed that signboards inscribed on wood, marble, metal are durable and permanent. These materials can withstand harsh and uncondusive weather conditions. Moreover, they cannot be easily dismantled and signal long permanence. The use of such materials are also reported by Yusuf and Putrie (2022) in their research on Mosques in Indonesia. It is revealed that in every society, signboards are allocated keeping in mind the importance as well as permanence and to fulfill this purpose, the high and strong quality material is used. Furthermore, the metal, wood and marble are considered to be highly durable materials by the authorities whereas paper, framed pages, charts or panflex cannot bear the harsh environmental changes. Yusuf and Putrie (2022) also indicated the use of such material that highlighted convenience and the lack of resources. No doubt, the non-permanent material signal ease and availability of funds but it also exhibits temporariness of the

message conveyed. Most of the temporariness is revealed through the use of panaflex that can be easily pasted on walls or poles. However, the present data revealed another aspect of using non-permanent material. The message conveyed through such display of material reflects the temporariness of the issue and instructions given by the producer. Corona epidemic is a vivid instance of temporariness. The printed pages saying “No mask No entry” or panaflex announcing closure of parks and public places reflects non permanence. Since it is epidemic and will not last long so such signboards will lose their importance after a span of time so the authorities use such material for convenience and ease by dismantling them at the right time. The authorities also seem to utilize the funds economically and in a correct manner; the high-quality material for permanent signboards and the cheap material for non-permanent signs. Again, this practice is similar both in Pakistan and Indonesia. One aspect is noteworthy with respect to non-permanent signs that has not been highlighted by earlier researchers. A temporary sign has the power to dismiss the instructions laid by any permanent sign. It can make all the permanent signs deployed at any geographical region ineffective. The panflex informing people regarding closure of shahi qilla dismisses all the instructions and timings of opening and closing of the park which are inscribed on permanent material. So, we can say that the temporary signs are more powerful than permanent signs. Temporary signs are more reflective of the current scenario of the country and informs the public about the temporary decisions taken by the government in the best interest of people.

The font of the text also reflects the significance of the message conveyed. Different modes of writing have been reported by researchers Yusuf and Putrie (2022) and Scollon and Scollon (2003) such as painted alphabets, calligraphy, typed letters etc. which gives different shades of meaning of the same message. Scollon and Scollon (2003) also report the strategy of foregrounding and backgrounding information with the help of the font size of the text. The data revealed that the information on motorways, parks metro stations is foregrounded by large font size while logos are as small as compared to the text, so departments are backgrounded. This foregrounding and backgrounding are strategies employed by the producer to capture the attention of the audience towards the message conveyed since a sudden action e.g., of reducing speed is required which is more important for a viewer instead getting to know about the department who has allocated the signboard.

The font size also indexes the producers' preferred code. The greater the font size, the greater the importance of the language. Along with font size, the colors also build meaning and reflect the ideology behind such usage. The colors used on all the signboards vary from department to department. The green background is used on motorway for information purposes unlike in Indonesia green color represented Muslim community so use of colors is context based and depends on cultural and societal practices. Red color is always used as a danger sign in traffic lights also so here this usage resembles the earlier usage of red color by the people all over the world. Yellow colored signboards reflect warning sign on motorway with black font size. This pattern is reversed if signboards of metro stations are viewed. Yellow font with black background for information purposes is used so it is proved that use of colors is not static excluding red color and varies according to the context. We can conclude that color usage is context dependent. A pattern is found in parks of Lahore and Islamabad i.e., brown background with white font color is used. Brown background reflects recreational places and informs the viewer about rules of the parks. Although, other colors like blue and metallic are used but brown color is widespread. Still a uniformity is needed which people can relate easily for quick understanding.

The third aspect within inscription is layering which has been reported by Backhaus (2006) in the official signs of Japan. This layering is a technique to add new information to an already deployed signboard. The data also confirmed its presence on the top-down signs just like in Japan to give new information to the viewer. One more aspect that is brought to the surface by Backhaus (2006) is the function of layering in terms of language promotion. Often the layering in Japan is related to the increased number of languages as Korean and Chinese for a wider viewership but in Pakistan new information is given through layering or an explanation of an already deployed sign. No new language is introduced on the signboards. Only Urdu and English are visible in the linguistic landscape of Islamabad and Lahore.

The proposed idea by Scollon and Scollon (2003) on inscription is confirmed by the collected data that materiality, font and layering add meaning to the text. Although the use of materiality in terms of permanence and non-permanence is quite similar in Indonesia and Pakistan while layering and use of colors are culture specific and dependent on the societal practices of a region.

5.5 Interactive Participants and its Effects

In any communication or even a dialogue, three things are mandatory without which the process of meaning making cannot take place. The speaker in any conversation, the listener to the speaker and the medium of communication whether verbal or non-verbal. Geosemiotics framework calls these three participants as interactive participants further categorizing them as productive participants, text & image participants and receptive participants. Productive participants can be authors, designers, printers, speakers who write in order to explicate their ideas which in the present case are the government agencies who are responsible for regulation and enforcement of law. The only medium used by these agencies is the text and sometimes pictorial communication accompanied by text for better comprehension of the receiver who is watching the signboard allocated at a public space. Aaker (2009) also reported that use of multimodal resources makes the communication not only persuasive but also effective. Although the text holds a prominent position but the presence of all the three participants makes the communicative process smooth and unobstructive.

Signboards containing all the three participants have a strong effect since it gives information about the producer, the message he wants to convey and the receiver, so a complete communicative process takes place. The presence of producer on a signboard creates a relationship between the text and the authorities in a way, the name of the administration along with text gives a complete meaning and the viewer cannot question the authenticity of such signboards when it comes to regulatory discourse. Even the placement of the logo of departments enlightens the viewer regarding activities and duties which a department performs. If two signboards are compared as shown in picture no 75 and 82, the first signboard does not contain any producer of the message while the second signboard contains the producer as “administration CDA” so the results of the questionnaire also confirmed the view that the second signboard is more effective in communication and law implementation due to the presence of producer and reference to the penalty because the presence of the name of the producer does not lead the reader to confusion in case of producer or administration that who stands responsible for the maintenance and protection of any geographical area. Rambousek (2004) has also reported in his research on English public notices that the name of the producer can be seen on the messages stating orders or restrictive signs. The visibility of the source of authority is quite rare in informative signboards. He

assumed that the presence of the producer gives an official tone to the message conveyed but the results of the present research are quite different. The authority is seen on both informative and warning signs. No such distinction is seen in Pakistan so all the signboards whether informative or orders are given an official tone through the mention of authority but it is seen that sometimes the producer of a message is foregrounded by the use of different color and font size while in some cases the small size and the use of invisible color make the text important, and the producer is placed at a secondary position. This pattern is not stable so we can infer that government agencies employ foregrounding as a strategy to convey the thing most important and noteworthy for the viewer.

The text holds a central position in the relationship that is built between producer and viewer. It is a medium through which a producer conveys rules to the viewer and sets offers and demands through the maneuvers of language. Here text not only conveys meaning but mirrors the expertise of the officials in the usage of languages. The analysis has shown that Urdu text has complex structures as compared to English. This reflects that Urdu is more expressive since it provides explanations for wearing masks or demands cleanliness by stressing upon its importance whereas in English compact phrases and simple syntax is used. Rambousek (2004) has also confirmed the presence of additional information in the form of explanations or supplementary information for a better understanding of the reader but in most of the cases the compact and standardized formulations like NO SMOKING are used. He advocated such usage for the sake of efficiency and to convey a ready-made message for the viewer which he could make sense without or a little effort. In Pakistan, this pattern is followed for the text written in English language hence meeting the worldly standards and the needs of the tourists. It also becomes clear that Urdu text is meant for Pakistani viewers and no such standard formulations are followed in fact additional information is provided with complex sentence structures are seen. This also reflects the competency of our officials in Urdu language in comparison to English. Furthermore, this phenomenon also suggests that Urdu text is not translated word to word into English. The standardized formulations are preferred by the authorities to aid the tourist in understanding rules and regulations. Although visibility of English language is more prevalent as most studies conducted in Yemen or African countries on top down and bottom-up signs have reported but in Pakistan, Urdu is more prevalent

which keeps the spirit of nationalism alive in the hearts of the citizen by its recurrent use.

The results also highlighted the fact that all the sentences in Urdu follow formal language with features of respect. The producer pays respect to the viewer through the use of language while in English language no such respect features are seen. Rambousek (2004) has also pointed out the very aspect of using formal language in English in comparison to Czech and concluded that English speakers are least conscious of the formal aspects of the language while relying more on the pragmatic aspects. In the light of this argument, we can say that to pay respect and follow the formal aspects of language, the signboards in Urdu reflect the cultural values of Pakistani speakers.

The text irrespective of the language used convey the current scenario of the country. This assumption is illustrated through the signboards issuing orders to wear mask and observe social distancing so signboards not merely communicate rules and regulations but the current scenario and builds a relationship of demand from the producer to the viewer for following the instructions which may help the producers in overcoming the problems so two-way process of communication takes place. One is verbal by the producer and the second is nonverbal gestures by the viewer which can further lead to enskilment.

5.6 Pragmatic Aspect of Signboards

A lot of definitions have been put forward by the linguists about pragmatics but the two most noteworthy definitions which relate with the present study are the contextual meaning and the intention of the speaker irrespective of the syntactic structure a producer uses. Both these aspects will be discussed by referring to the results of the study. By employing the geosemiotics framework, it has been discussed in the earlier sections that how the context helps in deciphering meaning so the intention of the speaker will be discussed below by referring to Searle (1979a) speech acts.

