



An Exploration of Linguistic Landscape in Shenzhen from a Translanguaging Perspective

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Abstract

Language landscape is an important part of urban landscape. With the development of globalization, the language landscape presents rich multi-modal features. It has been widely concerned by applied linguistics, sociology, psychology and other disciplines. As an economic and cultural metropolis in China, Shenzhen's public space presents vivid multilingual resources, which have been rarely studied in the past. From the perspective of translanguaging practice, the author made a field research of the language landscape in Shenzhen by taking photos and videos. The results of this study will help to show people's understanding of local and globalization in Shenzhen. At the same time, through the exploration of the language landscape in Shenzhen, it promotes the combination of translation practice theory and language landscape research, and provides certain enlightenment for the formulation of language policy and the design of language landscape.

Keywords: Linguistics landscape; Translanguaging; Multilingual; Multimodal

INTRODUCTION

Shenzhen is located in South China, connected with Hong Kong, and is one of the central cities of the Pearl River Delta. It is a dynamic, innovative city that has a significant influence in China and the world. It is a symbol of China's reform and opening up. Shenzhen was founded in 1979, and in 1980, Shenzhen became the first special economic zone established in China, it represents the development direction of socialism with Chinese characteristics, that is to build socialism with Chinese characteristics of the pilot demonstration zone. Shenzhen has its unique advantages and has made great contributions to China's modernization and globalization. It is the window of China's reform and opening up, a very inclusive immigrant city, and it is also the paradise of entrepreneurs. Shenzhen's economic development has a world-renowned reputation, known as "Shenzhen speed", Shenzhen also has the reputation of "China Silicon Valley".

Shenzhen is divided into ten districts, including nine administrative districts and one functional district. Luohu District, as the old town of Shenzhen, is close to Hong Kong, where there are many foreign companies; Futian District is currently the financial center of Shenzhen, it also has a lot of places for leisure, such as Lotus Hill Park, Shenzhen

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Museum and so on. The famous Huaqiang North - national electronic products distribution center is also here; Nanshan District is the high-tech center of Shenzhen. It is also the area with the strongest development momentum in Shenzhen.; Baoan District has a large number of key government planning projects, Shenzhen airport is located here, therefore, Baoan District is not only known as Shenzhen Airport, but also an important industrial town; Longhua District has developed rapidly in the past ten years; Longgang district is far from the center of Shenzhen, where there are many manufacturing factories; Yantian District, as the port and shipping center of Shenzhen, has 1/3 of China's goods set sail from here to the world, here, people could experience the majestic industrial beauty; Dapeng District, which is positioned as a future national seaside resort, is known as "one of the eight most beautiful coasts in China". Living in Shenzhen, both locals and immigrants, would fully appreciate Shenzhen's development, convenience, freedom. Shenzhen is well equipped with public facilities, has many tourist attractions, and has extensive subway lines. As a livable city, Shenzhen's urban greening rate is very high. At the same time, Shenzhen has numerous shopping, dining, and entertainment centers, providing residents and visitors with a wealth of entertainment options. Therefore, the quality of life and happiness of residents in Shenzhen is high.

Shenzhen is a modern metropolis in Guangdong Province, China. In economic terms, Shenzhen is one of the most important economic centers in China, with strong manufacturing and high-tech industries, attracting a large number of domestic and foreign investment; In terms of culture, Shenzhen has a diversified cultural atmosphere, with numerous museums, art galleries and concert halls, where people can not only feel the charm of traditional culture, but also come into contact with cultural elements from all over the world. In terms of education, Shenzhen has many well-known universities and research institutions, which provide strong talent support for urban development and attract a large number of high-quality people.

As such an international metropolis, Shenzhen's infrastructure construction is particularly important. In this study, I will analyze the language landscape in Shenzhen from the perspective of translanguaging practice. Whether from the perspective of humanistic care or the combination of science and technology and green environmental protection awareness, the setting of Shenzhen's language landscape everywhere reflects its innovative ability full of exploration spirit and social civilization that is full of service consciousness.

