

The Linguistic Landscape of Zhuhai: A Study of the Use of English Signs in the Public Place

Luo Yibu¹  and Ma Junjie²  

¹Postgraduate student of the University of Melbourne, Parkville, Victoria, Australia

²Postgraduate student of the University of Edinburgh, Edinburgh, United Kingdom

 **Corresponding Author:** Ma Junjie, **E-mail:** s2168595@ed.ac.uk

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ABSTRACT

As a window city for China to face internationalization, Zhuhai is quite suitable for linguists to look into Expanding Circle Countries' English settings. Bilingual landmarks indicate the use of English in the local public sphere and the degree of the popularity of English. This study investigated the current situation of English in Zhuhai from two academic fields: linguistics landscape and language policy. The two types of language policy: the top-down model and the bottom-up mode, are used in the analysis of Zhuhai sociolinguistic phenomenon. An analysis from the language policy perspective reveals how the linguistic landscape has been interpreted from diversified dimensions as both a concept and a practice. The study evinces that the different target tourists and the various functions of facilities are two influential factors in the advancement of Zhuhai's English signage.

1. Introduction

As a considerable area of sociolinguistic research, linguistic landscape (LL) is a topic that has received increased interest in recent years. LL plays an essential role in the ideological construction of multicultural societies and thus can act as a marker for linguists studying different language community statuses (Shohamy, 2006). Though some previous studies have confirmed that LL is beneficial in assisting linguists' research of multicultural context in Western countries and Hong Kong, empirical studies on the public use of English in mainland China is fairly limited, and seldom researchers currently utilized the theories of LL to investigate the use of English as a foreign language in mainland China (Cheung, 2018; Raos, 2018; Song, 2019). Accordingly, the present study aims to fill in the research gap by conducting a study in a southern Chinese city to investigate English signs' function in the public space.

Zhuhai, a special economic zone at the forefront of the reform and opening up of mainland China, is an ideal model window to examine the impact of English on public places. Zhuhai is a bridgehead for many Hong Kong business firms and foreign investors in mainland China. As a developed city located on the west bank of Pearl River Delta, over the past four decades, to cater to the needs of foreign investors, the government of Zhuhai has gradually formulated their language policy to promote the use of English signs in public places. Thus, by combining analysis of social and commercial settings in Zhuhai and investigating Zhuhai's Chinese and English bilingual signs, this current project attempts to increase our understanding of the use of English in mainland China.

2. Research questions and significance

- What is the context in which English signs are used in public places in Zhuhai?
- What factors influence the use of English in public places in Zhuhai?

According to the theory of Kachru's Three Circle of English, countries across the globe can be classified into three circles depending on different institutional roles of English: Inner Circle English, Outer Circle English, and Expanding Circle English. The present study may shed light on the efficacy of using LL to analyze the promotion of the use of English in public spaces, particularly in the context

of the Expanding Circle countries, such as China. This study is impactful in two ways: Firstly, it will allow the government of Zhuhai to gain an increased understanding of the current situation so they can implement effective language policies; and secondly, researchers may benefit from knowing the degree of influence of using English on Chinese public spaces. This study contributes to the field of LL by addressing the outstanding lack of investigation into Expanding Circle countries like China, as previous studies have mainly focused on Inner and Outer Circle states. By putting the theoretical foundations of LL into practice, this study provides an insight into how cultural background can be reflected by the use of English in China. Therefore, the analysis of LL theories in the project would be closely connected with Zhuhai government's multilingual policy.

2.1 Linguistic landscape

Generally, Linguistic Landscape (LL) refers to the 'visibility and salience of languages on public and commercial signs in a given territory or region' (Landry & Bourhis, 1997, p. 23). Other researchers such as Shohamy (2006) defined LL as the domain within a language or particular language objects that are visible in public. Examples of LL include roadside brand advertisements, store signs, store loyalty cards, institution names, place titles, etc. LL research focuses on exploring the symbolic function of language signs and investigating how various languages in the real environment manifest power relations, identity, and ideology (Shang & Zhao, 2014). In researchers' view, LL may also be regarded as a written linguistic phenomenon that occurred in the public environment or a kind of language symbolization use in society.

In recent years, a growing number of researchers have started focusing on the academic significance of sociolinguistics. Järlehed (2017) stressed that LL studies can derive information from a contextualized investigation of particular sign genres, with these semiotic resources providing information regarding complicated cultural and historical situations. Ben-Rafael et al. (2006) believed that LL can not only mirror native primordial language settings, but demonstrate the relationship between political and societal power. In relation to case studies, 'LL research can thus help us to gain insight in aspects of linguistic diversity that typify the multilayered, super diverse multilingual contexts of late modern society, including aspects such as hybridity and multimodality, for instance.' (Garcia et al., 2017, p. 424). Moreover, Garcia even likens LL to 'an empirical barometer' (Garcia et al., 2017, p. 424) of human social activity because LL can assist us to observe both contemporary and historical transitions in language and society. Rosenbaum et al. (1977) also believed that LL can not only reflect the efficacy of local official language policy, but also demonstrate the popularity of other languages, such as English. Therefore, LL 'can be considered a major mechanism of language manipulation, as it determines not only the ideological message, but also the choice of languages' (Shohamy, 2006, p. 123).

