



MULTILINGUALISM IN KUNMING: AN INVESTIGATION ON LINGUISTIC
LANDSCAPE

YUJIAO LU

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR MASTER DEGREE OF EDUCATION
(INTERNATIONAL PROGRAM)

IN TEACHING ENGLISH AS A GLOBAL LANGUAGE
FACULTY OF EDUCATION
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The Thesis of Yujiao Lu has been approved by the examining committee to be partial fulfillment of the requirements for the Master Degree of Education (International Program) in Teaching English as a Global Language of Burapha University

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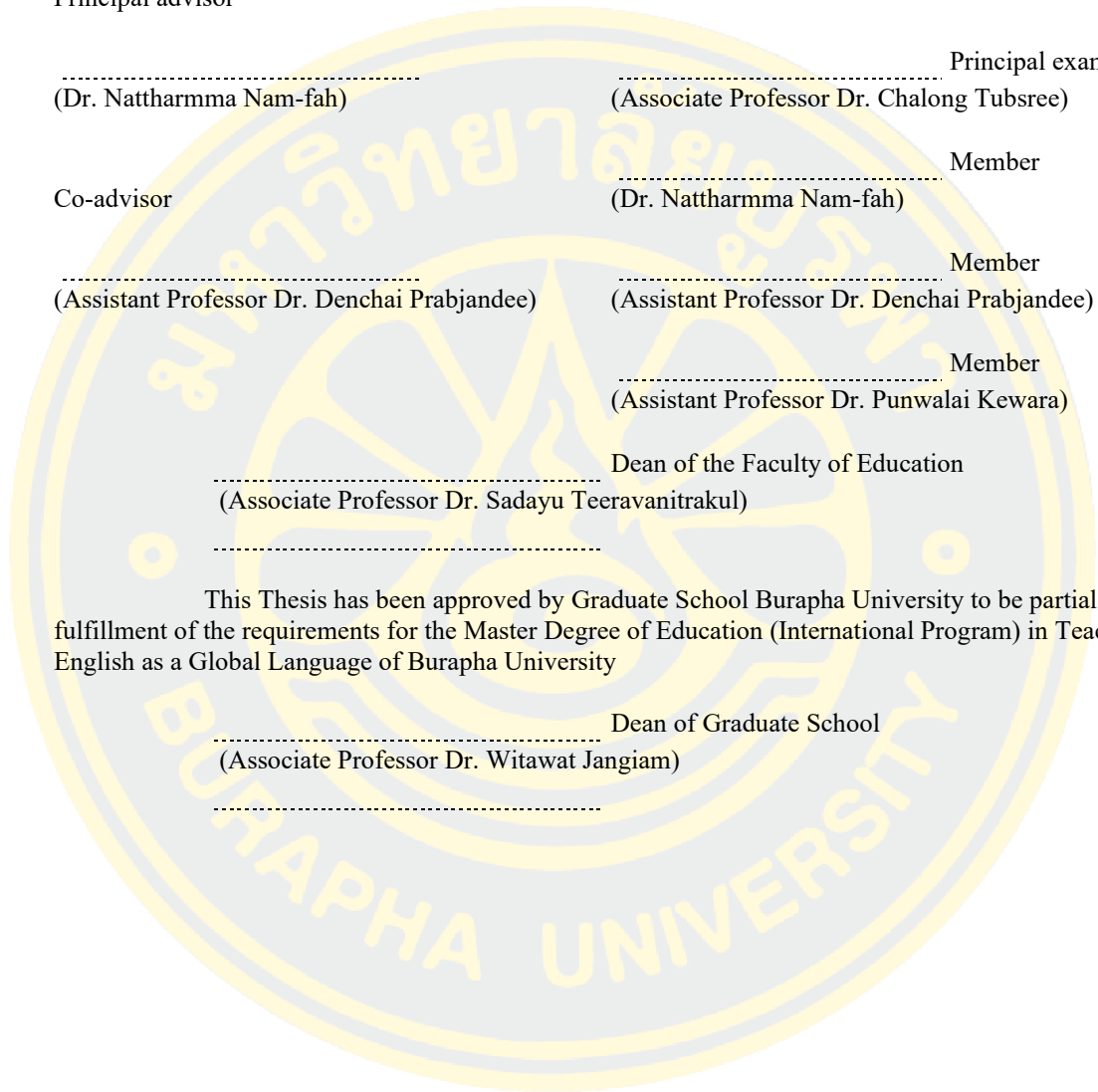
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This study investigates the linguistic landscape of Kunming, with a specific focus on the representation and visual prominence of languages on restaurant signs across key commercial streets. As Kunming is a culturally diverse city located in southwestern China, it serves as an ideal setting to explore how different linguistic groups are represented in public signage and how the visual design of these signs influences the visibility and perceived status of various languages. The research examines several prominent streets, including Laojie, Nanqiang Street, Wenhua Lane, Yuanxi Street, Daguan Street, Shuangqiao Street, South Asian Style Garden, Juxian Street, and Shi Lin Street, known for their vibrant cultural and commercial activities.

Employing a mixed-methods approach, the study combines quantitative analysis of the frequency and distribution of languages with qualitative assessments of the visual prominence and design elements of the signage. The findings reveal that while Mandarin Chinese remains the dominant language across most areas, its prevalence is strongly influenced by national language policies that promote Mandarin as the official language of communication throughout China. These policies, which emphasize the use of Mandarin in public signage and formal communications, are reflected in the linguistic landscape of Kunming, where Mandarin often takes precedence over other languages.

Despite the dominance of Mandarin, the study also identifies significant variation in the use of other languages such as English, Thai, Japanese, and minority languages from Yunnan Province. These variations are influenced by factors such as the cultural and economic characteristics of the area, the presence of educational institutions, and the target audience of the businesses. In areas with a high concentration of tourists or international residents, English and other foreign languages are more prominently displayed alongside Mandarin.

The study further explores the sociolinguistic implications of language use on public signs, particularly how the visual prominence of certain languages affects their visibility and the perceived cultural status within Kunming's multilingual environment. The results suggest that while Mandarin's dominance is a direct outcome of state language policies, the presence of other languages on signage reflects the city's ongoing cultural exchanges and its role as a regional hub for education and international trade.

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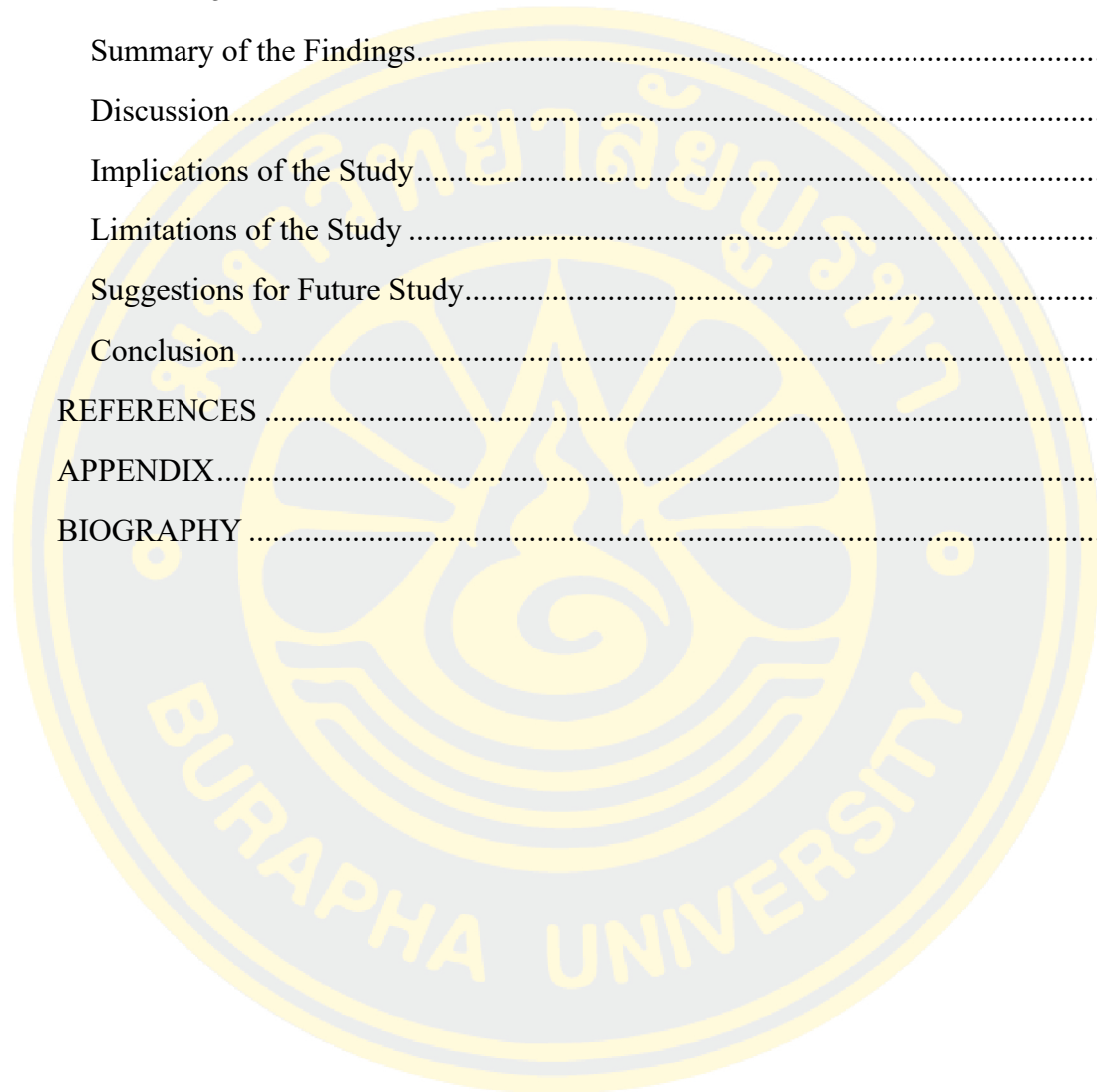
Thank you all for your invaluable contributions to this important chapter in my academic life.

Yujiao Lu

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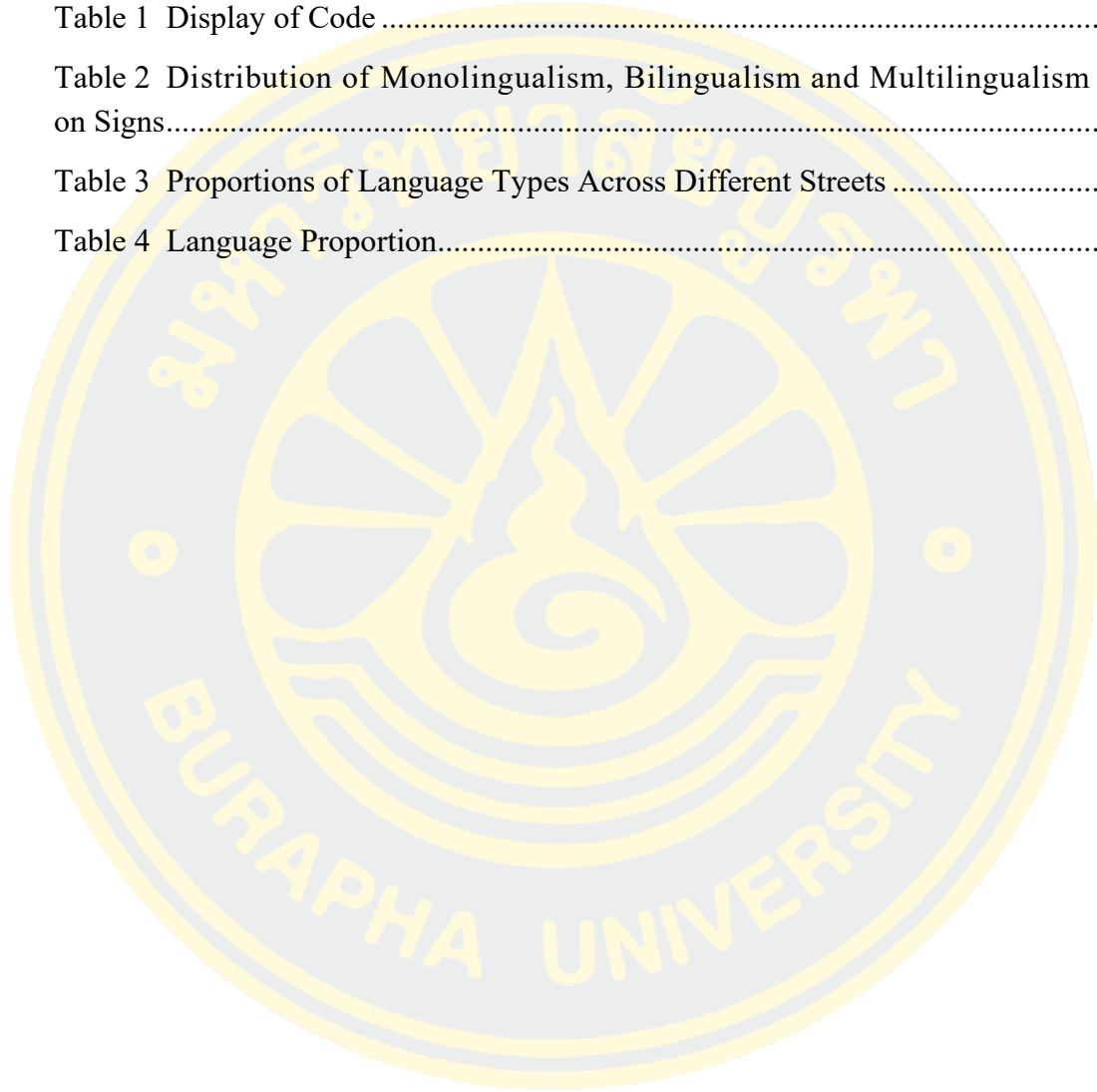
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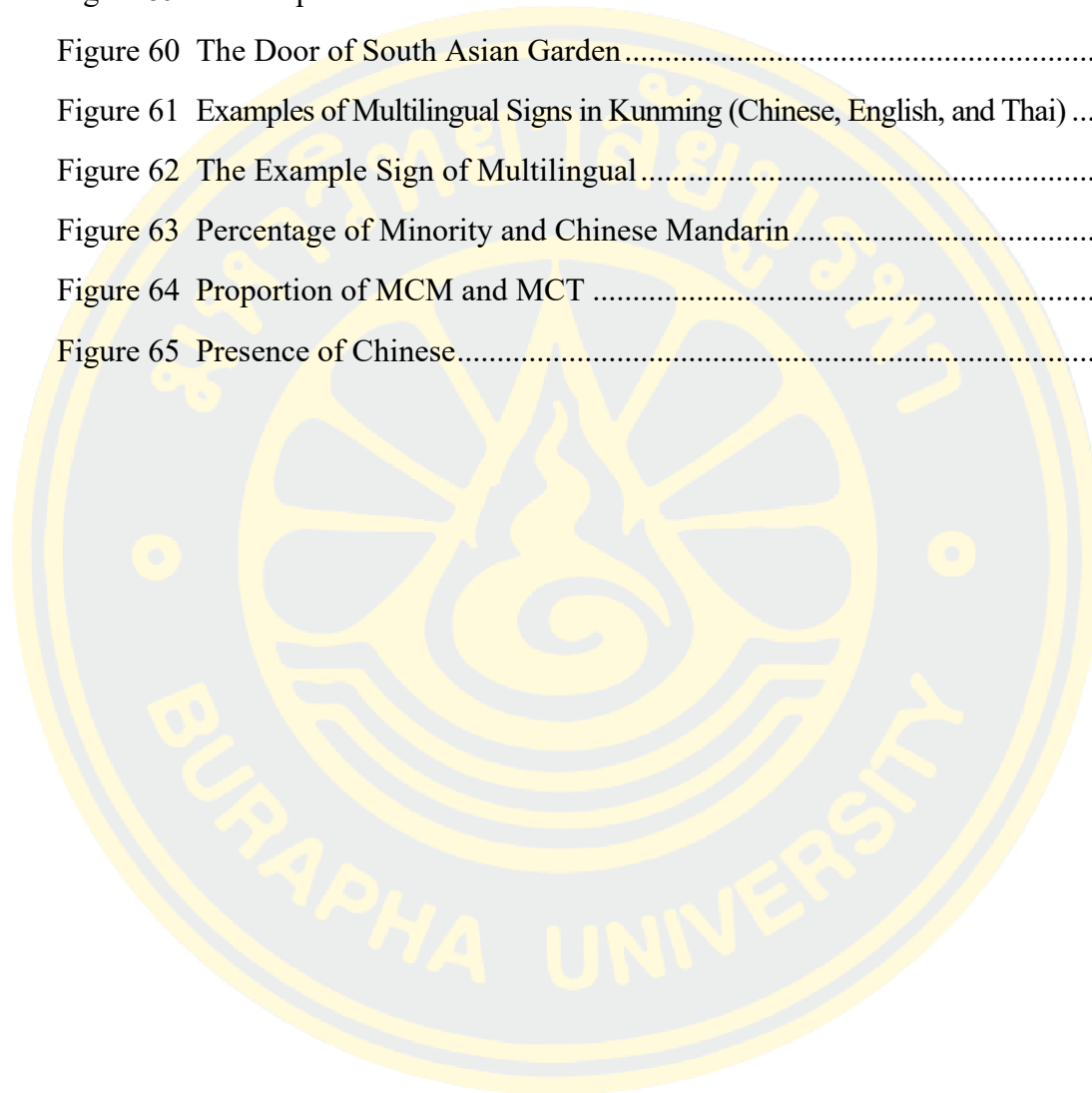


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CHAPTER 1

INTRODUCTION

Background

The notion of the language landscape was mentioned in early scholarship, yet (Landry & Bourhis, 1997) were the first to give the term a precise shape in their landmark article "Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study." They defined a language landscape as the visibility and prominence of different languages that appear on public and commercial signs within a given territory. By highlighting how language is presented on signs in shared space, their work offered a solid analytical base for later inquiry.