LITERATURE REVIEW AND THEORITICAL FOUNDATION

Linguistic signs, as the main object of linguistic landscape research in the field of sociolinguistics, has introduced linguistic signs into the field of urban socio-linguistic ecology. Linguistic signs initially refer to the material carriers used to display language in the real environment, such as street signs, billboards, shop signs and so on. With the development of globalization, language landscape has shown rich multimodal characteristics. Later, many scholars put forward their own new understanding of language landscape. Jaworski & Thurlow proposed that language landscape is the

discourse construction of the interaction between language, activity space and cultural dimension, and space itself is used as a symbolic resource.

At first, the practice of translanguaging was only applied in the field of teaching, which originated from the education model of Wales, England. In recent years, translanguaging has gradually become one of the emerging perspectives of multilingualism research, which advocates breaking the boundary between language and other symbolic resources, so as to reflect the creativity of people in the process of language use. The study of meta-language from the perspective of sociolinguistics mainly includes expanding the theoretical framework of meta-language, focusing on daily language practice, and the comprehensive application of linguistic and non-linguistic resources. The research of translanguaging practice also shows rich humanistic significance. Wang Ping proposes that meta-linguistic practice should describe language as a multi-modal form and multi-sensory expression of emotion, and attach importance to the creativity and fluidity of translanguaging practice.

The discussion of language landscape is quite consistent with the concept of translanguaging, so it is hoped that this paper could promote the combination of language landscape and translanguaging practice.

METHODOLOGY

As an economic and cultural metropolis in China, Shenzhen presents vivid multilingual resources in its public space, which have rarely been studied in the past. In order to address the gap, the following research questions will be explored in this study:

Research Questions

1. What is the language usage in the language landscape of Shenzhen?
2. What are the features and functions of translanguaging practice in the language landscape of Shenzhen?

Research Sites

According to the distribution of Shenzhen map, I visited the core business and cultural areas of Shenzhen by myself. In addition to collecting corpus in specific scenic spots, I also collected corpus randomly during the process of arriving at scenic spots by means of transportation or walking.

The place where I lived during the investigation is located in Luohu District of Shenzhen. As an old town, the streets here are intricate, and we can observe the evolution of the features of the old and new language landscape in Shenzhen. Dongmen Food Street is very famous here, where people could purchase a variety of goods and eat a variety of food.

After leaving Luohu District, the first place I went to was Futian District, which is located next to Luohu District. CoCo park, a popular shopping mall in Shenzhen, attracts a large number of tourists to shop or eat here every day; Litchi Park, although it is not a popular tourist attraction, but it has a high-quality artificial landscape lake in the park, which is a good place for citizens to relax. Therefore, it can be collected the language landscape

corpus with relatively local features in Shenzhen. In addition to the popular attractions, I also visited the streets and alleys of Futian District, because this is the CBD of Shenzhen, where there are many commercial buildings.

Following the subway line, I then arrived in Nanshan District. I first went to the Overseas Chinese Town LOFT, where there are a lot of emerging art companies, so there are a lot of graffiti language art. This place advocates the idea that creativity comes from life, and culture become daily. The second place I investigated in Nanshan District is Shenzhen Talent Park, where in addition to the charming green park landscape, there are talent sculptures, formula corridor and other special landscapes, which encourage talents from all over to find positive energy to motivate themselves in this park. In addition to the talent park, Shenzhen has a variety of ways to attract high-quality people. When I took the subway later, I even saw a lot of inspirational words on the subway advertising wall, such as "I will spend my time following the stars", "here is your arena", "everyone is pursuing their own beliefs" and so on.;Huaqiang North Commercial Street, in addition to being a famous trading point for electronic products, also has a lively night market for citizens to engage in entertainment activities. Here, I photographed a lot of language materials with the atmosphere of living life, people release sweetness and bitterness of their life.

