

Research on the Linguistic Landscape of Memorial of Northeast China Revolutionary Martyrs

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Abstract: The use of language in red education bases is an important part of linguistic landscape research. The red education bases in Harbin not only represent the local revolutionary history and spirit, but also are important symbols of the Chinese people's struggle for national independence and people's liberation. Taking Memorial of Northeast China Revolutionary Martyrs as an example, the paper uses qualitative and quantitative analyses to examine the use of the linguistic landscape of the red educational bases in Harbin City from the perspectives of code types and combinations, dominant codes, and functional classifications, and to point out the various problems and their coping strategies, with a view to better understanding and grasping the current situation of the history and inheritance of the red culture in Harbin, providing theoretical support for the subsequent protection and inheritance, promoting the overall red culture in China, and providing a better understanding of the history and inheritance of the red culture in Harbin. In order to better understand and grasp the history and inheritance status of Harbin red culture, provide theoretical support for the subsequent protection and inheritance work, and promote the overall inheritance and development of Chinese red culture.

Keywords: Linguistic Landscape, Linguistic Sign, Red Education Base.

1. Introduction

In recent years, sociolinguistics has been on the rise, and the research of the linguistic landscape has received increasing attention from scholars both at home and abroad. In 1997, Landry and Bourhis put forward the concept of "linguistic landscape" for the first time in the field of sociolinguistics and defined the concept in this regard 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." (Landry & Bourhis, 1997: 25). Since then, research on the linguistic landscape has attracted more and more attention from academics. The construction of linguistic landscape has also become a common means of passing on and promoting red culture.

Memorial of Northeast China Revolutionary Martyrs, located at No. 241, Yiman Street, Nangang District, Harbin City, Heilongjiang Province, was established to commemorate the heroes who sacrificed their lives for the country in the Anti-Japanese War. The building of the Memorial Hall is magnificent, and a large number of precious historical relics and photos are displayed inside, so that people can understand more deeply the history of that period of hardship when remembering the martyrs, so the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs is worthy of in-depth investigation and research. This paper comprehensively examines the use of linguistic landscape in the memorial hall, and puts forward corresponding countermeasures and suggestions for the existence of the phenomenon of misconduct. This not only has theoretical reference value, but also has practical guidance significance.

2. Research Object and Research Method

This research takes the linguistic landscape signs of Memorial of Northeast China Revolutionary Martyrs as the research object, and adopts a combination of qualitative and quantitative methods to conduct a field survey of the Northeast Martyrs' Memorial Hall in December 2023, and records linguistic landscapes of the hall by taking photos. According to the "individual method" proposed by Backhaus, each language carrier with a clear boundary is counted as a landscape, and a total of 873 valid linguistic landscape signs were collected in the base.

3. Research Findings

3.1. Language Types

As shown in Table 1, the language types used in the linguistic landscapes of Memorial of Northeast China Revolutionary Martyrs include Chinese, English, Russian, and Japanese, with Chinese and English being the common ones. The language combinations of the landscapes are in the form of monolingual, bilingual and multilingual, accounting for 93.01%, 6.87% and 0.11% of the total number of landscapes collected respectively. Among them, the monolingual languages are all Chinese, which is in line with Article 14 of the Law on State Common Language and Writing Systems, which stipulates that "the words used for facilities in public places, signboards and advertisements, etc., should be based on the state common language and writing systems". characters". Bilingualism includes Chinese-English combinations, and multilingualism includes Chinese-Russian-Japanese combinations.

Overall, the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs in Harbin is relatively homogeneous in terms of language use and language

combination, and bilingual and multilingual landscapes are relatively rare (as shown in Figure 1).

Table 1. Linguistic combinations of linguistic landscapes

Language type	Number of tags	Proportion of total valid samples/%
Monolingual (Chinese)	812	93.01%
Bilingual (Chinese + English)	60	6.87%
Multilingual (Chinese + Russian + Japanese)	1	0.11%



Figure 1. Bilingual linguistic landscape of Memorial of Northeast China Revolutionary Martyrs

3.2. Dominant Language Codes

When bilingualism or multilingualism appears on the same linguistic landscape, the font selection and position distribution of different languages can reflect whether the language occupies a dominant position in the linguistic landscape. The distribution of languages in the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs is shown in Table 2.