Landry and Bourhis (1997) also listed the concrete items that together form a language landscape, including public road signs, outdoor billboards, street names, place name boards, shop fronts, and the many public notices fixed to government buildings. The combined presence of these items produces the distinctive linguistic profile of any region. Although this description is already detailed, debate about the language landscape continues to expand, which shows the field is still developing.

The role of a language landscape (LL) is far richer than a simple visual display. It reaches into many social domains and influences both individuals and groups in varied ways. Landry and Bourhis first recognised its informative role and its symbolic role. Later writers such as Yanhong and Rungrung (2013) added a myth making role and a commercial promotion role. Mythic elements in a landscape, including cultural signs and narrative content, help form collective identity and pass on cultural stories. Fakhroh and Rohmah (2018) extended the original framework, arguing that a language landscape is also a medium that facilitates communication and supports business aims. This wider view places the landscape at a lively meeting point of language, culture, and economic activity.

Beyond these visible functions, the language landscape quietly shapes personal ideology, most clearly at the level of language ideology. Danesi (2018) and Holland (2001) supplied basic theory for understanding this influence. Ivkovic and Lotherington (2009) and Gorter (2013) explored how hidden processes in the

landscape guide language beliefs. Przymus and Kohler (2018) went further, tracing the complex path through which a language landscape affects individual cognition. They underlined the need to grasp both the mental and the emotional dimensions of this interaction.

Reh (2004) stresses that the language landscape should be examined from the reader's standpoint and singles out three core variables: the physical mobility of signs, the multilingual situation, and the specific ways in which several languages are displayed. Such fine-grained analytical tools have pushed the field forward and have revealed the intricate links connecting linguistic landscape to society, culture, identity, and language acquisition.

The integration of language landscape (LL) projects in language classes is supported by solid empirical findings and by a sound theoretical frame. Krashen (1985)'s Acquisition Learning Hypothesis separates unconscious language acquisition from conscious language learning and highlights the value of abundant input in natural settings. Marsick and Watkins (2001) likewise advance the idea of incidental learning, arguing that people often gain knowledge and skills unintentionally through everyday exposure to their surroundings.

The LL has therefore become a useful instrument in language pedagogy and in second language acquisition (SLA) research. Cope and Kalantzis (2000) propose bringing LL work into literacy development, an aim that is especially relevant in multilingual contexts. By supplying learners with rich and authentic input, LL activities promote incidental learning (Gorter & Cenoz, 2008). Teachers of English as a foreign language (EFL) can guide students to explore language, culture, and identity within diverse social settings, helping them build critical language awareness and intercultural communicative competence. Additionally, Sayer (2010) introduces the notion of environmental English to capture the use of English in public space, and encourages teachers to treat this visible language diversity as an immersive resource for EFL instruction.

The term multilingualism covers both an individual's linguistic repertoire and the broader language diversity found in society. The distinction between bilingualism and multilingualism is still under debate, and De Zarobe and De Zarobe (2018) underline the complex interaction between personal competence and social

language realities. Multilingualism has become a major field of contemporary scholarship, with researchers examining its far-reaching impact on psycholinguistics, sociolinguistics, education, and language policy.

With the growing recognition of multilingual phenomena as an important social reality, specialised international journals devoted to this field have appeared. As a dynamic aspect of social development, multilingual phenomena deeply shape every aspect of social life, including education, cultural exchange and economic growth. In China, language policy has strongly influenced both research and practice related to multilingual phenomena and global English teaching (TEGL).

Policy documents released by the State Council in 2010 and the Ministry of Education in 2020 have provided a solid platform for studies on multilingual phenomena and global English teaching in China. The “National Medium- and Long-Term Education Reform and Development Plan Outline (2010-2020)” specifically states that reforming English education should improve students’ global communicative ability in multilingual settings. These documents have encouraged schools to use multilingual resources more effectively and have directly guided the shaping of language landscapes.

Zhang and Wang (2019) investigated policy driven reform of college English teaching in China and found that curriculum innovation and varied classroom practice have markedly enhanced students’ cross cultural understanding. Examining primary education, Huang (2020) highlighted the central role of recent policies in promoting English as a global language. His study shows that policy led curriculum change not only widens the use of multilingual phenomena in English classes but also raises learners’ overall language proficiency. Zhang and Wang (2019) further explored how multilingual settings can be used to strengthen intercultural competence. Their results indicate that when schools weave the rich resources of language landscapes into teaching, learners gain a more diverse and engaging language learning experience.

Cope and Kalantzis (2000) advanced the influential multiliteracies framework, stressing the multidimensional nature of learning in multilingual settings. Exposure to a range of linguistic forms enables students to appreciate and manage linguistic diversity, a quality that is particularly valuable in English instruction.

Building on this line of inquiry, Cenoz and Gorter (2008) examined how multilingual phenomena enhance English teaching and reported that multilingual language landscapes supply an authentic, resource rich context that sharpens learners' language awareness and intercultural competence.

Within English pedagogy, Chomsky's universal grammar posits that humans are innately equipped for language yet remain powerfully shaped by their surroundings (Chomsky, 1965). This insight is highly relevant to the deployment of English in language landscapes because it shows that learners can absorb the language's underlying system simply by engaging with real world input such as street signs and advertising. Chomsky's cultural view further argued that language learning and use reflect not only cognitive processes but also the broader social and cultural context (Chomsky, 1986). Accordingly, the abundant input embedded in language landscapes furnishes an immersive environment that fosters both the acquisition of English and a deeper understanding of the cultures that surround it (Krashen, 1985; Cope & Kalantzis, 2000).

In linguistically diverse provinces such as Yunnan, English has taken on an increasingly prominent role within classrooms where Chinese is the main medium of instruction. As a multi-ethnic and multi-lingual city, Kunming presents a linguistic landscape that vividly displays the everyday presence of English, most clearly seen on public signs and commercial advertisements (Landry & Bourhis, 1997; Gorter & Cenoz, 2008). The significance of these multilingual signs is twofold: they give learners authentic English input and at the same time cultivate cross-cultural adaptability (Krashen, 1985; Cope & Kalantzis, 2000). The streets of Kunming therefore stand as a lively microcosm of the global spread of English and have become an essential medium for language learning and cultural exchange (Sayer, 2010; Cenoz & Gorter, 2008).

Kunming's linguistic landscape also plays a distinctive part in sharpening learners' language awareness. By reading shop fronts, street names, and the multilingual displays found at tourist attractions, students receive rich input embedded in daily life. Such immersive exposure is irreplaceable for developing intercultural communicative competence (Reh, 2004; Kramsch, 2009). In this way, the city opens a

special path for foreign language education that not only boosts the effectiveness of English teaching but also deepens multicultural understanding.

Li and Xia (2017) direct their inquiry toward teacher training and examine strategies for using instructional resources effectively in multilingual settings. They note that specialised training equips teachers to design more accurate lesson plans, thereby meeting the learning needs of students from diverse linguistic and cultural backgrounds. Chen (2021) further analyses the far reaching impact of language policy on teacher education; her findings indicate that policy oriented training helps weave multilingual resources into the global English teaching framework and markedly enhances instructional outcomes. Brock (1991) and Shang (2017) investigate teacher cognition and classroom practice, highlighting the critical importance of effective pedagogy in multilingual environments. Collectively, these studies offer solid theoretical support for the professional development of teachers working in such contexts.

From the standpoint of intercultural communication and the development of intercultural competence, Kramsch (2009) and Byram (1997) investigate how multilingualism permeates English education worldwide. Their work demonstrates that weaving multilingual resources into day-to-day instruction markedly boosts learners' ability to cope with international linguistic settings. Turning to the Chinese context, Huang (2020) conducts a systematic review of changes in national English-language policy and traces how these shifts inform classroom practice. His study indicates that policy-driven reform yields a double dividend: it stimulates innovative teaching models and simultaneously sharpens students' capacity to function in multilingual environments.

Viewed collectively, these inquiries assemble an integrated theoretical frame that grounds our understanding of the interaction between language policy and global English pedagogy. Building on this foundation, the present study probes the routes through which policy variables steer the evolution of both practice and theory, giving sustained attention to the interplay between Chinese language policy and the multilingual realities of worldwide English instruction. From curriculum redesign and textbook renewal under policy guidance to teachers' professional growth and the cultivation of learners' intercultural literacy, each component proves indispensable to

the effective delivery of global English education and to the continuing expansion of research on multilingualism.

Rationale of the Study

Research on Language Landscape (LL) is flourishing worldwide and offers an apt lens for examining Kunming, a city celebrated for its linguistic and cultural variety. The present study is warranted for two reasons. First, the field's own historical trajectory calls for closer attention. Second, a gap persists in Chinese scholarship; domestic work has yet to capture the full richness and dynamism of the local language ecology.

Kunming is a multilingual and multiethnic metropolis whose streets display striking linguistic diversity that shapes language learning and cultural identity. Along city roads one encounters street names, shop fronts and public notices written in Chinese and English together with scripts of minority languages such as Yi and Hani. This environment supplies abundant input and, through visible words in everyday space, heightens language awareness and cross-cultural understanding (Landry & Bourhis, 1997; Gorter & Cenoz, 2008). Immersion in such diversity supports incidental acquisition, while the frequent presence of English and other tongues in public spaces sharpens learners' sensitivity to language (Krashen, 1985). More important, the cityscape mirrors collective attitudes and identities attached to each language and quietly shapes learners' beliefs and motivation (Danesi, 2018).

Studies of multilingualism address the coexistence and alternation of languages, whereas ethnic linguistics explores how language and culture interact. Kunming's LL links these two domains and reveals the intricate ties between language and ethnic identity. Consequently, investigating the city's LL can deepen language learning and foster cross-cultural communication, supplying valuable theoretical insight and empirical support for language teaching in an era of globalization.

Historically, research on the linguistic landscape has experienced marked shifts. Work conducted before 1997 laid the core theoretical groundwork for the field (Rosenbaum et al., 1997). The decade from 1997 to 2007 proved pivotal; scholars delimited the contours of LL studies and stressed both its communicative role and its

symbolic import. After 2008, the field diversified, with its influence extending to education, culture, tourism, and other domains, thereby underscoring its relevance to social and economic interaction at every level (Huebner, 2006). Yet, in contrast with these international advances, LL scholarship within China has fallen behind. Only during the past ten years has the output grown markedly, a pattern made plain by data drawn from CNKI, the country's largest academic database.

Within China, current LL inquiry remains centered on major metropolitan areas or destinations driven by tourism, while places such as Kunming, known for pronounced ethnic variety and multilingual practice, have not received commensurate attention. This imbalance is problematic, for settings where multiple cultures meet offer invaluable material for exploring the intricate links among language, cultural identity, and ethnic affiliation. Moreover, even the limited body of work that does address Kunming tends to adopt an overly narrow lens, focusing on a handful of streets or on one type of sign, a strategy that cannot furnish a full account of the city's linguistic landscape (National Common Language Law, 2001).

This conspicuous gap in the literature is all the more striking given the strong national and municipal directives that encourage making public and commercial signs multilingual, with the aim of faithfully mirroring and respecting the linguistic diversity of multiethnic cities such as Kunming. Both the National Common Language Law and the Kunming Language and Writing Regulations promote Putonghua and standard written Chinese while at the same time expressly calling for the visible presence and active growth of minority languages in public space.

Thus, the present study undertakes a detailed examination of restaurant signage along nine streets in Kunming to uncover the multilingual and multicultural as well as multiethnic character of the city's linguistic landscape. By doing so, we seek a finer understanding of the ways language diversity is displayed and sustained in a contemporary urban setting. The study addresses a critical gap in LL studies and offers fresh insight for wider debates in China on language policy, cultural identity and urban sociology. The findings carry practical weight for future language planning and policy making by grounding decisions in the varied language practices of everyday life (Hymes, 1972). This scholarly inquiry not only bridges an important

absence in current research but also enriches the theoretical tools available for interpreting and valuing linguistic landscapes.

Research Objectives and Questions

1. Examine how different linguistic groups are represented on restaurant signage in Kunming.
2. Explore the visual prominence of the languages on these signs and how such prominence shapes both the visibility and the perceived status of languages in the city.

This study aims to address the following research questions

1. In what ways do restaurant signs in Kunming represent the city's various linguistic groups?
2. How does the visual prominence of particular languages on these signs affect the visibility and status of those languages within Kunming?

Scope of the Study

This inquiry concentrates on the linguistic landscape of Kunming, with restaurant signs on the city's principal streets serving as the focal data source.

The scope is defined along three dimensions:

Geographical Scope

The investigation is confined to several culturally and commercially significant streets in Kunming. Fieldwork will be carried out on Laojie, Nanqiang Street, Wenhua Lane, Yuanxi Street, Dagan Street, Shuangqiao Street, South Asian Style Garden, Juxian Street and Shi Lin Street. These sites together mirror the city's diverse linguistic environment and therefore provide an appropriate setting for observing the representation of different linguistic groups.

Linguistic Scope

The analysis centres on the languages that appear on restaurant signs, with particular attention to the presence and prominence of Mandarin Chinese, English, minority languages from Yunnan, and other foreign languages such as Thai, Japanese and French. Measures of visual prominence will include font size, placement, colour and the overall layout of each sign.

Temporal Scope

Data will be gathered within a defined study period designed to capture the current linguistic landscape. Observations will be made during both busy and slack periods in order to account for possible temporal variation in sign visibility and language use.

Significance of the Study

In Kunming, a city celebrated for its distinctive ethnic heritage, the Language Landscape (LL) still awaits systematic exploration. Although scholars worldwide have produced a considerable body of work on major urban centres, the variety and regional specificity that characterise Kunming's streetscapes have received scant attention. Meanwhile, the rise of digital technology is pushing local signage from conventional formats toward electronic displays, yet the scholarship that tracks this shift remains thin. A further gap concerns the link between visible language and social change. Kunming's rapid growth has brought waves of migrants, new cultural influences and ongoing educational reform, but little is known about how these forces are mirrored in the texts that fill its public spaces. Empirical inquiries are also lacking on the ground level execution of language policy, especially with respect to the visibility of minority languages in the city. Finally, despite Kunming's multilingual setting, researchers have rarely asked how its public signage shapes language learning, most notably the teaching and acquisition of English. Addressing these lacunae will broaden our view of Kunming's LL and deepen our grasp of the social, cultural and political currents that underpin China's multilingual reality.

To gain a comprehensive picture of restaurant signage across the city, the present study combines quantitative procedures with systematic content analysis. The research team will record photographic evidence of every restaurant sign that can be accessed, paying special attention to instances where more than one language is displayed. This dual approach secures both breadth and depth of coverage and supplies a firm empirical base for close investigation of linguistic practices in commercial public space.

Once the images have been gathered, they will undergo meticulous coding and interpretation. Each photograph will be sorted, classified and examined in order to

map the distribution and emerging tendencies of multilingual elements in Kunming's restaurant LL. Through this process the study aims to uncover the mechanisms that shape language use in everyday settings and to explain how the linguistic choices made on signs engage with the wider social climate, cultural norms and policy framework of the city.

Extending linguistic landscape research to Kunming's restaurant sector offers crucial insight into the practical implementation of language policy and the ways cultural preferences influence everyday commercial language use. By examining this lively and clearly defined setting, the present study supplies valuable empirical evidence for the wider linguistic landscape literature and deepens our understanding of how multilingual signs in urban space operate simultaneously as channels of communication and as symbols of identity.

The expected influence of the study is substantial. By presenting a clearer picture of the current linguistic landscape, its findings can guide policy-making at municipal and national levels while fostering cross-cultural understanding among policy-makers, business owners and the wider public. In addition, the results are likely to stimulate further scholarship in linguistic landscape studies and encourage researchers to explore other arenas where language is central to interaction between the public sphere and commercial life. Through detailed analysis of multilingual signage in Kunming restaurants, the project provides a refined lens on the intricate and delicate links among language, culture and commerce.

A deep grasp of Kunming's linguistic diversity also helps us evaluate the local language learning environment, an undertaking that is essential in a multilingual and multi-ethnic context. The city's linguistic landscape not only supplies abundant input for learners but also offers valuable evidence for the reform of educational policy and classroom practice. The findings are poised to influence English teaching in China, especially in multilingual provinces such as Yunnan. They can assist teachers in designing strategies that suit the features of a multilingual setting, enhance instructional effectiveness and cultivate students' intercultural communicative competence. At the same time, the collected data can support the drafting of language policies that respect and reflect the diversity of indigenous languages and thereby promote the healthy growth of multilingualism.

Definitions of Terms

1. Linguistic landscape: the visibility and prominence of different languages on public and commercial signage within a given area. The term covers every written form found in public space, such as road signs, billboards, shopfronts, public notices and other visual language media.

2. Monolingual sign: a sign that presents its message in only one language. In this study it chiefly denotes signs written solely in Mandarin Chinese, though it can also describe signs that use only English, Thai, Japanese or any other single language.

3. Bilingual Signage: a sign that carries information in two distinct languages at the same time. For instance a panel may employ both Mandarin Chinese and English so that it can serve local residents while also assisting overseas visitors.

4. Multilingual Signage: a sign that integrates three or more languages. Such signs are common in places with high cultural and linguistic diversity, for example scenic spots or international business districts.

5. Visual Prominence: the degree to which a language stands out on a sign. It hinges on factors such as type size, colour contrast, placement and overall layout. Visual Prominence shapes how quickly and how often people notice and read a given language.

6. Mandarin Chinese: the official language of the People's Republic of China and the most widely spoken variety nationwide. It is also the leading language in Kunming's linguistic landscape, largely thanks to sustained government promotion.

