

Review Article

An Analysis on the Typicality of Language Landscape in North China Electric Power University

Qinfang Deng^{1*}, Guijia Yi, Yuewen Xuan¹

¹Department of Foreign Studies, North China Electric Power University, Baoding, Hebei, China

Article History

Received: 17.02.2024

Accepted: 22.03.2024

Published: 26.03.2024

Journal homepage:

<https://www.easpublisher.com>

Quick Response Code



Abstract: This paper takes the typical language landscape of the campus of North China Electric Power University as the research object. The purpose of this paper is to analyze and explore the emergence of the problematic language landscape of the university campus found in the field investigation and investigation of the team. The top-down language landscape of the campus is investigated, summarized and analyzed from the aspects of the combination form, arrangement mode, naming mode and function of the code.

Keywords: University student demand cultural continuity North China Electric Power University.

Copyright © 2024 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

1. INTRODUCTION

The concept of language landscape was first proposed by Landry and Bourhis in 1997, and it is believed that language landscape is composed of "languages appearing on public street signs, billboards, street names, place names, shop signs and public signs of government buildings". It is proposed that language landscape has informational and symbolic functions. In recent years, language landscape has become a hot topic in the field of sociolinguistics, language policy and planning, and has also attracted increasing attention in semiotics, applied linguistics, sociology, psychology and other disciplines, demonstrating its vigorous vitality.

Since the foreign language landscape research theory was introduced into China, the domestic empirical research on language landscape has been in full swing in the past decade, and the research Angle is also a hundred flowers. However, few scholars have conducted research on language landscape in Chinese universities, especially those with distinct characteristics like North China Electric Power University, which is based on traditional superior disciplines, focuses on emerging energy disciplines, and supports liberal arts and science disciplines with "big power" discipline system.

2. Data Collection

In this study, two campuses of North China Electric Power University (Baoding) were taken as the

investigation area, and the language landscape pictures were collected by means of photo shooting, and the original data were obtained by using Excel manual statistics. Referring to the definition method of language landscape proposed by previous scholars, only language landscape in public space is considered, and it covers all indoor and outdoor areas, including public street signs, activity display boards, billboards, publicity boards, place names, shop signs, posters and banners. When using a camera to take photos of language signs, the research team numbered the photos one by one, marked the attributes of language landscape (including shooting location, code type, function type), and modified and screened the original pictures in the later classification and statistics process to obtain comprehensive and effective data. According to the analysis principle in Backhaus's study, each image contains only one language landscape, and the language signs of each type of language entity are counted only once.

The research team conducted several surveys on the language landscape of the campus area of North China Electric Power University (Baoding) from October 2022 to March 2023. Due to the severe epidemic prevention and control situation on campus and the dynamic nature of language landscape during the investigation period, language landscape taken at the same place at different times will change. Based on the total number of pictures determined on March 11, 2023,

*Corresponding Author: Qinfang Deng

Department of Foreign Studies, North China Electric Power University, Baoding, Hebei, China

a total of 1000 valid language landscape pictures were obtained, including 345 photos taken at the first campus and 655 photos taken at the second campus. There are 890 official language landscape pictures, accounting for 89% of the total, and 110 private language landscape pictures, accounting for 11%. The number of official language landscape pictures far exceeds that of private language landscape. According to the research direction of this paper, the problems of language landscape proposed based on the personal judgment of team members and various types of numbers were calculated: 84 pictures reflecting the lack of maintenance and update of language landscape, accounting for 8.4% of the total; 17 pictures reflecting the problems of improper placement and superfluity of language landscape, accounting for 1.7%.

