

A Survey of Linguistic Landscapes in Emerging Coastal Cities——Taking Taizhou City as an Example

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Abstract: From the perspective of linguistic landscape, Jiaojiang District of Taizhou City is selected as the research scope, and 1134 authentic and effective linguistic landscapes on three main streets in the area are taken as the research samples to study the overall status of Taizhou linguistic landscape construction. It is found that the linguistic landscape of Taizhou City maintains a state in which Chinese is the absolute dominant language and English is the first auxiliary language. It also analyzes the differences between official signs and nonofficial signs from the perspectives of language choice, code orientation and sign conversion, and analyzes the use of characters in the linguistic landscape from the perspective of complex and simplified characters. These language use and differences not only reflect the principles of linguistic landscape construction such as power relations and full rationality, but also reflect the theory of language choice. English has an absolute advantage in the use of foreign languages in Taizhou's linguistic landscape, which reflects the general trend of globalization and the attitude and determination of Taizhou Municipal Government to seek an international road to urban development.

Keywords: Linguistic Landscape; Taizhou; Multilingual Signs; Official Signs; Non Official Signs

Introduction

In the past decade, Taizhou city has changed its urban construction with each passing day. It won the title of "National Civilized City" in May 2018. Major progress and positive results have been made in various fields and important links. The process of comprehensive opening-up and urbanization has been accelerated, and the work of promoting internationalization is also being actively carried out. Language landscape is an important part of highlighting the open Taizhou and the beautiful Taizhou that are inseparable. At this time, it is very necessary to study the language landscape of Taizhou city, and it has far-reaching practical significance.

The study of linguistic landscape originates from the West.^[1] After the empirical study of Language Landscape and National Language Vitality —— was published in the journal *Social and Language Psychology* in 1997, the research of language landscape gradually became a hot topic of western scholars, and the domestic research on this aspect began relatively late. At present, the research of language landscape in China mainly focuses on two aspects: one is the theory, method and research review of language landscape research.^[2] The concept, classification, function, research objects, and research dimensions of the language landscape are introduced in detail.^[3] The —— hyperpluralism, mobility and standard are the core concepts of global social linguistics to explain the irregularities in the bilingual street signs of Xueyuan Road.^[4] From the perspective of speech community, found that language community internal members and external groups of language signs exist in language use differences, pointed out that the classification of language landscape should not be limited to the official and unofficial this standard, should also consider the audience of language landscape, put forward the "different officials and people, internal and external" classification standard. The second is the investigation of the language landscape in practice. Including: (1) focus on the study of the standardization of the use of the language on the signboard, the

accuracy of foreign language translation, related cultural rhetoric characteristics and national regulations on the use of the signboard language.^{[5][6]} A aspects of detailed investigation and empirical analysis of the use of various signs and signs in the city, including traffic instructions, street names, sports tourism signs, notice signs, general signs and other aspects. (2) Study on the linguistic landscape of a certain region or city. For example, in Beijing, Shanghai and other first-tier cities, national key economic zones and tourist attractions, the language landscape is of great interest to the researchers.^{[7][8][9][10][11]}We investigated the linguistic landscape of different cities and regions from different perspectives.

The language landscape of a city is like a mirror, which to some extent reflects its historical and cultural connotation, the level of international construction and the depth of opening up to the outside world. With the continuous development of economic globalization, the language landscape can also reflect the use and acceptance of various languages in various countries in the world, thus highlighting the influence of one country's language and culture on another country.

This paper takes the three main streets of Taizhou city, on the streets, name, shop name, traffic signs and other language landscapes as the research object, in order to show the use of words in the public space area of Taizhou city, especially the current situation of the urban language landscape in the process of building an open, civilized and beautiful new Taizhou? What are the problems existing? How to improve?

1. Research technique

Taizhou is a group city "rare in China and unique to Zhejiang". According to the "Taizhou City Master Plan (2017-2035)", Taizhou will realize the urban spatial pattern of "one heart, one core, six veins and four groups" within the city area in the future."One core" refers to Taizhou urban core, which is composed of Taizhou administrative and cultural business district, business core area, university park and innovation headquarters. The four groups are Jiaojiang Group, Huangyan Group, Luqiao Group and Binhai Group, which together constitute the central city of Taizhou City. At present, the central city is in the stage of integrated development. Among them, Jiaojiang will be the center of Taizhou city's politics, economy and culture, science and education innovation, financial services, and high-end business center, as well as a regional comprehensive transportation hub, advanced manufacturing base and ecological and livable city. It can be seen that the language landscape of Jiaojiang city can reflect the current situation of the language landscape of the whole Taizhou city. Therefore, our investigation is mainly carried out in Jiaojiang City area.