7. Language policy: the set of official guidelines and regulations that steer language use in public venues, education and government communication. China's policy clearly upholds Mandarin Chinese as the common national language, a stance that strongly boosts its presence on public signs.

8. Cultural identity: a person's feeling of belonging to a particular cultural group, typically expressed through language choice, customary practices and other cultural acts. In this study cultural identity may surface in the language strategies adopted for restaurant signs.

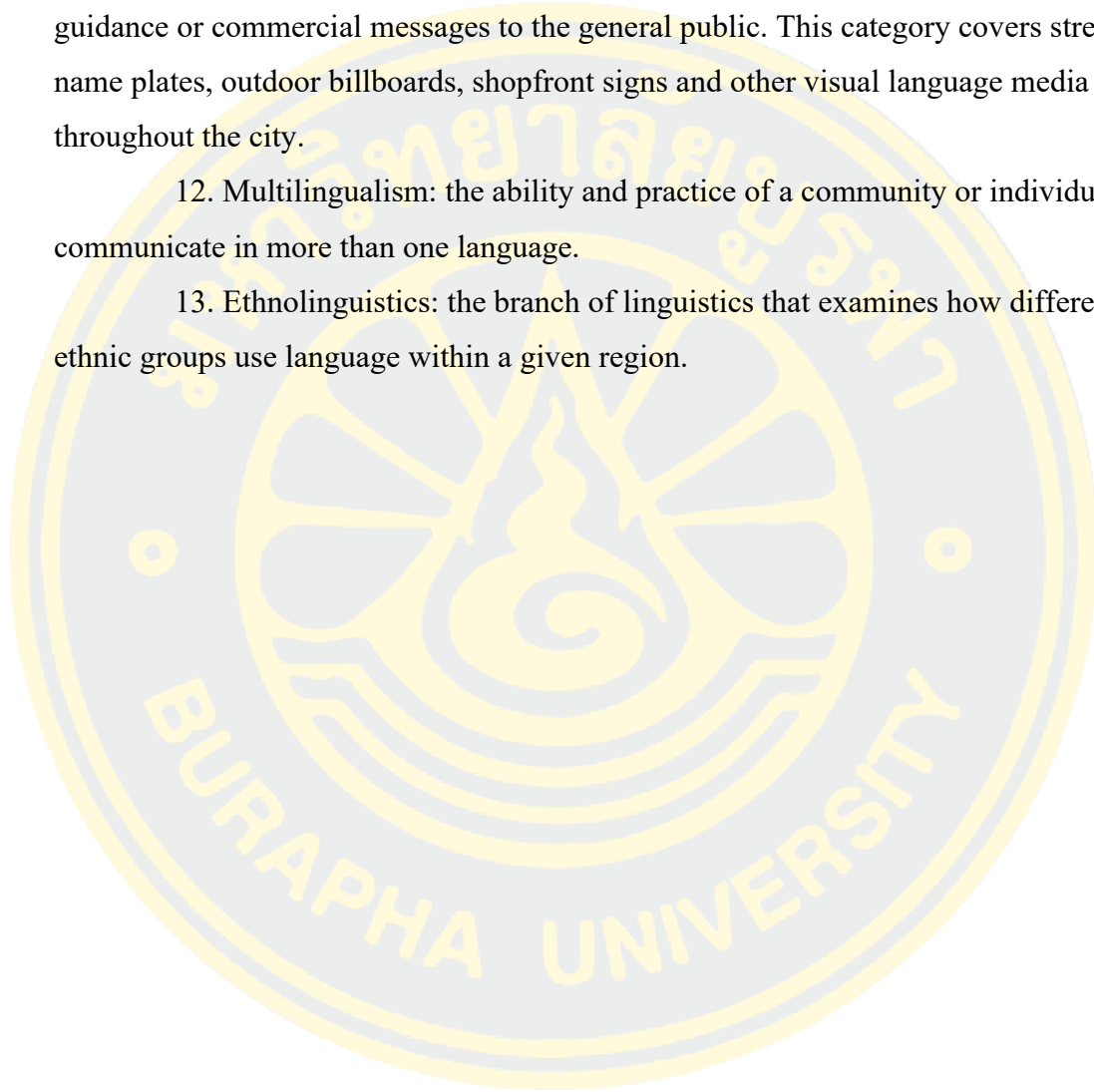
9. Kunming: the capital and largest city of Yunnan Province in southwestern China. Known for its deep history and rich cultural diversity, Kunming has grown into a regional hub for commerce, education and international trade.

10. Minority languages: the languages spoken by the area's ethnic minority communities. In Yunnan they include Bai, Hani, Yi and others. Their appearance in Kunming's linguistic landscape highlights the city's marked ethnic diversity.

11. Public Signage: any sign placed in a public setting to give information, guidance or commercial messages to the general public. This category covers street name plates, outdoor billboards, shopfront signs and other visual language media throughout the city.

12. Multilingualism: the ability and practice of a community or individual to communicate in more than one language.

13. Ethnolinguistics: the branch of linguistics that examines how different ethnic groups use language within a given region.



CHAPTER 2

LITERATURE REVIEW

Linguistic Landscape and Multilingualism

The idea of the linguistic landscape (LL) has drawn sustained scholarly interest, since it exposes the layered ways in which language appears in shared space. Researchers from many fields work to clarify the term and to uncover the dense social and cultural meanings encoded in public signs.

This line of study began with the pioneering work of Singh et al. (2002), who defined LL as the visible display of language in the public realm and highlighted how strongly such signs register and act in urban settings. Building on this view, Ben-Rafael et al. (2006) widened the concept, portraying LL as an organic assemblage of diverse linguistic items that not only label public space but also actively mould it. These items, they argued, are central to the creation of spatial identity and community narrative.

Ben-Rafael (2008) then recast LL as a symbolic social construct that mirrors shifting cultural currents, subtle power relations and the negotiated character of group identity. Jaworski and Thurlow (2010) later injected fresh energy into the debate, stressing LL's interactive nature and describing it as the fluid interplay of linguistic symbols, visual design, spatial practice and cultural resonance. Within this process, written text serves as a key medium for building and contesting spatial language.

While the label "linguistic landscape" is now widely accepted, some scholars still seek more exact terms. Spolsky (2008) proposes "linguistic cityscape" to foreground the city-centred orientation of much research in this field. Huebner (2006) introduces "environmental print", and Gorter (2006) prefers "multilingual cityscape", both underscoring the richness of linguistic diversity in metropolitan contexts. Ben-Rafael and his team add the more poetic phrase "the decorum of public life", which captures the deep social and cultural value of language in shaping interaction, strengthening community cohesion and framing public discourse.

Leeman and Modan (2009) stress the breadth of the notion of "linguistic landscape" for its comprehensive scope that embraces not only material space but also

modes of perception, and thus clarifies the intricate interplay among language, space and human experience.

To define the concept more precisely, scholars have designed classification frameworks for LL. One approach contrasts official and unofficial languages in order to probe both the regulatory dimension of language use in public space and its socio-cultural layer. Another approach separates physical from virtual linguistic landscapes and, in doing so, identifies their dynamic and static features. Ivković (2012) offered a visual model that captures this distinction and deepens our grasp of LL dynamics across settings.

In essence, the historical evolution of LL terminology and the resulting typologies testify to the multidimensional nature of LL research. The field remains a vital lens for examining the socio-cultural facets of language use in public space and has added greatly to our understanding of the worldwide links among language, spatial practice and social interaction.

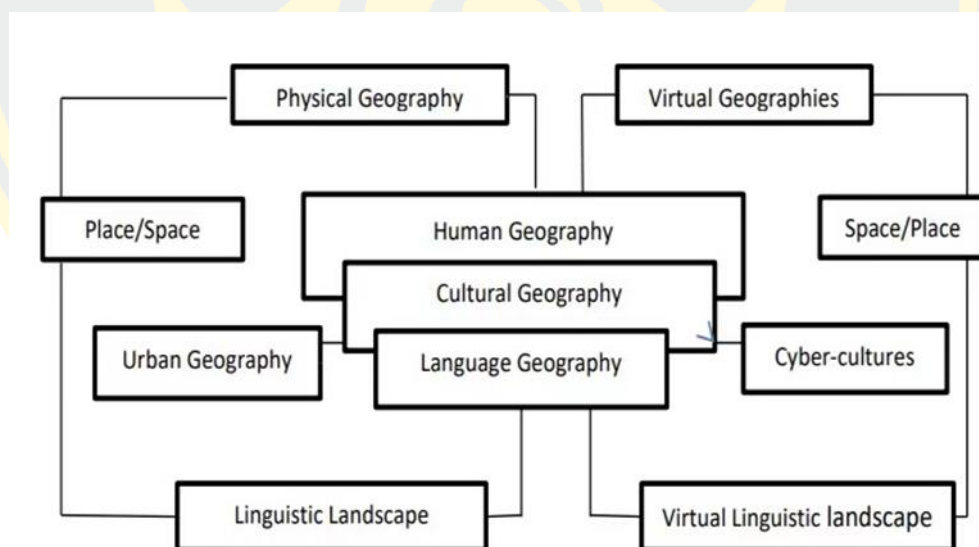


Figure 1 Physical and Virtual Linguistic Landscape
(Ivković, 2012)

The contrast between physical and virtual linguistic landscapes reveals a dynamic interaction: tangible items such as street signs and shop façades engage with

digital media like computer screens and web pages. While this model accounts well for urban environments, it often neglects the linguistic diversity of rural areas, a gap that calls for a broader perspective able to cover a range of spatial contexts.

American linguistic anthropologist Dell (Hymes, 1972) devised the SPEAKING model as a systematic tool for analysing communicative events in varied environments. The model is built around eight components, each reflected in a letter of the acronym: Setting and Scene, Participants, Ends, Act Sequence, Key, Instrumentalities, Norms and Genre. Collectively these components embed discourse in space and situation, specify in detail the roles of speakers and readers, and map out the communicative aims and patterns under observation.

For instance, "Setting and Scene" point to the physical surroundings in which communication occurs as well as the psychological background that frames it, whereas "Participants" include every person who joins the interaction. "Ends" name the purposes of the encounter and the outcomes it is meant to achieve, while "Act Sequence" records the order and concrete form of each communicative move. "Key" covers the tone, manner or state of mind adopted when certain messages are delivered, and "Instrumentalities" refer to the methods and channels through which they are sent. "Norms" describe the social rules that guide communicative conduct, and "Genre" designates the type of event, such as dialogue, speech or written text.

Huebner (2006) underlines the strong value of the SPEAKING model for reading the many layers of linguistic landscapes. The model not only uncovers the motives of creators who design and display linguistic material but also reflects the ways in which readers interpret and respond to it. By turning the spotlight on the motives driving linguistic landscape creation, the present study seeks to expose the latent forces that fashion the language environment and to trace their influence on social communication practices and dynamics.

Taken together, the SPEAKING model offers a detailed and inclusive framework for examining the varied features of linguistic landscapes. It brings to light the intricate interplay among language, context and sociocultural factors, and provides valuable insight into how language is used and understood across settings. Applying the model to the study of creator motivations in linguistic landscapes allows

researchers to explore more deeply the complex and dynamic forces that guide language choice and communicative practice in different spatial and social contexts.

Multilingualism, Bilingualism and Translingualism

Multilingualism is a complex linguistic phenomenon. It involves not only the use of several languages and the degree of skill in each, but also goes beyond individual competence and mirrors wider social linguistic dynamics. Yet the line that separates multilingualism from bilingualism remains disputed in academic circles, and scholars have proposed different yardsticks based on both the number of languages in play and the level of mastery.

The most widespread yardstick is simple: bilingualism means using two languages, whereas multilingualism means using more than two. This view underlines the broader scope of multilingualism, which draws on a richer store of linguistic resources than bilingualism. As Baetens Beardsmore (1986) observes, the word bilingual is sometimes used in colloquial speech as a blanket term for multilingual practices, yet the two notions are in fact distinct and signal different degrees of language ability. Cenoz (2013) adds that multilingualism embraces a larger spectrum of competences and that bilingualism is only one part of this wider frame. In the same vein, Herdina and Jessner (2002) stress that bilingual competence is usually shown in fluent control of two languages or in possession of two specific linguistic systems, while multilingual competence rests on a more varied linguistic repertoire.

A second route to separation looks at proficiency. Researchers such as Comanaru and Dewaele (2015) focus on the uneven but functional command of several languages that many speakers display. Fixing a precise threshold that tells us when a speaker becomes bilingual or multilingual is however a demanding task. De Zarobe and De Zarobe (2018) raise important questions about the criteria for classifying language competence, highlighting the multidimensional nature of language ability, which spans reading, writing, listening, speaking, vocabulary, pronunciation and grammar.

The gap between multilingualism and bilingualism reaches beyond personal skill and into the wider social scene. At the level of the individual speaker, bilingualism and multilingualism describe the capacity to use two or more languages effectively in actual acts of communication (Dewaele, 2015; Wei, 2012). On the

social level, the same phenomena manifest in public places, schools, and neighbourhoods, where they demonstrate the rich connections that link personal language competence with broader social language patterns.

Placing multilingualism and bilingualism within the analytical framework of the linguistic landscape (LL) provides clear insight into how the two concepts function in daily life. By examining multilingual phenomena in the visible language of streets and buildings, scholars can trace the dynamic relationships among language choice, group identity, and social change in settings where multiple languages are spoken. Such work informs sound policy, deepens cross-cultural understanding, and advances language study.

Researches of Multilingualism on Linguistic Landscape

In recent years the multilingual dimensions of the LL have drawn considerable interest from scholars. Studies by Backhaus (2006); Kelly-Holmes (2005); Tufi and Blackwood (2016) demonstrate how layered and complex the field is. Their findings broaden the academic perspective and reveal the nuanced ways and underlying forces through which multiple languages appear in shared spaces.

One study by Yanhong and Rungrung (2013) is particularly significant. They examined the LL of tourist sites in Chiang Mai in detail. After analyzing 262 signs, they identified the local patterns of language use. The results show that Thai-English code mixing is widespread and that English holds a clear global role. The study also reveals that signs in tourist areas primarily convey essential information and promote commercial objectives. This work provides a solid foundation for subsequent research on language vitality and on how signage systems function in specialized contexts.

Shang and Guo (2017) examined the naming practices of shop signs in neighborhood centres across Singapore from several angles. Their work uncovers the social implications that multilingualism carries in a multicultural city. An account of the language choices on shop fronts shows that Chinese is the prevailing code, while English also figures prominently in a wide range of outlets. The study explains how the multilingual layer of the linguistic landscape mirrors broader societal dynamics, language policy and cultural attitudes, and it proposes that future in-depth interviews with owners could reveal their genuine views.

Building on this foundation, Biró (2018) moved the idea of the linguistic landscape into the digital sphere. By analysing how bilingual undergraduates use social media, he introduced the notion of the virtual linguistic landscape, or VLL. This perspective clarifies how the online setting differs from its physical counterpart and underlines the special qualities and educational promise of digital space. At the same time, the project prompts scholars to reflect on data reliability and the need for more specialised inquiry.

Li and Xia (2017) turned their attention to the linguistic landscape of Lijiang Old Town, a site that combines ethnic minority residence with heavy tourism. Fieldwork indicates that commercial streets visited by tourists present a higher level of bilingual and multilingual display than the areas that host government offices. While Chinese still dominates, English is widely used, and Dongba--the language of the Naxi people, appears as an emblem of culture and as a tourist draw. The work stresses the significance of minority languages in public space and offers guidance for language planning, symbolic practice and the safeguarding of cultural heritage.

Taken together, these studies form a more complete picture of multilingual reality in linguistic landscapes. They probe patterns of language use, their social meanings, and the intricate ties among policy, identity and societal dynamics. As the field advances, researchers are poised to generate fresh insights and to face the new questions that arise. The growing body of work highlights the complexity of present-day linguistic diversity and points to the pivotal role of cross-disciplinary methods and creative research paths in the study of multilingualism.

Factors in Linguistic Landscape

Researchers have examined the many forces that guide language choice within the linguistic landscape and have shown that economic pressures play a central role. Across a wide range of settings, English tends to dominate public signs, a pattern that mirrors the economic pull of globalization. Cenoz and Gorter (2006) reported abundant English signage in Friesland and in Ljouwert-Leeuwarden, while Huebner (2006) documented its broad spread throughout Bangkok's commercial district. Lai (2013) likewise stressed the prominence of English in Hong Kong, underlining its value for international business.

Beyond purely economic aims, the wish to attract customers also shapes linguistic choices, most visibly in shop names and tourist-site signs. Li and Xia (2017) noted that in Lijiang the minority Dongba is not only in active use but is also promoted as a unique cultural and tourist asset. In a similar vein, Manan et al. (2015) argued that English maintains its leading place in Kuala Lumpur because of its symbolic weight and market appeal. Shang (2016) study of Singapore, Malaysia and Thailand further showed that language practices are tightly interwoven with political agendas and are deployed to secure the greatest economic return.

Commercial interests, then, usually drive change from the bottom up, whereas government measures, especially language policy, act from the top down. Italian Law 482/1999, for instance, safeguards the visibility of minority languages on public signs (Coluzzi, 2009). Singapore recognizes Mandarin, Malay and Tamil as official languages in order to regulate its multilingual space Shang (2017). In China, constitutional clauses both prioritize the spread of Mandarin and protect the language rights of all ethnic groups (Nie et al., 2021). Local rules add further layers: in Shangri-La and Lijiang officials back the use of Tibetan and Dongba respectively (Li & Xia, 2017; XGLL, 2016), while tourism authorities in Yangzhou require multilingual signage at scenic sites (Meng, 2017). Together, these cases make clear how governmental directives and the linguistic landscape are closely intertwined.

