

## Expert opinion/Report for GeSuS e.V.

Thank you very much for your willingness to write a report for this contribution to a publication by the Society for Languages and Languages (GeSuS)! Please note that reviews should be written in such a way that they can be forwarded to the authors without intervention from the editors. Polemical, disparaging and personal comments should be avoided accordingly.

### **Titel: English in the Semiotics of the Linguistic Landscape**

Please rate the following criteria of the submitted contribution on a scale of 1 to 5, in which 1 is the lowest.

<b>Criteria</b>	<b>Your assessment</b>
<b>Relevance of the topic</b>	<b>From 1-5: 4</b>
Reason: Due to the immanent popularity of semiotic analyses of linguistic landscapes, this is still a highly relevant topic.	
<b>Originality of text/approach</b>	<b>From 1-5: 5</b>
Reason: This is a highly original text, drawing on the author's authentic data collection experience and own data processing.	
<b>Clarity and explicitness of objectives</b>	<b>From 1-5: 5</b>
Reason: The research aims have been very well articulated – they are most relevant and sound.	
<b>Method identifiable and appropriate to the subject matter?</b>	<b>From 1-5: 5</b>
Reason: The selected research methods and the way of the research management comply very well with the subject matter.	
<b>Transparency of the structure</b>	<b>From 1-5: 5</b>
Reason: The structure of the paper is clear and logical. It duly reflects a developing thematic	

progression of the subject matter under analysis.	
<b>Stringency of Argument</b>	<b>From 1-5: 5</b>
Reason: The paper has a very good line of argumentation that reflects the Anglophone spirit of academic writing.	
<b>Scientific (bibliography, footnotes, etc.)</b>	<b>From 1-5: 5</b>
Reason: Bibliography has been carefully and very well selected; the author works with up-to-date sources.	
<b>Linguistic correctness</b>	<b>From 1-5: 5</b>
Reason: The paper is written in decent academic English (e.g. minor occasional spelling issues “figures“ instead of Figures can be easily corrected).	

If necessary, please provide further and final comments here:

<p>The paper</p> <p><b><u>O can be published without further changes</u></b></p> <p>O can only be published after the following changes:</p> <p>O not recommended for publication because:</p> <p>Overall, this is a highly interesting and authentic research paper embedded in the tradition of a linguistic landscape analysis carried out in the selected Slovak locale – Banská Bystrica. The integration of the issue of Anglicisms in the analysed signage is very important from the point of view using contemporary Slovak language as well as keeping up with the trends of internationalism. The clash between these opposing tendencies only confirms the need for such oriented research, to which this paper has significantly contributed.</p>
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