2.2 Language policy

In light of the interpretation of sociolinguists, 'language policy (LP) is the primary mechanism for organizing, managing, and manipulating language behaviors as it consists of decisions made about languages and their uses in society. It is through LP that decisions are made concerning the preferred languages that should be legitimized, used, learned, and taught in terms of where, when and in which contexts' (Shohamy, 2006, p. 45). As a sort of linguistic activity at the political level, LP reflects on the reification of requisite language status in a speech community and influences daily communication in certain settings to maintain the social status of the target language.

According to the model coined by Spolsky (2004), language policy is split into three parts: language belief (ideology), language practice (ecology), and language management (planning). The first component is language belief, referring to the social ideology factor for the implementation of the LP. For instance, Singapore government is putting a particular emphasis on English, instead of Mandarin, to take care of the language habits of ethnic minorities such as Malays and Indians. There is a need to establish English as a unified national symbol for maintaining the equality of minorities. By comparison, language practice means that the target language should be used in specific settings. A typical example regarding the concept is the popularity of English around the globe. English is widely spread in various countries for more convenient international communication, which manifests the language practice. The last component is language management, referring to concrete actions that manipulate and determine language behavior under some contexts. (Shohamy, 2006). A common case for this term is that when Hong Kong people are aware of the inconvenience of Cantonese communication with Chinese people, they tend to speak Standard Mandarin rather than English as much as possible since English is not their common native language. Strictly speaking, when speakers with different native languages in one speech community exchange information, the speaker who masters hearers' mother tongue may use hearers' mother tongue to communicate as far as possible, instead of a second language they all are unfamiliar with. The discussion section includes the three branches of the LP for case analysis.

The other research pinpointed that the effectiveness of LP was given by Rosenbaum et al. (1977). In terms of the impact of LP on LL, Rosenbaum and other scholars concluded that it has something to do with the contrast between the dominance of official language and the universal degree of a foreign language like English in the private sphere. More specifically, most LP across the world may not refrain from going to two types of extreme cases: driven by the authorities, the official language was widely spread in the public sphere, while the spread of non-official language still prevails in the private and commercial corporations due to real-

life demand (Garcia et al., 2017). That is to say, the distinction between the official language and non-official language is a core interest in LL theories.

Therefore, scholars specially differentiated the LP into two types: the 'top-down' model and the 'bottom-up' model. The 'top-down' model means that language signs 'are expected to reflect a general commitment to the dominant culture'. In contrast, the 'bottom-up' model 'are designed much more freely according to individual strategies' (Ben-Rafael et al., 2006, p. 10). Normally, 'top-down' refers to language signs that are produced by the government, local councils, or the owner of a building or site. In contrast, 'bottom-up' refers to language signage that is made by individuals, the medium-sized and small business (Mooney & Evans, 2015). The former serves for political power, and the latter infers that covert 'solidarity' (Backhaus, 2006). The above models would be mentioned for additional analysis in the result section.

Nevertheless, in recent years, the difference between 'top-down' and 'bottom-up' has begun to blur, because currently, 'the power of the state is often blended with the interests of the corporate.' (Luo, 2012, p. 46). This situation is not apparent in our research, so it would be ignored in the subsequent text.

The methodology of previous studies relies largely on quantitative data collection, involving interviews and observations. For example, Zhang (2016) used interviews conducted via phone, email, and in-person. Garvin (2010) collected photographic evidence by enlisting residents of Memphis to take photos of commercial signs on a designated street. Due to insufficient time to organize interviews, researchers relied on observational data collected using photography to investigate multilingual signs in public spaces. This case study would be explained fully in the methodology section.

3. Methodology

Photos of 46 landmarks were taken at Yangming Square and Gongbei Port on November 23, 2020. We collected the other 199 public signs at Fuhuali (Midtown) and Aoyuan Square on January 11 2021. To collect sufficient photographic evidence, we walked along every street and took pictures of most Chinese and English bilingual signs within the areas. The group split into two teams and went to the two areas on November 23. The first author was responsible for the Gongbei Port, including Weiji road, Qiaoguang road, and Shuiwan road. The correspondent author went to the Yangming shopping center, including Xianlie Road, Haiyan Road, and Cuihai Road. Afterward, the first author and the correspondent author photographed around 200 English signs at Midtown and Aoyuan Square in the afternoon on January 11.