The ethnolinguistic dimension likewise plays a pivotal part in this process. Within the private sector, managers and shopkeepers act as the chief decision makers, and their preferences are often decisive. As Landry and Bourhis (1997) observe, the visibility of a language on public signs offers a direct reflection of the power struggle among competing language groups. Manan et al. (2015) paint an even richer picture, showing that retailers' linguistic choices signify not only a search for profit but also a deep expression of local culture and ethnic identity. Amos (2016) further demonstrates how the linguistic landscape traces ethnic boundaries; the signage of Chinatowns, for instance, illustrates the far reaching impact of merchants' ethnic affiliation on the overall configuration of public language.

The interaction between education and the linguistic landscape shows a clear synergistic effect, most evident in contexts of second language acquisition. As a situated learning environment, the linguistic landscape complements formal

schooling, advancing both efficient second language learning and the growth of linguistic diversity. This evidence underscores the need to treat education as an indispensable social variable in studies of linguistic landscapes.

Taken together, close examination of multilingual signs provides a panoramic analytic frame: economic incentives, policy direction, ethnolinguistic traits and educational experience work in concert to shape patterns of language use in public space while revealing the intricate and shifting relations between individual agency and broader social forces.

Language Policies in China

In China, language legislation extends across an exceptionally wide range of fields and has grown into an intricate set of rules that shape the use and standardisation of Chinese in almost every sphere. One of the most significant measures is the Law of the People's Republic of China on the National Common Language and Script, issued under Presidential Order No. 37. The law was adopted at the eighteenth meeting of the Standing Committee of the Ninth National People's Congress on 31 October 2000 and took effect on 1 January 2001. Its chief aim is to advance the orderly growth of Putonghua and standardized Chinese characters so as to promote closer economic and cultural exchanges among different ethnic groups and regions.

Key Provisions of the Law

1. General Principles: The law makes it clear that spreading Putonghua and standardized Chinese characters is both a helpful tool for daily life and a key way to build national unity and improve communication among all ethnic groups.

2. Use of National Common Language and Script: The law states that government offices, schools, the news media and similar bodies should in most cases use Putonghua and standardized Chinese characters, with departures allowed only in special situations. Such wide use in official and teaching settings shows the firm will of the government to reach language unity.

3. Management and Supervision: The law sets out the duties of every level of government in carrying out language standards and makes sure the rules are really followed in public services, shop signs and other areas.

4. Rights and Responsibilities: Citizens have the basic right to learn and use the national common language and script, and the state must offer the conditions needed for that learning. At the same time the law fully protects the freedom of each ethnic group to use and develop its own language. This shows deep respect for linguistic variety within the wider framework of a unified national language.

Supplementary Provisions

The law also confirms the Pinyin Scheme as the only official form for writing Chinese with the Roman alphabet, a tool that is vital for teaching and for situations where characters are hard to use.

For workers who face the public such as announcers and civil servants, the law sets clear Putonghua proficiency grades, underlining the need for clear and standard speech in public service.

Language control and inspection also cover trade names, advertising and public signs, so that wording in all fields stays in line with the national norm.

This law stands as a cornerstone of China's language policy. It finds a careful middle ground between pushing for a shared national tongue and showing respect for the many ethnic languages. By laying down practical rules for language in public and official life, it also shapes the whole language environment of the country and deeply affects how people hear, learn and use language in daily life, in class and in the media.

The translated details are as follows:

Law on the Standard Spoken and Written Chinese Language of the People's Republic of China
<p>No. 37</p> <p>Adopted at the 18th Meeting of the Standing Committee of the Ninth National People's Congress of the People's Republic of China on October 31, 2000, promulgated by Order No. 37 of the President of the People's Republic of China on October 31, 2000, and effective as of January 1, 2001.</p> <p>President of the People's Republic of China Jiang Zemin October 31, 2000</p> <p>Law of the People's Republic of China on the National Common Language and Script (adopted at the 18th Session of the Standing Committee of the Ninth National People's Congress on 31 October 2000)</p> <p>Contents</p> <ul style="list-style-type: none"> Chapter I: General Principles Chapter II: Use of the Standard Spoken and Written Chinese Language Chapter III: Administration and Supervision Chapter IV: Supplementary Provisions Chapter I: General Provisions <p>Article 1: This Law is enacted in accordance with the Constitution for the purpose of promoting the normalization and standardization of the standard spoken and written Chinese language and its sound development, making it play a better role in public activities, and promoting economic and cultural exchange among all the Chinese ethnic groups and regions.</p> <p>Article 2: For purposes of this Law, the standard spoken and written Chinese language means Putonghua (a common speech with pronunciation based on the Beijing dialect) and the standardized Chinese characters.</p> <p>Article 3: The State popularises Putonghua and the standardized Chinese characters.</p> <p>Article 4: All citizens shall have the right to learn and use the standard spoken and written Chinese language.</p> <p>The State provides citizens with the conditions for learning and using the standard spoken and written Chinese language.</p> <p>Local people's governments at various levels and the relevant departments under them shall take measures to popularise Putonghua and the standardized Chinese characters.</p> <p>Article 5: The standard spoken and written Chinese language shall be used in such a way as to be conducive to the upholding of state sovereignty and national dignity, to unification of the country and unity among all ethnic groups, and to socialist material progress and ethical progress.</p> <p>Article 6: The State promulgates standard norms of the spoken and written Chinese language, administers its use in the community, and supports the teaching of and scientific research in the language so as to promote its normalization, enrichment and development.</p> <p>Article 7: The State rewards the organizations and individuals that have made outstanding contribution in the field of the standard spoken and written Chinese language.</p> <p>Article 8: All the ethnic groups shall have the freedom to use and develop their own spoken and written languages.</p> <p>The spoken and written languages of the ethnic minorities shall be used in accordance with the relevant provisions of the Constitution, the Law on Regional National Autonomy and other laws.</p> <p>Chapter II: Use of the National Common Language and Script</p> <p>Article 9: Putonghua and the standardized Chinese characters shall be used by State organs as the official language, except where otherwise provided for in laws.</p>

Figure 2 Order No. 37 of the President of the People's Republic of China

This law displays China's distinctive insight into language governance: it seeks to foster national cohesion by spreading a shared language while at the same time protecting the linguistic rights of every ethnic group. The State Council's language and script department takes primary responsibility for supervision, and governments at all local levels play a central role in day-to-day enforcement. Beyond setting out penalties for non-compliance, the statute actively promotes the use of Mandarin in public life yet keeps reasonable space for dialects and minority tongues in suitable settings.

The National Common Language and Script Law of the People's Republic of China establishes a complete and orderly system. The framework reaches into government service, schooling, news media, and public utilities, aiming to extend the use of Mandarin and to standardise written Chinese across the country. Its core purpose is to realise genuine national unity on this vast and diverse land and to secure smooth, effective communication among different regions.

The law guarantees that every citizen can learn and use Mandarin, thereby laying a sound foundation for the spread of the national language. This educational task carries wider meaning because it supports the defence of national sovereignty, affirms national dignity, and advances harmonious relations among all ethnic communities.

At the same time, clear standards for the national language are set and its broad social use is carefully monitored. The law strongly backs scholarly research and teaching related to Mandarin and offers formal recognition to individuals and organisations that make outstanding contributions to its promotion. It is important that while Mandarin is being energetically advanced, the statute also treats minority language rights with care, allowing every group to use and develop its own speech and script as provided by the Constitution and other laws. Such an approach strikes an appropriate balance between language unity and cultural diversity, reflecting both the unity of the state and the openness of Chinese civilisation.

Pedagogy in Linguistic Landscape

Linguistic Landscapes (LL) do far more than sit in the background as passive decoration; they have become active forces that shape individual cognition, social ideologies and pedagogical practices. Their multifunctionality reveals the complex links among language, culture and cognition in modern society and encourages fresh interdisciplinary research. Within schools, the visible LL, often called "schoolscapes," is crucial for the language ideologies that students develop. The words and signs displayed around campus quietly send messages about language norms and social hierarchy and in turn influence how students view language (Ivković, 2012).

In teaching contexts, LL pedagogy draws on the rich variety of linguistic landscapes to improve learning experiences and to foster learners' intercultural competence. When educators weave LL projects into their lessons, they create dynamic learning environments that support linguistic diversity, deeper cultural understanding and stronger communicative skills. Tao and Robinson (2005) showed that language-rich environments greatly support the growth of literacy skills, especially among children. Jean Piaget's constructivist theory adds weight to this finding by arguing that children build their knowledge frameworks through active interaction with their surroundings (Shang & Guo, 2017). This perspective highlights the importance of environmental stimuli in cognitive development.

Building on these theoretical foundations, (Sayer, 2010) offered a practical model in his article 'Using the Linguistic Landscape as a Pedagogical Resource,' giving clear guidance for English as a Foreign Language (EFL) teachers who wish to use LL in their pedagogical practices. The model examines the widespread use of English in LL from both intercultural and intracultural angles. Working in Oaxaca and combining photo collection with interviews, Sayer identified six key themes that clarify the social meanings carried by English usage and assembled a comprehensive pedagogical model.

The LL approach places language study in authentic surroundings, giving learners a lively and engaging experience. Immersed in the linguistic fabric around them, students gain rare chances to use and grasp the target language in real time. More importantly, this pedagogy sparks curiosity, urging learners to explore language

data on their own and to analyse, interpret and question the linguistic phenomena they meet each day. Through such interactive and reflective work, the LL approach plays a notable part in building students' linguistic competence and cultural competencies.

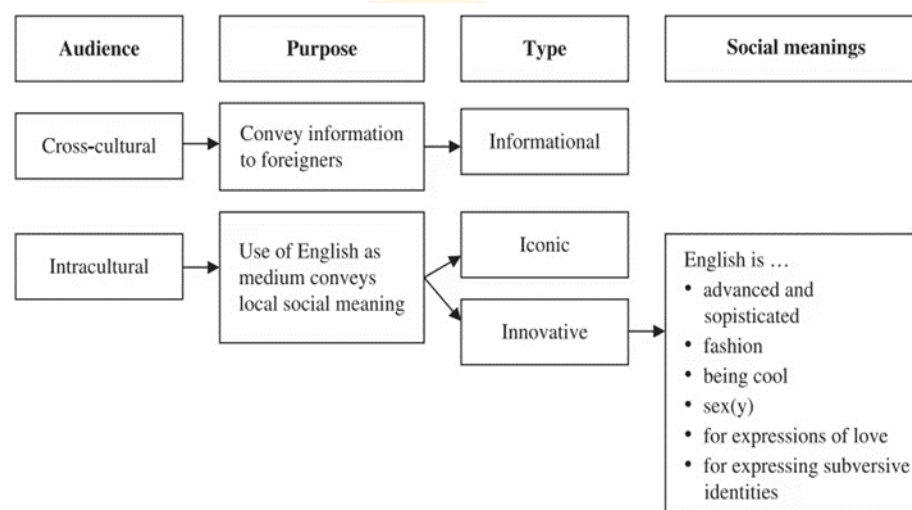


Figure 3 Model of English Social Meaning
(Sayer, 2010)

Embedding LL projects in English as a Foreign Language classes brings wide and lasting educational benefits, a view supported by extensive empirical work and a sound theoretical base. The model proposed by Sayer (2010) offers EFL teachers an inventive tool that helps students unpack the social and cultural meanings carried by English in public spaces. It invites learners to examine the deeper reasons for English's prominent presence in the landscape, which strengthens their grasp of the language's social roles and communicative settings. By adding a fresh set of categories that cover lexis, idioms and syntax, Sayer also sharpens students' skill in linguistic analysis.

A later investigation by Dumanig and David (2019) in Oman broadened our knowledge of its impact, with special attention to form-focused analysis and vocabulary growth. Their findings again confirmed the central value of LL projects in deepening learners' language literacy and awareness and supply practical guidance for teachers and researchers. Taken together, these studies enrich the theoretical

foundation of the LL approach and give firm empirical support for bringing such projects into EFL classrooms in effective and workable ways.

Across the globe, adoption of the linguistic landscape approach in language learning keeps widening, with landmark studies by Cenoz and Gorter (2008) and Huebner (2006) setting the stage. In China, work in this area is also gathering pace. Recent investigations address not only teaching Chinese as a second language but also EFL instruction (Chen, 2021; Feng, 2020; Shan, 2021). Scholars such as Shang (2017) and Wei (2019) have been central to weaving linguistic-landscape tasks into EFL classes, supplying workable advice and a solid theoretical frame.

Richardson and Bowen (2023) probe how textbook images guide readers' ideas about race and inclusion. In the same vein, the present inquiry asks how public signs, as a core part of the linguistic landscape, shape collective views of inclusion and cultural diversity. A linguistic landscape is more than a mirror reflecting the tongues in a community; it is an active agent that helps mould social norms and values. By inspecting both the visual design and the wording on signs, this study will judge whether they foster or weaken inclusive expression and fair representation of different groups in urban space.

In sum, the linguistic-landscape approach shows a lively meeting point between classroom practice and civic engagement and offers the language-education field a forward-looking path. Findings from EFL classrooms reveal that work with the linguistic landscape can raise learners' literacy, language awareness, and intercultural competence. As the area moves on, sustained inquiry will be vital for refining practice and testing fresh teaching ideas. Such effort is sure to bring new energy to the broader growth of language education and to help build a more precise and effective learning ecology.

Research on Linguistic Landscape

The evolution of Linguistic Landscape (LL) research methods covers many dimensions, yet this discussion concentrates on three main ones: the choice of signs and sites, the collection of data, and the setting of research goals. Gorter (2018) points out three related themes, namely research settings, units of analysis, and the use of images. He stresses the far-reaching influence of technology on the field. There is no doubt that technological progress has been a driving force in LL studies. At the same

time, the combined efforts of scholars have shaped current findings and have kept methodological work advancing.

Today the range of signs examined in LL work has broadened sharply, moving from the material environment to cyberspace and from static scenes to dynamic contexts. Street signs, shop names and other public notices were once the main focus. Scholars have since turned to many everyday objects, for example advertisements, posters, murals, tickets, menus, graffiti and even well covers (Kasanga, 2012). LL research now also includes mobile signs such as markings on moving vehicles, wording on passenger clothing and symbols on other moving objects (Curtin, 2008). Jaworski and Thurlow (2010) even explored why certain languages appear on postcards. Thus the kinds of signs under study have multiplied.

As technology advances, society changes and ways of life shift, people invest much time and energy in the virtual world. The Virtual Linguistic Landscape (VLL) has therefore become a prominent topic in LL scholarship. Androutsopoulos (2014) argues that computer-mediated communication (CMC) and LL are both central to emerging sociolinguistic work. Hiippala et al. (2019) used computational methods to link the physical locations of LL items with social media posts, offering a concrete model for bringing CMC and LL studies together. Biró (2018) surveyed bilingual students at Sapientia University about their language practice on multilingual social media, providing valuable data for future VLL studies.

The interplay between the object of study--the sign--and the place where it is found is vital, for changing the type of sign often requires a different setting even though researchers still care chiefly about the exact spatial position of the sign itself. Compared with the early stage of the field, the range of linguistic landscape (LL) sites has widened considerably. At first the sites were fixed and few in number (Cenoz & Gorter, 2003; Rosenbaum et al., 1997). Later on, scholars began to choose sites in several cities (Cenoz & Gorter, 2006) or to focus on special communities such as Chinatowns and minority neighbourhoods (Jia Lou, 2012; Li & Xia, 2017). Other studies have looked closely at major transport corridors (Hult, 2014). What began as a single focal point has therefore expanded step by step to cover far broader areas.

Because LL studies usually need large bodies of evidence, quantitative methods are widely used. In addition to supporting sound findings, they save time,

money and labour, making them attractive to many researchers. Photography is the most common tool for gathering data (Lai, 2013; Li & Xia, 2017; Shang, 2017). Some teams reinforce numbers with qualitative evidence to strengthen their claims. Shang and Guo (2017) argue that talking with shop owners face to face is essential for unveiling the motives behind language choices on storefront signs. Manan et al. (2015) photographed 858 samples drawn from shop fronts, street markers, commercial notices and government property. They measured the proportions of monolingual, bilingual and multilingual displays, compared the shares of individual languages in bilingual and multilingual settings, and discussed language use in private and official space separately. In the discussion stage they interviewed Chinese business owners to learn why Mandarin appeared on their signs. Beyond conventional photography, new forms of data collection keep emerging.

In recent years methods based on interviews, observation and even experiments have gained traction. Szabó and Troyer (2017) explored the school LL in Hungary by recording video, conversing with participants and engaging in informal conversations, thereby immersing themselves in the living language scene. Coluzzi (2017) randomly interviewed 20 passengers while studying the LL of an Italian shopping centre. Experimentation offers another fresh and creative route. For instance, Kopinska (2011) built a semi-experimental setting to test how the language used on signage influences linguistic practice. This steady evolution of methods, driven largely by technological progress, has greatly raised the quality of LL research.

Photographs remain the primary source of data in linguistic landscape studies, and progress in photographic technology has been crucial to the growth of related methods. Gorter (2018) gives a clear and thorough review of technical change in this field. Early cameras, as Spolsky and Cooper (1991) report, stored only a few images, and shooting and developing film were costly. Some years later, digital cameras removed limits on the number of shots, while desktop computers made data processing much easier, which greatly cut expenses. In recent years, the rapid rise of the smartphone has almost replaced the digital camera. A smartphone is inexpensive, easy to carry, and allows quick and effective collection and analysis of data for linguistic landscape research.

