



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJIRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 13, Issue 7, July 2024

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

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The Influence of Policy Norms on Linguistic Landscape of Scenic Spots: A Case Study of Yuelu Mount-Orange Isle Scenic Spot

Yinxi Liu¹, Juan Long², Jing Zhao³, Jiali Yi⁴, Jing Li⁵, Chunmei Liu⁶

Student, School of Humanities, Hunan City University, Yiyang, China¹

Associate Professor, School of Humanities, Hunan City University, Yiyang, China²

Student, School of Humanities, Hunan City University, Yiyang, China³

Student, School of Humanities, Hunan City University, Yiyang, China⁴

Student, School of Humanities, Hunan City University, Yiyang, China⁵

Student, School of Humanities, Hunan City University, Yiyang, China⁶

ABSTRACT: The shaping of the linguistic landscape is deeply influenced by the government's official language policies, which provide a certain degree of norms and guidance for the formation of the linguistic landscape. Through literature review, field investigation and data analysis, this paper explores the impact of policy norms on the linguistic landscape by taking the Yuelu Mount-Orange Isle Scenic Spot in Changsha City as an example. The study finds that policy norms make the linguistic landscape of scenic spots more standardized, pluralistic and rich in cultural connotation through efforts to standardize language use, promote language diversity and inherit regional culture. Future research can further explore the specific influence mechanism and action path of different policy norms on the linguistic landscape, in order to provide a more scientific basis for the formulation and implementation of relevant policies.

KEYWORDS: policy norms; linguistic landscape; Yuelu Mount-Orange Isle Scenic Spot; cultural heritage

I. INTRODUCTION

Linguistic landscape refers to the language on the street signs, billboards, street names, place names, shop signs and public signage of government buildings that appear in the public field of vision, which is an important form of cultural display in the scenic spot. Linguistic landscape does not only convey specific information content, but also carries the unique characteristics and profound cultural connotation of a specific region. Policy norms are a series of guiding and binding rules or guidelines formulated by the government or organization in order to achieve specific goals or solve specific problems, and have certain legal or administrative binding force.

With the continuous advancement of modernization, the linguistic landscape of scenic spots is constantly facing the dual challenges of protection and renewal, and a series of problems have also arisen in the process. The standardization and accuracy of the linguistic landscape of scenic spots are of great significance to the tourists' experience and cultural inheritance, so the state and the government have issued a series of policies to standardize the management of linguistic landscape. As a dynamic social symbolic phenomenon, the evolution process of linguistic landscape not only reflects the diversity of language use, but also reflects the influence of multiple factors such as policy orientation, economic dynamics and social changes, among which the impact of policy on linguistic landscape is particularly obvious.

Policy norms play a key role in shaping and maintaining linguistic landscapes, not only establishing a clear framework for the use and dissemination of linguistic landscapes, but also promoting the transmission and development of linguistic cultures by promoting the normalization and standardization of languages. Taking the Yuelu Mount-Orange Isle Scenic Spot in Changsha City as an example, this paper discusses the impact of policy norms on the linguistic landscape.

II. RELATED WORK

In recent years, scholars at home and abroad have gradually increased their research on the linguistic landscape, and many of them have discussed the linguistic landscape of scenic spots. However, there is no clear distinction between the scenic linguistic landscape and the tourism linguistic landscape, and most of the time it is even equivalent. The related research mainly focuses on the characteristics of linguistic landscape of scenic spots, optimization strategies, scenic spot management, and English translation norms.

There is relatively little literature on the study from the perspective of policy norms. Xili Wu discussed the impact of policy norms on the linguistic landscape in Research on Linguistic Landscape of Historical and Cultural Districts: A Case Study of Guangzhou, which provides a useful reference direction for this paper.

Juan Long and Yawen Yu's Optimizing the Linguistic Landscape of Scenic Spots and Contributing to the Development of Cultural Tourism Industry provides relevant guidance for this paper in terms of interactivity and humanity of linguistic landscape. Dingqin Guo and Aiping Zhang's An Empirical Study on Bilingual Linguistic Landscape of Changsha Tourist Attractions and Dingqin Guo and Yingying He's Investigation on English Translation of Linguistic Landscape in Changsha Tourist Attractions: A Case Study of Orange Isle Scenic Spot also provide detailed data support for this paper.