To ensure the completeness of data, Baidu Maps and Auto Navi Map were used to obtain a bird's-eye view of the regions to identify any roads missed during our terrestrial investigation, with locally published books about Zhuhai's street names also referenced to complete the list. Finally, a list of the English names of these buildings and roads was collated by the researchers following the fieldwork.

Moreover, researchers looked through the information concerning multilingual policies on the official website of the Zhuhai government. The collected photos were categorized based on defined criteria, such as the presence of specific languages and categories of public facilities to which the signs were attached.



Figure 1. The map of Zhuhai city with the four areas.



Figure 2. Yangming Square.

Figure 3. Gongbei Port.

4. Findings

Of the 245 public English signs investigated only 11 (4.49%) were in Yangming Square as well as 35 (14.29%) were in Gongbei Port, while most of the English signs are concentrated on the Midtown (122, 49.80%) and Aoyuan Square (77, 31.43%).¹ The tables below involve the function of bilingual public signs in four regions. For convenience, the study results would be divided into two pairs to introduce: table 1 and table 2, table 3 and table 4. The total bilingual signs are listed in the appendix.

Table 1. The Types of Shops of Chinese-English Bilingual Signs in Yangming Square (n=11).

Types of Shops	Number (Proportion)
Larceny Warning	1 (9.09%)
Public Facility	1 (9.09%)
Safety Warning ²	7 (63.64%)
Traffic Sign	2 (18.18%)
Top-down	11 (100%)
Bottom-down	0 (0%)
Total	11

Table 2. The Types of Shops of Chinese-English Bilingual Signs in Gongbei Port (n=35).

Types of Shops	Number (Proportion)
Coach Station	2 (5.71%)
Community Service	1 (2.86%)
Construction/Engineering Company	3 (8.57%)
Experience Service	5 (14.29%)
Hotel	4 (11.43%)
Larceny Warning	1 (2.86%)
Port Inspection	2 (5.71%)
Public Area Rule	5 (14.29%)
Retail/Shopping Mall	1 (2.86%)
Restaurant	4 (11.43%)
Tourist Agent Service	4 (11.43%)
Traffic Signs	3 (8.57%)
Top-down	10 (28.57%)
Bottom-up	25 (71.43%)
Total	35

Through comparative analysis it is evident that bilingual signs are more prevalent in Gongbei Port than in Yangming Square. As shown in Table 2, there was an even distribution of English signage between each type of public facility, with the largest number of English signs either attached to service providers or giving public area rules. As shown in Table 1, nearly half of all the English signs indicated safety warnings, but shops on the other hand did not have English language names. For example, to ensure the safety of the public, bilingual security notices regarding the moving walkway can be seen everywhere in Yangming Square; however, apart from official security signs, most shop owners appear disinterested in adopting an English name. The few that have used English language in their signage have used capital letters merely as a fashionable design feature to attract adolescent consumers' attention. By comparison, the English use in Gongbei Port is more practical, with both public places and commercial sites incorporating more professionally translated English on their signs. English is even used to address passengers in the light-railway station. Moreover, the surrounding roads of Gongbei Port house plenty of shops with bilingual titles. These store owners take the view that "Chinese and English used together can make it easy for Chinese and foreign readers to understand the shop name and at the same time make the shop name more sound a bit 'international'" (Guo & Li, 2017, p. 5). Based on this evidence, researchers conclude that Gongbei Port has a higher international service standard and denser multilingual atmosphere than Yangming Square.

Furthermore, almost all English signs in Yangming Square belong to the 'top-down', while most English signs in Gongbei Port are concentrated on the 'bottom-up'. Researchers deduced from this phenomenon that Gongbei Port involves more bilingual signs from the commercial organization and private places. By comparison, as a typical commercial area, the development of English signs in the Yangming square is almost entirely provided by local councils and shops.

Table 3. The Types of Shops of Chinese-English Bilingual Signs in Fuhuali (Midtown) (n=122).

Types of Shops	Number (Proportion)
Art/Life/Gift	3 (2.46%)
Bank & Service	1 (0.82%)
Children's Service	7 (5.74%)
Entertainment	9 (7.38%)
Food/Beverage/Coffee Store	12 (9.84%)
Health/Beauty	5 (4.10%)
Hotel	1 (0.82%)
Idiom Slogan	2 (1.64%)
Ladies' Fashion Store	39 (31.97%)
Men's Fashion Store	17 (13.93%)
Shoe/Bag	3 (2.46%)
Square Name	7 (5.74%)
Street Name	9 (7.38%)
Watches/Jewelry/Accessory	7 (5.74%)
Top-down	7 (5.74%)
Bottom-up	115 (94.26%)
Total	122

Table 4. The Types of Shops of Chinese-English Bilingual Signs in Aoyuan Square (n=77).