Table 2. Distribution of languages in the linguistic landscape

language arrangement	Number of tags	Proportion of total valid samples/%
Chinese on top, English on the bottom	29	3.32%
Chinese on the left, English on the right	31	3.55%
Russian and Japanese at the top, Chinese at the bottom	1	0.11%

From the perspective of the arrangement layout, languages with dominant positions are generally located at the topmost or leftmost part of the linguistic landscapes. Chinese appears in all the linguistic landscapes collected by the museum, and its position is upward and to the left, with a wide variety of fonts and large font sizes, which is in line with the distribution characteristics of dominant languages (shown in Figure 2). This fully demonstrates the effectiveness of the state's implementation of standardised Chinese characters and the strong dominance of Chinese (Li, Xia, 2017: 40). English, which has the highest degree of penetration, accounts for 6.87 per cent of the total number of landscapes. Compared to Chinese and English, the number of uses of Russian and Japanese dropped off a cliff. From this, it can be glimpsed that in addition to Chinese, which is the undoubtedly dominant linguistic code, English also reflects a greater dominance in Chinese tourist landscapes. Moreover, Russian and Japanese also have certain advantages over other non-occurring codes in China's tourist attractions. Reasonable planning of the dual relationship between dominant and minor codes will help balance the community language ecology and build a more harmonious language environment (Wang, 2021: 39).

3.3. Functional Classification

The core of linguistic landscape differentiated from other natural landscape and architectural landscape lies in language, which, as a symbol, is the unity of reference and denotation. According to the function of language symbols, linguistic landscape contains two most basic functions, information function and symbolic function. Further analysis, the linguistic landscape can be further divided into textual introduction (97.14%), such as the introduction of the various stages of the war, the introduction of historical relics; directional services (2.63%), such as various types of road signs, location signs with directional arrows; request and prohibition (0.23%), such as in the public places set up by the "Please keep quiet when visiting", "Explosives are strictly

prohibited" and "No camera in the exhibition hall", etc. (as shown in Table 3). Of course, the same linguistic landscape may have the function of providing services in multiple languages, and the functions of linguistic landscapes overlap to a certain extent.

Table 3. Functional classification of linguistic landscapes

Functional classification	Number of tags	Proportion of total valid samples/%
Textual introduction	848	97.14%
Directional services	23	2.63%
Request and prohibition	2	0.23%

4. Problems of the Linguistic Landscape in the Hall

4.1. Lack of Normativity in Linguistic Landscape

In the research of linguistic landscape, the multilingual phenomenon in public space is the focus. Translation between multiple languages in the region is related to the construction of language ecology, and the lack of standardisation of language expression will not only damage the language environment, but also hinder the construction of base civilisation, and even bring negative impacts to the base, and damage the city's tourism image. Field research on the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs found that there are grammatical errors, irregular writing forms, and mistranslation in the translation of the linguistic landscape within the base. As shown in Figure 3, the word "safeguarding" should be changed to "safeguard" and "wall" in "a Great wall" should be capitalised.