III. METHODOLOGY

This study was conducted by a combination of field investigation, literature review and data analysis. Firstly, the authors reviewed the relevant literature and policy documents to understand the specific requirements and impacts of policy norms on the linguistic landscape. Secondly, the authors conducted a field survey of Yuelu Mount-Orange Isle Scenic Spot to collect data on linguistic landscape. Finally, the team analyzed and processed the collected data from three perspectives: policy objectives, positive utility, and deviation, so as to further explore the impact of policy norms on Orange Isle Scenic Spot.

IV. EXPERIMENTAL RESULTS

4.1 Policy Objectives

Policy objectives are a set of goals and targets set by governments for the management, promotion and protection of specific languages or language groups, and are a core component of linguistic landscape policy norms. From the perspective of basic objectives, policy objectives can be studied from two aspects: instrumental and humanistic. The two are not mutually exclusive, but mutually reinforcing. In formulating and implementing policies, it is necessary to comprehensively consider the requirements of instrumentality and humanism, not only to solve practical problems and achieve practical results, but also to pay attention to humanistic care, promote the all-round development of people and the improvement of quality of life.

The instrumentality of the policy objectives is mainly reflected in the standardization and standardization of pragmatics, so as to improve the level of language governance, coordinate language life and reduce the cost of language communication. The policy text collected this time has standardized the language, landscape signage, and words used in the scenic spot. In 2000, Chinese Language Law, for the first time, clearly stipulates the legal status of regulating Chinese characters as the standard spoken and written language of the country, marking the beginning of the standardization of Chinese languages on the track of the legal system. The law has a total of 28 articles, of which 6 are directly related to the linguistic landscape, and emphasize the norms and standards for the use of words and words in many important social fields such as administration, education, media, industry and commerce, and public services. Among them, Article 1 of the General Provisions proposes that "this Law is formulated in accordance with the Constitution in order to promote the standardization, standardization and healthy development of the standard spoken and written language of the state, to enable the standard spoken and written language of the state to play a better role in social life, and to promote economic and cultural exchanges among all ethnic groups and regions"; Article 13 stipulates "The public service industry shall standardize Chinese characters as the basic service characters. When signboards, advertisements, notices, signs, etc. use both foreign characters and Chinese due to the needs of public services, standardized Chinese characters shall be used."

The humanistic nature of the policy objectives is mainly reflected in the two aspects of language code protection and cultural protection, which protects and inherits traditional Chinese culture while ensuring the use and status of Chinese. Article 14 of the Language Law stipulates that “the words used in facilities, signboards, advertisements, and the names of enterprises and institutions in public places shall be based on the standard spoken and written language of the state”, thus establishing the status of Chinese as the basic word. After field investigation and research, we found that while ensuring the absolute dominant position of Chinese Simplified Chinese, Yuelu Mount-Orange Isle Scenic Spot has set up bilingual signs and multilingual signs such as Chinese-English, English-Chinese, Chinese-English-Korean, Chinese-English-Japanese-Korean, etc. It not only follows the language policy formulated by the state, but also shows the diversity and openness of its linguistic landscape, which provides a broad language environment for the sustainable and high-quality development of Yuelu Mount-Orange Isle Scenic Spot.

In addition, the relevant policies issued by the state require that the setting of outdoor advertising, signs, signboards and other linguistic landscapes should be coordinated with the traditional style, and shall not affect historical buildings, traditional buildings (houses, courtyards), historical environmental elements (ancient trees, ancient wells, bluestone streets and alleys), time-honored brands, trademarks, trade names and other cultural landscapes. Article 6 of the Administrative Measures for the Installation of Outdoor Advertising in Changsha local government in 2020 clearly stipulates that “outdoor advertising is prohibited in the building control zone of state organs, cultural relics protection units and the core scenic spots of Yuelu Mount-Orange Isle Scenic Spot”. This policy not only protects the cultural heritage and ecological environment of the Yuelu Mount-Orange Isle Scenic Spot, but also improves the public’s awareness and attention to cultural inheritance, so as to further realize the sustainable development of the scenic spot.

4.2 Positive utility

Policy norms are a series of guiding and binding rules or guidelines formulated by the government or organization in order to achieve specific goals or solve specific problems, and have certain legal or administrative binding force. “The formation of the linguistic landscape is an institutionalized product of specific policy norms, rather than a simple spontaneous practice of the signage subject.” [2] As an important part of the Yuelu Mount-Orange Isle Scenic Spot, the linguistic landscape reflects the city’s level of cultural exchanges and mutual learning, regional cultural connotation and language governance. The relevant policies and norms have a regulatory effect on the linguistic landscape, and have an implicit moderating effect on the construction of the language environment and the external image of the Yuelu Mount-Orange Isle Scenic Spot.

