Investigation and Analysis of Language Landscape in Yibin City from the Perspective of Linguistic Economics: Taking Wuliangye Group and Lizhuang Ancient Town as Examples

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Abstract: Yibin, known as the "Capital of Liquor in China" and "the first city along the Yangtze River", is also located in the "the Belt and Road" economic belt. Its development is more international, and there are many and complex multilingual phenomena in the city's language landscape. With the development of economic globalization, the economy permeates various aspects of life and is constantly influenced by it, and economic factors play an increasingly important role in different language environments. This article takes Wuliangye Group and Lizhuang Ancient Town in Yibin City as examples to explore the impact of economic factors on their language landscapes from the perspective of language economics, providing new ideas and paths for language landscape research.

Keywords: Language economics; Language landscape; Economic motivation

1. Introduction

Yibin, a national historical and cultural city, has a profound cultural heritage and is known as the "First City of the Yangtze River and the Capital of Liquor in China". At the same time, Yibin is also a central city in the Yangtze River urban belt region determined by the state, and is one of the central cities in the upper reaches of the Yangtze River region determined by the Sichuan Provincial Party Committee, as well as one of the cities that open up to the south in Sichuan.

From ancient times to the present, the relationship between language and economy has been like glue. Language is the basic tool for human civilization construction, development, and communication, while economic activities are a bilateral or multilateral behavior. Without language, economic activities are difficult to carry out. With the continuous development of human society and language itself, the use of language is increasing day by day. "Different languages in a multilingual society have different market values and utilities, and the use of language in social life will produce direct or indirect, tangible or intangible social and economic benefits." Since the 21st century, economic globalization has deepened, and countries around the world also attach great importance to economic development. The choice of language landscape is often affected by economy, policy, culture and other aspects, And economic factors will also play an increasingly important role in the field of language. In this context, it is of great significance to analyze and study language landscapes from the perspective of language economics. Therefore, starting from the commercial and cultural industries, the research group takes representative Wuliangye and Lizhuang Ancient Town as examples to analyze their current situation and research value, providing good ideas for research and investigation.

2. Language Economics and Language Landscape
2.1 Definition of Language Landscape

At present, the definition of language landscape varies both domestically and internationally. Among them, the most classic and widely cited definition in language landscape research is the concept of "language landscape" first proposed and used by Landry and Bourhis: "The language that appears on public road signs, billboards, street names, place names, shop signs, and public signs of government buildings collectively constitute the language landscape of a certain territory, region, or urban cluster. The language landscape takes language and writing in the real environment as the research object, and reveals the identity, status, power, vitality, and other issues of different languages and their user groups in a multilingual society through the language presentation patterns on various signs in urban space.

2.2 The Relationship between Language and Economy

Within the scope of language landscape research, the research group takes practical examples from real life as the research object, identifies the characteristics and laws of language use, and thus explores the economic, political, cultural and other influencing factors reflected in language selection. After the Industrial Revolution, the rapid development of science, technology, and productivity not only promoted the progress of the social economy, but also strengthened the connection between language and economic development. Language not only served the social and economic development, but also possessed economic functions. The slogans used in language landscapes are not arbitrarily set, but rather the result of considering economic, political, cultural, and other aspects. From an economic perspective, language is a resource that can be used for production or reproduction. Like other resources, it also has economic attributes such as value, utility, cost and benefit. eight

3. The Current Situation, Development and Research Value of Wuliangye Group and Lizhuang Ancient Town in Yibin City

3.1 The Current Situation and Research Value of Wuliangye Group

In recent years, as a leading enterprise and leading brand of Chinese Baijiu, Wuliangye has made use of the favorable conditions of China's international influence to accelerate the pace of "going out", deeply integrate into the "the Belt and Road", and constantly improve the overseas market layout. Wuliangye Co., Ltd. will further expand its market share in Southeast Asian regions such as Japan and South Korea. Examples such as participating in the World Expo, China Import Expo, and East China International Expo can fully demonstrate the active role of this industry in international economic and cultural exchanges.