Types of Shops	Number (Proportion)
Clothes Shop	7 (9.09%)
Daily Necessities	14 (18.18%)
Experience Service	2 (2.60%)
Food/Beverages/Coffee Sign	16 (20.78%)
Ladies' Fashion Store	2 (2.60%)
Men's Fashion Store	2 (2.60%)
Public Facility	12 (15.58%)
Safety Warning	20 (25.97%)
Watch/Jewelry/Accessory	2 (2.60%)
Top-down	32 (41.56%)
Bottom-up	45 (58.44%)
Total	77

In terms of the distinction in number, Midtown involves more bilingual signs than Aoyuan Square. As illustrated in Table 3, almost half of English signs (45.7%) are English translations of fashion store names. To be more specific, the percentage of ladies' fashion store is the highest, 31.97%, which is close to one-third of the total number of English signs, compared to 0.82% that of bank & service and hotel regarded as the lowest of them. Children's service, entertainment, square name, street name, and watches/jewelry/accessory are quite similar, and their percentages are around 8% approximately. By contrast, art/life/gift and shoe/bag share the same proportion: 2.46%.

Meanwhile, food/beverage/coffee store and health/beauty account for 9.84% and 4.1%, respectively. Besides, Midtown is the opposite of Yangming Square: the vast bulk of English signs belong to the 'bottom-up'. More importantly, though most shop owners in Midtown are also not keen on adopting an English name, import brands' attribute determines that these fashion shops need formal English names to draw adolescents' attention.

When it comes to Aoyuan Square, local personnel focus less on English signs than the Midtown as mentioned earlier. Safety warning topped the list with a figure of 25.97%. Next came to food/beverages/coffee sign, whose proportion accounts for 20.78%. The data for other categories are considerably lower, and clothes shops only have 9.09%, half of the daily necessities (18.18%). Comparing with that, the ratio for experience service, watch/jewelry/accessory, ladies' fashion store, and men's fashion store are quite closed, maintaining approximately 2.6%.

Moreover, the number of English signs in Aoyuan Square is almost evenly distributed into the top-down and bottom-up models. The categories of the top-down model mainly cover public facilities and safety warnings. As shown in the below two pictures, 20 safety warning signs and two public facilitate signs concerning fire protection all appear in one same area. The English translation of these warning signs is practical indeed. However, *the fire safety management system* (the left side of the right picture) that is more important has not been translated into English sentence by sentence, which is an obvious working inadvertence.



Figure 4. The Fire Safety Management System of Aoyuan Square.

Additional finding

The below chart involves several interesting translation examples:

English	Mandarin	Function	English	Mandarin	Function
It's worth it	人间值得*	Idiom Slogan	N2 Dance Studio	扭兔舞蹈培训	Experience Service
The future is promising	未来可期*	Idiom Slogan	Lukfook	六福珠宝	Watch/Jewelry/Accessory
Champion Pizza	尊宝比萨* (Zunbao Pizza)	Food Store	Chow Tai Fook	周大福	Watches/Jewelry/Accessory
Gossen	九芯	Daily Necessities	Canton Classic Chicken Hot Pot	广州芳村榕树头*	Traffic Sign
Tupperware Danker	特百惠 蛋壳披萨	Daily Necessities Food Store Sign	Keyroad	启路	Clothes Shop

*Four public signs are free translation.

Homophonic translation and free translation with implied meaning are the main methods to realize the practical value of brand-name translation. Of the above 11 business shop names, only 4 are free translation, and the other 7 are transliteration. Gossen (*gau2 sam1*), Lukfook (*luk6 fuk1*), and Chow Tai Fook (*zau1 tai3 fuk1*)³, the three celebrated commercial brands from Hong Kong, are typical Cantonese homophonic translation.

In the following free translation examples, their Chinese shop names' English translations do not completely profess their intended meaning. Firstly, the original Chinese meaning of 'it's worth it' is 'finding the world worthwhile.' Secondly, the 'champion', actually, this word does not exist in the Chinese shop name, 'zunbao Pizza.'⁴ The direct translation of 'zunbao' is 'the noble baby'. Nonetheless, 'champion', this word can better express parents' eagerness for their children's growth than 'zunbao'. Thirdly, the 'Canton Classic Chicken Hot Pot', to a certain extent, it's easier for the English translation of this shop name than that of Chinese name to understand. The shop name originally means that Canton's fragrant village and the banyan tree. Interestingly, Chinese consumers may not know what cuisine this shop serves if there is no English translation.

5. Discussion

This study aims to provide a holistic description of the use of English language signage in Zhuhai's public spaces. Although our limited data from only four areas is insufficient to represent all of Zhuhai, our findings are almost consistent with that of a previous study, which stated that 'The distinct social status of the different languages leads to different functions and powers' (Zhang, 2016, p. 599).

