Introduction / Abstract
Following a preliminary study on the Linguistic Landscape (LL) of Málaga (Esteba Ramos, 2014; Esteba Ramos/Sáez Rivera, 2014), some issues deserve further research as a contribution to the study of the LL of the Mediterranean started by Blackwood/Tufi (2015) which was restricted to France and Italy. Therefore, Malaga’s LL shows traits of globalization (caused by tourism, foreign residents and economic migrants) but also local identity is publicly showcased in the form of written representations of phonic and lexical traits of the Spanish spoken in Malaga. Loanwords like Arabic “shawarma”, “showwarma” or even “choourma” in the same street menus are a bridge between local and global LL in Malaga, as well as borrowing of grammar traits from English or Italian and straightforward use of English in graffiti and local shops.

Results
Globalization 1. Tourism
Tourism concentrates in the City Center, where English is used as the lingua franca both in top-down (1) and bottom-up signs (4); nevertheless, the quality of English in bottom-up signs (like in local food restaurants) is sometimes poor (5), like in Mallettera (Brux/Çasas, 2009; Bruylé, 2011). Other languages are also used in both kinds of signs (2, 3).

Indexing local identity
Similar processes like those presented for Pitburg by Johnstone (2009) and Johnstone et al. (2006) can be found in Malaga: globalization drives to dialect leveling (middle and upper-class Malaga converges greatly to north-center Spanish standard, see H. Campoy/Villena, 2009) but also the vernacular is used for indexing locality: low-class neighborhood identities (9, 10) but also authenticity in 11 (thickly mixed with abroad visitors). Malaga lexical idiosyncrasies (like coffee ordering) deserves translation to a classical language like Latin as a sign of prestige.

Globalization 2. Foreign residents
It is typical from Malaga the case of foreign residents coming mainly from Northern Europe for permanent stay (as for retirement) or long-term holidays. No surprise is to find in the City Center Real Estate signs em English and German (7) or European consoles like (8) for Finnish people, a sign written in Spanish, lingua franca and vital migrant language is Arabic (the first demographic migrant group), used by visitors, locals, and vital migrant language Arabic (the first demographic migrant group), used by visitors, locals, and European visitors are also showed in Malaga’s LL.

Borrowings
Malaga enjoys a long tradition of cosmopolitanism, which lately involves use of Chic symbolic English as in shop-signs (12) and side services (13), but also street graffiti with colloquial English (14). Borrowing from other languages like Arabic “shawarma” is so internalized that it is used inside local sandwiches known as “sumparras” (15). Not only less is borrowed, but also graphic and grammatical traits like same genotype rearranged as plural (16) or the abridged form of preposition “D” < De from Italian even before consonant (17).

Globalization 3 (Spanish speaking migrants)
Another imprint of globalization is caused by international migrants because of economic reasons. Many of them come from Latin America so they bring their own vernacular (similar to the local one) and even native-american languages. A blurred latino identity can be traced in the Malaga’s LL (18); almost only Paraguayans are better profiled as the main Latino group (and the second migrant group), with their national flag as a semiotic index. Paraguayans are better profiled as the main Latino group (and the second migrant group), with their national flag as a semiotic index. Paraguayan native-language Guarani remains as silent LL though spoken in Malaga.

Conclusions
Globalization and locality intertwine in language practices in Malaga’s LL. Tourism brings about the use of (sometimes broken) English and other international languages, but also local products lexis is translated into languages from abroad. Foreign visitors can turn into residents (and so a new kind of locals) by buying a house; therefore they will need services and administrative support in their own language (a kind of LL not registered by Blackwood/Tufi, 2015). The same globalization trend which triggers dialect leveling in Spanish leads the local vernacular to index locality in the form of hyperlocal identities and as a signal of authenticity. Several instances of local appropriation of outside languages are produced via borrowing, mainly from English but also from other languages. Another trait of globalization and probably the main superdiversity signal is the presence of migrant languages and Spanish varieties with different degrees of ethnolinguistic vitality.

References
Ávila/Ponsoda (2010), Ben-Rafael et al. (2006), Blackwood/Tufi (2015), Bruylé/Juan (2009), Bruylé (2011), Castillo/Sáez (2011, 2012), Hernández Campoy/Villena Ponsoda (2009), Sáez/Esteban (2012), Esteba (2014), Johnstone (2009), Johnstone et al. (2006), Landry/Bourhis (1997), Pons (2012), Ramos/Sáez et al. (2016), and Johnstone (2006) can be found in Malaga: globalization drives to dialect leveling (middle and upper-class Malaga converges greatly to north-center Spanish standard, see H. Campoy/Villena, 2009) but also the vernacular is used for indexing locality: low-class neighborhood identities (9, 10) but also authenticity in 11 (thickly mixed with abroad visitors).