Policies and norms aim to ensure the legitimacy, normativity and effectiveness of linguistic landscapes, with the goal of maintaining public order, promoting linguistic diversity, and enhancing the image of cities. Policies and norms related to linguistic landscape can play a positive role in regulating the production of linguistic landscape from three levels: the normativity of linguistic landscape, the cultural inheritance of linguistic landscape, and the visitors’ experience.

Policy norms and the normativity of the linguistic landscape: In the public space, if the language use of language signs is not regulated, confusion and misunderstanding may occur, so the policy norms require that the language used in the linguistic landscape must be legal, standardized, and in line with local laws and regulations and language policies. According to Article 13 of Chinese Language Law, the public service industry shall standardize Chinese characters as the basic service words. Whenever Chinese is applied, standardized Chinese characters shall be used. Policies and norms can provide a standardized basis for the selection of language codes and word specifications for these language signs, ensure the accurate transmission of information, and improve the standardization of language use. Through field investigation, it is found that the linguistic landscape of Yuelu Mount-Orange Isle Scenic Spot shows a high degree of standardization under the guidance of policy norms. All the signs in the Yuelu Mount-Orange Isle Scenic Spot contain Chinese characters, and there are 493 signs marked with Chinese language alone, accounting for 38.91% of the total signs. The signage, introduction board and other text information in the scenic area are all in standardized Chinese characters and pinyin, which ensures that tourists can accurately understand the information of the scenic spot. More importantly, in the Yuelu Mountain Orange Island Scenic Area, 460 of the 1,267 signs were Chinese, English, Japanese and South Korean, accounting for 49.25%, reflecting that policy norms help maintain linguistic diversity and promote fairness. By formulating and implementing corresponding policies, the government can protect and promote the healthy development of various languages, thereby ensuring that the linguistic rights and interests of different countries are protected and promoting social harmony and stability.

Policy norms and cultural inheritance of linguistic landscape: Policy norms can also promote the inheritance and promotion of history and culture, and play an important role in promoting the cultural inheritance of Yuelu Mount-Orange Isle Scenic Spot. The linguistic landscape of the Yuelu Mount-Orange Isle Scenic Spot presents distinctive characteristics of the times and strong regional characteristics, and the policy norms have promoted the renovation and beautification of the linguistic landscape in Yuelu Mount-Orange Isle Scenic Spot. For example, Orange Isle · Qinglian Station is the first theme station of clean government culture of Changsha Rail Transit, which is closely related to socialist culture with Chinese characteristics, shows the main theme of the times, and greatly enhances the cultural image of Orange Isle. The linguistic landscape exhibition in the scenic spot also shows the historical and cultural characteristics of Changsha, such as the poetry tablet of Spring in Qin Garden. Changsha is the core scenic spot of Orange Isle, showing a strong connotation of Hunan culture, and through the guidance of policies and norms, these cultural elements have been better inherited and carried forward.

Policies and Norms and Visitors' Experience: Policies and norms help maintain order in Orange Isle and provide a fair, transparent and safe tourism environment for tourists. The normative requirements of China's policies and norms for linguistic landscape improve the tour experience of tourists, meet the personalized needs of tourists, and improve their tourism satisfaction and happiness. For example, the accurate use of some dialect linguistic landscapes adds dialect cultural characteristics and humorous colors, which can shorten the psychological distance between the creators of slogans and tourists, and meet the curious needs of foreign tourists for local characteristics. At the same time, tourists can obtain the information of the Yuelu Mount-Orange Isle Scenic Spot more conveniently and accurately, so as to better understand and feel the charm of the scenic spot.

4.3 Potential Deviations

While the policy norms have a positive effect on the linguistic landscape of scenic spots, they will also be limited by the level of formulation and implementation efforts, resulting in different degrees of potential deviations, which will lead to the actual use of language codes in scenic spots to deviate from the policy objectives.