From this perspective, the international and open nature of the Wuliangye industry in Yibin City, as well as the unique geographical location, determine the complexity of its language use. The international development of this industry has led to an increasing range of foreign language usage, among which the linguistic landscape of the industry environment. The language landscape of a place is actually the embodiment of language policy. The study of the language landscape of the industrial environment and its economic factors will help us to provide new ideas for the study of language landscape.

3.2 The Current Situation and Research Value of Lizhuang Ancient Town

Lizhuang Ancient Town was one of the four major cultural centers in the rear area during the Anti Japanese War. Since the end of the 20th century, it has been selected as a historical and cultural town in China and Sichuan Province. Currently, it is also a well-known cultural and tourism town in the upper reaches of the Yangtze River both domestically and internationally. There are a large number of cultural relics, historical buildings, and characteristic historical blocks in southern Sichuan in the town, as well as rich intangible cultural heritage and distinctive cultural tourism resources.

According to surveys and research, it has been found that Lizhuang Ancient Town has rich historical and cultural tourism value. At the same time, there are certain differences in the language of government and private signage, making the area representative of research value. This allows the study to have a deeper understanding of the individuality and commonalities reflected in the economic dimensions of language landscapes in different industrial regions of the same city.

4. Survey Results

4.1 The Language Landscape Characteristics of Private Signage

The research group collected a total of 37 private store signs. After comparison, it was found that the signs of private stores are far different from those of government agencies and street brands, with more distinctive and diverse forms. The materials used are numerous, and there is no unified standard for font size and font shape, all showcasing the characteristics of their own stores. Due to its historical reasons, most of the shop signs in Lizhuang Ancient Town are mainly running script; Regular script has a small number of artistic characters, all of which are pure Chinese characters. At the same time, some store names have a strong flavor of ancient art, such as "Wangjiang Tower" and "Moxiang Residence". The signboards of Wuliangye Group and its surrounding areas include running script, regular script, cursive script, and other forms, all of which are Chinese characters and foreign languages coexisting, such as "HEALTH SPIRITS CO, LTD of YIBIN WULIANGYE GROUP" and "WULIANGYE WINE-TASTING ROOM".

4.2 The Language Landscape Characteristics of Government Institutions and Government Warning Signs

The signs of government agencies are all bilingual (Chinese and English), with regular script font. In addition, the materials of the

plaques are almost identical, all in regular script, and the language order is Chinese characters before English.

4.3 The Language Landscape Characteristics of Street Famous Brands and Scenic Spots Introduction Boards

The scenic area introduction signs and street famous brands of Lizhuang Ancient Town and Wuliangye Group in Yibin City are in multilingual form (Chinese, English, Japanese, Korean), indicating the general direction of economic development in the two places: towards internationalization. In addition, Chinese occupies the main position and the written form of Chinese is regular script. The order of arrangement is Chinese characters placed above, English, Japanese, and Korean languages placed below, with a clear hierarchy.

5. Summary and Suggestions

After investigating and analyzing the language landscape of Yibin City, we learned that the party and government organs and road signs are the most active and active due to the relevant implementation of language policy by the country and region.

In the language landscape of Yibin, both official and private language symbols, Chinese is the dominant language with the greatest demand for local language, playing an important role in spreading Chinese culture and promoting the economic development of the local tourism industry. As an international tourism city, due to the influx of foreign populations and tourism economic activities, English communication has been widely spread and popularized in the local area, Official logos often consider establishing the vitality of English, while private logos usually focus on the use of English to enhance the competitiveness of stores. Therefore, English is the universal language that enhances the internationalization level of Yibin maintenance; Local multilingualism is naturally not obvious, and the importance of small language resources does not reflect the language of the landscape. We believe that better economic value mining, and in the strategic context of building a "regional" country and Yibin into a regional international city, learning and using foreign languages, we suggest that Yibin City should make full use of major international events to strengthen publicity.

Finally, due to the limitations of the research team's level of assessment, there is still room for improvement in this study. Firstly, the number and type of sampling are not extensive enough. Due to objective reasons such as time, we only collected corpus from two representative locations in the city. Future research needs to expand the selection and scope, and conduct deeper analysis with broader ideas and perspectives. Secondly, we are unable to use the relevant tools of economics in a specific and proficient manner, and we still need more comprehensive and in-depth research.

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