

Research on the Linguistic Landscape of University Campus

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Keywords: Linguistic landscape, university campus, investigation

Abstract: With Henan Institute of Technology as the research object, the aim of this study is to explore and analyze the linguistic landscape of the university campus. In terms of the combination form, arrangement, naming, and function of the languages signs, the overall linguistic landscape of the campus is investigated, compiled, and analyzed. The survey showed that there exists diversity in the university's linguistic landscape, which matches well with the university's character and surroundings

1. Introduction

Linguistic landscape has become a hot topic of sociolinguistic research in recent years. Landry and Bourhis (1997) defined linguistic landscape as:

The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration(p.25)[1].

Gorter (2006) gave the definition that the linguistic landscape refers to the social context in which more than one language is present[2]. It implies the use in speech or writing of more than one language and thus of multilingualism. As it can be related to linguistic market, linguistic mosaic, ecology of languages, diversity of language or the linguistic situation.

The linguistic landscape has been greatly debated by academics in recent years. With the advancement of economic globalization, cultural exchanges between countries are increasing, and the large number of foreign students makes the cultures at home and abroad collide in the process of exchange, which makes those excellent cultures more convenient, the linguistic landscape of the campus as a part of cultural and linguistic life also plays an important role in promoting cultural exchange, enhancing students' own cultural confidence and strengthening national identity. Therefore, improving the quality of the school's linguistic landscape is a top priority for the construction of campus culture and urban civilization.

The primary study subjects in linguistic landscapes are language signs, and the aim of the study is to shed light on how discourse is constructed between language users, language planning organizations, and sign readers. In addition to some more mobile electronic display signs, etc., and some icons with stronger symbolic functions, instructional symbols, etc., which are also included in

the linguistic landscape category, language signs such as road signs, street signs, billboards, public signs, slogans, etc. are the carriers of the material display of language words and their locations are more fixed and belong to the more typical language signs. University campuses, which serve as the principal arena for higher education, employ language and writing more exemplary and consistently than other settings. The purpose of the author's field research on the current situation of the campus linguistic landscape of Henan Institute of Technology is to understand the current situation of language and writing use and planning on university campuses, the implementation of language policies, etc., through the investigation and study of the linguistic landscape of the university, so as to improve people's awareness of language and writing regulation and make language and writing better for them.

2. Literature Review

The study of linguistic landscape in China started late, and only in the last decade did domestic scholars carry out relevant empirical research. Domestic scholars have studied the linguistic landscape from the perspectives of scenic spots, streets, and advertisements. The author searched the key words "campus linguistic landscape" on the China Knowledge Network and found that few scholars have studied the linguistic landscape of universities. This study analyzes the campus linguistic landscape of Henan Institute of Technology from the perspective of language ontology and surrounding ecology, and explores the reasons behind it.

3. Function of Linguistic Landscape

Linguistic landscape has two functions: informative function and symbolic function (Landry & Bourhis, 1997)[1].

Information function argues that the linguistic landscape can provide information to help people understand the geographical boundaries and composition of some kinds of language group and the characteristics of the language used in the community. This is the most basic function of linguistic landscape. For example, it can be concluded that certain language is the main language of a region through the main language used on the language signs of a region; The multilingual signs set up in many places in a certain area indicate that there is a social phenomenon of multilingual coexistence in this area. Linguistic landscape here is used as a tool to provide information about language status.

Symbolic function means that linguistic landscape can reflect language power and social status. In other words, linguistic landscape contains the members' understanding of language value and status. For example, in a society where language competition exists, the choice of a language on the language signs used for road names, place names, etc. indicates the official recognition of the dominant position of the language, so that the ethnic group speaking the language has a more advantageous social identity than other ethnic groups. In these two functions, the information function is the dominant function of linguistic landscape, while the symbolic function belongs to its recessive function. The focus of linguistic landscape research is to explore the symbolic function of language signs, and to see how various languages present in the real environment reflect power relations, identity and ideology.