Taizhou as the second batch of urban design of national housing and urban-rural development pilot city and emerging group city, considering the huangyan district, jiaojiang, luqiao district, in the three blocks exist a lot of can design planning space, each group internal area also has a lot of space in planning and construction, so the language landscape mainly considering the role of its leading demonstration, the survey to choose the city seat jiaojiang district government units more concentrated two streets and a commercial street, in order to ensure data comparability, choose three streets should be basically flat in length.

Based on the above factors, the following streets are finally determined as language landscape collection areas: (1) Shifu Avenue starts from Central Avenue in the west and reaches Airport Road in the east; (2) Donghai Avenue starts from Central Avenue in the west and reaches Airport Road in the east; (3) Zhongshan West Road starts from Jia Zhi turntable in the west and reaches Jiefang South Road in the east. The above selected streets are representative streets in the center of Jiaojiang District, the length is basically the same, are about 1 000 meters.

The Backhaus was used in this study.^[12] The standard determines the language landscape sample, selected according to the following principles: First, if the building is above one floor height, the sampling only includes the door sign on the ground floor on the ground (except the large sign of the building facade). Second, if the store has multiple signs of the same type, it is only considered as one sample included. Third, signs with written words and legible handwriting can only be regarded as valid samples. Fourth, the language signs on mobile vehicles (such as: buses, etc.) or non-store buildings (such as: pavilions selling newspapers and periodicals, etc.) are not included in the survey sample. Fifth, when there is an intersection in the survey street, only the included language sign of the store is facing the language sign of the survey street.

Sixth, the rectangular illustrative steel plate at the door of the shop (such as indicated "business hours", etc.), small stickers on the door, the printed text on the glass door, listing (such as marked "push / pull", etc.) are not included in the sample, and the building brand number is not included in the sample. Seventh, the language logo with the same language in the sampling street appeared many times, counting only one sample.^[13]

The recording of the language landscape is filmed and stored with the camera function of the Huawei mobile phone, which was completed from December 2021 to February 2022. The final number of samples obtained from this survey is as follows: 358 in Shifu Avenue, 385 in Donghai Avenue, and 484 in Zhongshan West Road. Referring to the above standards, we sorted out and integrated the language signs collected on these three streets, removed those signs that were not clearly shot, and merged those language signs repeated in different blocks, so as to get effective samples representing the language landscape of Jiaojiang District of Taizhou city, a total of 1,134. We respectively classified and annotated each language logo from the aspects of language type and number, code orientation, language landscape setting subject, and the translation correspondence degree of multiple language landscape.

2. Survey results and analysis

2.1 Overall language usage of the signage

Of the 1,134 valid samples, 791 were monolingual identities, representing a large half of all valid samples, which reached 69.75%, and the remaining 30.25% were multilingual identities. Among them, there are 303 Chinese and English bilingual signs and 16 pure English signs, accounting for 26.72% and 1.41% of the total language landscape, respectively. The language usage of Taizhou language landscape is detailed in Table 1

Table 1. The Language Usage of the Language Landscape in Taizhou City

Identify the use language	quantity	percentage%
Chinese (including Pinyin)	791	69.75
English	16	1.41
Han + English	303	26.72
Han + French	1	0.09
Han + Japanese	1	0.09
Japanese	2	0.18
Han + Korean	3	0.26
Han + Mongolian	1	0.09
Han +French+ English	3	0.26
Chinese + Spanish + English	1	0.09
Chinese + self-created English	12	1.06
total	1134	100.00

According to Table 1, among the 1,134 valid sample signs, 98.59% used Chinese signs, with a total of 791 signs, including those containing Chinese characters or Chinese pinyin. There are 323 signs appearing in English, accounting for 28.48% of the total, which is the largest number of language signs except for Chinese. From our statistical data, we can see that the use of Chinese characters in the language landscape of Taizhou city is absolutely dominant, more than 98%. This shows that Taizhou, as an emerging national second-tier city, has actively responded to the national promotion work in the Chinese language for many years, and regards Chinese as the most important language landscape language. But at the same time, Taizhou city is also an emerging coastal open city, private enterprises and foreign trade industry is developed, is a kind of open port, frequent foreign communication activities in various fields. English appears in nearly 30% of the urban language landscape, and the English-Chinese signs in the multilingual landscape also has an absolute advantage, and there are a certain number of pure English signs. In addition to English, five languages, including Korean, French, Japanese, Spanish, and Mongolian, also appear in the local language landscape of Taizhou. Although the number of multilingual

landscape and monolingual landscape varies greatly in number, it adds an international color to Taizhou.