After that, I went to the Yantian district. Dameisha, a scenic seaside park, attracts tourists from all over the world. In addition to the infrastructure construction full of humanistic care set for tourists by the seaside boardwalk, the nearby villages also adhere to the landscape of the sea. Graffiti with Marine characteristics could be seen everywhere, reflecting the awareness of nature protection advocated by Shenzhen. In the process of visiting here, I passed a Thangka art studio, which was founded by a Thangka artist from Tibet. When I passed here, its owner warmly invited me to have tea and introduced me to the traditional Thangka culture from Tibet. In this process, the author fully felt, Shenzhen's free and inclusive cultural atmosphere attracts art and culture from all over the world to take root and flourish here.

After that, I reached Longgang District. The Hakka town of Gankeng shows in detail the development history of the Hakka people living in Hakka, full of distinctive ethnic culture, and delicious ethnic snacks. In addition to the perfect tourist signs, the graffiti on the streets is the embodiment of the concept of green environmentalism that runs through almost all public places in Shenzhen. There are also many commercial shops here, all of which are attracting visitors with their own creative language landscape.

Data collection and analysis

In this study, my main method of collecting corpus is to take photos and video. The data samples of this study are mainly from the exhaustive shooting of all text carriers of street signs and popular tourist attractions in Shenzhen. A total of 332 photos and 7 videos were obtained. After screening out some objects with repeated content or similar functions, 183 effective analysis units were finally obtained. In this study, Excel tables were used to make a statistical analysis of the distribution ratio, sequence and main features of the

types of language used in the objects, and then language landscape theory and translanguaging theory were used to make a qualitative analysis of the data.

RESULT AND DISCUSSION

Language choice and distribution

From the overall situation of language distribution, Chinese-English bilingual translation accounts for the largest proportion in the language landscape of Shenzhen. From the public areas with a lot of people and even the "mind the step" under our feet, we can find a large number of signs translated into Chinese and English. This may be related to Shenzhen as an international metropolis, the author has interviewed several tourists from Belgium during the field investigation, they said that because of the popularity of English signs in Shenzhen is quite high, so even if they are in a foreign country, traveling in Shenzhen is not a problem.

In addition, the use of Cantonese signs in Shenzhen also occupies a certain proportion. The zebra crossing signs in Futian District have "look left" and "look right", which are pronounced "mong zo" and "mong jau" in Cantonese; There are also advertisements for "the future is all in the subway" and "the struggle is all in the subway", where the Chinese character for "all" is "Shenzhen", and the Cantonese pronunciation is cleverly transformed into a similar pronunciation of "zeon", which makes people have a refreshing feeling, but also strengthens the localization of the language landscape and the inheritance of the local culture of Guangdong.

Translanguaging practice and multi-modal presentation

The slogan of Shenzhen City fully breaks through the language boundary through the combination of language signs and non-language signs to show humanistic consciousness. Signs in public areas will use different colors to create different communication signals for people as much as possible. For example, the paint color of the danger sign for crossing the road will be bright yellow; In the subway, due to the different air conditioning temperatures in different carriages, for the three different temperatures of strong cold, moderate and weak cold, the logo design also has different expressions, in addition to bright colors, mutual translation in Chinese and English, but also has vivid pattern characteristics. In the subway station, we could also feel the humanistic care of Shenzhen for its residents. In addition to the ubiquitous signs reminding residents to meet carefully when taking the elevator, there are also love seat signs marked with words and patterns on the seats in subway cars. People can also see many inspirational patterns and words while waiting for the subway or walking. For example, the pattern of a sailing boat is used to represent that life is a voyage, and the name of the ship is called "Courage"; Or a large number of physics formula screens, indicating that people have the patience to solve the puzzles of life by solving the formulas one by one. This is also reflected in Shenzhen's care for minors. When I passed a subway station in Nanshan District, I saw that there was a community gallery in the station, which would regularly update the pictures drawn by children from this community, mainly to explore the children's feelings about the current Shenzhen community development. Children will use their young