4. Empirical Study

4.1 Research objects

Henan Institute of Technology is a provincial full-time regular undergraduate college, located in Xinxiang City, a famous city in Northern Henan Province. It was founded in 1975. The university is

a national advanced employment unit, a national college with typical employment experience for graduates, a model of civilized campus in Henan Province, and one of civilized units in Henan Province.

The university was born in the combination of work and study, and developed in the cooperation between university and enterprises. It has profound historical accumulation and rich university running resources. In nearly half a century of university running, the university motto of “Virtue, Skill, Realism and Innovation” has been gradually formed, the university spirit of “*Unity, Creation, Competition and Happiness*”, “*Moral Cultivation, Love for Students, Dedication and Good Education*” and “*Diligent Learning, Good Thinking and Unity of Knowledge and Practice*” has been formed, and the engineering spirit of “pioneering and enterprising, self-improvement” has been precipitated Strong style of study. At present, the university has more than 20000 full-time students, more than 1100 teaching staff, covering an area of 1220 mu, building area of more than 500000 square meters, more than 1.71 million paper books and more than 260000 e-books; The total value of teaching and scientific research equipment is more than 240 million yuan.

The university insists on taking the construction of disciplines and specialties as the leading role and optimizing the structure of disciplines and specialties. The university has distinctive professional characteristics and outstanding advantages in engineering. Adhering to the construction of disciplines and majors as the leader, the university vigorously carries out the construction of new engineering disciplines and new liberal arts disciplines, and continuously optimizes the structure of disciplines and majors, and initially builds a system of disciplines and majors with engineering as the main focus, and the coordinated development of engineering, management, economics, literature and arts. At present, the university has 15 colleges (departments), 32 undergraduate specialties, 25 provincial key cultivation disciplines, provincial first-class undergraduate specialty construction sites and provincial or above characteristic (demonstration and famous brand) specialties. It has formed characteristic disciplines such as intelligent manufacturing, new energy materials, cable engineering, etc., and has initially constructed the engineering based, engineering, management, economics, literature, engineering and so on[4].

4.2 Research Methods

4.2.1 Field Research.

After completion and screening, image information of research worth and relevance will be sorted and evaluated, mostly in the form of taking images of the field image collection.

4.2.2 Quantitative and Qualitative Research Methods Adopted.

In order to explain the findings of the research, the image information is first categorised and data statistics from relevant studies are run. The origins of the findings are then examined, and the research findings are examined in light of the importance and role of the language landscape.

4.3 Data Collection

Gorter (2008) pointed out that the acquisition of language landscape data by taking pictures has become an important form of data acquisition in language landscape research[3]. Based on this, we first use the smart phone to take pictures of the signs in the campus where the author lives. Then after removing some repetitive and fuzzy pictures, I sort out and analyze the pictures and get 105 effective pictures.

4.4 Data Analysis

4.4.1 About Code Arrangement

Through the statistical analysis of the use of language, it is found that the combination of Chinese and English accounts for the largest proportion, accounting for 51%, followed by the combination of simplified Chinese, accounting for 19%, and then Chinese combined with Pinyin covers 17%. This kind of linguistic landscape is mostly room number. The form in the English only just covers 3%. (See Table-1)

Table-1 Usage of Code Arrangement

Coding Form	Classification	Quantity	Proportion
Chinese	pure Chinese	20	19%
	Chinese with Pinyin	18	17%
	Chinese with numbers	5	5%
English	English only	3	3%
	Chinese and English	52	51%
	Number	5	5%
Total	105		100%

4.4.2 Two Kinds of Language Signs Arrangement

In the college campuses studied, there are two common ways of arranging English language signs: horizontal arrangement and vertical arrangement. Horizontal arrangement is common, which is more suitable for people's reading habits and more conducive to the acquisition of intuitive information. The purpose of vertical arrangement is to emphasize the difference, or the need for environmental beautification and decoration.

4.4.3 The Naming Methods of the Language Signs are mainly as Follows:

1) Naming it by profession. These names have become professional symbols. Such as *Foreign Language College*, *Marxism College*, *Vehicle Engineering College*, etc.

2) Naming it based on the university. Mainly road signs are named by this way. Such as “*College Business Street*” and so on. The main streets in the university are named after the university name, which shows the great significance.