The study by Hiippala et al. (2019) is a good case in point. Using computational tools such as automatic language recognition and topic modeling, the team gathered a large and varied set of virtual linguistic landscape data. They worked with Instagram posts that link real geographic tags to virtual entries from a tourist square in Finland, assembling 117,418 posts made by 74,051 users over 4.5 years. This huge corpus supplies a rich sample for examining the linguistic features of online landscapes and shows how language changes over time. The researchers did not need to stand on site; instead, they gained vast data from a wider space. As a fast way to collect data, such computational methods may guide future linguistic landscape work. The authors argue that social media platforms like Instagram that allow users to share their location hold great promise for the field. They also call for wider use of computational methods and for open sharing of analytic materials to deepen later studies.

Shifts in research aims form another key thread in the history of linguistic landscape research. As the field keeps expanding and new questions appear, work on the linguistic landscape has become more varied and more complex. Xu (2017) notes that since 2008 a growing list of disciplines has linked with this topic, from sociolinguistics, education, economics, history, geography and semiotics to advertising and psychology. The approach now serves many areas, among them L2 acquisition (Cenoz & Gorter, 2008; Dumanig & David, 2019), tourism studies (MÁrta, 2011), geography (Leeman & Modan, 2009) and psychology, where eye-tracking is used to study language issues.

The steady enlargement of linguistic landscape research has brought with it corresponding shifts in research aims. Early work centred on language types, patterns of dominance and modes of presentation. In recent years scholars have looked beneath the surface, asking how linguistic signs mirror language policy and ethnic realities (Coluzzi, 2009; Nie et al., 2021; Shang & Guo, 2017), what functional value the linguistic landscape holds (Shang, 2016; Yanhong & Rungrung, 2013), and how it can be used in second language teaching and learning (Dumanig & David, 2019; Gorter & Cenoz, 2008; Sayer, 2010). The growing variety and complexity of topics and goals show that worldwide research has reached a higher level in theory building, method innovation and goal setting. Yet, although studies in China have moved forward in recent years, they still lag behind the international frontier.

Work conducted in China now faces two clear shortcomings, namely limited originality and rather simple research designs. Wu et al. (2017) reviewed thirty-two domestic studies and found that sixteen dealt mainly with translation, eight were literature reviews, and the rest discussed matters such as graphic form, multilingual phenomena and minority languages. The reviewers also noted that most of these papers use non-empirical approaches instead of data-driven analysis.

Context of Kunming

China's language policy provides the main pillar for advancing linguistic diversity, and this pledge is vivid in several governmental measures. The Constitution stresses the spread of Putonghua while safeguarding the language rights of every ethnic group. This dual concern was strengthened in the 2001 National Common Language Law, which not only promotes Putonghua and standard characters but also actively supports the transmission, growth and protection of minority languages. Under this legal framework government offices, schools and media outlets employ the national common language yet still meet the needs of minority languages. Such institutional design offers a firm base for the wide presence of multilingual signage across the country and clearly reflects China's broader strategy of inclusive language development (Shang & Zhao, 2014).

As the capital of Yunnan Province, Kunming stands out as a living meeting point of languages, cultures and ethnic groups. Situated where many cultural and political currents converge, the city offers an ideal setting for research on linguistic diversity. Local authorities actively foster this diversity. The Kunming Language and Writing Committee encourages the use of several languages in public spaces and on commercial signs. These measures highlight the city's serious commitment to multicultural inclusion and present a vivid picture of Kunming's rich linguistic landscape.

Yunnan hosts 25 minority ethnic groups, and their languages are woven into every layer of daily life. One can sense this vitality both on street signs and in everyday conversation. Kunming's position next to three Southeast Asian countries enlarges its role in political, economic and cultural exchanges. Robust government

support for language diversity and cross cultural contact has strengthened Kunming's reputation as a multilingual hub where different tongues coexist and mingle.

The "Belt and Road" initiative (BRI), China's global programme to improve trade and infrastructure links, is poised to deepen Kunming's ties with Southeast Asia. The plan not only stimulates closer economic cooperation but also sparks lively cultural interaction, greatly increasing the scope and depth of language contact in the region. Wu et al. (2017) point out that the BRI was designed to promote fuller integration between China and its neighbours and to open fresh opportunities for cross cultural understanding. As these large projects advance in Kunming, the urban linguistic landscape is expected to become even more vibrant and varied, reflecting the city's evolving cultural heritage and its widening influence on the world stage.

The significance of the BRI extends well beyond commerce and transport. Blanchard and Flint (2017) argue that the project has already reshaped the geopolitical order and is influencing cultural and linguistic trends in places like Kunming. Serving as China's main gateway to Southeast Asia, Kunming stands at the centre of these historic transitions, and the initiative acts as a powerful driver for deeper cultural and language exchange.

Kunming's multilingual signage offers scholars fertile ground for examining issues of identity, belonging and communication. The city's lively linguistic landscape, which functions much like an open-air laboratory, lets us observe how different languages share and negotiate public space. Signs in several languages spread across Kunming not only reflect its plural character but also give concrete proof of a strong pledge to inclusiveness and accessibility. Their function reaches well beyond passing on information; they stand as visible evidence of Kunming's welcome to a range of cultural traditions.

The boards in Dianchi Park distil Kunming's many identities into a single setting. They lay out, in vivid form, the intricate interweaving of language and culture that marks the city. For visitors, reading these boards is less a routine act than an in-depth journey through Kunming's linguistic tapestry. This encounter grants a rare vantage point from which to appreciate the city's clear resolve to preserve and promote its multicultural features.

Choosing Kunming as the centre of the study also carries a strong personal note. Growing up in Yunnan, living every day in a multilingual environment, studying at Yunnan University and spending time in Thailand have together equipped the researcher with a firm base for grasping the city's multilingual traits. Such valuable life experience offers a special lens that not only enriches academic work on Kunming's linguistic landscape but also allows a more subtle reading of the deeper meaning behind its linguistic diversity.

Taken as a whole, research on linguistic landscapes, especially in a setting as distinctive as Kunming, intersects fruitfully with semiotics, sociology, geopolitics and other fields. Looking closely at how language is used in shared spaces yields key insights into cross-cultural contact and linguistic diversity. It also shows the tight connections among language, society and space, while large-scale projects such as the "Belt and Road" strengthen the dynamic ties that link these elements. For that reason, local hubs like Kunming are indispensable for understanding patterns in the global political and economic network. The city's steadily evolving linguistic scene opens an uncommon and valuable window through which to explore these complex and shifting relationships.

Theory Framework

The making of a linguistic landscape is a complicated process woven from many forces that mirror the social and cultural setting in which language is used. This lively field is shaped by several factors working together to decide how language appears in public space and how people notice and judge it.

Political policy is the main engine that gives the linguistic landscape its form. Government language policy sets the pattern of language choice in public and commercial space. Such policy is not a simple administrative tool; it is tied to wider social and cultural aims and both mirrors and strengthens the official stand on multiculturalism and national identity (Coluzzi, 2009; Li & Xia, 2017; Nie et al., 2021). Through top-down rules some languages are encouraged while others are kept in check, so the look of the landscape changes at once.

On the economic side, the leading place of certain languages, especially English, grows largely from globalisation and market power. English is closely linked

to economic growth, technological change and international trade, and has become a clear sign of modern life and global links (Brock, 1991; Gorter & Cenoz, 2008; Lai, 2007; Piller, 2001). This link helps English spread in shop signs and business talk and shows how economic gain raises a language's visibility and rate of use.

Ethnic variety also leaves a deep mark on the linguistic landscape as different groups bring their own languages and dialects into shared space. These voices carry strong cultural memory and group identity, adding extra layers to the scene. Such variety not only widens the meaning of the landscape but also paints a vivid picture of a region's culture. For instance, the use of minority languages on signs grows from both cultural pride and political support and it highlights the linguistic heritage of the community (Landry & Bourhis, 1997; Manan et al., 2015).

The mix of bottom-up and top-down language policy makes the landscape even more complex. National policy often seeks to standardise language use on a wide scale, for example by promoting Putonghua in schools and public service to ease communication (National Common Language Law, 2001). Local projects, in contrast, aim to keep and revive regional and minority languages. These community based efforts are vital for holding on to language diversity because they answer local needs and protect cultural roots.

Accordingly, the linguistic landscape (LL) is far from fixed; it keeps evolving as political, economic, ethnic and cultural forces act upon it. Each factor adds its own hue to the varied canvas of language use across urban and rural settings. Understanding of these intertwined influences helps scholars and policy makers grasp the intricate link between language choice and identity in modern society, so that the measures they design are both workable and truly in line with the diverse needs of the groups they serve.

The paired notions of top-down and bottom-up language policy approaches set out by Ben-Rafael et al. (2006) offer a clear lens through which to view how language policies are framed and carried out. Their typology highlights the delicate interplay between official directives and grassroots initiatives, and shows how this interplay shapes the social linguistic landscape.

Top-Down Approaches

A top-down policy starts with national or other high-level bodies. Decision making is highly centralised: the state, the relevant ministries or other central agencies issue rules that fix standards for language use in broad social, political and educational domains. The usual aims are to unite different speech groups, foster smooth communication or strengthen national identity. Such schemes rely on strong regulation. A chosen language is promoted, even required, for official and public functions, and the process can curtail the space for regional or minority tongues. China's vigorous promotion of Putonghua (Mandarin) is a classic case; the policy seeks to build a shared channel of communication and to enhance national cohesion (Ben-Rafael et al., 2006).

Bottom-Up Approaches

By contrast, a bottom-up approach grows from the community itself and mirrors the preferences and practical needs of local people. These measures champion linguistic diversity and are usually driven by a wish to safeguard minority languages and cultural heritage. Two traits stand out. First is localisation: language practices are carefully adjusted to match the ecology of the specific community. Second is deep community engagement, which helps the policy resonate with those it affects and secure their strong backing. Such a route not only supports multilingualism but also empowers the community to preserve its own linguistic identity. Grassroots campaigns to revitalise indigenous languages provide a vivid example. Local bodies or educational groups often launch projects that teach and transmit these valuable languages within the community (Ben-Rafael et al., 2006).

Integrating Both Approaches

Effective language policy calls for a careful blend of top-down and bottom-up measures. Such a mixed strategy allows planners to protect linguistic diversity while at the same time meeting wider national or regional goals. By joining government aims with citizens' language rights and cultural values, the policy can foster practices that are both culturally sensitive and broadly accepted.

A close reading of how the two influences interact enables policymakers and language planners to design solutions that are both effective and fair. (Ben-Rafael et al., 2006) underline that a balanced view of these dimensions is vital for handling the

complexity of language management in multilingual settings. This fine-grained approach helps make sure that a policy is workable in administration, fitting in culture, and able to promote linguistic variety.

<i>Category</i>	<i>Type of item</i>
Top-down	1. Public institutions: religious, governmental, municipal – cultural and educational, medical
	2. Public signs of general interest
	3. Public announcements
	4. Signs of street names
Bottom-up	1. Shop signs: e.g. clothing, food, jewellery
	2. Private business signs: offices, factories, agencies
	3. Private announcements: 'wanted' ads, sale or rentals of flats or cars

Figure 4 Category of Top-down and Bottom-up
(Ben-Rafael et al., 2006)

Studying the Language Landscape (LL) through both a top-down and a bottom-up lens uncovers the subtle ways language is used in public space. This approach shows how choices made at different levels, from state directives to local practice, finally shape the signs we encounter in daily life.

The top-down side appears mainly in official documents and government orders that set rules for language use in public and commercial locations. China's National Common Language Law, for instance, stresses the spread of Putonghua (Mandarin) and the standard use of written script (Article 6). At the same time it clearly confirms the protection and growth of minority languages (Article 13), showing a stance that supports national unity while preserving cultural variety. Article 17 further lays out the need for standard Chinese characters, which directly guides the language chosen for business signs.

On the local level, cities such as Kunming adapt state rules to match their own cultural and ethnic make-up. The Kunming Language and Writing Regulations

state that signs in public and commercial places must use standard Chinese characters and should also encourage multilingual displays (Article 7). This rule is especially relevant in areas with a mixed population. Article 10 adds that in districts where many ethnic groups live together or where foreign contact is frequent, public signs ought to reflect linguistic diversity so that different communities can have their language needs met.

As Backhaus (2006) notes, research on the Linguistic Landscape (LL) rests on three key components: producers, viewers, and the meaning that language on display conveys. Within the framework offered by Hymes (1972), the 'P' stands for participants, a category that covers both producers--such as restaurant owners--and viewers, that is, the public. This interaction makes clear that the languages appearing on signs are shaped by broader forces in society and language use.

In Kunming, the language choices made by restaurant owners are guided both by national policy and by local rules. Article 7 of the Kunming Language and Writing Regulations, for instance, encourages businesses to present signs in more than one language so that they can serve different groups of customers and offer smoother service. The rule fits national guidelines and at the same time affirms Kunming's multicultural identity.

Manan et al. (2015) stress that the outlook of business owners on the languages they display is crucial. Through in-depth interviews with these stakeholders, researchers can uncover the motives behind their choices and relate them to wider features of the LL, such as economic gain, cultural display, and respect for policy. Article 10 of the Kunming Language and Writing Regulations, which promotes multilingual commercial signs, can attract a broader clientele that includes tourists and residents from many ethnic backgrounds and can leverage the economic advantages of a multilingual setting while reaching policy aims.

Taken together, a combined top-down and bottom-up reading of the LL gives rich insight into how language policy is carried out and experienced in local communities. By tracing the ongoing relation between national directives and local adjustment, scholars can reach a deeper grasp of the many layers of language use in public space.

Summary

The methodology of LL research has grown quickly. Central concerns now include selecting research sites and signs, choosing ways to collect data, and fixing research goals. Advances in technology have widened the field from physical to virtual space and from fixed to moving signs (Gorter, 2018). Classical signs such as street signs and shop names are now joined by digital media, social media content, and other moving materials, reflecting far-reaching changes in technology and society (Androutsopoulos, 2014; Hiippala et al., 2019).

Scholars keep pushing the borders of the field, bringing distinctive neighbourhoods, major transport corridors and other varied sites into view. This broadening of focus captures the ongoing evolution of linguistic landscape studies (Cenoz & Gorter, 2006; Hult, 2014). In data gathering, quantitative work still leads. Photography remains the key tool, yet qualitative approaches such as interviews and on-site observation are gaining clear importance (Lai, 2013; Szabó & Troyer, 2017).

Recent breakthroughs in smartphone cameras and computational analysis have reshaped every stage of collection and interpretation, making linguistic landscape inquiry faster and more manageable (Gorter, 2018; Hiippala et al., 2019). At the same time, research aims have become more varied. Investigators now draw on interdisciplinary frames to explore language policy, intergroup contact and language learning among other complex questions (Coluzzi, 2009; Dumanig & David, 2019; Gorter & Cenoz, 2008).

Although impressive progress has been made worldwide, the field still meets tangible challenges in certain areas, notably China, where fresh ideas and solid empirical designs need further growth (Wu et al., 2017). Overall, powered by technological advances, cross-disciplinary cooperation and a deeper grasp of linguistic diversity and social change, linguistic landscape research is moving ahead with real momentum.

CHAPTER 3

METHODOLOGY

This chapter sets out the methodology adopted for the present study, which investigates the linguistic landscape of the nine food streets in Kunming. It presents in detail the research design, data-collection procedures and analytic steps applied to examine the patterns present in public signage throughout these areas.

Research Design

Photography lies at the centre of the enquiry and exemplifies the maxim that a picture is worth a thousand words. As Gorter (2018) observes, photographs serve as a primary source of evidence in linguistic-landscape studies. Once the images had been gathered, the research team used computer technology to organise and synthesise the large body of data. Systematic classification enabled the extraction of the linguistic information embedded in the pictures and the identification of recurrent features.

The approach combines on-site observation with digital tools and interdisciplinary analytic techniques. First, smart devices were employed to photograph every type of public sign in the nine food streets of Kunming, including shop fronts, outdoor advertisements and traffic signs, thereby creating a high-quality linguistic database. Next, computer-assisted programmes sorted the images by language type, namely monolingual, bilingual or multilingual, and by specific language combinations. During data processing the researcher applied software such as Excel and Python to extract linguistic items, perform frequency counts and explore the distributional patterns revealed by the corpus.

Methodologically, this study used an integrated quantitative and qualitative approach. The quantitative part measured the share of each language that appeared, while the qualitative part explored the social and cultural meanings behind language choice. A GIS platform was also employed to map every linguistic item so that the spatial pattern of each language could be shown clearly. The findings were then interpreted in the light of Kunming's language policy, ethnic makeup and economic growth, giving a layered picture that is both broad and deep. In this way the study not

only presents the special features of Kunming's multilingual landscape but also explains its social and cultural value, which supports the scientific strength of the results.

Computer-based data processing offers several clear advantages. It allows the orderly management of large sets of photographs, so researchers can locate and examine particular language items with speed and precision. At the same time, quantitative procedures make it possible to turn linguistic facts into numbers and to produce statistics that describe how languages are distributed and used. The present study was planned with these aims in mind: to measure the share held by every language in the linguistic landscape and to explore in detail how monolingual and multilingual signs are spread across the area. Every step in the systematic collection and inspection of photographs serves this central purpose.

The overall design follows a mixed-methods approach that is well accepted in linguistic landscape (LL) research. By bringing together qualitative and quantitative routes, the study combines careful data gathering with strict analytic routines to uncover patterns of language use on public signs. It stands as a current model for work in the field, showing the strength of digital tools for collecting, handling and analysing visual data at scale. The joint use of qualitative and quantitative reasoning gives a wide view of the language ecology and is especially helpful for exposing the complex habits of language use in public space.

Data Collection (Qualitative Component)

Smartphones were chosen as the main instrument for data gathering. Their ease of use, small size and advanced functions make them ideal for capturing sharp images of signage in different districts. The work rests on the long held idea that a single picture can convey more than many words and therefore treats visual data as the core record of the linguistic landscape. The photographs form the principal corpus, noting with care the presence, position and textual content of every sign in the study area. All fieldwork followed a strict plan so that every language element in the environment was covered and recorded with accuracy.