3. The Development Status and Problems of Campus Language Landscape

3.1 The Development Status of Campus Language Landscape

In North China Electric Power University (Baoding), a total of 345 valid photos were taken by the graduate school and 655 valid photos were taken by the undergraduate school. First, we divide them into two categories: official and private. There are 332 official language landscape pictures and 13 private language landscape pictures in Huadian Campus 1, accounting for 96.23% of the official language landscape, far more than the private language landscape. There are 558 official language landscape pictures and 97 private language landscape pictures, accounting for 85.19% of the official language landscape, far exceeding the private language landscape. From the perspective of the implementation of the language policy, all official signs use standardized characters, without the use of traditional and different characters, in line with the requirements of relevant language regulations. The language landscape is designed and regulated by the school administration and mainly includes two categories, Chinese monolingual and Chinese-English bilingual. Chinese monolingual signs include flowers and trees, banners, etc; Chinese and English bilingual signs include the names of teaching buildings, laboratories and other office places. Of the 1,000 language landscape pictures collected, 720 were pure Chinese, accounting for about 72%; a total of 280 were in Chinese and English, accounting for about 28%; "In bilingual signage, the prominence of the language is closely related to the context and status of the language." The proportion of Chinese language landscape is as high as 72%, indicating that the school has failed to actively respond to the national language policy in the construction of language landscape, and actively promote and popularize the national common language in an all-round and multi-angle manner. In addition to some newly arranged exhibition boards and posters based on current events and the language landscape carved out of stone and other materials that are difficult to be corroded, the overall language landscape of the school is rather outdated, especially some language

landscapes that are posted with stickers and other easily damaged forms for a long time.

To sum up, the language landscape on campus is relatively standardized. Except for several English language landscapes in the English Department teaching building, the proportion of all Chinese language landscapes is 100%. This shows the absolute power of simplified Chinese on mainland university campuses. Multilingual signs are all bilingual signs in Chinese and English, mainly for the following reasons. First of all, the distribution of language types in official signs is the embodiment of language policy, and the dominance of Chinese landscape in official signs is the requirement of relevant language policies. Official language signage mainly conveys national and local language policies and ideologies. The school, as the author of the official sign, is the executor of the language policy. Secondly, the use of bilingual signs in Chinese and English is due to the fact that the language landscape has an informational function. The university has a School of International Education, which is often visited by foreigners, and English is the most popular international language. On the other hand, as the country becomes more and more open to the outside world, it is also the result of adapting to the international environment. It means that the language landscape of Chinese university campuses is dominated by Chinese and supplemented by English, which reflects the internal cohesion and openness of the country.

3.2 Problems in the Campus Language Landscape

Although the language landscape in the official signs and private signs of North China Electric Power University (Baoding) campus is generally more standardized, there are still some problems. As the founders of the official signs, the two campuses lack the overall planning of the language landscape. In our team's investigation, we found that the current language landscape planning of the school is only reflected in the integrity of information representation, and fails to realize the importance of the "soft power" of the language landscape and make targeted planning.

3.2.1 Part of the Language Landscape is not Timely Enough and the Problem of Damage is Obvious

In the actual establishment of the language landscape, the real-time setting of the language landscape cannot be strictly guaranteed, and the language landscape of the school is generally not time-efficient. For example, some language landscapes of announcements cannot be updated in time, and many language landscapes of stickers and posters are also damaged to a certain extent, which has an impact on the overall image of the school. The problem of improper placement of parts of the language landscape and the superfluous articulation of some content is still clearly observed. Such problems are specifically reflected in the appearance of some small advertisements in serious public occasions, and the management department has

not made strict regulations on advertising Posting and regular inspection and cleaning.

3.2.2 The Overall Language Landscape Is Serious, Lacking in Artistry and Interest

Most of the campus language landscape is regular, traditional, artistic is not strong. These highly unified signs do not meet the aesthetic of the public, only reflect the language landscape users on their functional requirements, but also affect the cultural construction and long-term development of the campus. Better art works can give people a greater visual impact, so that everyone's attention can stay longer, and better play the role of the soft course of campus language landscape.

3.2.3 Low Integration with School Characteristics, Failed to Keep Up With Current Events and Politics

North China Electric Power University is known as "Power Whampoa", with distinct characteristics of power, but the data show that the language landscape on campus with a high degree of integration with the characteristics of the school only accounts for a small part, and the overall campus language landscape lacks characteristics. In the construction of campus landscape, the campus language landscape is not well designed according to the development characteristics of the university, which leads to the lack of characteristics in the construction of campus language landscape.

4. University Campus Language Landscape Construction Strategy

4.1 Timely Update Campus Signs to Create a Good Campus Ecology

After field shooting by the team, it was found that some of the signs on the campus had problems such as paint falling off, physical damage, and the physical language landscape did not play the basic information function, and the instruction information was unclear, which was easy to mislead students. The relevant departments of the school can regularly check and replace the relevant problem signs, ensure the integrity of the slogans, convey correct information, and optimize the campus stylistic environment.