5.1 The significance of the research (factors affecting the public use of English)

Specifically, the sociocultural situation and variety of target audiences have an important impact on the distribution of bilingual signs. This conclusion can be observed in relation to the current distribution of English speakers in Zhuhai. Gongbei Port is close to Macau and the Hong Kong-Zhuhai-Macao Bridge, resulting in a regular influx of foreign tourists who require English signage, leading to the increased application of English in this location. Conversely, the remote suburbs of Zhuhai mainly house local people, meaning entertainment centers such as Yangming Square do not need to focus on the implementation of multilingual signage. Midtown is situated in the nearby Gongbei Port regions, so the bilingual coverage of Midtown is evidently more extensive than Aoyuan Square. Most private enterprises utilize English names to catch young consumers' attention and create an attractive atmosphere with foreign cultural elements (Zhang, 2016). This cause suggests that the target audience is the greatest factor in the implementation of English signage.

In addition, the function of facilities makes a difference to the degree of English used. Administrative departments and transportation hubs generally have relatively professional English translations, while the English names of some businesses are incomplete and in nonstandard English. For example, 'Zhuhai General Station of Exit and Entry Frontier Inspection of the People's Republic of China' conveys the purpose of this particular office; however, the incomplete, literal translation 'Huiyu Business' does not give English speakers the information that it is a commercial intermediary organization. The two causes of the phenomena include: first and foremost, the government deserves to ensure foreigners recognize specific government departments, to provide convenience for them to handle passport, international investment treatment, and other affairs; secondly, the local main passenger flow is Chinese citizens, unnecessary to design professional translation for a small number of foreign consumers. Thus, these incomplete translations are more decorative than practical meaning.

5.2 The implication for the government (solutions to problems)

In addition to nonstandard English translation, the Zhuhai government does not focus on the perfection of foreign language service. In light of the official website of the Zhuhai government, Article VIII of Interim Provisions on the Release of Food Advertisement: 'Foreign languages shall not be used alone in advertisements. If foreign languages are used in advertisements due to special needs, standard Mandarin (Putonghua) and standard Chinese characters shall be used as the main form, supplemented by foreign languages. If the meaning expressed by the foreign language in the advertisement is inconsistent with the Chinese meaning, the Chinese meaning shall prevail.' Thus it can be seen, maintaining the dominance of Mandarin is the language ideology of the Zhuhai government. Though there is a demand to attract foreign investment, English has still not altered its supplementary language status in Zhuhai. In terms of language practice, the government's popularization of standard Mandarin has also marginalized the construction of foreign language services. For language management, such advertising regulations will curb the frequency of foreign languages in advertising. This policy will be detrimental to the development of foreign languages in China, including English.

By addressing these issues, the municipal government may invite linguists to participate in the policy planning of international language services and set up professional organizations to implement relevant policies, such as the Zhuhai Language Working

Committee and the Zhuhai International Language Institute. More importantly, the Zhuhai Bureau of Education may encourage varied pedagogic techniques to enhance the effect of English linguistic acquisition on students. Related departments ought to facilitate college-enterprise collaboration to attract more bilingual talents.

6. Conclusion

In conclusion, Gongbei Port and its vicinity have a high degree of practical English signage in relation to other recreational areas of Zhuhai. Most English signage in Midtown and Aoyuan Square are fashion shop English names. A target audience of tourists and the diverse provision of facilities are two influential factors in the development of Zhuhai English signage. To be more specific, the large proportion of adolescents determines multitudes of shops need English signage to attract young consumers' attention. Furthermore, places next to Gongbei port must provide necessary English signage for foreigners who come from Hong Kong and Macao. It can help foreigners overcome language barrier and provide more living convenience.

However, there is a gap in the coverage rate of Chinese-English bilingual signs of public facilities in Zhuhai, which does not achieve omnidirectional coverage. The government needs a high standard of English language accuracy to give foreigners a good impression and a quaint 'Chinglish' to amuse tourists and signal cultural hybridity. To put it differently, the existence of 'Chinglish' signage combines the linguistic characteristics from Chinese and English, which may effectively increase the cultural diversity and interest (See additional finding). In addition, to improve the local quality of language services, the Zhuhai municipal consultant team is currently crying out for more bilingual talent, such as linguists and translators. These issues call for continuous action from the government.

However, the study has some limitations that have not been overcome. Firstly, the research scope of the study merely covers four main areas, which does not necessarily represent the whole Zhuhai's language cultural landscape. Secondly, this study is high in internal validity but low in external validity, as all of research materials from Zhuhai. Chances are that the findings cannot be generalized to other quite different background. According to our theoretical research, subsequent linguists and educators may consider similar drawbacks and focus on what they need to ameliorate in their further research. If this is the case, we welcome more relevant researchers to give precious suggestion to our study.