Taking the sign "Python Cave" in Yuelu Mount-Orange Isle Scenic Spot as an example, it is translated wrongly into "The tomb of Huang Xing", and the correct translation should probably be "Python Cave". Such a translation error may cause confusion for foreign tourists to understand the profound meaning of the name of the attraction. For example, when the commentary of some scenic spots is translated into English, there may be errors in grammar and other aspects, which will inevitably have a negative impact on the accuracy of the information conveyed, which is very likely to be due to the lack of professionalism of the translator or the omission of the review process. This also violates the principles, methods and requirements of English translation stipulated in the "Specifications for English Translation in the Field of Public Service" series of national standards, that is, the principles of normativeness, service, and civilization that should be followed in English translation in the field of public service. It is required that English writing in the field of public services should conform to the writing specifications and usage habits in public signs of English-speaking countries, and specific provisions have been made in terms of letter capitalization, punctuation, fonts, etc. [3]

In addition, the linguistic landscape may be lacking in uniformity and normativeness. For example, in terms of signs, some areas use Song-style characters, while others use italics; Some of the signs are blue, while others are green, which makes the linguistic landscape of the whole area seem more chaotic. This kind of inconsistent situation not only affects the overall aesthetics of the scenic spot, but also brings certain troubles to tourists to obtain information. This may be largely due to the lack of uniform standards and strict management in the design and production process. Just like in different sections of the scenic spot, the arrows on some signs indicate the direction unclear, making tourists feel confused when looking for the route.

Moreover, the excavation and display of the cultural connotation carried by the linguistic landscape may not be thorough enough. Orange Isle has a profound historical and cultural heritage, and the introduction of the linguistic landscape of attractions such as the sculpture of Mao Zedong in youth may often only stay at the level of basic information, and the rich cultural connotations such as Mao Zedong's experience here and the significance of the times behind it are not fully displayed. For example, when introducing the deeds of Mao Zedong in his youth, only some of his events were briefly listed but the far-reaching impact of these events and the subsequent historical development were not elaborated, which makes it difficult for tourists to deeply appreciate their importance and unique value. This

reflects that the importance and specific requirements of cultural connotations may not be clear enough in linguistic landscape policy norms.

The existence of these potential deviations not only has an impact on the tourists' experience, but also may have a certain negative effect on the image shaping and cultural dissemination of the scenic spot. Tourists may question the management level and professionalism of the scenic spot because of the inaccuracy or non-standard linguistic landscape, and then reduce the evaluation of the scenic spot. At the same time, it is not conducive to the effective dissemination and inheritance of the unique culture of Orange Isle.

We need to recognize that these biases will not be fixed overnight, but require long-term efforts and sustained investment. This includes strengthening the training of professionals and improving the cultural literacy and professional skills of relevant personnel, Establishing and improving the supervision and management mechanism to ensure that various policies and norms can be strictly implemented, strengthening communication and cooperation with all sectors of society, listening to opinions and suggestions extensively, and continuously improving and perfecting the linguistic landscape. Only in this way can we truly create an excellent linguistic landscape that meets the requirements of the times, has profound cultural connotations, and can attract tourists, so that Yuelu Mount-Orange Isle Scenic Spot can play a greater role in cultural inheritance and tourism development, and make positive contributions to social progress and cultural prosperity. We must always keep in mind that the linguistic landscape is an important way of cultural inheritance, and we have the responsibility and obligation to create and maintain it so that future generations can better understand our history and culture through it.

V. CONCLUSION

Taking the Yuelu Mount-Orange Isle Scenic Spot as an example, this study explores the impact of policy norms on the linguistic landscape from three aspects: policy objectives, positive utility and potential deviations. The study finds that policy norms play an important role in shaping and maintaining the linguistic landscape. Through clear language norms and cultural inheritance requirements, policy norms not only ensure the standardization and accuracy of the linguistic landscape, but also promote the inheritance and development of scenic spot culture. At the same time, the policy norms have also improved the tourists' experience and enhanced the attractiveness and competitiveness of the scenic spot. It is observed that the existing linguistic landscape policy norm in China are relatively large and complex, and Chinese language and culture are deep and diverse, which may cause potential deviations and hinder the ideal realization of policies. However, in general, the positive effect of policy norms on the linguistic landscape is the main one, and its deviation and negative effects can be avoided or mitigated by reasonable policy adjustment and optimization. Therefore, in the future management and planning of scenic spots, we should pay more attention to the influence of policy norms on the linguistic landscape, give full play to the guiding and guaranteeing role of policy norms, formulate more scientific and reasonable policies to promote the benign interaction between policy norms and linguistic landscape, so as to promote the inheritance and development of Chinese scenic spot culture.

ACKNOWLEDGMENTS

This work was supported by the innovation and entrepreneurship training project for college students in Hunan Province (2023, Document no. 237, Project no. 3428, Research on the Linguistic Landscape of Yuelu Mount-Orange Isle Scenic Spot in Changsha City)

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