Within this project, qualitative enquiry takes on the task of bringing to light the cultural meaning, social setting and historical roots of the landscape. Through on-site observation and close reading of the nine food streets in Kunming, the study seeks

to reveal the cultural symbols, identity signals and patterns of social interaction carried by the signs. The qualitative view looks not only at language type and frequency but also at the social scene, cultural tone and visual form that surround each item. Field observation, image analysis and discussion of cultural context work together to uncover the deeper sense of the signage and to show the social and cultural messages hidden in different language choices.

Content analysis extends the reach of qualitative work by systematically examining the wording that appears on signs and tracing the usage patterns and frequency profiles of each language in the linguistic landscape. By coding, classifying and statistically inspecting the sign texts, the method supplies solid data for the qualitative phase and at the same time uncovers how different language types are displayed and what communicative tasks they fulfil in a given setting. In this study we will look closely at the order in which languages appear, font size, typeface choice and visual prominence, so as to explore the varied roles that languages play under different cultural conditions. The concerted use of qualitative and quantitative tools yields a fuller and more multi dimensional view, and when the inquiry turns to cultural factors and social meaning, the importance of qualitative insight remains unmatched.

Data Processing and Analysis (Quantitative Component)

Once field collection ends, the photographs are uploaded to a computer for further handling. The research team relies on computer-based tools to sort and systematically arrange the image files. This detailed procedure draws out precise linguistic information, covering language choice, sign content features and multilingual display patterns. Quantitative techniques are then applied to the sorted data, with statistical methods used to quantify how often each language appears on a sign and to map its distribution. The combined approach produces findings with statistical weight and offers a sharper foundation for understanding the spread and usage styles of languages in the linguistic landscape.

Integration of Qualitative and Quantitative Approaches

The project unites qualitative data gathered through photographic documentation with quantitative data produced by computational analysis. This blended design broadens and deepens the exploration of the linguistic landscape, preserving the fine detail of qualitative observation while adding the exactness of

quantitative measurement. Working side by side, the two strands greatly strengthen the validity and reliability of the results. By viewing the language environment from several angles, the study delivers a more nuanced and firmly supported analysis of language use in public spaces. In turn, the quantitative tools employed during the analysis phase make it possible to measure language features with precision and to present clear and practically useful insights into the distribution and usage patterns observed in the study area.

Research Sites

In recent years, multi-site work has grown in importance within language landscape studies, as it can paint a fuller picture of language use and cultural display across different areas. Earlier research often stayed with one fixed site; work that moves across several sites now offers a more dynamic view and makes its findings both wider in scope and stronger in representativeness.

Language landscape research asks where language signs appear in public space and how they are used, while also tracing the social, cultural and political meanings behind them. A systematic survey of street names, advertising posters and shop fronts not only describes the outward form and function of language but also reveals its links with identity, power, cultural transmission and social change.

Evidence shows that the way languages are presented in public space is closely tied to their social standing, cultural weight and policy support. These visible signs mirror a society's language diversity and cultural blend.

Kunming, a city where many ethnic groups live and many languages meet, offers a distinctive case for language landscape study. In its public space Chinese shares the stage with minority languages such as Yi, Zhuang and Dai, along with foreign languages such as English, forming a rich mosaic. This mix both reflects deep-seated cultural diversity and signals the strong pull of globalisation on the city's language ecology. Signs in minority languages carry clear symbols of ethnic identity and cultural pride and show the state's efforts and results in protecting and passing on these tongues. The growing presence of foreign language signs points to the influence of globalisation and tourism on the urban language scene. A close look at Kunming's

language landscape therefore helps us grasp the complex ties among language use, economic growth, cultural diversity and the city's march toward internationalisation.

This study concentrates on Kunming's well-known neighborhood streets rather than on large supermarkets or major shopping malls. Our central concern is that many eateries inside commercial centers belong to nationwide or global chains whose outlets look much the same from one city to another, and even from one country to the next. Such standardization tends to blur the distinctive language landscape of Kunming, making it hard to convey the city's own brand of language diversity. Independent restaurants that line neighborhood streets, by contrast, can offer a more faithful picture of Kunming's deep cultural roots and unique language profile.

Within this setting, attention to multilingualism is crucial. Kunming's language landscape vividly displays rich patterns of language coexistence and cross-language interaction. As the capital of Yunnan Province, the city hosts a highly diverse language ecology. Mandarin shares public spaces with several minority languages such as Yi, Zhuang and Dai, and they do so in an atmosphere of harmony. This coexistence highlights the complexity and inclusiveness of the area's multi-ethnic social fabric. In addition to serving everyday communication, minority languages embody a strong sense of ethnic identity and cultural belonging, giving them an irreplaceable role in the system of public signage.

Meanwhile, as globalisation gathers pace and tourism flourishes, English and other foreign languages have appeared with increasing frequency on Kunming's public signs. The resulting mix of languages vividly reflects both their mutual influence and the practical demands of daily life. While China strongly promotes Putonghua, national language policy also stresses the preservation and transmission of minority languages, and Kunming's linguistic landscape offers clear evidence of this dual aim. Careful study of the city's multilingual practices therefore deepens our grasp of the richness and variety of Kunming's language scene and its close links with local culture, language planning and broader currents of globalisation. Focusing on these multilingual phenomena, and especially on Kunming's striking linguistic diversity, not only highlights the intrinsic value of that diversity but also reveals the distinctive cross-linguistic patterns shaped by ethnic culture, social structure, state policy and a globalising economy.

The present research centres on nine highly representative food streets that serve as windows onto the urban language landscape: Laojie, Nanqiang Street, Wenhua Lane, Yuanxi Street, Daguan Street, Shuangqiao Street, Nanya Garden, Shilin, and Juxian Street. Scattered across different parts of Kunming, each of these streets carries its own cultural imprint and together they display the city's linguistic diversity and complexity. Considered as a group, they offer a compact reflection of Kunming's varied language landscape, spanning a range of social, economic and cultural settings, serving diverse groups of people and meeting a wide spectrum of communicative needs.

1. **Laojie:** Laojie is famous for classic Chinese dishes. Most shop signs are in Chinese, with an occasional English line that shows the deep cultural roots of the area. The red outline on the map marks the limits of Laojie.



Figure 5 The Map of Laojie

2. **Nanqiang Street:** Nanqiang Street is a broad food lane that gathers signs in Chinese, English and a few minority languages, giving a direct picture of the diverse visitors it attracts. The blue outline on the map shows Nanqiang Street.



Figure 6 The Map of Nanqiang

3. **Wenhua Lane:** Wenhua Lane, situated near Kunming's cultural hub in a stylish quarter, displays signs in English, French and other foreign tongues, bringing out a young and global mood. The blue outline traces the route of Wenhua Lane.



Figure 7 The Map of Wenhua

4. **Yuanxi Street:** Yuanxi Street serves mostly students and young travelers. Its signage is led by Chinese and English, with touches of minority and other world languages. The blue line in the image points to Yuanxi Road.

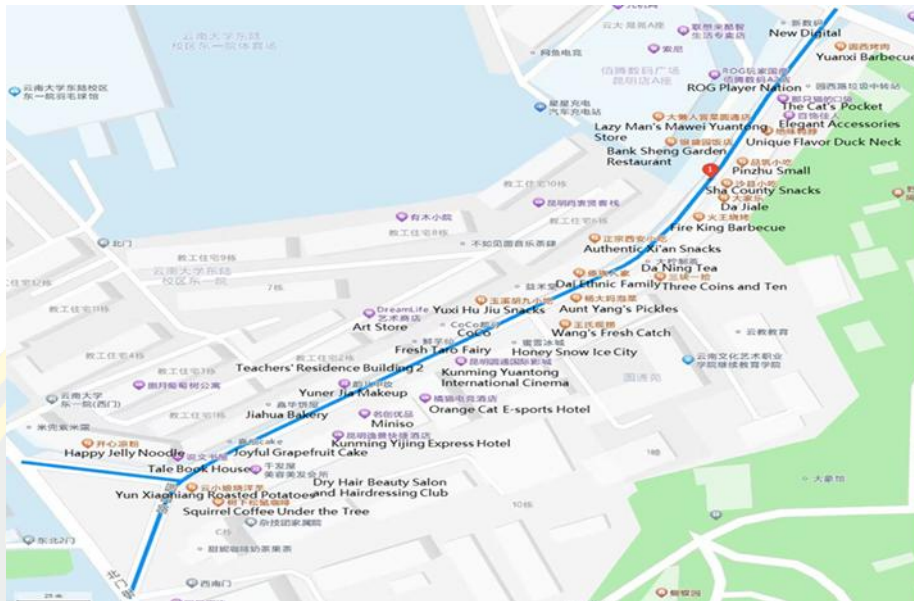


Figure 8 The Map of Yuanxi

5. **Daguan Street:** Daguan Street is a snack lane with a strong local flavor. It keeps Chinese at the core of its signs, underlining its role inside the neighborhood and its service to residents. Daguan Street is also shown with a blue line.



Figure 9 The Map of Daguan

6. **Shuangqiao Street:** Street is known for its smooth mix of Chinese and minority languages, and stands as a lively snapshot of cultural variety. The blue line in the picture marks Shuangqiao Street.



Figure 10 The Map of Shuangqiao

7. **South Asian Garden:** South Asian Garden shows notices in Chinese, English, Thai and other Southeast Asian languages, a clear sign of the strong international touch of the zone. The blue circle on the map sets out South Asian Garden.



Figure 11 The Map of South Asian Garden

8. **Shilin:** Shilin is a key tourist spot where signs present Chinese, English and minority languages, fully showing the rich cultural layers of the area. The red outline covers Shilin Street.

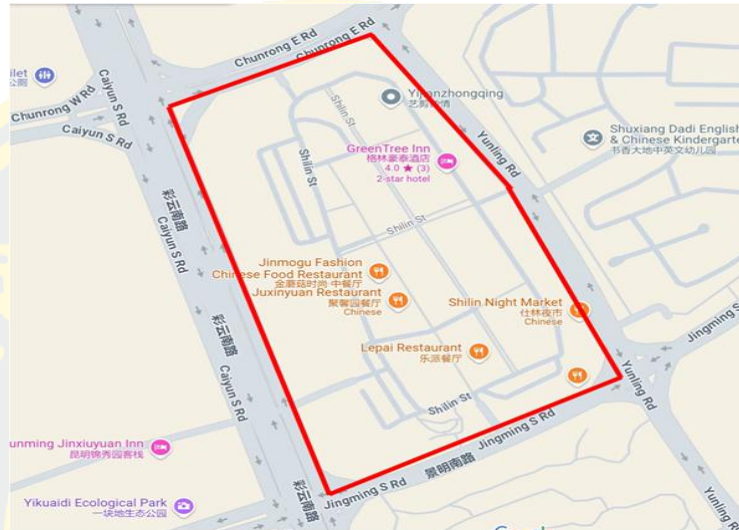


Figure 12 The Map of Shilin

9. **Juxian Street:** Juxian Street is a modern food cluster. Its signs rely on Chinese and English and add fresh online and creative languages. The red straight line running from left to right in the image stands for Juxian Street.

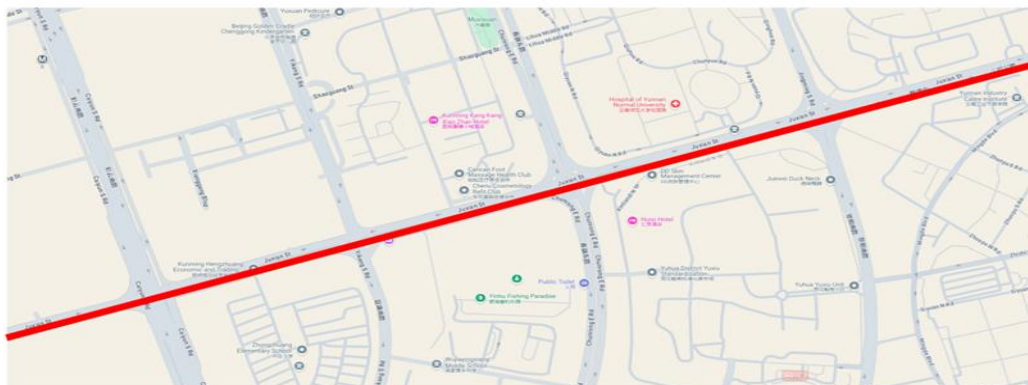


Figure 13 The Map of Juxian

By closely studying these nine themed streets, the project looks for the hidden logic of language choice in different parts of Kunming and then connects it with the social and cultural forces that shape it. This multi-point design offers a full view of the city's linguistic landscape, allowing us to explore how language policy and cultural identity take different forms from place to place.

Data Collection

Tools

In language landscape research, photographs form the core body of evidence, and smartphones together with computers make up the basic toolkit for gathering and processing these data. Recent advances in mobile technology allow one phone to handle the full workflow, from taking pictures to adding annotations. As Gorter (2018) notes, modern smartphones not only record still images, video and audio; they also let the user tag each file on the spot, which greatly raises the efficiency of fieldwork.

A phone fitted with a 12-megapixel camera delivers images of adequate resolution and offers light adjustment, distance adjustment and cropping functions. Such features enable researchers to obtain high-quality photographs under varied lighting conditions and shooting distances. A 256 GB memory meets the need for large-scale image collection and at the same time improves convenience. The built-in memo function permits the synchronous recording of essential contextual details, providing strong support for later data organisation.

Although the smartphone is indispensable in the field, the computer becomes vital once the data reach the processing stage. While a computer is seldom used for direct image capture, software such as Excel and Word is invaluable for collating and presenting the data. These programs help ensure accuracy and display the findings clearly, turning complex data into results that are easy to grasp.

Map services, for example Google Maps and Amap, are likewise indispensable aids. They guide researchers to the exact site and supply a broader view of spatial distribution. With their help, one can grasp the street layout, the surrounding environment and the overall pattern of language use in a given area. It should be noted, however, that shop names and other commercial details change frequently, so

the information on the map may not fully match conditions on the ground; this possible gap calls for careful attention during field investigation.

Selection of Signs

By examining the multilingual displays found on nine food streets, this study broadens the theoretical base of linguistic landscape research and offers fresh ideas for the development of language and culture in Kunming and other Chinese cities. Its novelty lies in a multi-site, multi-level design that moves beyond earlier work centred on a single location. A comparison of the linguistic landscapes of different food streets in Kunming uncovers both shared and distinctive patterns of language use and cultural expression. Drawing on sociolinguistics, cultural studies and policy analysis, the study also shows how power relations, cultural identity and social policies interact within the linguistic landscape.

We collected and analysed commercial signs on selected food streets in Kunming. The signs included billboards, shop signs, informational signs. To ensure that only relevant items were studied, we followed a systematic procedure. The guiding principle for inclusion was visibility. We focused on primary signs, that is, the most prominent signs that are usually placed above or directly in front of the entrance to catch the attention of passersby. These signs are the most eye-catching and contain key business information such as the shop name and related details. Signs that were minor, unclear or unrelated to the business profile were excluded. This selection method allowed us to gather data that speak meaningfully to the linguistic landscape of Kunming's commercial areas.

The language used on restaurant signs is noteworthy not only for attracting customers but also as a form of cultural expression. Aware of this, owners invest considerable effort in both design and language choice. The wording on these signs carries rich cultural meanings and reflects broader social values. By analysing them, this study seeks to describe the characteristics of Kunming's multilingual phenomena and to identify the main forces that shape them.

Criteria of Taking Picture

This study concentrates on signs used by individual restaurants and leaves out the signs of large chain brands. The word "restaurant" is used in a broad sense, covering beverage shops, snack bars, fruit stores and other outlets that sell food. Wu

et al. (2017) note that language carries culture, and both a restaurant's name and its sign show cultural meanings. Every culture has its own food customs and ways of speaking, and these often appear on shopfront signs. By focusing on such signs, researchers can see more clearly how language, culture, and everyday life connect with one another.

Selecting ordinary streets in Kunming as the research site allows a close look at local linguistic variety and records how residents and shop keepers choose language and design signs. The decision rests on three main points.

1. Representation of Linguistic Diversity

Independent restaurants and small shops line neighborhood streets and give a true picture of the city's linguistic landscape. Owners of such venues tend to use wording and design choices that tie in with local culture and the surrounding community. Different cultural groups show clear stylistic traits in the way they use language, and this is especially visible in food establishments. A sign serves not only as a marker of location but also as a carrier of cooking style, regional taste, and cultural values. Studying these features helps us grasp the cultural profile of the area.

2. Avoidance of Chain Stores

Beverage shops, snack bars, and fruit vendors form part of daily life for residents and also attract a wide mix of customers, tourists included. A range of languages therefore appears naturally and mirrors the community's linguistic richness. In contrast, restaurants in big shopping centers are usually branches of national or global chains, with fixed logos and uniform branding. Such standard layouts do not always match Kunming's real linguistic landscape. Looking mainly at independent street venues is thus a more effective way to uncover the city's distinctive linguistic traits.

3. Cultural Context

Local streets are woven into the cultural fabric of the city and reflect habitual patterns of talk among residents. They act as hubs of community activity and offer an ideal setting for observing language in its natural surroundings. As Wu et al. (2017) point out, restaurant signs often carry ideas linked to food traditions and cultural heritage. Examining these signs lets us see the breadth and depth of culture within the community.

4. Photographic Data Collection

Photographs were taken in a fixed order that began at the left end of each street and continued to the right end. On a normal working day, about fifty to one hundred images were produced. The best period was from 1:00 pm to 4:00 pm, when there were fewer diners than during meal peaks. Shooting in this slot minimized interference from pedestrian traffic and allowed every shop sign to be recorded clearly.