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Notes

1. Generally speaking, bilingual public signs in mainland China usually bear Chinese names above the English translation, and the size of the former is much larger than the latter. This is a crucial indicator of the dominance of the official language (Lai, 2013).
2. Experience Service mainly includes: fitness club, KTV, SPA, nightclub, footbath store, etc.
3. Chow Tai Fook is the largest listed jewelry company in Hong Kong. Chow is a common surname in China; Tai Fook refers to good fortune or luck. Lukfook is one of the major jewelry retailers in Hong Kong and mainland China. Luk refers to six (In China, six is a lucky number that symbolizes wealth).
4. In the Chinese language, 'zunbao' implies that parents want their children are able to make something of their future career.

Disclosure statement

No potential conflict of interest was reported by the author.

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11. Appendix

Table 1. Yangming Square (n=11).

English	Mandarin	Function	English	Mandarin	Function
Internal Monitoring, please smile	内有监控, 请您微笑	Larceny Warning	Hold the handrail	握住扶手带	Safety Warning
WC	公共厕所	Public Facility	Hold your pet	宠物必须抱着	Safety Warning
Don't play water	请勿嬉水	Safety Warning	Mind your head	小心碰头	Safety Warning
Watch your step	小心台阶	Safety Warning	Xianlie Road	先烈路	Traffic Sign
No stroller	禁止使用手推车	Safety Warning	Cuihai Road	翠海路	Traffic Sign
Hold on to your child	小孩必须拉住	Safety Warning			

Table 2. Gongbei Port (n=35).

English	Mandarin	Function	English	Mandarin	Function
Gongbei Tongda Coach Station	拱北通大汽车客运站	Coach Station	Zhuhai General Station of Exit and Entry Frontier Inspection of the People's Republic of China	中华人民共和国珠海出入境边防检查总站	Port Inspection
Ticket Hall Waiting Room	售票候车大厅	Coach Station	Zhuhai International Travel Healthcare Center	珠海国际旅行卫生保健中心	Port Inspection
Ying Bin Community Service Center	迎宾社区党群服务中心	Community Service	No cycling	禁止自行车入内	Public Area Rule
China State Construction	中国建业	Engineering Company	No Photographing	禁止拍照	Public Area Rule
We are open during renovation,	装修升级, 酒店正常营业, 请移步至侧门通往大堂。	Engineering Company	No Pets Allowed	禁止宠物入内	Public Area Rule

please proceed the side entrances					
Wang Ngai Air-Condition Engineering Co. LTD	泓毅冷气工程有限公司	Construction Company	No Smoking	禁止吸烟	Public Area Rule
Charming Female Dept. Store	来魅力女人世界	Experience Service	The use of carts and trolleys are strictly prohibited except those that comply with Port Plaza standards	禁止非广场统一标准的平板车入内	Public Area Rule
La Golden Era	流金岁月	Experience Service	Zhuhai Port Plaza	珠海口岸购物广场	Shopping Mall
Professional hot dyeing shop	专业洗发店	Experience Service	TaiSamBa	大三巴	Restaurant
SPA, Foot &Body Massage	SPA, 足浴, 中泰式按摩	Experience Service	Colorfulness	缤纷国际旅行社	Tourist Agent Service
Aroma, Oil Treatment Specialist	香薰推拿, 专家理疗	Experience Service	Huiyu Business	慧雨商务	Tourist Agent Service
Charming Holiday Hotel	来美丽假日酒店	Hotel	Tourist Distribution Center	旅游集散中心	Tourist Agent Service
Friendship Hotel	友谊酒店	Hotel	Zhuhai Red Sun International Tourist Agent Service	珠海市红阳国际旅行社	Tourist Agent Service
Xin Hao Run Holiday Hotel	新濠润假日酒店	Hotel	Gongbei Port	拱北口岸	Traffic Sign
Golden Fortune Hotel	金海景裕酒店	Hotel	Zhuhai Railway Station	珠海站	Traffic Sign
The mall on video analysis	本商场监控录像在启用中	Larceny Warning	Banzhangshan Tunnel	板樟山隧道	Traffic Sign
Japanese BBQ & Craft Beer	龙涯烧	Restaurant	Meng Fei Yang Buffet Restaurant	蒙肥羊(fatten calf)自助餐厅	Restaurant
Koo Chun Tong	古春堂凉茶	Restaurant			

Table 3. Fuhuali (Midtown) (n=122).

