

Navigating the Virtual Linguistic Landscape: A Multifaceted Journey

Abdulaziz Alenezi

Ministry of Education, Kuwait

Abstract

The virtual linguistic landscape is a testament to the globalization of communication. It reflects the amalgamation of diverse languages, serving as a digital agora where cultures converge and languages intermingle. In the virtual linguistic landscape, one can observe a myriad of languages, ranging from dominant global languages like English, Chinese, and Spanish, to regional or minority languages, along with various scripts, emojis, and symbols that contribute to the tapestry of online communication. The concept of the virtual linguistic landscape (VLL) emerged with the advent and widespread use of the internet, particularly during the rise of social media and online communication platforms. The linguistic landscape traditionally refers to the visible language or multilingual signage in public spaces within a physical environment, like streets, storefronts, and public transportation.

Keywords: cultural shifts, digital communication, Disney, globalization, metamorphosis