

## Enhancing Vocabulary through Active Learning: The Role of Linguistic Landscapes

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### **Abstract:**

The environment is filled with both spoken and written language, providing constant exposure to authentic linguistic input. Language is not only used in communication but also appears in public spaces for various purposes. This visible language, such as road signs, billboards, and posters, is known as linguistic landscapes (Landry & Bourhis, 1997). The widespread presence of local linguistic landscapes makes them a powerful tool for language learning. These landscapes expose learners to real-world language, supporting the development of contextual understanding of idioms, abbreviations, and varying levels of formality. Continuous interaction with public signs, advertisements, and notices helps learners acquire new vocabulary naturally while reinforcing sight-word recognition and spelling accuracy.

In this session, the presenter will introduce an engaging project where students explore the local linguistic landscape by systematically collecting public signs they encounter. The presenter will discuss how intentional exploration of linguistic landscapes, along with active learning, can be effectively employed to enhance vocabulary acquisition. Personal experiences will be shared to illustrate the benefits of this approach. The session will conclude with a brief Q&A.

### **Keywords:**

Linguistic Landscapes, Language Learning, Incidental Learning, University Students, Enhance Skills.