Rambousek (2004) states in his research that a high level of correspondence is required between the formal structure and the meaning. For Rambousek (2004), such messages having clarity are easily understandable to the viewer. His research on English signboards has also reported a sort of correspondence between the syntactic structure and the function it performs like imperatives are used for instructions. In Pakistan, the most common speech act found in the data is directives. Within directives, request and commands are widely used by the authorities. Although all the signboards

are commands but one phenomenon of changing the order into request by adding the words “brahae mehrbani” and “guzarish hai” or in English “Please” is seen. This throws light on the culture of Pakistan which prefers polite markers instead of being direct in issuing instruction. As discussed above, if compared to English society, Pakistani citizens are keener to pay respect so the process of changing orders into requests is prevalent in Urdu language. The results of the questionnaire also reflect people’s inclination towards polite prohibition for littering or parking at specific places. For the participants, a polite prohibition is more effective for themselves instead of warnings and threats. The preference for a polite way by the citizen of Pakistan reflects Pakistani society who wants to be respected. In comparison to English language, Urdu language is replete with respect features which were seen on the signboards.

Besides requests, indirect speech acts are also seen within the data which according to Leech (2014) are used for politeness. The same notion of politeness is advocated by Brown, Levinson and Levinson (1987) and deemed it a strategy of avoiding face threatening acts. By employing the same idea, we can assume that authorities are conscious of face threatening acts when designing signboards in Urdu while in English, messages are quite direct which are aimed to meet the needs of the tourists. Deng (2014) has also reported the feature of avoiding face threatening acts and using indirect speech acts on public signs as a common practice now in China so in this regard the signboards written in English must also be designed to keep the same effect of the message on to the viewer whether he is a citizen or a tourist. Another research conducted in China by Yuan (2014) on environmental signboards have also reported the use of requests and indirect speech acts on public signboards so we find a similarity between the strategies adopted by our officials and internationally by the other governments in the planning and selecting of text that will be visible on the public signboards.

The indirect speech acts are assertives with the apparent meaning of informing or suggesting the viewer to reduce speed or maintain cleanliness or refraining from wasting water. These assertives also function as non-face threatening acts and liberty is given to the viewer whether he obeys or not. This is a general trend highlighted by research in China, Japan and Thailand so the viewer’s freedom is being given importance in order to choose his reaction according to his own will.

The data also revealed the presence of foreign words i.e., English in Urdu signboards. This pattern has also been reported by El-Yasin and Mahadin (1996) in

Jorden but on bottom-up signs. Al-Kharabsheh, Obeidat, Al-Quran and Al-Azzam (2014) research also attributed the use of superfluous and borrowed words as a means of promotion of business. Moreover, a sense of newness and superiority is also highlighted by the use of foreignism. In this regard, if the top-down signboards are compared with bottom-up signboards, we can conclude that Pakistan officials are also promoting English language by the use of such words. Even the research on bottom-up signboards conducted in Swat and Nowshera confirmed the presence of English words, so a similarity lies between bottom up and top-down signboards in case of promotion of English language. Overall, this usage of English on signboards reflects the pragmatic approach of the officials. The words of English have entered the vocabulary of Pakistani citizens and in fact become a part of daily use. Even the mixing is so strong that it is an uphill task to distinguish Urdu vocabulary from the English one like roads, school, park etc. In this view, the officials have used such words to make the audience better understand the text of the signboard.

5.7 Forensic Approach to Top-down Signboards

During the analysis of questionnaire and interviews, the distinctive characteristics of the top -down signboards became evident which mark its difference from bottom-up signs hence setting a new genre of signboards with marked features that tends to depict rules and regulations as prescribed in the constitution or state law.

5.7.1 Lexical and Syntactic Ambiguity of Top-Down Signboards

As Hutton (2014) clearly writes in his research that public signboards are meant to civilize the citizens by issuing directions, warnings and exhortatory notices. To achieve the aim of changing the behavior of the people, the government allocates law alongside road written on the signboards either in the form of summaries or actual law. In this regard, the space where a legal text is displayed becomes a forensic as well as legal context for the public since now the audience are answerable for their actions and liable to punishments and penalties. The present study has also shown that the signboards allocated at parks, motorways and recreational areas are also meant to educate people about their behavior as desired by the authorities of Pakistan. This is also the essence of law as prescribed by Austin (1832). In other words, law is the desirable behavior of the state that is communicated through coercive statements. These coercive statements as reported by Hutton (2014) can be the warnings or appeals which can be face saving or face threatening acts by the government.

The definition of law as well as the studies also confirmed that law is meant for the people either citizen or tourist, but the question comes how is the law communicated to the public? This question is answered by Hutton (2014) that public notices play the role of dissemination of rules and regulations. These rules are written word by word or are interpretations of the law. The environment protection act also clearly mention the duty of the government to develop public awareness. It has also been observed in the present study that signboards are mostly advices and warnings in the form of requests for showing good behavior in order to become a responsible citizen but most of the signboards are interpretation of the law. Only at one instance a clear reference to the law is given when forbidding the smokers to smoke. Since the language of law is ambiguous and full of archaic terms and complex sentences so the interpretation of the law is preferred by the authorities. This interpretation is mostly in the form of requests as discussed in the previous section. The use of request on the signboards is a strategy for face saving acts. Furthermore, it also reflects the polite and civilized side of Pakistani society that respect features are used on the signboards. Passive constructions are used in the law, but the data showed the presence of both active and passive sentences with contradictory effects. The active voice in the present data is face threatening acts like “No littering” or “No pick and drop” while the penalties and warnings are given in passive voice. This trends signals the presence of interpretation on the signboards instead of legalese. Using the forensic lens, this interpretation also refers to the plain language movement which stresses upon the use of simple language for better understanding of law.

The use of simple language here refers to avoid using words with multiple meanings. As highlighted in the questionnaire, the words like plastic, weak tyres, safe way and safe driving make people interpret differently as per their own understanding. The accurate word will give right meaning without ambiguity and obscurity which will help in enskilmnt through guided attention. Since guided attention ensures that the attention of the learner is diverted to the right thing at the right time and in the right place, so it is the duty of the state to provide best learning experience through deployment of signs with accurate words. The accuracy in dissemination of law can result in enskilled citizens since a little knowledge or ignorance is harmful. Williams (2004a) has also reported the legal language to be full of archaic expressions and complex sentences so interpretation can be useful as it is a strategy to write

interpretation of the law on the signboards in easy lexicon and simple syntax for quick and complete comprehensibility.

The data confirmed the presence of complex sentences where dependent and independent clauses are grouped together to form a complete text on the signboard. The use of clauses within a single signboard makes a text difficult to digest for the reader since simpler the text, easier to understand but these complex structures are present in Urdu signboards and are seen absent from English signboards. This complexity can be referred to indirectness in the message because these dependent and independent clauses are mostly explanations for the viewer in order to ensure face saving while the absence of such clauses in English makes the text direct in tone that again refers to face threatening act. No doubt, complexity is a marked feature of law as reported by Williams (2004a) that is also mirrored through the Urdu signboards but here complexity is seen associated with indirectness in the message due to presence of complex syntax structures and long sentences. This trend is not prevalent on the signboards in English. Such signboards are direct with easy syntax and small sentences omitting explanations and long interpretations. Arriving at this point, we can conclude that signboards both in English and Urdu are not true translations of each other since one has long details while other is quite direct in tone. Zhang and Tuo (2015) have also conducted research in China to see how well a Chinese board is translated into English. They (Zhang & Tuo, 2015) initiated this research with a view that properly translated signboards are helpful, informative and more practical for the viewer while the poorly translated signboards are a source of spreading confusion resulting in misleading the audience. Here guided attention is necessary for the enskilmnt of the citizen which is a duty of the government to convey correct information to the public and provide positive experience for their learning.

Another strategy for assigning accurate meaning to the text and to remove obscurity is iconic representation however, a bidirectional relationship exists between textual information and iconic representation. The text no doubt is more communicative but the iconic representation aids in quick and accurate understanding likewise the icons cannot fully disseminate information unless accompanied with textual information. During the interviews it was observed that some of the icons were not clear, so the text helped the viewer in deciphering the meaning of the signboards. The iconic representation also helps strangers as well as illiterates to understand the signboards as

Liu, Chua and Stahl (2010), in his study of Gambia, proved that images are a powerful tool to deal with illiteracy.

5.7.2 Borrowing of English Language

The use of foreign words in the legal discourse is a marked feature of legalese as reported by Williams (2004a) while English Legalese has borrowed words from Latin, French and phrases from Norman origin which have been naturalized into English society to such an extent that they are no more distinguishable. This borrowing is also seen in the Pakistani law and the signboards specifically where English vocabulary is borrowed into Urdu. The data of the present study also confirms the presence of English lexemes in Urdu. The presence of foreign words is prevalent in both bottom-up and top-down signs as reported by researchers in Sindh, Baluchistan and Khyber Pakhtunkhwa and Swat. No doubt, this mixing of foreign elements is a marked feature of legal discourse but in Pakistan, colonization is also one of the reasons for such usage and borrowing. Pakistan has remained a colony of Britain for a decade which strongly influenced not only the language but the culture of the people living in the subcontinent. At first, English was rejected and resisted by the nineteenth century Indian Muslims with a fear to lose their identity. English was seen as a threat to their cultural values and Islamic tradition. But after the resistance came a wave of acceptance by the pragmatism who viewed English as a means to gain power and connection with the British government. English was seen a gateway to empowerment for attaining a powerful in the government (Rahman, 2020). With such a view, English was learnt with an aim to acquire expertise. This spirit is still prevalent in Pakistan and confirmed by the inclination of parents who prefer English medium schools for their child to make them proficient in English language. Even, the results of the colonization are evident in the upcoming generations who have an inborn desire to adopt the western way of living, culture and above all the language.