The whole plan was designed to keep the material both authentic and complete. Every picture followed the physical order of the street without prior selection so that the linguistic landscape could be reflected faithfully. The detailed steps were as follows.

5. Systematic Coverage

Every section of the street was photographed in sequence and no place was missed. The final set shows a full picture of the linguistic diversity present along the street.

6. Unbiased Representation

Signs were photographed whatever language they used, with no preference given. This presents the real distribution and prevalence of different languages.

7. Sequential Method

Images were taken continuously from the left boundary to the right boundary. This avoided both omissions and unnecessary repeats.

8. Timing Considerations

Pictures were taken when pedestrian traffic was minimal so that clear and unobstructed documentation of the signage could be achieved. The results are clear and free of obstruction.

9. Ethical Considerations

Personal privacy was strictly respected. Signs that contained personal data or other sensitive material were excluded. All collected images are used only for research and never for commercial or improper aims.

Data Analysis

Quantitative statistical methods were employed to study the linguistic landscape of nine food streets in Kunming. Street-view pictures were gathered from big data platforms. Digital analysis was then carried out to uncover the patterns of language choice and spatial distribution on these streets in an objective way. The platforms offer rich and timely visual data, minimize interpersonal interference and subjective bias often associated with traditional fieldwork, and therefore make the findings more reliable and complete.

Data Collection and Preprocessing

The initial stage of the study consisted in gathering images. Using the street view services of Baidu Maps and Tencent Maps, we photographed every restaurant sign situated on the nine celebrated food streets of Kunming. When the photographs had been secured, we refined them. Each image was cropped to improve clarity and to guarantee full legibility of the characters printed on the signboards. Optical character recognition was then applied to extract the text, so that later procedures could rely on an accurate digital record of every written item.

Data Coding

The text extracted from the signs was transformed into language codes that permit a uniform identification of language types. The coding scheme follows earlier work, especially the system developed by Backhaus, which distinguishes signs that contain more than one language and notes both the frequency and the spatial order of each language. The scheme therefore combines numerical statistics with visual analysis and is well suited to research on multilingual settings. The definitions employed in the present study read as follows:

1. Monolingual Signs: Prefix “M” (e.g., MC for Chinese, ME for English).



Figure 14 Example of Monolingual Sign

2. Bilingual Signs: Prefix “B” (e.g., BECM for English and Chinese Modified, BCML for Chinese and Lao).



Figure 15 Example of Bilingual Signs

3. Multilingual Signs: Prefix “T” (e.g., TTECT for English, Traditional Chinese, and Thai; TECTK for English, Traditional Chinese, and Korean).



Figure 16 Example of Multilingual Signs

Data Classification

Once the codes had been assigned, we counted and classified the signs as single language, two language or multiple language in order to trace regularities in language use. The procedure parallels that adopted by Baker and Eversley (2000) in their survey of urban languages. The street view data were divided into the three classes with the aid of image recognition technology, the size of each class was established and the occurrence of every language on each street was recorded.

Frequency and Distribution Analysis

Frequencies and distributions were computed with SPSS and related software. The resulting tables show how often each language appears on every street and the share it represents. Pie charts and other graphics provide a direct picture of the number and spread of single language, double language and multiple language signs.

Studies that processed large sets of street view images in other regions have likewise reported the proportion of signs in one, two and several languages. Our project adopts the same logic to present the distribution, occurrence rate and practical use of the various language signs observed in Kunming.

Quantitative Representation of Data Collection

Street view images of all main restaurant signs from the nine food streets in Kunming were obtained using the Amap map platform. The text information extracted from these signs serves as the foundation for the quantitative research. The number of signs collected from each street is counted. For instance, 100 signs were collected from Nanqiang Street, and 80 from Wenhua Lane. The total sample size is the sum of all collected signs. The proportion of restaurants covered by the collected signs on

each street is recorded. For example, the collected signs might cover 80% of the main restaurant signs on a particular street.

Quantitative Analysis of Language Types

Street view pictures of all main restaurant signs on the nine food streets were further retrieved through Amap map platform. The characters extracted from these pictures constitute the raw material for the quantitative stage. We calculated the amount of signs obtained from each street. For instance, one hundred signs were gathered from Nanqiang Street and eighty from Wenhua Lane. The total sample equals the sum of the signs collected from all streets. We also noted the degree of coverage, that is, the share of key restaurant signs represented in our data for every street. A given street could, for example, provide signs covering eighty per cent of its principal restaurants.

The collected signs were first grouped by language and then counted. For every street, the study records both the raw number and the percentage of signs that employ a single language, for example exclusively Chinese or exclusively English. It then registers the number and proportion of bilingual signs, such as those that present Chinese and English together, as well as the number and proportion of trilingual signs.

Beyond the mere counts, the research investigates the spatial layout of each language on the sign. Focus is placed on the position and character size of the most prominent language. The analysis asks whether Chinese occupies the prime visual location and whether the remaining languages appear in subordinate positions. To evaluate visual prominence further, the study measures where the secondary languages are placed and the size of their lettering, noting that these elements often lie near the edge of the panel and are less conspicuous. The visual positioning of all languages on each sign is assessed to determine whether they receive equal treatment or whether one language is foregrounded. In addition, the study examines signs that present several languages side by side and considers how such parallel display affects overall language visibility.

Quantitative Representation of Language Display

The investigation also computes the share of surface area taken up by the dominant language on every sign. For example, it verifies whether Chinese-led signs occupy the largest portion of available space. It further calculates the area allotted to

secondary languages and notes their spatial relations to the principal language. The survey records how many signs present several languages in parallel columns or rows and evaluates whether the space distribution among languages is balanced. Frequency distribution tables summarise the distribution of each sign type across the surveyed streets, distinguishing between monolingual signs and multilingual signs and showing, for both categories, the variations in number and percentage from one street to another.

Ethical Considerations

Ethics guided every phase of this study. The team proceeded with great care and never photographed material that might reveal personal data or expose the private areas of shops. All material was collected only for scholarly work and will never be used for profit.

To safeguard privacy, the project adopted the measures set out below:

1. **Data Collection:** The inquiry focused on commercial signs that are openly visible in public space. Any logo that could contain personal data, sensitive content, or confidential information was excluded. Every image shows only the street scene; no recognisable faces or private premises appear. The entire procedure followed privacy rules so that no individual right was infringed.

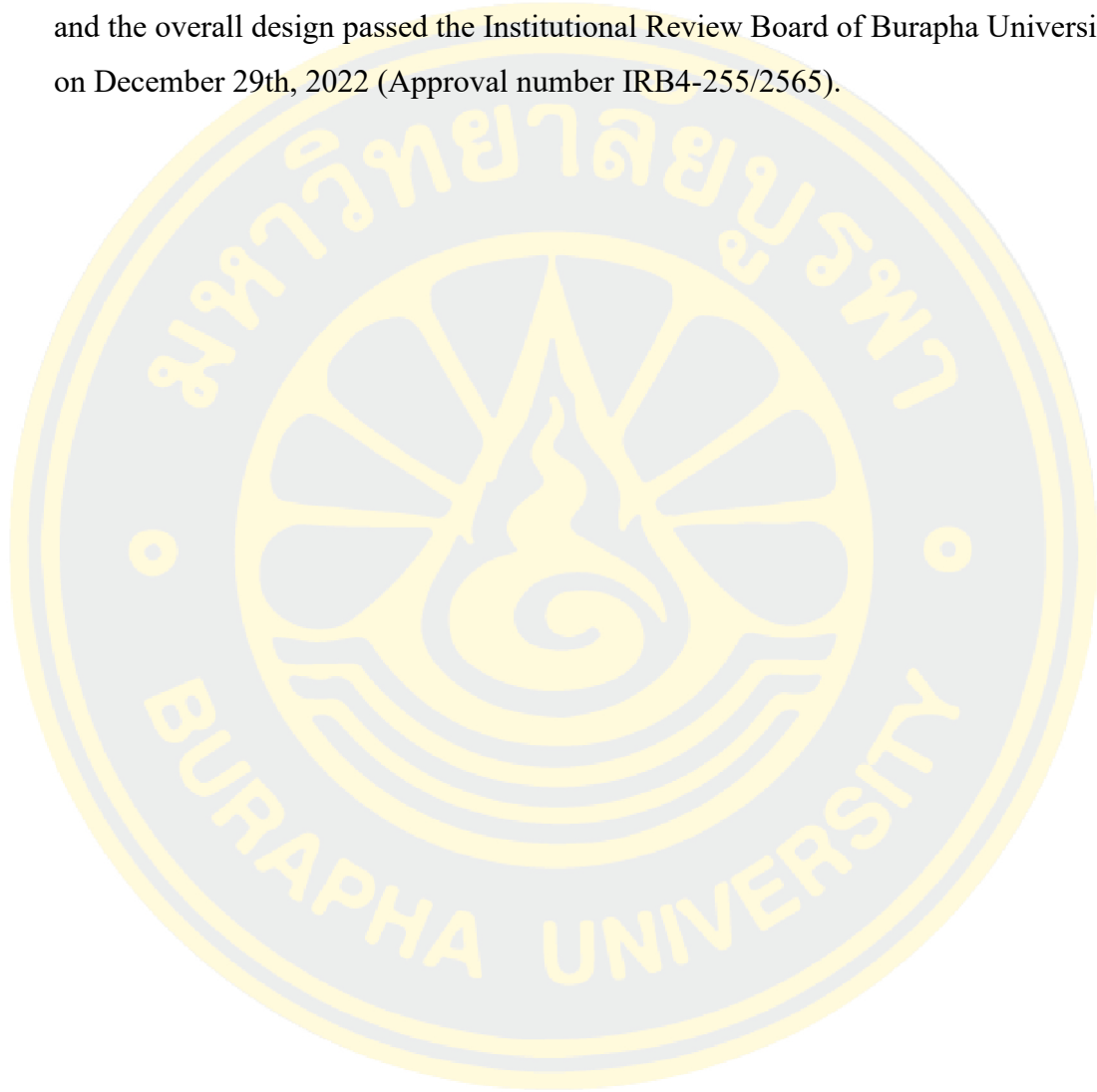
2. **Informed Consent:** Although no human participants were involved, the group observed all relevant ethical codes during field observation and photography. The research plan and its instruments were examined in full by the Burapha University Ethics Committee and received approval (reference IRB4-255/2565).

3. **Data Use and Protection:** All files serve academic purposes only, and commercial use is forbidden. Any element that might identify a person was anonymised. The dataset is stored in a secure server that can be reached only by authorised researchers, which prevents misuse or leaks.

4. **Cultural Sensitivity:** The project paid close attention to cultural issues, especially when several languages appeared on the same sign. No value judgment was made about any language or culture. The analysis neither praises one culture nor hints that another is deficient. The team recognises that language carries cultural identity

and mirrors complex social power, so it kept an objective and neutral stance to avoid bias or misunderstanding.

These measures ensure that the study meets academic and ethical standards and provide a useful model for future work of the same kind. Both the research tools and the overall design passed the Institutional Review Board of Burapha University on December 29th, 2022 (Approval number IRB4-255/2565).



CHAPTER 4

FINDINGS

This chapter presents the findings of the study, focusing on the analysis of language choice across nine food streets in Kunming. Photographs of the streetscape will be collected and examined, revealing recurrent patterns and trends in the languages that appear on restaurant signs. Systematic sampling and careful quantitative work will map how each language is distributed in the city.

The chapter first summarises the overall presence of monolingual, bilingual, and multilingual signs on every street. It then probes detailed patterns, identifying which languages occur most often and which are placed in the most prominent positions. We will also measure where each language is printed on the signboard and how large each script is. These observations will show the relative weight given to every language and the visibility of minority languages in commercial areas.

Besides the numerical results, the chapter explains what these patterns mean and clarifies the special features of linguistic practice on Kunming food streets. By observing how different languages are displayed and ranked, the study will offer insight into the cultural and social forces that shape the urban linguistic landscape.

Research Question 1

How do restaurant signs in Kunming represent different linguistic groups?

To answer this question we will design an analytic framework that joins statistical counts, close reading, and reflection on cultural and social context. We will first gather and code data from restaurant signs in Kunming, recording every language that appears. The signs will be grouped into three classes: those that use one language, two languages, and three or more languages. Each class will then be assigned a specific label such as Mandarin MCM, Traditional Chinese MCT, or Chinese English bilingual BECM.

On the quantitative side we will calculate the share of every language mix, identify the leading position of Mandarin on restaurant signs, and compare language

distributions between districts, for instance between Wenhua Lane and ordinary residential zones.

Our qualitative reading will explore why certain languages are used, taking into account business aims, the push for internationalisation, the protection of ethnic languages, and the influence of state and local policy. For example, bilingual or multilingual signs are common in areas with many foreign visitors, whereas Chinese only signs dominate neighbourhoods with a stronger local focus.

After linking the figures to their causes and trends, and drawing on Kunming's cultural diversity and commercial strategy, we will offer policy advice, including adding more bilingual or multilingual signs in tourist quarters and enhancing the presence of ethnic languages in multi ethnic areas. The framework outlined here will support a systematic study of language use in Kunming's catering sector and supply a sound base for later research.

The coding scheme adopted in this work separates language combinations into monolingual, bilingual, and trilingual groups, as illustrated in Display of code. It employs a set of prefixes and suffixes that state both the range and the specific languages on every sign, which makes a structured analysis of language choice possible.

Each group carries its own code that clearly marks every language involved.

1. Monolingual Codes

Monolingual signs are represented by the prefix "M."

- MT for Thai
- ME for English
- MCT for Chinese Traditional
- MCM for Chinese Modified
- MK for Korean
- MJ for Japanese

2. Bilingual Codes

The bilingual identifier is represented by the prefix " B ", and the code reflects the combination of the two languages. These are some cases:

- BTCM for Thai and Chinese Simplified
- BECT for English and Chinese Traditional

- BECM for English and Chinese Modified
- BCTCM for Chinese Traditional and Chinese Modified
- BCTK for Chinese Traditional and Korean
- BCTJ for Chinese Traditional and Japanese
- BCMJ for Chinese Modified and Japanese
- BCMK for Chinese Simplified and Korean
- BCMM for Chinese Modified and a minority language
- BCML for Chinese Modified and Lao

3. Trilingual Codes

Trilingual signs use the prefix "T," and the codes represent combinations of three languages. These are some cases:

- TTECT for English, Chinese Traditional, and Thai
- TTECM for English and Chinese Modified
- TTCML for Chinese Traditional and Lao
- TECTCM for English, Chinese Traditional, and Chinese Modified
- TECTK for English, Chinese Traditional, and Korean
- TECML for English, Chinese Modified, and Lao
- TECMI for English, Chinese, and Italian
- TECMK for English, Chinese Modified, and Korean
- TECMJ for English, Chinese Modified, and Japanese
- TCMCMM for Chinese Traditional, Chinese Modified, and a minority

language

Table 1 Display of Code

	Mark	Language form	code
Monolingual	M		MT
Bilingual	B		MCM
Trilingual	T		MCT
Chinese-Modified	CM	Monolingual	ME
Chinese-Traditional	CT		MK
English	E		MJ

Table 1 (Cont.)

	Mark	Language form	code
Thai	T		BTCM
Korea	K		BECM
Japnese	J		BECT
Laos	L		BCTCM
Italy	I		BCTK
Minority	M	Bilingual	BCTJ
			BCMJ
			BCMK
			BCMM
			BCML
			TTECT
			TTCML
			TECTCM
			TECML
			TECMI
TECMK			
TECMJ			
TCMCMM			
TTECM			
		Trilingual	

4. Language Distribution on Signs

In this study we collected 2,104 public signs from nine major streets in Kunming: Lao Jie, Wen Huanxiang, Shuangqiao Street, Yuanxi Food Street, Dagan Street, Juxian Street, Nanqiang Street, Shilin Street and South Asia Garden. Each sign was sorted by linguistic makeup into three groups, namely monolingual, bilingual and multilingual. Table 1 reports how often each group appears on the individual streets.

The figures in Table 1 give a full picture of the linguistic variety and structural features of signage in these areas. By classifying the language content of the signs, the study aims to uncover the underlying patterns that guide language use and coexistence on Kunming's food streets.

Monolingual signs, that is, signs written in only one language, let us judge how dominant that language is in a given district. They usually mirror the community's main tongue and serve as a key indicator of the local language ecology.

Bilingual signs carry text in two languages and thus open a window onto interaction and coexistence between language groups. They serve both residents and international visitors, showing cultural mixing and meeting the practical need for communication across languages.

Multilingual signs, which present three or more languages, display the highest level of linguistic diversity. In areas with complex cultural backgrounds and varied linguistic profiles, such signage is crucial because it meets the communicative needs of several groups at once.

Together these patterns reveal a multilingual urban scene in Kunming: bilingual and multilingual signs are common, yet Chinese monolingual signs still take the lead. The data underscore the complexity of language choice on public signs and present a vivid picture of linguistic blending and harmonious coexistence in the city.

Table 2 Distribution of Monolingualism, Bilingualism and Multilingualism on Signs

	Frequency	%
Monolingualism	1054	50.09
MCM	866	82.18
MCT	62	5.88
MK	11	1.04
MJ	8	0.76
ME	102	9.68
MT	5	0.47
Bilingualism	942	44.77
BECM	699	74.2
BCMJ	12	1.27
BCTM	54	5.73

Table 2 (Cont.)