3) Naming it based on the object of education, such as “*Xuezi Lake*” and “*Xuezi Square*”. The university running philosophy: “all for the students to become adults, talents, success”, the road name reflects the high attention to the education object, put the students in the first place of education.

4) Embodying the university's philosophy. Mainly the names of roads and buildings, such as “*Talent Apartment*” and “*Houde Road*”. From the university motto of “Virtue, Skill, Realism and Innovation”, Students hope that they can think calmly and examine their ideal and reality.

5) Functional naming. The number of signs named in this way is the largest, which is also the embodiment of the basic functions of signs, such as: *Simulation Laboratory*, *Health Center*, *Automation Laboratory*, etc.

4.4.4 Functions of These Signs in the University Campus

The current university guidance signal system is a comprehensive system designed in an orderly

and unified manner by various universities based on their educational philosophy and campus characteristics, and set up in various campus environmental locations such as office areas, teaching areas, student living areas, sports fields, and their affiliated facilities, providing users with guidance services. It plays a role in guiding, identifying information, explaining, identifying, warning, and conveying the image of the university.

1) Indication and guidance purpose

The most basic function of the sign is the function of indication and guidance service, which is most obvious in the room, road and other places. In addition, the combination of Chinese and English codes is also the embodiment of the service function, which can meet the needs of a large number of foreign students and teachers with different nationalities and language abilities (Shang, 2014). For example, "Library", "Automation Laboratory", "Reception Room", "Language Modern Service Industry College" and so on

2) Decoration and Management function

From the arrangement of various characters, it is not only to transmit information, but also to beautify the signboard. In addition, the selection of artistic font, arrangement, font size and font color show a certain aesthetic feeling and artistry. The university's linguistic landscape also reflects the management function, For example, those signs such as "Keep Quiet, No Smoking!" "Please save water!" and "Do not litter the floor!" require teachers and students to value the environment and, the sign of "Fear not difficulties, but be fuelled by them." reflects the management of daily learning and life for teachers and students. In addition, such as, is the further meticulous management of classroom teaching.

3) Inheritance of university culture

As an important part of campus culture, campus linguistic landscape can reflect the university's philosophy, characteristics and spirit, inherit the campus culture, and enhance students' sense of identity and belonging to the university. It is mainly a language landscape in the form of propaganda slogans, such as "holding high the banner of running a university for public welfare and running the most responsible education", which is the direct embodiment of the university running philosophy, thought and direction, "High efficiency, Pragmatism, Innovation", "Self-improvement and Self-discipline, Seeking Truth from Facts and Innovation", "Unity, Creation, Competition and Happiness", "Moral Cultivation, Love for students, Dedication and Good education" and "Diligent Learning, good thinking and unity of knowledge and practice" are the embodiment of the style of university spirit, and a large number of such linguistic landscapes reflect the university's development context. The inner spirit of the university also shows the idea of the creator of the language landscape, that is, to better show the environmental culture and spiritual culture of the campus.

4) Educational function

The linguistic landscape also carries educational function, which is very consistent with the function of the university. Most of them are slogans, such as "Practice makes perfect", "Core Values". It can be demonstrated that the university attaches great importance to the education of students, covering a wide range of contents, including character, morality, learning habits, learning methods and so on.

5. Conclusion

Linguistic landscape research has a history of many years in foreign countries, and the research theories and methods are relatively perfect. Since Shang Guowen (2014) introduced the theory of foreign language landscape research into China[5]. In recent years, Chinese scholars have also carried out a large number of language landscape studies and achieved many results. The empirical

research in this area is enhanced by the Henan Institute of Technology's study of the linguistic environment. The linguistic landscape should demonstrate its qualities, which are an expression of the style, aesthetics, and cultural orientation of the planners and makers, in addition to accomplishing the fundamental values and functions. It requires the linguistic landscape to be flexible and diverse, to be upright and to adapt to changes. On the whole, the sign based on linguistic landscape of Henan Institute of technology has vitality, characteristics and vitality. The research of language landscape in Henan Institute of technology enriches the empirical research in this aspect, but some signs have problems of Chinese and English word use, which need to be improved.

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