English	Mandarin	Function	English	Mandarin	Function
HUAWEI	华为	Gift	MISS SIXTY		Ladies' Fashion Store
MI	小米	Gift	ACUPUNCTURE		Ladies' Fashion Store
HIMO	海马	Gift	ochirly	欧时力	Ladies' Fashion Store
Villa Art School		Educational Service	Donoratico	达衣岩	Ladies' Fashion Store
URBAN REVIVO		Children's Service	VANS		Ladies' Fashion Store
H&M		Children's Service	eifini	伊芙丽	Ladies' Fashion Store
ROOKIE		Children's Service	TITI		Ladies' Fashion Store
BB KINGDOM		Children's Service	HEA		Ladies' Fashion Store
LEGO	乐嘉	Children's Service	JESSY LINE	杰茜莱	Ladies' Fashion Store
HEA		Children's Service	MO&CO.		Ladies' Fashion Store
MELAND	反斗乐园	Children's Service	VERO MODA		Ladies' Fashion Store
TSINGTAO1903	青岛啤酒	Entertainment	SUPIN	速品	Ladies' Fashion Store
AZUR BAR	中蓝海	Entertainment	Suidoubasi	水道桥	Ladies' Fashion Store
LUCKY HOUSE BAR	幸运酒窝	Entertainment	MEILLEUR MOMENT	蒙檬	Ladies' Fashion Store
A CLUB	酒吧	Entertainment	BAISI		Ladies' Fashion Store

BANANA	香蕉放題	Entertainment	Adidas mega L2	阿迪达斯	Ladies' Fashion Store
GTWO KTV		Entertainment	SEA HORSE	海马潮牌品汇	Ladies' Fashion Store
Orange Club	发条橙子酒吧	Entertainment	NIKE	耐克	Ladies' Fashion Store
JUNGLE CAFÉ & PUB	蘑菇吧	Entertainment	Adidas NEO		Ladies' Fashion Store
Emperor UA Cinema	英皇 UA 电影院	Entertainment	AQEACARMON		Men's Fashion Store
THREE DROPS	叁色	Beverage Store	URBAN REVIVO		Men's Fashion Store
Starbucks	星巴克	Coffee Store	J. LINDBERG		Men's Fashion Store
WANG STEAK	王品牛排	Food Store	SELECTED		Men's Fashion Store
Refill	悦府中国意境菜餐吧	Food Store	SEA HORSE		Men's Fashion Store
A SHOP	餐吧	Food Store	H&M		Men's Fashion Store
SUBWAY	赛百味	Food Store	ACUPUNCTURE		Men's Fashion Store
O-POKE		Food/Beverage/ Coffee Store	JACK&JONES		Men's Fashion Store
PizzaHut	必胜客	Food Store	VANS		Men's Fashion Store
COMEBUY	甘杯	Beverage Store	HEA		Men's Fashion Store
SEVEN BUS		Beverage Store	MR. COLLECTION		Men's Fashion Store
CHEERSCHEESE	干杯起司	Food/Beverage Store	POLO SPORT		Men's Fashion Store
Pacific Coffee	太平洋咖啡	Coffee Store	Adidas mega L2	阿迪达斯	Men's Fashion Store
Watsons	屈臣氏	Beauty	Adidas NEO		Men's Fashion Store
Beauty star	美丽星辰	Beauty	SEA HORSE	海马	Men's Fashion Store
THE COLORIST	调色师	Beauty	FILA		Men's Fashion Store
HM by Hair Code	芭曲发型机构	Beauty	OMI	欧米	Shoe / Bag
MYFACE	美颜坊	Beauty	Samsonite	新秀丽	Shoe/Bag
Pullman House	铂尔曼酒店	Hotel	OnitsuKa Tiger	鬼冢虎	Shoe/Bag
The future is promising It's worth it	未来可期 人间值得	Idiom Slogan Idiom Slogan	Northwest Square	西北广场	Square Name
DAZZLE		Ladies' Fashion Store	Water tower Square	水塔广场	Square Name
d'zzit		Ladies' Fashion Store	Wishing Sqaure	心愿广场	Square Name
FILA		Ladies' Fashion Store	South Square	南广场	Square Name
AQEACARMON		Ladies' Fashion Store	Southeast Square	东南广场	Square Name
Conatus		Ladies' Fashion Store	Central Square	中央广场	Square Name
MASELEY	玛塞莉	Ladies' Fashion Store	Holiday Square	假日广场	Square Name
LAURELINE	洛瑞琳	Ladies' Fashion Store	South Street	南街	Street Name
EXCEPTION	例外	Ladies' Fashion Store	Dear Street	鹿街	Street Name
esons		Ladies' Fashion Store	Ox Street	牛街	Street Name
IIIVIVINIKO	薇惹蔻	Ladies' Fashion Store	Elephant Street	象街	Street Name
			Bird Street	雀街	Street Name

