

FIELD RESEARCH OF THE CULTURAL AND LINGUISTIC LANDSCAPE IN A MULTIETHNIC REGION

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This article is devoted to a field study of a multi-ethnic multi-confessional city. The purpose of the study is to describe the cultural and linguistic landscape of Ufa, the capital of the Republic of Bashkortostan, where three large ethnic groups and more than 100 small ones live. The paper considers the initial provisions of the study, covers the experience accumulated by the international and domestic linguists in conducting similar research in regions with similar multi-ethnic composition. The study is planned to be conducted in two stages. At the first stage, cultural and language dominants on the streets of the city will be documented and studied. Conclusions will be made about the current state of the cultural and linguistic landscape of the city. The second stage involves working with the city's population: conducting surveys, a series of interviews, and working with focus groups to determine whether the cultural and linguistic landscape, language policy, and visual design of the city meet the expectations of its residents. It seems that the results of the research can be used to adjust the language and cultural policy of the city and region, improve the visual space of the city of Ufa, and study the cultural and linguistic identity of the city's residents. This project can also become an important milestone in the development of Russian research of linguistic landscape and can be used to study other multi-ethnic and multi-confessional cities and regions.

Keywords and phrases: *Field research, language policy, cultural and linguistic landscape, multi-ethnic region, Ufa, sociolinguistics, visual communication, state language, multi-confessional city.*

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