2.2 Language usage for multilingual identities (Table 2)

Table 2 Language usage of the multilingual signs in Taizhou city

languages of the Multilingual signs	quantity	percentage%	Language code orientation		
			Chinese	English	Other languages
English	16	4.66	/	16	/
Han +English	303	88.34	257	46	0
Han + French	1	0.29	0	/	1
Han + Japanese	1	0.29	1	/	0
Japanese	2	0.58	/	/	2
Han + Korean	3	0.87	3	/	0
Han + Mongolian	1	0.29	1	/	0
Han + French + English	3	0.87	0	0	3
Chinese + Spanish + English	1	0.29	1	0	0
Chinese + self-created English	12	3.50	12	/	0
total	343	100.00	275	62	6

According to Table 2, there are 323 multilingual signs with English appearing, accounting for 94.7%, with the highest occurrence rate among the multilingual signs. Another 16 signs were identified in plain English. This shows that English is the most important foreign language in the Taizhou language landscape. Five languages, including Korean, French, Japanese, Spanish and Mongolian, but only two signs use pure Japanese, and the other four languages are used in Chinese, accounting for no more than 1%.

We determine the code orientation of each multilingual logo based on according to the order, position and attributes in font size, font, color, etc.^[13]According to the survey results, there are 275 Chinese characters, accounting for 80.17%. Chinese characters often occupy visually prominent positions on the left side of the sign, the top side and the center of the sign, and the larger size, font and color are more eye-catching. There are also 62 signs with code oriented in English, accounting for 18.08%. There are only 6 other code-orientation signs, accounting for 1.75%.

It can be seen from the above statistics that there is a large gap in the number of monolingual landscape and monolingual landscape in Taizhou city, but the Chinese language still occupies the most dominant position in the number, which also reflects the influence of China's language policy on the urban language landscape. At the same time, compared with several other foreign languages, English appears significantly more frequently in the language landscape, indicating that English plays the most important position in the Taizhou language landscape of foreign languages.

2.3 Official signs and unofficial signs

In terms of the establishment body of the language landscape, there are 254 official top-down signs and 880 unofficial bottom-up signs. The classification and the specific numbers are shown in Table 3.

Table 3: Language Landscape Classification and Quantity

Language landscape subject	Official signs				Unofficial identification								Total	
Language landscape function	Road signs, station signs	Government door signs	Indicator/warning signs	civility and politeness signs	School door signs	Hospital door signs	Hotel door signs	Shop door signs	Public service agencies	Folk signs	Company door signs	Other signs		
Number of monolingual identifiers	19	53	51	70	5	7	11	471	18	17	46	23	791	
The number of multilingual identifiers	31	5	17	8	0	1	14	199	28	9	28	3	343	
total	50	58	68	78	5	8	25	670	46	26	74	26	1134	

Of the total 254 official logos, 61 are multilingual, accounting for 24.02%. Among the unofficial signs, multilingual signs accounted for 32.05 percent. On the whole, the official and unofficial signs are still mainly monolingual signs, with multilingual signs accounting for less than 50%. The frequency of multilingual signs in their unofficial signs is higher than that in their official signs, but the proportion of their multilingual signs is as high as 62%. Sign signs and warning signs also accounted for a certain proportion, with 25%. China is a monolingual society, and the multi-language recognition of road signs highlights to some extent reflects the government's attention to foreign languages, especially English, and the international attitude of the Taizhou municipal government. In the other two types of official signs, the proportion of multilingual signs is relatively low, and only 8.62% of government agencies and 10.26% of civility and politeness signs are multilingual signs. In addition, the number of multilingual landscapes of public service organizations is significantly higher than the distribution of overall and other unofficial signs. Of all 46 signs, 28 signs were multilingual, accounting for 60.87%.

Table 4 Corresponding of Chinese and multilingual translation

Correspondence of Chinese and other languages	Complete equivalence	Partial equivalence	Acronym	Individual words	Self-created English	Total
Official signs	9	21	31	0	0	61
Unofficial identification	62	99	17	74	12	264
Total	71	120	48	74	12	325
percentage%	21.85	36.92	14.77	22.77	3.69	100.00

