

Research on the Construction of Campus Language Landscape

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Abstract: campus language landscape can not only directly reflect the historical accumulation and cultural characteristics of colleges and universities, but also highlight the characteristics of urban culture, which is an important part of campus culture construction. Colleges and universities should pay attention to the design of campus language landscape, build a campus language landscape based on urban cultural characteristics, school history, school running philosophy, etc., create a unique campus language landscape, build an ecological and pleasant campus language landscape based on the concept of ecological civilization, integrate traditional cultural elements, and make the campus language landscape both educational and humanistic, Create a campus environment rich in cultural heritage and humanistic spirit, and enhance the cultural confidence and pride of teachers and students.

Key words: colleges and universities; Campus language landscape; Construction status; Build path

introduction

Language landscape is the material carrier of history and culture. It uses specific image symbols to show the history, study style and regional culture of colleges and universities, so as to make the distribution of mountains, waters, forests and roads in the campus more harmonious, and create a unique campus language landscape. In the design of campus language landscape, colleges and universities should adhere to the concept of the unity of humanity, sustainable development, education and aesthetics, excavate extensive and profound Chinese characters, language and artistic elements, and use symbols such as sculptures, road signs, buildings and information signs to present the rich academic and cultural heritage of colleges and universities, so as to integrate the spirit of struggle of the Chinese nationThe spirit of labor and the feelings of home and country are integrated into the campus landscape to further enhance the cultural self-confidence and national pride of “after 00” college students.

1. Types of campus language landscape in the new era

1.1 name of campus road

The name of the campus road is an important expression of the University Language landscape. It is not only a simple name, but also shows the internal culture of the university through the name of the road, which has a unique memorial or symbolic significance. For example, colleges and universities have named the main roads in the school “Mingde Dao” and “erudite Dao”, implying the wishes of the school to the students, hoping that they can be Mingde erudite, reflecting the motto of colleges and universities and the concept of education, and also showing the importance of campus language landscape.

1.2 name of campus building

Campus architecture is the witness of the history of the University, which reflects the historical and cultural accumulation of the University. The name of the campus building has both the humanistic and scientific spirit, and is conveying the school’s history and culture as well as the regional cultural charm to the majority of teachers, students and visitors. For example, South China University of technology has a teaching building named “Duxing building”, which is named after the school motto of Huagong, “erudite and careful thinking, discerning and practicing”. It can not only remind teachers and students to remember the school motto at all times, but also highlight the school running philosophy through buildings, show university culture and school running characteristics through the name of campus buildings, and improve the grade of campus culture.

1.3 Memorial inscriptions and sculptures on campus

Many colleges and universities will build Memorial inscriptions and sculptures on campus, which can beautify the campus environment and create a good artistic atmosphere on the one hand, and highlight the significance of patriotism education with the help of landscape. For example, in front of the Yongfang Hall of Sun Yat sen University, the 18 sages separated on both sides. The two groups of bronze statues, led by Lin Zexu and Hong Xiuquan, and followed by Sun Yat Sen and Huang Xing, are connected with the Yongfang hall. Their purpose is to commemorate and carry forward modern China for a century and a half, add a beautiful landscape to the school, and become a patriotism education base.

1.4 campus information board

Campus information board is an important part of campus language landscape, including road and building signs, campus map index,

electronic display screen and campus bulletin board. Colleges and universities should carefully design campus information boards, which should not only briefly introduce the basic information such as the school running history, famous alumni, campus roads and building layout, but also adhere to the design concept of combining pictures and texts, introduce campus history and culture by using different fonts, pictures and index diagrams, and reflect the important role of words and index diagrams in campus language landscape design.

1.5 school plate

The school badge on the school gate is the “Postcard” of the University, which is not only an important part of the campus language landscape, but also has an indelible impact on the teachers and students who enter the school for the first time. The University signboards of Fudan University, Nankai University and Zhejiang University are inscribed by Chairman Mao Zedong; The school plates of Sichuan Academy of fine arts and Hebei Normal University were inscribed by Mr. Guo Moruo, a calligrapher and educator, showing profound calligraphy skills and scholarly flavor.