The status of English as an international language is worldly acknowledged and recognized but in Pakistan, it enjoys a superiority over other indigenous languages. Rahman (2020) considers English as the language of power used by elites. Even the judgements of superior judiciary and the orders by the government officials are in English so a great paradox lies within the law and its implementation if referred to the constitution which clearly states the implementation of law. Rahman (2020) reports the use of English by provincial and federal government in letter writing. Even the

parliament frames laws in English. The bureaucracy and army are well conversant in English. The publications giving policies, strategy papers and professional journals are written in English. Rahman (2020) also affirms the penetration of English is evident through the Linguistic Landscape of Pakistan. The airports, hotels, universities and railways portray that how deeply it has penetrated into the linguistic landscape of Pakistan. The present study also affirms the presence of English words in Urdu language. Although the Urdu counterparts are present but the authorities prefer to use such words as gloves, masks, tyre, roads etc. Rahman (2020) documents some reasons for this phenomenon of preferring English vocabulary over Urdu. Certain Urdu words tend to change their meanings with the passage of time or become obsolete and outdated or are habitually replaced with English substitutes to show modernity, urbanization and westernization. The present study also concluded that English substitutes are present to ascertain a sense of superiority, modernization and westernization in the Linguistic Landscape.

On the other hand, English also works as a dividing line between the elite and the lower class. All the elites are well conversant in English language while the lower class considers it a hindrance in attaining a high pedestal in society. This view was confirmed in the interviews when people did not even attempt to pay attention to icons with an English description. Here English is not only a barrier to understanding for citizens but also for law enforcing agencies. English stops the process of dissemination of rules to the public so signboards written in English are not welcomed by the lower strata of the society. Urdu must accompany English text and icons also since it was revealed in the interviews that the picture of the camera was identified by the presence of Urdu text.

5.7.3 Role of Accuracy in Law Enforcement and Enskilment

Since the language of law is full of archaic terms so the interpretation of the law must ensure clarity and accuracy for the better understanding of the signboards. The lexical along with syntactic ambiguity have been discussed which also play their role in accuracy but accuracy here refers to the visibility of complete law with the mention of penalty and agency who has produced the signboard. Every department has its own rules and regulation just like PHA rules are different from the rules framed by the Motorway police. In this regard, instructions must accompany the penalty and the producer of the message as confirmed by the results of the questionnaire.

The results of situation No.2, in part 3 of the questionnaire clearly reveal that the imposition of fine is more effective in law enforcement as compared to simple instruction for refraining the public to pluck flowers. The participants affirmed the effectiveness of such signboards in law enforcement. Moreover, the situation No. 3 which deals with smoking has also shown the same results. The mention of exact law along with imposition of fine can refrain people from lawlessness in the society. It also encourages people to make other people obey the rules by pointing to such signboards deployed at public spaces. For law enforcement purposes, the imposition of fine can be a strategy for making people to abide by the rules. We can conclude that the instructions on the signboards are meant to instruct and guide the viewers but the mention of penalty in terms of fine is an effective means of enforcing law so we can reach to a conclusion that penalties enforce law.

Since the study also covers the aspect of *enskilment* that refers to learning through practice. This idea is endorsed by the participants who took part in the interview. Although no fine was mentioned on the signboards signifying speed limit or on the icon of seat belt yet the people knew the violation on motorway can result into imposition of fine or penalty. This perspective reinforces the learning through practice. Even the signboards are just informative signs but the fear of being fined makes them a responsible citizen of Pakistan. This learning can be a result of self-experience or through storytelling, a thread of *enskilment* that implies learning through other's experience as presented by Ingold (2000). Both the types of learning can prove effective.

The interviews also affirmed that the icon more prevalent in the Linguistic Landscape are more familiar and easily identifiable by the viewers just like no smoking sign or an icon of a dustbin. The social media can also play its role in circulating information about rules and regulations as reported by the participants. Furthermore, the background knowledge also plays its role in understanding of the law. The icon of a dustbin inculcates the idea of throwing rubbish into the bin which is understood by employing background knowledge of the uses of the waste bin in a park or at any public arena. During the interviews, the icon of a seat belt was identified by the driver at once which again endorses the idea of background knowledge as a means to understand law. Here it seems to be the duty of the government agencies to provide such learning experience through Linguistic Landscape which compel them to obey law since people are more inclined towards learning through practice and employ background

knowledge for understanding law. It is a common fact that people know the breaching of law can result in penalty but sometimes people are inclined to break law so here government authorities must adopt the strategy of learning through practice by ensuring that every contravener get fined in the light of the law. This learning through practice can also be adopted as a strategy by law enforcement agencies.

The names of the authority on the signboards render an official tone and result in law enforcement. This view is put forward by Rambousek (2004) in his research on English signboards. His study Rambousek (2004) concluded that only warning signs mention the authority while in Pakistan the pattern is not consistent. Somehow both informative and signboards announcing penalties make a mention to the agencies or the producer. No doubt, the names of the producer give a sense of authenticity and is more effective in law enforcement. It also enlightens the viewer about the roles of the department working for the welfare of the citizens of Pakistan.

5.8 Emergent themes from interviews

The interviews conducted for the present research helped to peep into the views of the common masses and their perception of the signs and their significance in their lives. The interviews also reflected the society in general that will be discussed thematically.

5.8.1 English Hampers Comprehension

It is a fact widely acknowledged by the Pakistani scholars and the researchers that English holds a dominant position and a status symbol in Pakistan. It is widely used by the Pakistani nation in every walk of life. It is the preferred code in Pakistan that is employed to assert their class, identity and a sense of superiority (Rahman, 2017) while Umrani and Bughio (2017) state, “English is used as a gatekeeper to prevent the access of common man to the elite class of power and prosperity” (p.22). In this way English serves as a barrier between the elite and non-elite class. It, in fact, segregates one nation into two classes. The same attitude towards English is observed during the interviews conducted for the present research. The use of English on the signboards hampers understanding. Since signboards cater to every single being irrespective of class, profession, gender or religion but the interviewees who mostly belonged to lower stratum of the society viewed English as a barrier towards comprehension of public signage. Due to the presence of English on the public signs, the respondents did not even attempt to read and decipher the meaning of such signboards. They feel

themselves alienated due to presence of unfamiliar mode of communication. Here the use of English inculcates a sense of inferiority and deprivation within the lower class. This phenomenon asserts the idea that English is the language of elite. It is the language of opportunity as Rahman (2008) states that English empowers and privileges the elite. Moreover, it highlights the defects of the prevailing social system of Pakistan that every citizen is not enjoying equal rights and opportunities just like learning of English thus becoming one of the reasons of creating restlessness and disunity within the nation. The solution to this issue as Umrani and Bughio (2017) states, “English can be used to empower and liberate the downtrodden people of Pakistan”. (p. 23)

Since English is not comprehended by all so it can be inferred that laws are not completely communicated to such public who are not well conversant in English hence again privileging the elite by providing them familiarity of rules and regulations. As discussed in the literature review section, English also hampers multilingualism in the Linguistic Landscape of Pakistan as reported by Mahmood et al. (2021) in the case study of Nowshera. Drawing insights from the discussion above, it is concluded that English does not leave positive impact on the audience. It is not at all welcomed by the lower strata since it makes them feel inferior to the people who are familiar with English language. It not only handicaps the non-elite but the other regional languages of Pakistan.

5.8.2 Relationship between Textual and Iconic Representation

As discussed in the previous section that English hampers the communication process that is going on between the producer of the signboard i.e., state and the viewer so one solution to the problem is the use of icons along with the text. During the interviews, it was observed that participants felt reluctant to interpret any signboard containing English but on insistence, the signboards having icons helped them to decipher meaning and reach to the conclusion for the placement of signboard by the state. In this regard, we can assume that a strong relationship exists between the text and its iconic representation. The icons aid comprehension as the picture 1 having the text “pitch in” along with the icon of a man throwing trash in the bin helped the participants in deciphering the meaning of the signboard.

It was also observed that some icons on the signboards were not clear enough which can aid in comprehension. The picture 3 of the interview section contains the

icon of a camera which was not clear, and all the participants failed to interpret the sign except those who could read Urdu text.

Picture four was an informative sign which gave information regarding entry tickets. Only the people who could read Urdu could make sense of it while the logo of Capital Development Authority was not understandable to them. One of the respondents who was illiterate considered it a kind of a bill due to presence of digits on it. When the placement of the signboard was mentioned as a signboard on the entrance gate of the park, at once it helped ninety percent of the participants to understand that the price for ticket entrance was written. The theory of geosemiotics had been endorsed that placement of signs allocated meanings to the signboards as proved through the data of interviews that respondents were unable to understand before but after briefing the location of placement, they succeeded in describing the signboard. The background knowledge regarding the deployment of the signboard on the entrance gate also assisted them to understand the content of the signboard.

Picture 7 was also a signboard deployed by National Highway and Motorway Police. This picture also contains icon of a car and Urdu and English text. Here the name of authority is also mentioned. Again, those who could read Urdu understood the sign, but first the sign of the car was shown to the respondents. All the respondents confirmed the presence of moving car. A few interpreted as a car moving down on a slope. When asked for interpretation, they were not able to interpret it in terms of reducing speed. When the whole picture was shown with Urdu and English text then the respondents who could read understood the signboard immediately. A question was asked as what to do when there are steep curves ahead? The respondents said, “رفتار آگے سے گاڑی بھی آسکتی ہے جو موڑ کی وجہ سے نظر نہیں آ رہی ہو۔ آہستہ کر لینی چاہیے”, we can say that picture alone cannot disseminate information fully until the text is present which aids comprehension.