Table 4 above indicates the specific degree of translation correspondence of the signs. Of the 325 bilingual / trilingual signs, 61 are official signs, and 264 are unofficial signs. From the perspective of meaning communication, there are 74 bilingual / trilingual signs containing only individual English words, such as hotel, SPA and other words, etc. 120 signs are partial information equivalent, and basically have complete Chinese information. But most of the partial peer bilingual / trilingual signs are in the title part of a piece of information, or in the icon on the door plate, and the font is small and barely reaching the role of transmitting information in other languages outside Chinese. Official and unofficial signs are clearly different in multilingual translations. There are no individual foreign language vocabulary or self-created English vocabulary,

and the language use meets the requirements of national language regulations. But official signs have more than 50% of bilingual signs in the form of acronym, such as St./ Rd./Ave./ W / E / N / S mainly rely on Chinese to convey information. Unofficial signs are more flexible in translation equivalence and language selection, with greater randomness and subjectivity, and even appear in store signs combining Chinese, number and foreign language. Fully equivalent translation accounts for less proportion in both types of identification, on the one hand, because the information receiver is generally low foreign language ability, to understand the translation of the identification has big obstacles, in information recognition and reception is used to rely on Chinese and Chinese characters; on the other hand, the sign set up its own foreign language ability. This shows that although the government has the vision of building an international and open Taizhou city, there is still a considerable distance in the urban language landscape, especially the unofficial logo.

3. Discussion: The current situation and thinking of Taizhou language landscape

3.1 The current situation of the language landscape in Taizhou city

Through the statistics and analysis of the urban language landscape of Jiaojiang District of Taizhou city, we found that the Chinese language has always been the dominant language landscape of Taizhou city. This can be confirmed from the number of Chinese signs, the code orientation of multilingual signs and the correspondence degree of translation.

In the survey, we found that nearly 30% of the language landscape of Taizhou city was used in English, and nearly 95% of the multilingual landscape appeared in English. The official English signs accounted for about 25% of all the official signs, and the Chinese and English bilingual signs had the highest proportion among the official road signs. All these data show that English plays an important role in Taizhou city's language life, and show the government's determination to position Taizhou city as an international regional central city, and strive to enhance its internationalization degree. The government has standardized the use of English in public space, which shows that its attention to English has risen to the administrative level, so that Taizhou has a policy leading and guarantee in the process of integrating into Shanghai and Ningbo metropolitan area, integrating with the international community and developing into a regional central city. This is also the inevitable choice for Taizhou to realize its leapfrog development and become an emerging coastal open city.

On the other hand, we also found that there are only 16 pure English signs in the Taizhou language landscape, accounting for less than 2% of all 1,134 sign samples. The proportion of code-oriented English signs accounts for only 13.5% of the multilingual signs. Even without the limitation of laws and regulations, the proportion is only 7.05%. All these show that, as a new second-tier city, although Taizhou language landscape is not low in the utilization rate of English, it only appears as an auxiliary language, and it cannot effectively undertake the task of information transmission. In addition, only less than 21% of the Sino-English information peer identity is completely equivalent. It shows that the popularity of English in Taizhou is not high, and the practical English ability of ordinary citizens is also very limited.

3.2 Thoughts on the Construction of Language Landscape in Taizhou City

According to the survey results, the placement of various signs in public places in Taizhou is orderly and standardized, the use of language highlights the main position of Chinese, and the use of Chinese characters meets the requirements of national language standardization. With the deepening of urban opening up and the acceleration of internationalization, the construction of urban language landscape should also follow up. Language communication ability and tolerance ability are important measures of a city's soft power. In the global environment, while adhering to the principle of "self-oriented", Taizhou language landscape should be timely integrated with internationalization, pay attention to show the diversity of culture and language, and create a vibrant and symbiotic and orderly language landscape and cultural environment. First, under the leadership of the government, specialized personnel can be organized to carry out urban language landscape construction and translate the signs according to the same standard. Secondly, bilingual sign demonstration projects will be set up in foreign-related places and newly-built blocks to lead the city to establish and standardize foreign language signs

starting from the urban window industry. Thirdly, it is to make full use of the foreign language ability of relevant experts from local universities or other organizations to conduct field research. At the same time, through the opportunity of the international marathon and other activities held in the city, a foreign language volunteer team will be established, and the community language service activities will be organized to enhance the citizens' awareness and enthusiasm of using foreign languages.

4. Conclusion

In this survey, only the language landscape in the three representative streets of Jiaojiang City of Taizhou city was selected, which may not represent the whole situation of the language landscape in Taizhou city, but we can have a general understanding of the use of the urban language in Taizhou city. Taizhou city is implementing the leap-forward development in both the economy and the urban construction, and the opening up and trade cooperation are advancing day by day, but the city's language landscape still maintains the current situation of taking Chinese as the absolute dominant language. Although on the whole, there are a variety of multilingual signs in the language landscape of Taizhou city, and further statistical analysis shows that the multi-lingual signs that can truly convey equal information are very limited, and need to be standardized and constructed. However, English has an absolute advantage in the use of multilingual language, which not only reflects the overall trend of globalization, but also reflects the attitude and determination of the state government to actively seek to integrate into the Yangtze River Delta Economic Belt and Shanghai and Ningbo metropolitan area, and take the road of international construction.

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