

## **Avenues for approaching the urban – the case of Brooklyn, New York**

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Meaning-making processes in large cities pose new analytical challenges not only in terms of their size and density, but also in terms of the many interconnected and simultaneous actions occurring in multiple inter-semiotic forms (Busse/Warnke 2014: 522). In a corpus-based analysis of place-making in several neighborhoods in Brooklyn, New York, we discuss important issues in approaching urban place-making methodologically, highlighting the role of triangulation (Taylor/Marchi 2018) for the study of variation in the urban space. Further, we address the interdisciplinary nature of urban studies and emphasize points of overlap between linguistics, human geography and sociology and discuss possibilities of enhancing the linguistic methodological toolkit for the analysis of cities more broadly. Following Busse/Warnke's (2014) urbanity model, this paper argues for the collection of heterogeneous and novel data sets to analyze language variation as part of multi-semiotic urban place-making processes (Busse 2019). Using data collected through fieldwork, we show how identity formation and negotiation in Brooklyn, New York, contributes to the creation of place(s) in the borough. Drawing on variationist concepts such as enregisterment (Busse 2019, Johnstone 2017), we show how social actors use discursive patterns as a way of signaling belonging in urban spaces (Modan 2007, cf. also Cornips/de Rooij 2018) by combining methods from variational sociolinguistics, linguistic anthropology and discourse analysis.

**Keywords:** place-making; urbanity; sociolinguistics; corpus linguistics; enregisterment

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