2. Challenges in the construction of campus language landscape in the new era

2.1 the design style of campus language landscape has a strong convergence

With the acceleration of China’s higher education reform, many colleges and universities are advocating the construction of harmonious, advanced and humanized campus. Although it promotes the construction of campus culture, it also leads to the uniformity of campus language landscape design in major colleges and universities. Many slogans in Colleges and universities often copy ancient poems, mostly about time, learning and struggle, such as “an inch of time is an inch of gold”, “young people don’t work hard, older people are sad” and other poems. Although they carry forward the traditional culture, they also lead to the lack of personality in the campus language landscape design and do not highlight the cultural characteristics of the school.

2.2 the campus language landscape is lack of Humanities and Arts

With the further enrollment expansion of colleges and universities, many colleges and universities are building new campuses and rebuilding old campuses, failing to protect the old buildings and representative landscapes, and ignoring the preservation of the old buildings and history of the school. For example, many colleges and universities have built high-rise teaching buildings, modern libraries and spacious canteens, but these modern reinforced concrete are lack of cultural accumulation and humanistic atmosphere. Some colleges and universities have put on electronic display screens, banners and placards, but they mostly publicize information such as campus safety, meeting arrangements and lecture notices, without introducing the long history and culture of the school, as well as the school running philosophy, and the campus language landscape design lacks humanistic details.

2.3 Ignoring the integration with regional culture

Campus culture in Colleges and universities is closely related to urban culture and regional culture, but many colleges and universities ignore the integration of regional and urban culture in the construction of campus language, resulting in the lack of uniqueness and regionality of campus language landscape. For example, Shaanxi Province is rich in red resources, and the long march spirit and Yan’an spirit are well known. However, colleges and universities neglect to integrate the red revolutionary resources into the language landscape design, and the campus language landscape lacks humanity, which affects the integration of regional culture and campus language landscape design.

3. The construction path of college campus language landscape in the new era

3.1 based on the development of the school, plan the language landscape as a whole

Colleges and universities should link the language landscape design with the overall planning of the campus, highlight their own culture, school running philosophy and historical characteristics, and create a language landscape that blends feelings and scenes. First of all, the school should pay attention to the language landscape construction planning, integrate the school history, regional culture and school running philosophy into the language landscape design, and comprehensively consider the aesthetic needs and functional needs of teachers and students, so as to better embed the language landscape into the school environment. For example, the school should try to retain and repair some old buildings, set signs on the outer walls of the old buildings, introduce the history of the old buildings using the traditional regular script font, display school photos in different periods, and carry out road hardening and greening. Secondly, the school should incorporate the language landscape design into the overall planning of the school, further rationally arrange the language landscape such as road signs, signboards, monuments, electronic screens and sculptures, and create a language landscape with both aesthetic and ecological values. For example, agricultural and forestry colleges and universities can set up signboards in the forest, grass and other areas of the school to introduce the characteristics of various tree species, flowers, plants and birds, highlight the characteristics of agricultural and forestry colleges and universities, and design some precious bird sculptures to arouse students’ awareness of caring for animals and protecting the

ecological environment, so as to integrate the language landscape into the overall planning of the school.

3.2 based on ecological civilization, scientifically design language landscape

First of all, the language landscape of the university campus should be consistent with the local topography, climate, vegetation, etc., implement the design concept of harmony and unity between man and nature, make the campus road planning, water body design and monument design consistent with the school ecological environment, and create a unique language ecological and cultural landscape. For example, Sun Yat sen University, located in Guangdong Province, carved its motto “erudite, inquisitive, prudent, discerning, and conscientious” on stones. The base of the motto was engraved with the school emblem. Sun Yat sen University is planted with a large area of kapok, so the school took it as an element of the school emblem design, its shape is like a blooming kapok, with green as the main color, and named the geographical location of Sun Yat sen University, It also shows the beautiful scenery of kapok in the campus. Secondly, the campus language landscape design should skillfully “borrow the road”, “borrow the momentum” and “borrow the lake”, highlight the beautiful natural environment and cultural characteristics of the school, and do a good job in the functional zoning of the school to meet the needs of teachers and students in learning, life, leisure and entertainment. For example, colleges and universities can design wooden plank roads according to the school water system, increase safety barriers, set up leisure areas along the river, breed swans and ducks in Hanoi, and place signs on the bank to introduce the names of various numbers and birds, so as to create a harmonious and natural campus atmosphere.