URBAN REVIVO		Ladies' Fashion Store	Horse Street	马街	Street Name
YMOYNOT		Ladies' Fashion Store	North Street	北街	Street Name
Marisfrog. SU	玛丝菲尔素	Ladies' Fashion Store	Baihe (lily) Street	百合街	Street Name
broadcast	播	Ladies' Fashion Store	Fuhua East Street	富华东街	Street Name
fandecie	芬狄诗	Ladies' Fashion Store	HITOMMI	希多蜜	Watch/Jewelry/ Accessory
EVE'S TEMPTATION	夏娃的诱惑	Ladies' Fashion Store	IN MIX	音米	Watch/Jewelry/ Accessory
ONLY		Ladies' Fashion Store	ARtinna&Co.		Watch/Jewelry/ Accessory
SEA HORSE	海马	Ladies' Fashion Store	CASIO	卡西欧	Watch/Jewelry/ Accessory
H&M		Ladies' Fashion Store	REESE	瑞茜	Watch/Jewelry/ Accessory
Edition		Ladies' Fashion Store	EGG		Watch/Jewelry/ Accessory
Initial		Ladies' Fashion Store	SHINE	萱子饰品	Accessory

Table 4. Aoyuan Square (n=77).

English	Mandarin	Function	English	Mandarin	Function
Gold lion		Clothes Shop	Change She		Ladies' Fashion Store
Key road	启路	Clothes Shop	Only		Ladies' Fashion Store
My body		Clothes Shop	Anta		Men's Fashion Store
Balabala		Clothes Shop	Septwolves	七匹狼	Men's Fashion Store
Ochirly		Clothes Shop	Service Counter	服务台	Public Facility
Donoratico		Clothes Shop	Self Service Express	自助付款快线	Public Facility
URBAN REVIVO		Clothes Shop	Integrated payment channel	综合支付通道	Public Facility
Baking tools	烘焙器具	Daily Necessities	Food Balcony	美食露台	Public Facility
Baking ingredients	烘焙辅料	Daily Necessities	Wonder Forest	华夏世嘉	Public Facility
Preservation bag	保鲜袋	Daily Necessities	My Gym	美吉姆	Public Facility
Disposable supplies	一次性用品	Daily Necessities	Century Star Bank	世纪星滑冰场	Public Facility
Oil pollution	去油污	Daily Necessities	Public Square	市民广场	Public Facility
Kitchen piece	厨房小件	Daily Necessities	Cashier	收银台	Public Facility
Leather Care	皮革护理	Daily Necessities	Escalator	扶梯	Public Facility
Kitchen Tissue	厨房用纸	Daily Necessities	The micro fire station	微型消防站	Public Facility
Disposable Tableware	一次性餐具	Daily Necessities	Fire duty station	消防值班台	Public Facility
Tidal Supplies	防潮用品	Daily Necessities	Round Hydrant	地上消防栓	Safety Warning
Garbage bags	垃圾袋	Daily Necessities	Underground Hydrant	地下消防栓	Safety Warning
Pet	宠物	Daily Necessities	Sound warning device	发生报警器	Safety Warning

Toilet cleaning articles	洁厕用品	Daily Necessities	Fire telephone	火警电话	Safety Warning
Razor	剃须刀	Daily Necessities	Fire hose	消防水带	Safety Warning
HAIR & LOGY	丝域养发	Experience Service	Fire pump adapter	消防水泵接合器	Safety Warning
Pro Go Fitness Space ade	全时优健果汁饮料	Experience Service Beverages Sign	No matches	禁止带火种	Safety Warning
Functional drink	功能性饮料	Beverages Sign	No Smoking	禁止抽烟	Safety Warning
Coffee-based beverage	咖啡饮料	Coffee Sign	No flammable materials	禁止放易燃物	Safety Warning
Milk tea beverage	奶茶饮料	Beverages Sign	No burning	禁止烟火	Safety Warning
Soda water	苏打水	Beverages Sign	Fire Extinguisher	灭火器	Safety Warning
Soda pop	碳酸饮料	Beverages Sign	Manual Activating device	消防手动启动器	Safety Warning
Fresh Chicken Parts	黄羽鸡部位肉	Food Sign	Fire-fighting equipment	灭火设备	Safety Warning
Savory Pork	草香猪	Food Sign	Fire Hydrant alarm button	火栓报警按钮	Safety Warning
Organic Beef	新疆有机牛肉	Food Sign	exit	紧急出口	Safety Warning
Fresh Delightful Tasty		Food Sign	No entrance	禁止入内	Safety Warning
Chinese Pancake	蔬果煎饼	Food Sign	No obstructing	禁止阻塞	Safety Warning
Canton Classic Chicken Hot Pot	广州芳村榕树头	Food Sign	No locking	禁止锁闭	Safety Warning
Bengong's Tea Chinese Style	本宫的茶	Beverages Sign	No littering	禁止丢杂物	Safety Warning
New Feel	新派烤肉	Food Sign	No through road	禁止通行	Safety Warning
FEDELAO	豆捞坊	Beverages Sign	Lukfook	六福珠宝	Watch/Jewelry
Designer Cake Shop	阡芝墨	Beverages Sign	Chow Tai Fook	周大福珠宝	Watch/Jewelry