‘Invisible minorities’ and ‘hidden diversity’: the linguistic landscape of Saint-Petersburg and discourses about migrants in language planning

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Language, Mobility and Belonging
## Introduction: 2010 census data

<table>
<thead>
<tr>
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<th>Moscow</th>
<th>St. Petersburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declared Russian ethnicity</td>
<td>91.65%</td>
<td>92.47%</td>
</tr>
<tr>
<td>Declared speaking Russian fluently</td>
<td>99.72%</td>
<td>99.67%</td>
</tr>
</tbody>
</table>
Methodological concepts

- Ethnographic Linguistic Landscape Analysis (ELLA) (Blommaert 2013, 2016)
- Spatial segregation (Vertovec, 2011; 2015; Massey, Denton, 1988; Massey, 2012)
Methods of obtaining data

- Series of observation in multicultural districts
- Systematic photographing of signs and advertisements (2016–2017)
- Interviews with migrants (taken as a part of different sociological projects in 2009–2014)
- Official documents relating to language policy
Migrants are predominantly from Uzbekistan (in 2012–2014 more than 40%), Tajikistan, Moldova, Ukraine, Belarus, Kazakhstan, Kyrgyz Republic [http://petrostat.gks.ru/](http://petrostat.gks.ru/)
Two new districts (Parnas, Devyatkinio)

Old market district (Apraksin dvor)
Parnas and Devyatkin
A dentist!

- Dental care service
- Extraction, prosthesis
- Teeth whitening and cleaning of calculus

30 years of experience
Sexual services advertisements
Ethnic food and products: minority addresses majority
ΕΙΝΑΗ ΤΟΛΟΒΑΙΑ
No15 2 этаж
Patent for work for CIS cit.

I will remove ban for working in Russia, cancel deportation
Smoking is strictly prohibited. A Fine of 500 rubles!!!
Administration
Results:

- Poor visibility of migrants’ languages in the linguistic landscape of St. Petersburg
- Predominantly internal communication, restricted spheres of use
- Avoiding of ethnic marketing through linguistic means
- Difference between written communication in “open” and “closed” spaces
- Ignoring linguistic needs of migrants by Russian speaking majority
Language policy in St. Petersburg is determined by linguistic ideology of monolingualism.

Actual language diversity is ignored.

St. Petersburg keeps monolingual façade as a part of social exclusion of migrants.
THANK YOU!