It is also very important that the pictures should be clear and near to the physical representation for a quick and clear understanding. We can conclude that clarity in text and iconic representation along with correct placement is a key to understanding.

5.8.3 Attitude Towards State Law

During the interview section, the attitudes people hold about state rules were noteworthy. Not just attitudes but their knowledge regarding civic responsibilities

became evident. Various attitudes of the participants were recorded towards the state rule and regulations.

One question was asked who were able to interpret the signboard No. 3 that what is meant by writing this statement? One respondent said, یہ ہمارے لیے نہیں۔ جو چوری کرتے ہیں انکے لیے لگایا ہے۔ This shows the perception of people that only camera is monitoring theft while all other activities are exempted such as plucking of flowers, destroying or damaging public property. It can be inferred that for a common man theft is a crime while all other activities are unaccountable.

Most of the participants admitted that imposition of fine and the fear of being caught made them obey law. This viewpoint was recorded when picture 5 announcing the speed limit for truck was shown to the participants. Most of the people knew that over speeding could result in imposition of fine and this fear of fine would follow the speed limit.

A signboard prohibiting the use of cigarette was added to the interview questions to see the attitude of people towards smoking. Surprisingly people are unaware that smoking at public place is a crime. Different views were recorded by the respondents such as smoking can ignite fire and damage the public property while another opined that it might cause pollution. In continuation of these questions, it was asked whether that they think the violators would be fined or caught by police for smoking. The answer was, No. One said یہ کونسا جرم ہے جو پولیس تھانے لے جائے گی۔ Another responded to this question as اپنے اوپر خود جرم ہے سگریٹ پینا جرمانہ کس چیز کا۔

Most of the respondents admitted that they had never used dustbins for throwing trash or even noticed signboards regarding cleanliness at public places. These practices reflect the Pakistani society and their attitude at large towards the state rules and regulations. The government also seems to be incapable and ineffective in terms of developing awareness among the masses.

5.8.4 Constructive Role of Media

In continuation of the abovementioned issue that highlights the ineffectiveness of government authorities in developing civic sense among its citizen so here the role of media is pertinent to discuss. Media is not just a means for entertainment but an efficacious way to circulate public messages and spread awareness among the masses. Media can become a powerful tool of communication between the government and the public. This constructive role of media is confirmed by the two theories namely

cultivation theories and social learning theories. Gerbner (1967) is of the opinion that audience unconsciously absorb the recurrent images and symbols as displayed by the media. This same view is endorsed by one of our respondents who understood the hidden message of no smoking through the signboard. The respondent claimed that the presence of the symbol on cigarette boxes, newspaper and TV. So, the sign widely visible are more easily recognizable and comprehensible by the public. The aim to create awareness regarding the hazards of smoking by the government can be easily aided by the media along with public sign. It is significant to discuss that media not only informs the public but also holds power to shape attitudes of common people towards government policies. It can elaborately educate people about potential hazards and underlying benefits of civic responsibilities that can prove beneficial not just on individual basis but also on national level. Nasir (2013) affirms that media effectively brings forth a positive change in the society by building public opinion and awareness.

In this modern era, the definition of literacy has also changed. In the age of science and technology, the concept of visual literacy has replaced the term literacy. Now people are more inclined towards visuals and pictures so media caters to such individuals also who are visually literate in this way media serves the purpose of informing the audience via various modes that can ease comprehension. It can be inferred through the discussion that media can play a constructive as well as pedagogic role along with public signs in creating awareness to become a responsible citizen of a country.

The results of the present study are discussed in detail with reference to the previous studies conducted in the inquiry of Linguistic Landscape. As Loth (2016) states that contrasting official policy with the prevalent language practices through signboards allows for evaluating the efficacy of the state policies but here it becomes evident that Linguistic Landscape also plays a vital role in law enforcement and enskilment of the society. Signboards guide, warn and instruct the public with an aim to civilize them. But to sum up the discussion conducted in this chapter, it is evident that Linguistic Landscape of Islamabad and Lahore not only sheds light on the linguistic policies and practices of our society but is a means of communication of law by the state and to its citizen with an aim to enskil them as per rules and regulations prevalent in Pakistan. This ambiguity is confirmed by the results of the questionnaire. Singh (2013), in his research, describes the ambiguities found in the language of law. He also mentions that every person interprets the law differently depending upon his personal

experiences and background. Since law prevails in every section of society so on the part of the listener, purposive interpretation is advocated by Singh (2013) instead of literal interpretation for extracting correct meaning from the text. Moreover, the context also helps in deciphering the meaning as it is the basic essence of geosemiotics.

5.9 Summary of the Chapter

This chapter has highlighted various aspects of Linguistic Landscape by drawing comparisons with other research done in the related field and concluded different roles that are played by Linguistic Landscape in the context of law and enskilment. These conclusions along with recommendations and implications will be discussed in the next chapter.

Chapter 6 - Conclusion, Implications and Recommendations

This chapter presents conclusion drawn from the data analysis and the discussion sections. The research questions outlined in the first chapter are answered in this chapter. To respond to each question, different methodologies have been applied which accentuated various aspects of top-down sign board that play both positive and negative role in imparting knowledge and conveying messages to the public. In the light of the conclusion, implications and recommendations are put forward for the policy makers, government authorities and future researchers.

At the very start of the study, it was assumed that the signboards which come under the domain of regulatory discourse are deployed at various public place within Pakistan and particularly Islamabad and Lahore. These signboards are ambiguous in nature and fail to impart correct information and most importantly the law which has led to the creation of the text that is visible on the signboards. This composition of top-down signboards hinder comprehension and may potentially lead to lawlessness in the country. With this statement of the problem, the following questions were formulated which are summarized as below

Q.1: To what extent does the linguistic landscape of Pakistan reflect the law?

The first research question was formulated to see the extent of the visibility of law through the linguistic landscape of Islamabad and Lahore. The data of the present study confirmed the presence of such signboards that come under the category of regulatory discourse. The signboards are deployed in the parks, along the roads and at entrance or exits. Rules and regulations specific to every department are observed with an aim to enskill people. The signboards contain interpretation of the law which give different shades of meaning to the viewer based on their own background knowledge as documented by the results of the questionnaire and interviews. Since littering is an offence as per law but various ways of communicating the rule like warning or informing have been observed. When a reference to a law is made, coercive communication as per Austin (1832) definition of law comes to our mind but most of the data revealed that only people are instructed or prohibited but penalty is not mentioned that is also a part of the rule if the preamble of PHA or WCLA is seen. In this regard, we can conclude that law is depicted through the signboards but not completely. Even the participants also preferred signboards announcing fine for enforcing law and refraining others to break rule.

The constitution of Pakistan 1973 clearly instructs the government officials to make arrangement for the implementation of law but English language has held such firm roots in our society that although Urdu has more visibility but the English lexicon is preferred. Several words for which Urdu substitutes exist are not used by the authorities while designing a signboard. This reflects our government officials who fail to resist the effects of colonization as well as globalization. Since Linguistic landscape is a means of language promotion (Shahzad et al., 2020) so we can conclude that the state is promoting English through the use of English vocabulary. The state itself stands in contradiction to its rules for implementation of Urdu in all domains. Instead of promoting Urdu language, the officials are tainting the identity of our national language through the process of borrowing.

Q.2: How does geosemiotics shed light on the top-down signboards?

The second research question seeks to unveil that how geosemiotics sheds light on the features of top-down signboards. The reviewed literature confirmed that geosemiotics has been widely adopted for the analysis of linguistic landscape of Swat, Hong Kong, China, Japan and Jordan. Since signboards are context dependent in terms of meaning so indexicality which is one of the major features of geosemiotics is examined in the study. For Scollon and Scollon (2003), “the first principle in the interpretation of language is to solve the problem of indexicality – to locate language in the physical world.” (p. 6) We can conclude that indexical clarifies the intention of the producer by pointing to things through the use of demonstratives, deictic expressions, personal pronouns, tense and time that results in accurate interpretation and comprehensibility on the part of the viewer.

Although the collected data confirmed the presence of indexicals on the signboards but this trend is seen more prevalent in Urdu language as compared to English. This concludes that the signboards in Urdu are more open to interpretation and easy in comprehension in comparison to signboards written in English. Moreover, it is also observed that indexicals not only index space, social relationships and time but also point to things and discourses at large and in the present context, it clearly points to the legal discourse and particularly the law that is meant to civilize the masses to become an enskilled and a responsible citizen of Pakistan.

The study showed that not just personal pronouns index social relationships but possessive as well as emphatic pronoun play their role in indexing relationships which is an addition to the already existing literature. The authorities seem to assert their

individuality by using their name and the logo of their department as opposed to the pronoun I or We that depict collectiveness, intimacy and familiarity (Khan & Malik, 2016) or solidarity (Van Dijk, 2009). This pattern of using names and logos is a strategy of the authorities to set apart their duties from the responsibilities on part of the viewers/citizens. Moreover, the level of formality between speaker and the viewer is more evident in Urdu signboards owing to the verb ending like “karen” while no such distinction exists in English. This level of formality is also a key characteristic of our Pakistani society.

Time is also indexed through tense features. The most common tense is present for giving instructions while the consequences and results are announced through the modal verb “can” and “will be” that signify the future events. This study proves that indexicals play a vital role in the process of meaning making and their absence can lead to obscurity in interpretation so more indexicals are employed by the authorities while framing signboards in Urdu, so such signboards are easy to interpret and comprehend.