3.3 explore regional culture and highlight the characteristics of language landscape

First of all, regional culture can provide more creative materials for the language landscape design of colleges and universities, such as folk paintings with local characteristics, seal cutting patterns and dramatic facial makeup. These regional cultural elements can show the profound cultural heritage and create a strong humanistic atmosphere for colleges and universities. For example, the overall design of Xinyuan community of Anhui University reflects the rich Huizhou culture. The buildings in the campus are mainly white, gray and black, with Huizhou Dai Wa and wood carvings added. Signs will be set in the pavilion to introduce the Huizhou architectural culture and famous Huizhou architecture, deepen students' understanding of Huizhou culture, and improve students' humanistic quality. Secondly, colleges and universities can also guide students to participate in the design of language and culture, optimize the design of campus signboards, fonts, pictures and monuments, and encourage them to actively participate in the construction of campus culture. For example, colleges and universities in Guangdong Province can carry out language landscape design around Lingnan culture, and select Cantonese opera, Guangzhou embroidery, Chaozhou embroidery, Lingnan Painting School, golden lacquer wood carving and Lingnan calligraphy as language landscape design elements, so as to realize the perfect integration of regional culture and language landscape design, and use language landscape to improve the quality of humanistic education in Colleges and universities.

3.4 based on historical heritage, add the humanity of language landscape

The campus language landscape not only carries the regional culture, but also plays the role of promoting traditional culture. It uses signboards, monuments and sculptures, the name of campus roads and school signboards to show the historical memorial of the school. First, colleges and universities should try to retain some representative buildings in the campus expansion and reconstruction projects, so that teachers and students can understand the history of the school through the old buildings, and use the language landscape to carry forward the history and culture of the school. For example, Weiming Lake in Peking University was originally just an ordinary artificial lake landscape in the school, which was U-shaped as a whole. With the expansion of the school, it began to repair Weiming lake. There stood a stone with “Weiming Lake” written in bright red characters on it. There was also a building named “Boya” standing by the lake. Standing on the Bank of Weiming lake, you could see the shadow of the lake tower in the East, The sunset at the Bell Pavilion can be seen in the West. Second, colleges and universities can choose historical celebrities and historical allusions to design campus language landscape, which can show the profound historical and cultural heritage. For example, Anhui University named the main campus road “Duxiu Avenue” to commemorate Anhui born revolutionist Mr. Chen Duxiu, carry forward the red revolutionary spirit, call on young people to learn Mr. Chen Duxiu's revolutionary spirit, and enhance students' sense of historical responsibility and mission. University Language landscape can not only penetrate humanistic education and three outlooks education, but also carry forward the school's history and culture and improve students' humanistic quality.

3.5 uphold cultural innovation and enhance the influence of language landscape

The language landscape is a symbol of the cultural construction of a university, which condenses the cultural heritage of the University, so that the teachers, students and visitors of the university can feel the cultural heritage and the purpose of running the school. The language landscape design of university campus should adhere to the principle of keeping pace with the times, and carry out the language landscape design by using new media, Internet, etc., to meet the aesthetic and learning needs of “after 00” college students. First of all, colleges and universities can actively build online campus language landscape, use wechat, microblog, dithering and other platforms loved by college students to design language landscape, play the information function of language landscape, and let every student participate in it. For

example, the school can open wechat public accounts, microblogs, and dithering platforms, set up campus message boards, encourage students to actively participate in the school language landscape design, let them democratically elect the names of new buildings, roads, and signs of the school, and improve their sense of belonging and happiness of campus life. Secondly, the school can display its language landscape through the new media platform. On the one hand, it can facilitate candidates across the country to understand the relevant information of the school, give full play to the value of language landscape, and promote the development of school enrollment; On the other hand, students can participate in the construction of language landscape in Colleges and universities, so as to improve the quality of language landscape construction in Colleges and universities.

4. Conclusion

The campus language landscape can directly reflect the material symbols, regional history and culture, link it with urban planning and urban culture, and show the regional customs and historical allusions, so as to enhance the unique campus culture. Colleges and universities should keep pace with the times, integrate regional culture, ecological civilization, humanistic education, historical inheritance and cultural innovation into the language landscape design, use the Internet, new media and other methods to promote the campus language landscape, so that the names of campus roads, buildings, signboards, school signboards and so on have more cultural and humanistic details, and promote the sustainable development of colleges and universities.

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