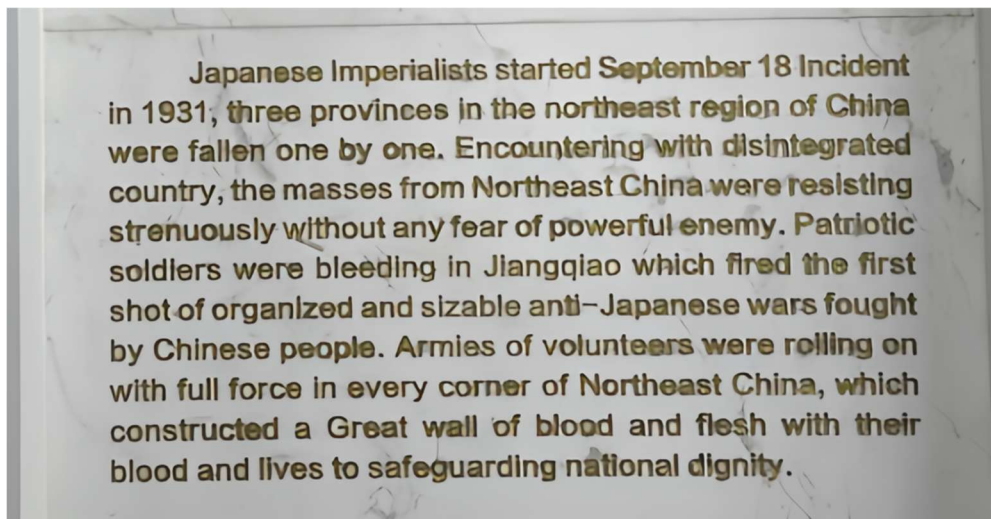


Figure 2. Linguistic landscape with irregular language use

4.2. Single form of Linguistic Landscape Expression

In the linguistic landscape, in addition to the typical linguistic landscape in the form of words and pictures, there are also atypical linguistic landscapes such as architectural decorations and mobile advertising peripheral products. In addition to appearing in the form of visual symbols, language is also often transmitted between communicators in the form of speech (Shang, Zhou, 2020: 38). From the actual situation of the research, the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs is mostly dominated by language signs, with fewer electronic screen explanations and voice broadcasts, which are of a single kind and difficult to form a rich cultural context.

4.3. Lack of Distinctive Local Features in the Linguistic Landscape

Language is the carrier of culture to produce, flourish and spread, as a very important intangible cultural elements, its characteristics can be regarded as an important embodiment of the cultural values of a certain region. The linguistic landscape of the red education base plays the function of public cultural propaganda, so in the setting of the linguistic landscape, efforts need to be made to explore the traditional style, so as to fully demonstrate the red cultural characteristics and better inherit the red culture.

5. Countermeasures to the Problems

5.1. Improve the Standardisation of Linguistic Landscape

Memorial of Northeast China Revolutionary Martyrs should take measures from the setting of linguistic landscape and the use of language to further do a good job in standardising language and implementing the relevant national regulations (Cheng, 2021:89) in order to improve the standardisation level of linguistic landscape. Relevant departments should determine the management and responsibility system of linguistic landscape to strengthen the responsibility awareness of linguistic landscape producers; establish a perfect mechanism for correcting errors in linguistic landscape, so that the public and relevant departments can form a strong regulatory synergy, and make concerted efforts to control the phenomenon of irregularities

in language, so as to push forward the process of standardisation of language and writing.

5.2. Increase the Forms of linguistic landscape Expression

Under the wave of digitisation, the emergence of dynamic interaction forms such as AR media applications, naked-eye 3D and AI somatosensory interaction devices has made linguistic landscape information expression multimodal (Fan, Peng, 2023: 21). Relevant departments should endeavour to integrate digital technology into the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs, and promote the in-depth integration of AI technology and the linguistic landscape of red resources (Liu, Chang, 2023: 31), such as part of the linguistic landscape with the code of the official small program, which allows tourists to listen to the relevant explanations after scanning the code, so as to understand the story behind the history, and to accept the red culture inculcation through immersive and roaming visiting experience in the immersive environment.

5.3. Highlight the Local Characteristics of the Linguistic Landscape

Linguistic landscape settings should not only be neat and orderly, but also full of personality. Only through in-depth understanding of the historical background and cultural heritage of Memorial of Northeast China Revolutionary Martyrs, systematic integration of red resources, systematic inheritance of red genes, and multi-form display of red culture, can we better create a linguistic landscape with red heritage, linguistically avoiding the situation of uniformity, and creating a red cultural business card with significant influence in the country.

6. Conclusion

This research has examined the linguistic landscape of Memorial of Northeast China Revolutionary Martyrs in detail, presented the use of the linguistic landscape from the perspective of code types and combinations, dominant codes, and functional classifications, and pointed out the current dysfunctions in terms of the linguistic landscape. However, this research focuses on the typical linguistic landscape and does not analyse its atypical linguistic landscape in detail. In addition, after more than a decade of development, the study

of linguistic landscape has expanded its conceptual connotation, enriched its theoretical foundation and analytical framework, and diversified its research methodology; therefore, it is hoped that a multivariate analytical model can be used to conduct an investigation and research on the linguistic landscape of Northeastern Martyrs' Memorial Hall in the future study with a view to documenting more red cultural resources.

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