Composition of a signboard also contributes towards the meaning making process. It is a strategy to foreground or background information owing to its importance (Scollon & Scollon, 2003). The study under discussion showed that the composition of a signboard also reflects the economical use of resources by inserting more information in less space by the authorities. However, in Pakistan, the most common pattern of composition in contrast to polarized and centralized is top- bottom placement that is an addition to already existing literature. Although, consistency is lacking in placement of information and the names of the producer along with logos of the concerned departments. This exposes the inefficiency of the state in providing guidelines to its departments for designing signboards which are meant for the people to bring discipline in their behavior.

The linguistic landscape of Islamabad and Lahore reflects bilingualism as confirmed by other studies conducted in Pakistan. Although Urdu holds the top position yet the influencing power of English is evident through the use of English lexicon in the Urdu text. Backhaus (2006) attributes the usage of English for embellishment purposes but in Pakistani context, it reflects the inclination of Pakistan society towards English. Furthermore, the government authorities also seem to work for the promotion of English instead of implementation of Urdu language by mixing two languages. This poses a threat to the identity of Urdu and may place it under the umbrella of endangered languages.

Another feature of geosemiotics is inscription which refers to the external features of the signboard that also contribute in the process of interpretation. The signs are divided into permanent and non-permanent / temporary signs owing to the material used for its designing. Both categories are present but the study has concluded the temporary signs to be more powerful as compared to the permanent signs. The allocation of temporary sign can result in immediate dismissal of all the instructions and warnings mentioned on the permanent signboards. Temporary signs are reflective of the current scenario of a country for which Corona and instructions regarding Corona are a vivid example. Font is also significant in foregrounding and backgrounding information as well as it hints preferred code. The use of colors on the top-down signboards is culture specific when compared to other cultures and depends on the societal practices. Here the use of colors is department specific and asserts individuality of the concerned departments.

For an effective communication, the involvement of the three participants is mandatory namely the producer, text and the viewer. The authority is mostly seen on the signboards announcing warning or guidance, but a consistent pattern is lacking which again mirrors at the inefficiency of the government in framing rules for signboards design. Text also sets offers and demands for the viewer through the maneuvers of the language, but a discrepancy is seen in Urdu and English signboards. Complex structures are used in Urdu while simple and compact sentences are features of English signboards. Since the reviewed literature suggests the practice of compact and short sentences in the world for an effective communication (Rambousek, 2004) so we can conclude that English signboards are for tourist and in order to meet the international trends, the authorities employ simple structures. On the other hand, the signboards in Urdu are meant for Pakistani citizens. This discrepancy also hints at the process of translation which is not word by word translation of Urdu into English hence not a true translation with different effects on the viewer. So, the geosemiotics framework has highlighted various aspects of regulatory discourse by analyzing signboards deployed at public places which reflect not only government policies but also the societal practices.

Q.3: What are the various pragmatic functions performed by the top-down signboards at public places?

The third research question is related to the pragmatic aspects of the signboards displaying rules and regulations. No doubt, various pragmatic functions such as

informing, directing, warning, ordering are performed by such signboards which aid in enskilment of the citizens. Directives is the most common speech act used on the signboards. A further inquiry conducted in the study showed the presence of commands and requests. A process of changing commands into requests is observed by adding words please or brahe mehrbani in Urdu. This trend is attributed to pragmatic purposes since Pakistanis people prefer a polite manner for making them comply with the rules as suggested by the results of the questionnaire also. Moreover, indirect speech acts also function to add politeness to the message conveyed. It is a strategy adopted by the authorities to avoid face threatening acts. To meet this need, assertives are used which not only inform the public but also offer liberty to the viewer as reported by the research conducted in China (Deng, 2014). Through the results and discussion, it is concluded that more indirect speech acts are used in Urdu as compared to English that reflect inclination of Pakistani society towards politeness. In this regard, we can say that the way to communicate law also depends on the society and its culture.

The study also revealed the pragmatic aspect of usage of English lexicon in Urdu signboards. People are more familiar with English vocabulary like gloves, masks, roads, slippery as compared to Urdu substitutes so for a quick and easy interpretation such words are used that no doubt, threatens the existence of Urdu language.

Q.4: How far are the Pakistanis able to interpret and perceive top-down signboards?

The last research question deals with the conclusions drawn from the results of questionnaire and interviews. Complex structures with ambiguous words are a marked feature of legal language so it is also reflected through the signboards deployed at different public places. The words with different shades of meaning lead to various interpretation which obstruct understanding. All the participants used their background knowledge to decipher meanings of the signboards. The variety in the chosen options by the participants on the questionnaire is a proof that statements are ambiguous. Most of the participants chose all of the above which echoed that they were not sure about the correct reference, so they made an assumption that everything is being referred to by the authorities. Various interpretations can lead to lawlessness in the country because it allows the viewer to make his own decisions while the law does not allow to make individual subjective decisions based on the personal choice which can result in disharmony and chaos.

Some signboards are seen to represent laws in terms of rules and penalties admissible under the act. Though such signboards portrayed law to a great extent, but various reactions of the participants were recorded. The polite way was more preferred and chosen option by the participants as compared to the signboard mentioning fine. The polite way was chosen when the applicability came to their own being but when the participants were asked to refrain others from plucking of flowers and smoking, then they preferred the signboards in which rules along with imposition of fine was mentioned. Through this choice, it can be inferred that people are made to obey rules while giving reference to the rules and regulations. The imposition of fine also plays the role in implementation and enforcement of rules but people want the polite way for themselves which reflects the contradictory and a biased attitude of Pakistani society.

As discussed earlier, most of the signboards mentioned the name of the producer which made the signboard valid and reliable for the viewer but everywhere the abbreviated forms were used for the departments. The citizen's knowledge was checked by asking them to identify the logos. Most of the citizen had sound knowledge about parks and Horticulture Authority and National Highway and Motorway police. The duties and responsibilities were also known to the citizens of Pakistan, but they were ignorant of the penalties which these departments could impose in case of violation. In comparison to the questions related to Walled City of Lahore, people did not know the full name of the abbreviation WCLA which reflected people's disinterestedness for historical places. This also showed that these historical places were not frequently visited by the people. Moreover, the correct recognition of the three departments namely Nh & MP, CDA and PHA reflected their popularity and effectiveness in enforcing rules and regulation within the country.

The display of signboards at various places not only helped the citizen to gather knowledge about the government department working for various causes but also enskilled the citizens by shaping their behavior and molding their attitude towards observance of rules and making the country free from lawlessness and chaos. People learn from practice since nobody reads acts or constitution, but practice and display of signboards make them enskilled as proposed by Ingold (2000) also presented.

The illiterates also constitute the population of a country, so their participation has also brought out very interesting aspects about the signboards and its the usage. After conducting the interviews, it becomes evident that now the definition of illiteracy has changed. Now people due to mobile usage and social media are no more illiterate.

If they cannot write, they can read Urdu Language. So, we can say that definition of illiterate has changed as pointed earlier in the literature review section. Now visual literacy is checked through English that is still a foreign language for them. It was observed that most of the participants who did not have educational degrees could read. Even the general population of Pakistan knew Urdu language in terms of reading simple text. The participants who could not read or write any language were able to decipher meaning in the presence of icon, but a few icons were beyond comprehension by all the participants which confirmed that some icons are ambiguous and need clarity in presentation.

English language is seen as barrier in interpretation of signboards. The respondents even did not dare to pay attention to the signboards where English was written though icons were present. The presence of English made them alienated from the scenario so English language develops a sense of inferiority among the lower class and people belonging to the low economic strata of the society.

Another aspect was also compelling that context also played an important role. When the respondents were told about the location where the signboards were deployed, they at once interpreted the meaning so placement of signboards also helped the reader to comprehend meaning. The text and location if paired well aided people in interpretation, but the presence of icon and symbols also played a vital role in communicating meaning of the signboards as Bell (1984) has reported that text and images serve both literate and illiterate in comprehending the meaning

The frequent display of some signboards made the process of communication easy like the case of No Smoking. Almost every participant interpreted it correctly so the more familiar the signboard is, the more audience will it cater to.

To conclude, Linguistic Landscape not only reflects societal and cultural practices but also plays a constructive role in dissemination of law and enskilment. No doubt, signboards are reflective of law and communicates the desires of the state to the citizens but the ambiguous nature along with incomplete information mars the true sense of enskilment and may lead to failure to obey law by a common man. It fails to mirror the rules and regulations as suggested by PHA, NH& MP, CDA, WCLA manuals and the constitution of Pakistan. Incomplete information, ambiguous lexicon and complex syntax highlight the inefficiency of the state rules and law enforcement agencies.

6.1 Summary of the Main Findings

The following sections presents the main findings of the study summarized after conducting an in-depth analysis of the signboards and by keeping in the mind the forensic context.

- Ambiguous words and syntactic structures are characteristics of law discourse. This marked feature is also evident in top-down signboards deployed at public places. Such words and complex syntactic structures lead to several interpretation owing to viewer's background knowledge and experience. This subjectivity and personal choice may potentially result in chaos and lawlessness. Since law is not governed with feelings and emotions but it is objective in nature and weighs things on equality so precise words with accurate meaning must be included and displayed on the signboards which will ease understanding. Furthermore, the long and complex syntax does not appeal the viewer as compared to eye catching phrases. Less use of words will have more effect as compared to complex syntactic sentences. According to Deng (2014), "people seldom spend much time reading signboards (p. 31)". So, the signboards must be made eye catching by following the rule of economy of words. The complex sentences also deviate the viewer to arrive at the correct interpretation. In fact, the spirit of the message is diminished.
- Urdu is the national language of Pakistan. Although Pakistan is a multilingual country yet Urdu unites the whole nation and serves as a means of communication. It is widely known and understood by the people. The display of Urdu language especially in top-down signs will help in the implementation of the clause regarding replacement of Urdu language as written in the constitution of Pakistan. The results of the data implicate that English also holds a dominant position and is preferred by the authorities. Furthermore, the names of the departments and the logos are written in English language. Even the words of English lexicon are seen in abundance on top-down signboards which in turn are polluting Urdu language. The implementation of Urdu language will be the first step by the authorities in enforcing Urdu in all the realms of life.
- Along with texts, icons and symbols portraying the same message can aid in communication. It will also cater to tourist or people having different language

competency. Even icon will help decipher meaning to the illiterates who cannot read any language. In this respect, icons must be clear and vivid in display for quick and easy comprehension.