4.2 Beautify Sign Decoration, Enhance Landscape Artistry Language Signs Not Only Have the Function of Information Transmission, But Also Have the Function of Beautification and Decoration

From our survey of campus language signs, the font is standardized, the size and font color are eye-catching, arranged neatly, giving people a more serious and formal feeling. However, in order to increase the dynamic or flexible beauty or artistry of language signs, certain adjustments can be made in the art font, arrangement, choice of size, choice of font color, etc. Moreover, we should consider expanding the richness and diversity of the presentation of language signs, and build a language landscape model that combines static and dynamic, visual and audible, reality and network.

4.3 Highlight the Characteristics of Electricity, Closely Follow the National Strategy

North China Electric Power University is the national "211 Project", "985 Project advantage discipline innovation platform" key construction university, is the national "double first-class" world-class discipline construction university, known as "power Whampoa". From our survey of language landscape, we find that there are few signs related to the characteristics of electricity in the campus. Relevant departments of the school can add landscape signs related to electricity, innovate language landscape carriers, and enhance students' sense of cultural identity on campus. In addition, the school language landscape can be created to keep up with current affairs and politics, add the basic explanation of hot keywords such as "Marxism Sinicization" and "Chinese modernization", deepen students' understanding of the national strategic policy, and integrate hidden education into students' daily life.

5. CONCLUSION

With the continuous development of language landscape research topics and approaches, we take dual first-class universities with industry characteristics as the research object, starting from portal website signs, typical characteristic language slogans, and marginal language landscapes. Firstly, from the perspective of linguistics, we analyze the language landscapes of dual first-class universities with industry characteristics from the perspectives of phonetic features and lexical features. Secondly, from the perspective of language landscape, the paper analyzes the current situation of language landscape in universities with double first-class industry characteristics from the perspectives of code selection, code combination and code orientation. Finally, this paper studies the language landscape construction of double-first-class industry characteristic colleges and universities from the existing problems, research value and construction strategies. This will help to enhance the soft power of university culture, radiate the construction of campus culture in the later period of universities, provide help for consolidating the core of school culture, and provide reference for national higher education programs.

Campus language landscape not only has material function, but also symbolic function and humanistic spirit. It is a kind of culture and history in itself, which influences and shapes the value orientation and humanistic feelings of teachers and students on campus. In order to build a high-level and high-quality language landscape to adapt to the continuous development of institutions of higher learning, the language signs on university campuses should involve all aspects of "moral, intellectual, physical, American and labor", and achieve overall consideration and complement each other, providing subtle support and services to promote the development of university education, and building a smart and civilized campus.

REFERENCES

- Chen, X. A study on the language landscape of universities in Xinjiang -- a case study of a university in Xinjiang. *Kashgar University*, Kashgar, Xinjiang.
- Huang, L. The status quo, problems and countermeasures of language landscape in Gulangyu Open scenic area. School of Foreign Languages, *Xiamen University of Technology*, Xiamen, Fujian, China.
- Jin, Yi. *A study on the construction of language landscape in university campuses*. School of Foreign Languages, Anhui University, Hefei, Anhui, China.
- Liu, C., & Wang, Y. An analysis on the use and arrangement of codes in the language landscape of colleges and universities -- A case study of Shungeng Campus of Shandong University of Finance and Economics. *School of International Education, Shandong University of Finance and Economics*, Jinan, Shandong.
- Luo, H., & Li, Z. A study on language landscape in Hainan: A case study of Haikou Crater Park. Ministry of Education, Hainan Open University, Haikou, Hainan, China; 2. *Department of English, Hainan Foreign Language Vocational College*, Wenchang, Hainan, China.
- Shang, G., & Zhao, S. (2014). Perspectives, Theories and Methods of Linguistic landscape Research. *Foreign Language Teaching and Research*, (2), 214-223.
- Wu, Y. Research on the survey and construction of language landscape on university campuses -- based on the empirical investigation of language landscape in Changsha University City. *College of Humanities, Hunan University of Science and Technology*, Xiangtan, Hunan, China.

Cite This Article: Qinfang Deng, Guijia Yi & Yuewen Xuan (2024). An Analysis on the Typicality of Language Landscape in North China Electric Power University. *East African Scholars J Edu Humanit Lit*, 7(3), 141-144.