brushes to reflect the colorful feelings of Shenzhen city on the pictures. At the same time, I also noticed that a sign near a bus stop uses the English phrase "Guard the future" to advocate the protection of minors, meaning that caring for minors means caring for the future. The OCT-LOFT uses a lot of rich colors and patterns to express its spirit. Because there are more startups gathered here, there will be a lot of graffiti on the walls of the buildings here, and the theme is also based on the collision of minds and ideas. Abstract and complex graffiti patterns, so that people will often have a deep impression on it. There will also be a sign "meeting point" on the chair where people relax, which translates into a mobile meeting point in Chinese and is equipped with a pattern of two people's foreheads touching each other, indicating that people could communicate with people from different regions and thus have a collision of ideas. In the Shenzhen talent Park, there is a sign "deep love talent, waiting for you", which "deep" and "waiting" could be pronounced in Chinese as "Shen" and "Zhen", this sign not only shows the characteristics of Shenzhen, but also shows to the world that Shenzhen has a strong will to attract high-quality talents. Here, on a wall, is written the word talent translated into dozens of languages; Chairs for visitors to rest in the park are engraved with the deeds of scientists from different generations; The scientists' sculptures also have QR codes that visitors could scan, so that they can easily read their stories on their mobile phones. In addition to the call for high-quality talents, the slogan of Shenzhen also stresses that every local resident and foreign tourists living in Shenzhen have a strong sense of belonging. For example, the verb "love" is replaced with the pattern of a heart, and we often see "I love Shenzhen" or "once you come you are shenzhener" and so on.

Humanistic and environmental consciousness

There is another very important feature of the language landscape of Shenzhen, that is, it emphasizes the appeal for people's awareness of civilization and environmental protection.

Electricity boxes on both sides of the streets in Shenzhen are almost always covered with graffiti. The graffiti patterns displayed on different electric boxes are different, but they are basically based on natural elements, such as ocean style or forest style. In the vicinity of Dameisha Seaside Park, there is a village in which almost every house wall is painted with graffiti of marine elements, which has become a must-go point for tourists. These doodles introduce the scenic spots inside Dameisha Seaside Park, and at the same time, show the diversity of marine species in the bay near Shenzhen and the comfortable life of marine life under the protection of Shenzhen's excellent ocean measures. On the beach in the seaside park, there is a sculpture of people flying to the sky, which also implies that people could feel love and freedom on the beach, and could fully enjoy the pleasure of being a tourist. In addition, the shape of the street sign is also made into different colors of fish, which is very attractive. There are also a lot of graffiti on the walls of Gankeng Hakka Town scenic area, and most of these graffiti are mainly to show traditional Chinese stories and Hakka culture. Shenzhen public area signs emphasize that residents and tourists do not litter, jointly protect the ecology, and build up civilization. Such signs are so vivid that people can't get tired of seeing them, because they are often accompanied

by corresponding images, such as a trash can or the catchy slang phrase "less littering, more beauty."

All in all, the language landscape features of Shenzhen have multi-modal characteristics, and the language symbols and non-language symbols show residents the spirit of humanistic care and the awareness of green environmental protection, which has a good reference for the formulation of language policies. From the perspective of translanguaging practice, if we want to interpret the language landscape of Shenzhen, language users need to comprehensively use their own cognition and symbol resource system to construct and interpret the meaning. Therefore, the language landscape of Shenzhen is rich in its meaning. In the future, if the proportion of Cantonese dialect could be increased, it will certainly make the language landscape in Shenzhen more distinctive, and with the help of the reputation of Shenzhen as an international metropolis, it will better bring the local history and culture as well as the excellent traditional Chinese culture to the world.

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