- The language of the signboards also plays a role in an effective communication i.e., an order must be in the form of an imperative. The indirectness may also hinder the process of correct interpretation and lead to ambiguity. Since the questionnaire showed that people prefer the polite way of being instructed but fine or the penalty within the light of law must also be mentioned on the signboards as it is an effective means to make people follow law.
- Uniformity within the font size and signboard serves as an identity of a department and asserts individuality however a standardized form of top-down signboards will help the viewer to distinguish it from commercial signboards. Consistency helps in dissemination of meaning and even illiterates will be able to interpret as it was observed that the familiar sign of “No Smoking” was interpreted by almost all the participants who took part in the interview. Moreover, the presence of producer also builds a strong relationship with the text. The validity and reliability of the signboard are increased by the presence of the producer.
- Most of the signboards relate to the issues concerning cleanliness, parking, sops of corona but there are many other offences mentioned in the act which need a public display in order to empower people through the knowledge. This knowledge will make them enskilled and a good citizen observing and contributing towards implementation of law and harmony within the country.
- The results also confirm the function of indexicality i.e., to bring clarity and provide accurate meaning to the viewer. Furthermore, not only personal pronouns build social relationships but emphatic, relative, demonstrative, reflexive can also function in building relationships among people and things.
- Like previous studies, layering provides new information but the study has revealed that layering is more powerful as compared to the permanent signboards as it can make all the previously deployed instructions null and void. The process of layering also paints the current scenario of the country.

6.2 Conclusion

The previous studies suggested the vital role of linguistic landscape in exhibiting language policies and linguistic practices but the present study concluded the didactic role played by linguistic landscape. In Pakistani context, it not only reflects societal and cultural practices but plays a constructive role in dissemination of law in order to impart enskilment. No doubt, top-down signboards are reflective of law and communicate the desires of the state to its citizens (Hutton 2002) but the ambiguous nature along with incomplete information mars the true sense of enskilment and may lead to failure to obey law by a common man.

It is concluded that both the linguistic and extralinguistic features contribute in the dissemination of law to the public. The textual and non-textual features along with placement of the signboard within a context help the public to understand what the state expects them to do. Now the role of linguistic landscape has changed from a mere reflection of societal, cultural and religious practices to constructive and productive. It announces the expectations of the state from its citizens. It is a means of communication between the state and the public. It sets certain norms of behavior for the viewers by referring to the rules and regulations as prescribed in the law and constitution. So, we can say that linguistic landscape plays its part in enskilment of the people by providing correct information at the right time and right place. It also aids law enforcement agencies to enforce law by communicating responsibilities and penalties in case of contravening. The role of linguistic landscape in a society becomes vital in the context of law.

Linguistic landscape also mirrors the history of Indo Pakistan through the visibility of English and moreover, hints at the inclination of the government officials towards English. The preference to English lexicon can be one of consequences of British colonization. It also documents the law through the deployment of signboards that informs, directs, orders, requests and warns the viewers. On pragmatic lines, the data revealed the presence of polite features in Urdu signboards as opposed to English text that helped to arrive at the conclusion that cultural practices and social norms are also reflected through top-down signboards.

In the forensic context, the present study concluded that top-down signboards fail to mirror the rules and regulations as suggested by PHA, NH& MP, CDA, WCLA manuals and the constitution of Pakistan. Incomplete and inaccurate information is

communicated to the public. The results of the questionnaire confirmed that the fear of fine makes people obey the law so a directive along with the consequences in case of contravening is more effective strategy for law enforcement. Furthermore, ambiguous lexicon and complex syntax are the marked features of a legal discourse and their presence in the data affects comprehensibility. Owing to nonuniformity in composition of signboards concludes that top-down signboards share the distinguishing characteristic of bottom-up sign hence diminishing this segregation of top-down and bottom-up. Moreover, it clearly announces the inefficiency of law enforcing agencies and government policies in implementation of law in true letter and spirit.

6.3 Implications

Since the study intermingles the domains of linguistic landscape, forensic linguistics, pragmatics and enskilment so the implications are multifaceted and multilayered. An in-depth analysis of top-down signboards with forensic aspect bridges the gap as highlighted in the literature review section. The present study has critiqued the deficiencies and discrepancies of the top-down signboards with reference to the law. Within the field of forensic linguistics, the study implicates that not just the legal discourse needs revision for easy comprehensibility but also the top-down signboards also need attention to ensure effective communication. Legal texts are not accessible to every layman but the top-down signboards are displayed at all public places in order to warn, guide, inform and instruct them. The forensic analysis of the signboards will set new guidelines for the designers. Moreover, the study also holds implications for the government officials and law enforcing agencies. It was observed during the analysis that the government departments failed to follow law as prescribed in their own manuals so this study has revealed the inept performance of officials and implicates that law enforcing agencies must ensure the applicability of law in accurate manner.

The study has implications for future researchers who intend to reveal the relationship that exists between linguistic landscape and enskilment. The study has revealed and confirmed the didactic role played by linguistic landscape in imparting enskilment. Various techniques and strategies in enskiling the public will prove beneficial not to the government agencies but to the public also since it is their right to get public awareness and education as mentioned in Environmental Protection Act of Pakistan (2000).

The theoretical framework of geosemiotics has not yet been applied in Pakistani context so this study has tested its applicability and has implications for foreign and indigenous researchers to apply the model on a large-scale data in order to reveal new avenues of research in the fields of Forensic Linguistics and Linguistic Landscape.

6.4 Recommendations

The following recommendations are drawn collectively from the data analysis and discussion section of this research. These recommendations address the government authorities, policy makers, law enforcing agencies to improve the quality of signboards in order to ensure enskilment. There are recommendations for future researchers also who intend to explore and contribute in the domains of linguistic landscape and forensic linguistics.

- The complexity in lexicon and syntax should be removed for an easy and quick understanding. Such words should be substituted with the words in common usage or familiar words. Long sentences must be replaced by simple and short clauses to make it eye catching. For this purpose, linguists can play their role in the identification of ambiguous words and provide their substitutes by developing a corpus.
- It is highly recommended to promote Urdu language according to the constitution of Pakistan, Article 251. It was observed that the icons of the departments with abbreviated names are in English that stand in contradiction to the Article 251. The government must establish a department to ensure implementation of Urdu in all respects. All the borrowed words must be replaced by Urdu language. Preference should be given to Urdu where the substitutes exist.
- Texts should be accompanied by icons that will serve the tourists and the illiterate people in comprehension and dissemination of law. The constructive role of icons has also been reported by Bell (1984) and Liu (2010). For this purpose, professional graphic designers can play their role in developing intelligible icons for the public.
- It was observed that the top-down signboards lack uniformity in terms of materiality, shape, colors and font. These features are the characteristics of commercial signboards so the government should

regulate the process of designing signboards by framing certain rules for its composition i.e., use of colors, material, font size etc.

- The text on the signboards should not only inform the viewer but it is the duty of the concerned authorities to provide complete information by issuing clear directions for the public. It will bring clarity in the message being conveyed by the speaker instead of leaving it for various interpretations.
- Directions should be imperative instead of indirect speech for an effective communication. Moreover, it is further suggested that the structure Let's make Pakistan clean and green can be used to avoid any face threatening acts.
- It is duty of the state to develop public awareness among masses but it was observed that complete and accurate information is not circulated which can affect the process of enskilment. Mostly the signboards stress upon the cleanliness of parks and recreational places but damaging public property or cutting off trees is also an offence and no such signboard was seen in the premises so it is a dire need to educate people completely about their roles and duties in order to make them responsible citizen.
- The display of penalty in terms of fine is found effective in the implementation of law and law enforcement. According to Zahara Batool (2012), enforcement discourages such behavior that has earned a sanction or a penalty so one of the ways of law enforcement is to mention the fine alongwith its compliance.
- If an English translation is rendered to a signboard written in Urdu language, then the authorities must check the translation in terms of grammar especially since it gives a bad impression to the tourist and exhibits incompetency of our departments. Not only their knowledge of English language but the effectiveness as a department will be questioned.
- The study was limited to the signboards deployed at public places such as recreational, historical and motorways. The present framework and the forensic insights can be employed on the signboards deployed

inside government offices to see how the government officers exercise their power and display such instructions within public offices.

- Within geosemiotics framework, the preferred code on vertical axis needs to be researched and explored further in cases where the orthography of a language is different like in Urdu and English. Here it is indecisive to announce the preferred code by the authorities. This area will help the future researchers to analyze their language and the extent to which the language policy is being followed by the authorities.
- This study can be conducted on a large scale by collecting data from all the provinces of the country to see which department and province on a large scale is efficiently disseminating the rules without ambiguity. Due to Corona, the data were not gathered on a large scale so the research sites on a larger scale will bring out more aspects in making the communication effective.

Through the present research, it is concluded that the top-down signboards fail to impart enskilment within masses. It will be a collective effort by government authorities, policy makers, researchers and linguist to review policies, devise new strategies for implementation and come up with a check and balance system in order to use linguistic landscape effectively for the enskilment of the public.

