

Dienstag, den 3. Juli 2014

Zeit: 18 Uhr ct

Ort: Raum 118, ESA Hauptgebäude

Universität Hamburg

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Lanna Today: Identity in Multilingualism

Today's Lanna society prominently involves its socio-cultural identity as seen in signs in public spaces and social practices amidst a revival of multilingualism, especially in its capital – Chiang Mai. The identity of the region recognized as *Müang* has undergone cultural maintenance, revitalization and resurgence with enthusiasm among the inhabitants of various diverse cultural backgrounds. The word *Müang* refers to the state of being or belonging to the inhabitants of Lanna or the eight northernmost provinces of Thailand whose ancestors are the Tai Yuan people. The diversity of languages and cultures in Lanna as has been revealed through the use of mixed languages on written signs indicates a compromise between the interaction of global and local features. The region defined here as *Müang* has experienced a cultural revival of the *Kam Müang* or Lanna language, the *Dam Hua* custom during the Songkran Festival, and the traditional *Müang* dress. These identity features are being practiced and promoted continuously throughout the whole region of Lanna within a society of increasing hybrid contexts.

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