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APPENDIX A

Questionnaire

This questionnaire is designed to check the communicative power of the signboards and its intelligibility by the users who move around in public spaces and behave accordingly. This questionnaire is divided into four sections consisting some of the pictures captured from public spaces.

You are required to interpret the signboards in terms of meaning which reflect the law by using your background knowledge.

*** Required**

1. Your Age *

Check all that apply.

- 15-25
- 26-40
- 41-60
- 60 and above

2. Your Gender *

Check all that apply.

- Female
- Male
- Other

3. Education *

Check all that apply.

- Matric
- Intermediate
- Bachelors
- Masters and above

4. Do you drive? *

Check all that apply.

Yes

No

5. Do you visit public places? *

Check all that apply.

Yes

Sometimes

Never

6. Do you read signboards deployed at public places or along roadside? *

Check all that apply.

Yes

Sometimes

Never

7. Do you follow the instructions mentioned on the signboards? *

Check all that apply.

Yes

Sometimes

Never

Part-I

SOME OF THE WORDS HAVE MULTIPLE MEANINGS WHICH CREATE AMBIGUITY IN THE MIND OF THE READER. HERE ARE SOME OF THE WORDS TAKEN FROM THE SIGNBOARDS WHICH MAY HAVE MULTIPLE MEANINGS FOR DIFFERENT VIEWERS

1. What does the word “plastics” imply? *



- Polythene bags
- Eatable wrappers
- Plastic bottles
- All of the above

2. What do you understand by the word, weak tyres? *



- Old tyres
- Punctured tyres
- Worn out tyres
- All of the above

3. What can you infer from safe way? *



- Good condition of roads
- Good visibility
- Deployment of traffic signals and signs
- Careful driving

4. How do you interpret the word safe driving? *



- Vigilant during driving
- Speed limit
- Follow signboards
- Do not use mobile phones

Part-II

INTERPRETATION OF SIGNBOARDS

1. How would you interpret this statement on a signboard? *



- Reduce speed
 Follow traffic signals
 Vehicle checkup
 Active driver

2. How would you interpret the following statement on the signboard? *



- A general message
- Practice cleanliness
- Defining qualities of a nation
- Importance of neat and clean environment

3. What does the signboard want to convey? *



- Information about area
- Warning
- Message to reduce speed
- Use low gear

Part-III

COMPARE THE FOLLOWING PICTURES

Situation No. 1....If you plan to go on a picnic with your friends in a park. After enjoying a good meal, you see disposable plates, bottles, wrappers, paper boxes etc. everywhere. What will you do with the litter? Which signboard will compel you to take care of cleanliness in the park? *



Picture 1



Picture 2

- Picture 1
- Picture 2

Situation No. 2.... Your friend and you plan to walk daily in the evening in a park. While strolling you come across beautiful and colorful flowers in the park. Your friend wishes to pluck one of the flowers. Which signboard will compel you not to pluck flowers? *



Picture 3



Picture 4

Picture 3

Picture 4

Situation No. 3.... You see a young man sitting next to you in any public place. Suddenly he takes cigarette from his pocket and starts smoking. Nearby you see two signboards as shown in the picture below. You want to stop him from smoking since smoking is causing irritation. To which signboard will you refer while requesting him to quit smoking? *



Picture 5



Picture 6

Picture 5

Picture 6

Situation No. 4.... Usually, people visit public places on weekend. You are also one of them and goes to a shopping mall for shopping. You find all the parking slots/areas full so you plan to park your car along the road of the shopping mall but suddenly you see two signboards. Which signboard will refrain you from parking your car? *



Picture 7



Picture 8

 Picture 7

 Picture 8

Part-IV

ANALYZING CITIZEN'S KNOWLEDGE

Picture 9



1. What does PHA stand for? *
 - Plants and housing authority
 - Parks and horticulture authority
 - People and heritage authority
 - Pollution and harvesting authority

2. After reading the text in picture 9, what are the responsibilities of PHA? *
- Develop and maintain public parks and green areas by vegetation
- Create awareness about gardening
- Regulate installation of billboards on public or private property
- All of the above
3. Which type of penalties can be imposed for throwing rubbish in the park by PHA? *
- No penalty
- Non bailable imprisonment
- Fine
- Both Non bailable imprisonment and Fine

Picture 10



4. In Picture 10, What does WCLA stand for? *
- World Cultural and Law Authority
- Walled City of Lahore Authority
- Wastage center of Lahore Authority
- Warning Center of legal Authority

5. What are the functions of WCLA? *
- Regulate the transfer of property
- Regulate the use of public spaces for public communication
- Preserve the culture and heritage by implementing redevelopment plans
- All of the above
6. What kind of penalties can be imposed by WCLA if a person refuses to prove identity to an authorized officer? *
- Imprisonment
- Fine
- Both Imprisonment and Fine
- No Penalty

Picture 11



7. What does NH & MP stand for? *
- National Highway and Motorway Police
- Northern highway and Military Police
- National Highway and Metropolitan Patrolling
- Northern Highway and Municipal Police

8. What are the responsibilities of national highways and motorway police? *

- Regulate traffic on motorway
- Creates awareness in drivers regarding driving
- Providing a safe journey to the travelers
- All of the above

9. What can be the penalty for over speeding by NH & MP? *

- a. No penalty
- b. Fine
- c. Non bailable imprisonment
- d. Both b & c

Picture 12



10. What does CDA stand for? *

- Controlling Disaster Authority
- Counter Development Authority
- Capital Development Authority
- Control Development Authority

APPENDIX B

Face Validity Test of Questionnaire

Dear Evaluator,

You are requested to critically evaluate the attached questionnaire and fill the face validity form according to your judgement. It will help the researcher to make the questionnaire more valid and reliable.

Choose the best Option *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The questionnaire is related to law and its presentation at public spaces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signboards in the questionnaire reflect rules and regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The questionnaire is related to our practical life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signboards shape our behavior while moving in public space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The length of the paper is appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The questionnaire can be completed without any difficulty.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The questionnaire's font size is reader friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The clarity in the pictures of signboards is visible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The diction used in the questionnaire is comprehensible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sentence structure used in the questionnaire is simple.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any Suggestion??

APPENDIX C

Content Validity

Dear Evaluator,

This questionnaire contains four sections to judge the language of signboards, meaning of ambiguous words, common knowledge of Pakistani citizens and the effectiveness of the signboards that will help in shaping human behavior. The researcher needs your expert judgement on the degree of relevance of each section. Please be objective and constructive in your review and encircle the digit by using the rating scale provided below.

Part I --- Multiple Interpretation of words written on signboards *

	1	2	3	4	
Not Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Relevant

Part II --- Meaning and interpretation of statements of signboards *

	1	2	3	4	
Not Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Relevant

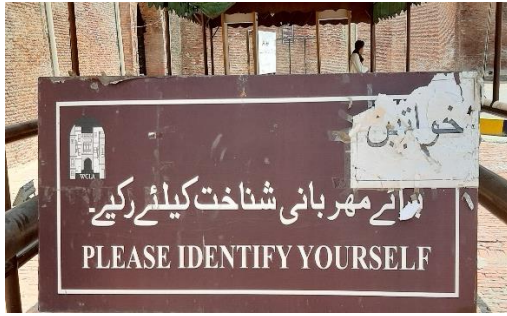
Part III --- Effectiveness of signboards *

	1	2	3	4	
Not Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Relevant

Part IV --- Analyzing Citizen's knowledge *

	1	2	3	4	
Not Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Relevant

APPENDIX D



Picture 1



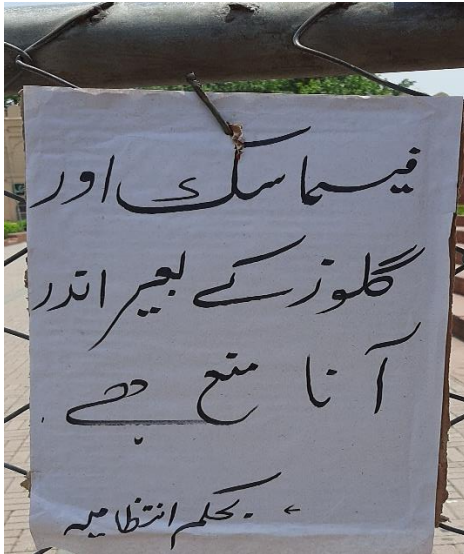
Picture 2



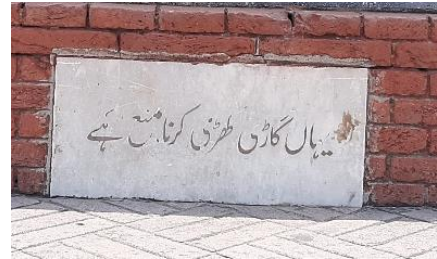
Picture 3



Picture 4



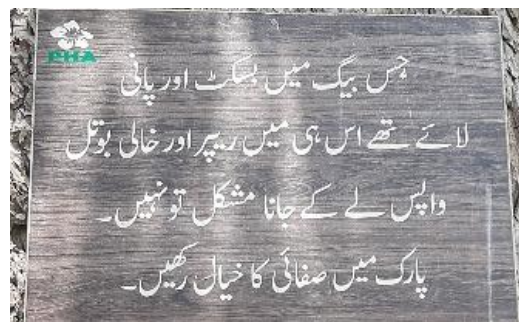
Picture 5



Picture 6



Picture 7



Picture 8



Picture 9



Picture 10



Picture 11



Picture 12



Picture 13



Picture 14



Picture 15



Picture 16



Picture 17



Picture 18



Picture 19



Picture 20



Picture 21



Picture 22



Picture 23



Picture 24



Picture 25



Picture 26



Picture 27



Picture 28



Picture 29



Picture 30



Picture 31



Picture 32



Picture 33



Picture 34



Picture 35



Picture 36



Picture 37



Picture 38



Picture 39



Picture 40



Picture 41



Picture 42



Picture 43



Picture 44



Picture 45



Picture 46



Picture 47



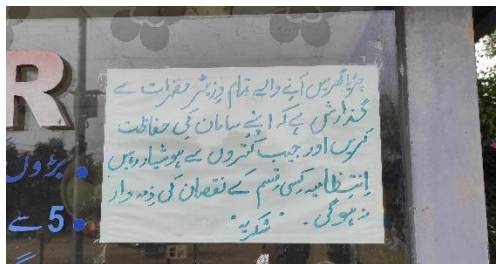
Picture 48



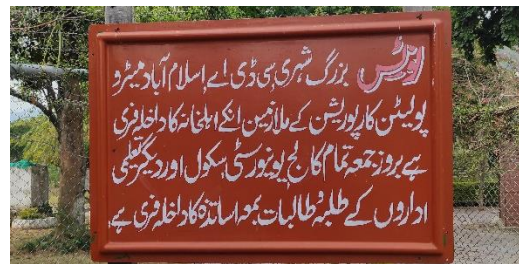
Picture 49



Picture 50



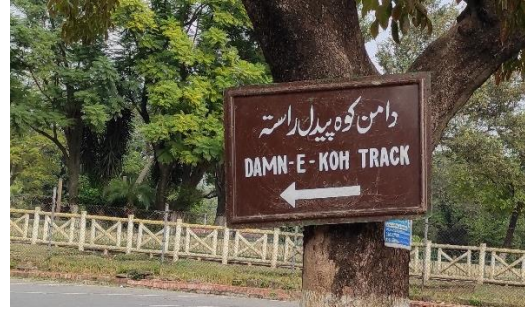
Picture 51



Picture 52



Picture 53



Picture 54



Picture 55



Picture 56



Picture 57



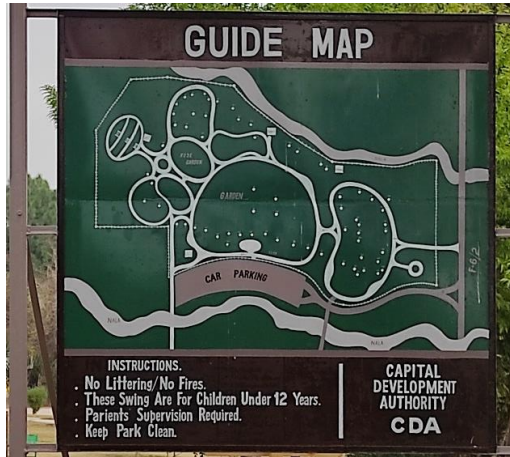
Picture 58



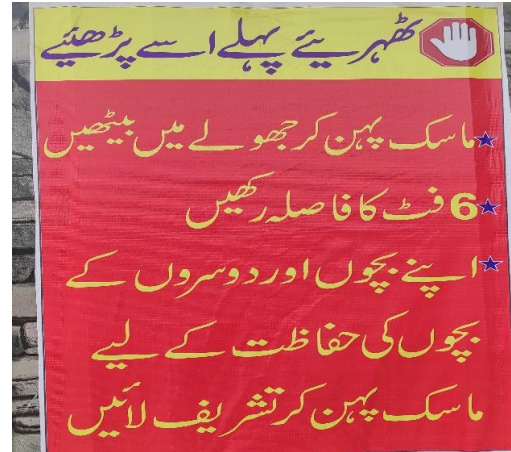
Picture 59



Picture 60



Picture 61



Picture 62



Picture 63



Picture 64



Picture 65



Picture 66



Picture 67



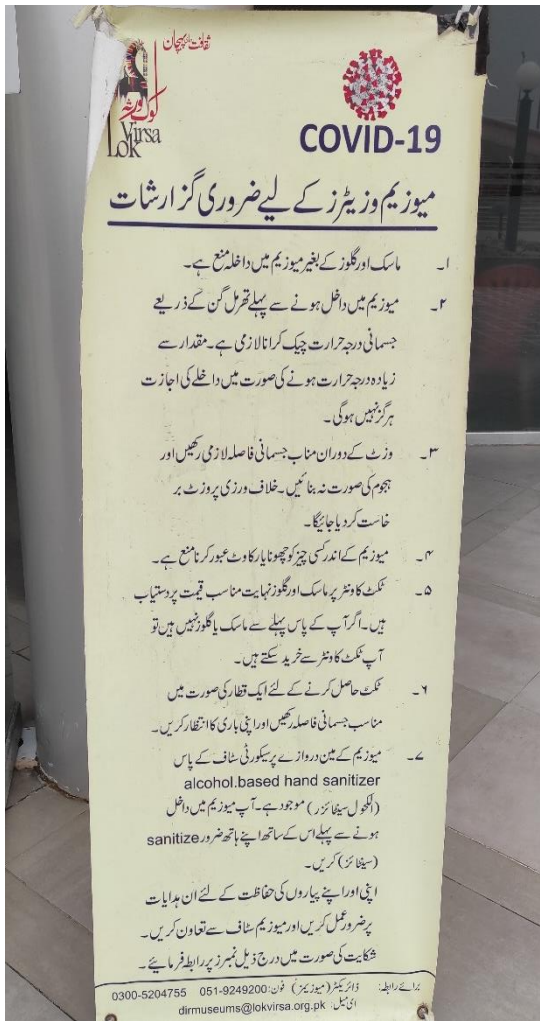
Picture 68



Picture 69



Picture 70



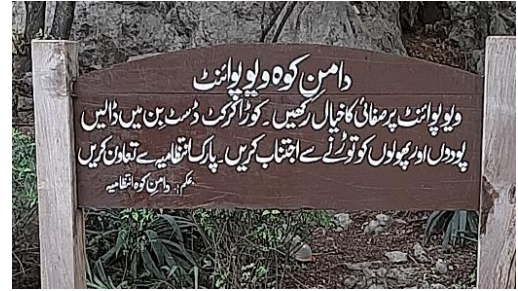
Picture 71



Picture 72



Picture 73



Picture 74



Picture 75



Picture 76



Picture 77



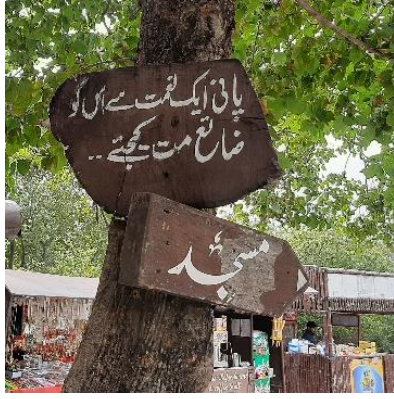
Picture 78



Picture 79



Picture 80



Picture 81



Picture 82



Picture 83



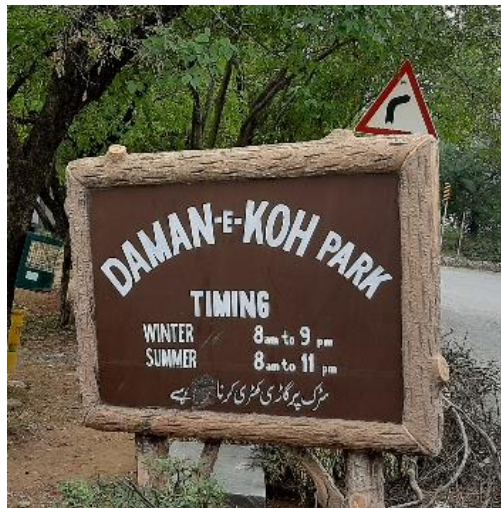
Picture 84



Picture 85



Picture 86



Picture 87



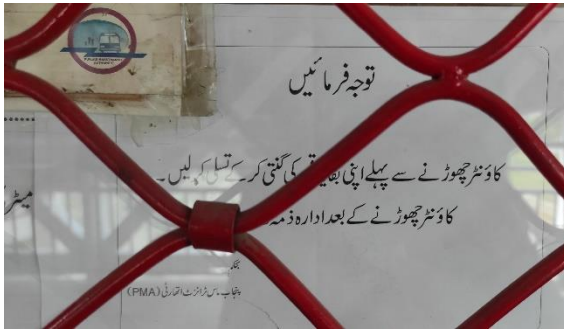
Picture 88



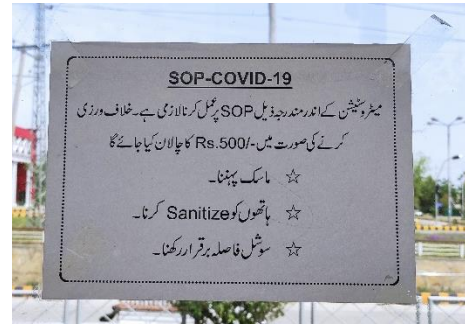
Picture 89



Picture 90



Picture 91



Picture 92



Picture 93



Picture 94



Picture 95



Picture 96



Picture 97



Picture 98



Picture 99



Picture 100

APPENDIX E

Interview Questionnaire

Twenty-five illiterate citizens of Pakistan will be interviewed to check how do the images help people decipher meaning and above all laws in order to enskil them to become a responsible citizen of Pakistan.

A. Demographic Details

- I. Age
- II. Profession
- III. Level of Illiteracy
- IV. Visiting public places

B. Picture Identification and Comprehension



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8