	Frequency	%
BCML	2	0.21
BCMCK	18	1.91
BECT	13	1.38
BCTCM	125	13.26
BCTK	3	0.32
BCMM	8	0.85
BCTJ	8	0.85
Multilingualism	108	5.13
TECMJ	14	12.96
TECMK	9	8.33
TECML	2	1.85
TECTCM	45	41.67
TCMCTM	3	2.78
TTECT	6	5.56
TTECM	22	20.37
TTCML	2	1.85
TECMI	4	3.70
Total	2104	100

Table 2 offers a detailed statistical summary of language distribution on restaurant signs along the nine selected streets. As in Table 1, the signs are divided into monolingual, bilingual and multilingual types, with finer language combinations listed beside their frequencies and percentages. The survey logged 2,104 samples in total. Monolingual signs accounted for a little more than half of all cases, bilingual signs followed at roughly forty-five percent, and multilingual signs were comparatively few at about five percent.

4.1 Monolingualism

A monolingual sign presents information in only one language. We collected 1,054 such signs, which account for 50.09 percent of the entire corpus. The breakdown is as follows:

MCM (Chinese Modified):

The great majority are in Chinese Modified, with 866 items or 82.18 percent of the monolingual set. This confirms the leading role of Chinese Modified in the surveyed area.

MCT (Chinese Traditional):

There are 62 signs in Chinese Traditional, making up 5.88 percent. The figure is modest but still noticeable.

MK (Korean):

Eleven signs appear in Korean, equal to 1.04 percent, showing that Korean is present yet uncommon.

MJ (Japanese):

Eight signs use Japanese, or 0.76 percent, so Japanese is employed only on a limited scale.

ME (English):

One hundred and two signs are written in English, representing 9.68 percent. English therefore serves as an important second language, probably aimed at international visitors and local residents who speak it.

MT (Thai):

Only five signs are in Thai, which is 0.47 percent of the monolingual group, meaning Thai is seldom seen.

4.2 Bilingualism

A bilingual sign carries two languages. We found 942 such signs, amounting to 44.77 percent of all samples. The language combinations are listed below:

BECM (English and Chinese Modified):

This is the most frequent pairing, with 699 items or 74.2 percent of all bilingual signs. The high share suggests that English and Chinese Modified are often

used together, and that communicative competence in both languages is relatively strong in the area.

BCMJ (Chinese Modified and Japanese):

Only 12 labels, accounting for 1.27 percent, belong to this group, which shows that Japanese and Chinese Modified are seldom used together.

BCTM (Chinese Traditional and Chinese Modified):

This group has 54 labels, or 5.73 percent, suggesting that the two kinds of Chinese sometimes appear side by side.

BCML (Chinese Modified and Lao):

Just 2 labels, making up 0.21 percent, are found here, so the joint use of Lao and Chinese Modified is extremely rare.

BCMK (Chinese Modified and Korean):

There are 18 labels, or 1.91 percent, in this group, which means that Korean and Chinese Modified can be seen together, though not very often.

BECT (English and Chinese Traditional):

Thirteen labels, or 1.38 percent, fall into this group, showing that English and Chinese Traditional are seldom combined.

BCTCM (Chinese Traditional and Chinese Modified):

This is the largest mixed group, with 125 labels, or 13.26 percent, indicating that using both forms of Chinese together is fairly common.

BCTK (Chinese Traditional and Korean):

Only three labels, or 0.32 percent, appear here, so the pairing of Chinese Traditional and Korean is quite rare.

BCMM (Chinese Modified and a minority language):

Eight labels, or 0.85 percent, use this combination. Minority languages appear only occasionally, but they do exist in the data.

BCTJ (Chinese Traditional and Japanese):

Likewise, only eight labels, also 0.85 percent, belong to this group, showing that Chinese Traditional and Japanese rarely occur together.

4.3 Multilingualism

Multilingual signs, featuring three or more languages, are the least common, with only 108 signs (5.13% of the total). The breakdown of multilingual signs by language combinations is as follows:

TECMJ (English, Chinese Modified, and Japanese):

This combination appears on 14 signs (12.96% of multilingual signs), indicating a significant yet limited use of this trilingual combination.

TECMK (English, Chinese Modified, and Korean):

Found on 9 signs (8.33%), showing a moderate representation of this trilingual combination.

TECML (English, Chinese Modified, and Lao):

This combination is very rare, with only 2 signs (1.85%), indicating minimal use.

TTECTM (English, Chinese Traditional, and Chinese Modified):

The most common trilingual combination, appearing on 45 signs (41.67%), reflecting the frequent coexistence of these three languages.

TCMCTM (Chinese Traditional, Chinese Modified, and a minority language):

A rare combination, with 3 signs (2.78%), showing some use of minority languages alongside the two Chinese scripts.

TTECT (English, Chinese Traditional, and Thai):

This combination is found on 6 signs (5.56%), indicating a limited but notable presence of Thai in this multilingual context.

TTECM (English and Chinese Modified):

This combination appears on 22 signs (20.37%), showing a strong presence of this trilingual combination.

TTCML (Chinese Traditional, Chinese Modified, and Lao):

A rare combination, found on only 2 signs (1.85%), reflecting limited use.

TECMI (English, Chinese Modified, and Italian):

This combination is very rare, with only 4 signs (3.70%), showing minimal use.

Specifically, Modern Chinese holds an undisputed lead among monolingual signs, underlining its central place in Kunming's urban setting. Even though English signs are fewer, they remain clearly visible, confirming their important part in the city's linguistic scene. Traditional Chinese, Korean, Japanese and other languages appear only now and then, yet their presence adds a special hue to the area's cultural and linguistic variety.

The dominance of Modern Chinese in single language signage makes plain the strong status and lasting influence of Chinese within Kunming's public sign system. This situation agrees with national language policy and matches the daily habits of local residents. At the same time, the wide spread of bilingual and multilingual signs shows Kunming's special role as a meeting point of cultures, where different tongues coexist and blend with ease.

Within the bilingual set, the pairing of Modern Chinese with English is by far the most common, sketching Kunming's image as an international city. This mix of codes mirrors the city's closer ties with the wider world and meets the practical need for multilingual exchange in public space. Though signs that carry more than two languages are fewer, the range of language combinations is broad, further proving the complexity and diversity of Kunming's linguistic landscape. These varied multilingual signs give vivid proof of the city's standing as a cultural crossroads and record the joining and mixing of many languages and cultures.

The frequent appearance of English in bilingual and multilingual signage highlights its value as a bridge language, serving local daily life while helping the international public. Other languages such as Korean, Japanese and Thai show up less often, yet they still widen the spectrum of linguistic variety, pointing to the area's rich multicultural roots and the real presence of different speech groups.

A close look at patterns of language spread and at the ways languages are combined on signs offers insight into the shifting features of Kunming's sociolinguistic life. The calm coexistence of several languages in public signage fulfils basic communicative tasks and at the same time conveys deeper layers of cultural identity and social interaction within the city.

This study therefore brings to light the worth of examining language use in public space, which acts like a mirror reflecting the true social and cultural picture.

The mixed linguistic scene found in Kunming's food streets makes clear the city's special place as a hub where many languages and cultures meet, and it opens wide ground for later sociolinguistic work. The present research offers a useful frame for grasping how language is shown, passed on and negotiated in the urban setting, and it lays a firm base for future study in language policy, cultural identity and urban multilingual practice.

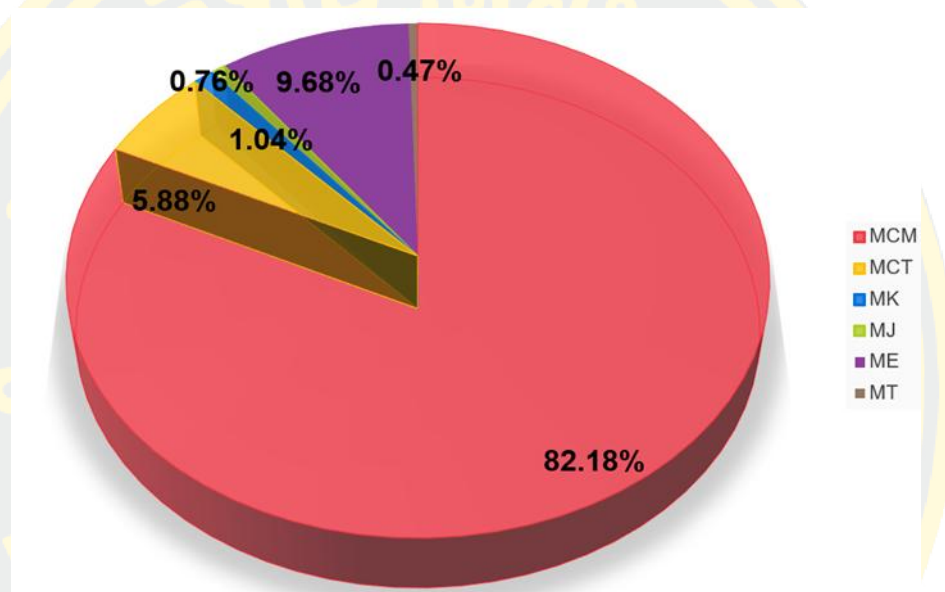


Figure 17 Proportion of Each Language in Monolingualism

The pie chart in Figure 17 presents the distribution of monolingual signs in Kunming's linguistic landscape, showcasing the prevalence of different languages on these signs.

Modern Chinese (MCM) -82.18%

The large red sector shows that Modern Chinese makes up 82.18% of all single-language signs, by far the greatest share. This finding confirms that Modern Chinese dominates public signage in Kunming, in line with local culture and everyday language practice, where it is the main means of communication.

English (ME): 9.68%

The purple sector, the second largest, covers 9.68% of the signs. English is therefore the most common second language in the city's linguistic landscape. It

usually appears in places that serve both local residents who know English and international visitors. Its clear presence underlines Kunming's growing global links and the influence of globalisation on the urban environment.

Traditional Chinese (MCT): 5.88%

The yellow sector accounts for 5.88% of the signs, showing the use of traditional Chinese characters. While less widespread than Modern Chinese, their presence indicates that certain areas still preserve cultural traditions. Such signs often appear at historic sites or in businesses that want to create a traditional atmosphere.

Korean (MK): 1.04%

A small blue sector represents the 1.04% share held by Korean. Though limited, this share points to a noticeable Korean presence in Kunming and may reflect the distribution of specific communities or areas influenced by Korean enterprises and culture.

Japanese (MJ) - 0.76%

The green segment, covering 0.76% of the chart, marks the presence of Japanese. Much like Korean, its share is modest, suggesting that Japanese appears mainly in specialised parts of Kunming, most likely in areas linked to Japanese culture or business.

Other Languages (MT) - 0.47%

The pink slice, the smallest at 0.47%, stands for languages such as Thai. Such a tiny figure shows that these tongues are seldom seen on Kunming's public signs and probably occur only in particular cultural hubs or highly niche business zones.

The pie chart makes it clear that Modern Chinese is the overwhelming choice for monolingual signs in Kunming, further confirming its role as the city's principal language. English, though lower in proportion, still carries notable weight, securing its place as a key auxiliary language in public space. Traditional Chinese also maintains a visible presence, reflecting the respect for and continuation of traditional culture in certain districts.

The minimal shares taken by Korean, Japanese and the remaining languages reveal that, while Kunming does display a measure of linguistic diversity, the reach of these languages is quite narrow. Their small percentages imply that use is

largely confined to specific areas, chiefly serving their own communities or bearing special cultural meaning.

Overall, the pattern sketches a clear hierarchy in the city's public signage: Modern Chinese stands at the centre, English follows as the main second language, and the other languages, though limited in spread, lend distinct hues to Kunming's cultural and linguistic mosaic.

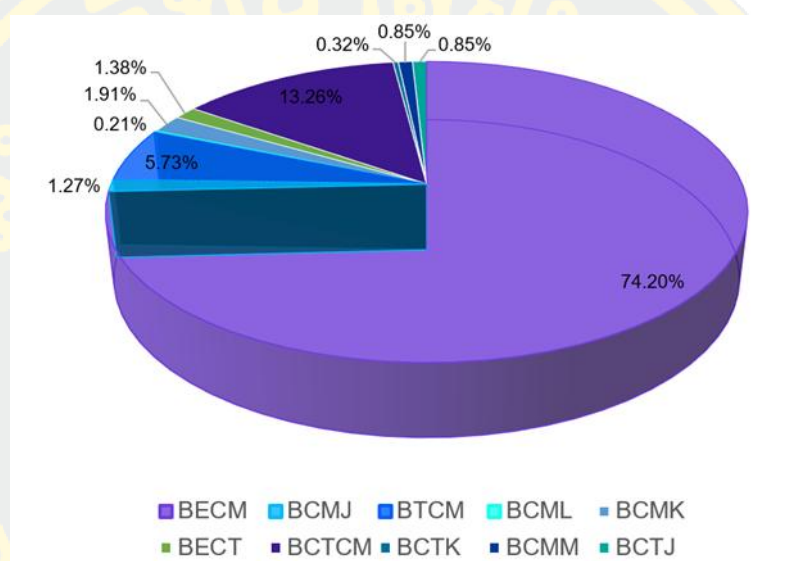


Figure 18 Proportion of Each Language Combination in Bilingual Signs

Figure 18 presents the spread of language pairings found on bilingual signs across Kunming's food streets. Each slice of the pie chart stands for one pairing, and the figure beside it gives its share of the whole sample.

BECM (English and Chinese Modified) - 74.20%

The largest purple slice refers to the English plus Chinese Modified pairing, which makes up 74.20 % of all bilingual signs. This striking majority shows that these two languages dominate public signage in Kunming. The pairing suggests that English works as a key supporting language aimed at overseas visitors, expatriates, and local residents who are comfortable with English.

BCTCM (Chinese Traditional and Chinese Modified) - 13.26%

The second biggest slice, colored dark blue, shows the coexistence of Chinese Traditional and Chinese Modified. At 13.26 %, this practice is fairly common. Using both scripts allows the signs to address groups or age cohorts that favor different writing systems and at the same time keeps cultural continuity while meeting modern standards.

BTCM (Chinese Traditional and Chinese Modified) - 5.73%

The light blue slice, accounting for 5.73 %, represents a different ordering of Chinese Traditional and Chinese Modified compared to BCTCM. While less frequent than BCTCM, it still signals a clear effort to blend traditional and modern script use in sign design.

BCMJ (Chinese Modified and Japanese) - 1.27%

The light purple slice shows that Chinese Modified paired with Japanese appears on only 1.27 % of the signs. Such bilingualism is limited and is mostly found in places that maintain special cultural or business links with Japan.

BECT (English and Chinese Traditional) - 1.38%

The green slice shows that signs combining English with Chinese Traditional characters make up 1.38 % of all bilingual signage. Using English alongside traditional characters appeals to both international visitors and local readers who prefer the traditional script.

BCMCK (Chinese Modified and Korean) - 1.91%

The dark cyan slice at 1.91 % represents signs that pair Chinese Modified with Korean. This share points to a moderate presence of Korean in Kunming's bilingual signage and reflects a community of Korean speakers or related businesses in the city.

BCMM (Chinese Modified and a Minority Language) - 0.85%

The light green slice, 0.85 %, marks signs combining Chinese Modified with a minority language. This small share shows that minority languages appear infrequently on public signs, highlighting their marginal position in the urban linguistic landscape.

BCTK (Chinese Traditional and Korean) - 0.32%

The light blue slice, 0.32 % of the total, represents the pairing of Chinese Traditional with Korean. This rarely seen combination appears limited to specific areas serving particular cultural or ethnic communities.

BCML (Chinese Modified and Lao) - 0.21%

The smallest light teal slice, 0.21 %, refers to signs combining Chinese Modified with Lao. This minimal share indicates that this pairing is extremely rare and likely confined to very specific areas or establishments.

BCTJ (Chinese Traditional and Japanese) - 0.85%

The dark cyan slice, 0.85 %, covers signs combining Chinese Traditional with Japanese. This uncommon pairing serves specific cultural or business niches where such combination proves relevant.

The pie chart clearly illustrates a key finding: signs that pair English with modern Chinese characters (BECM) account for the largest share of all bilingual signs in Kunming, underscoring the prominent role of English in the city's public communication. Meanwhile, signs that combine traditional and modern Chinese characters (BCTCM) are also widespread, reflecting the harmonious coexistence of traditional and contemporary cultural elements in the urban landscape.

Although combinations that include Japanese, Korean, and minority languages occupy a much smaller share of the total, their presence still enriches Kunming's linguistic diversity. The use of these languages is generally confined to particular districts or communities.

This pattern shows that Kunming is a city firmly rooted in its own linguistic heritage while actively embracing global languages. The extensive use of English mainly meets the needs of a varied international audience. The data suggest that most bilingual signs function as a bridge between local and global communication, with the majority serving Mandarin and English users and a smaller share aimed at more specialised language groups.

Within Kunming's street-sign system, multilingual signs are those that present three languages at the same time. Citywide, 108 such signs have been identified, representing 5.3 percent of all signage. These trilingual signs vividly mirror

the city's complex language environment, rich sociolinguistic profile, deep cultural heritage, and the diverse needs of its residents and visitors.

The most frequent trilingual mix is modern Chinese, English, and traditional Chinese. Forty-five signs fall into this category, accounting for 41.67 percent of all trilingual signs. This combination is especially revealing: it shows the parallel presence of both Chinese scripts in public space and highlights the wide application of English as an international lingua franca, serving tourists and residents from varied cultural backgrounds. The simultaneous appearance of English and the two Chinese scripts confirms Kunming's role as a key hub for international travellers and demonstrates the city's commitment to further internationalisation.

The second most frequent mix is Chinese, English and Japanese. It is found on fourteen signs, making up 12.96 percent of all trilingual signs. This set of languages points to the close cultural and business links between Kunming and Japan. It shows the impact of Japanese culture in the city and the real need for Japanese in certain areas. The use of Japanese on these signs is a direct sign of Kunming's special ties with Japan and also hints at a local group of Japanese speakers or Japanese-related businesses.

Another notable mix pairs Thai with English and Chinese. It appears on twenty-six signs and forms 24.07 percent of the trilingual group. This blend clearly mirrors the steady contact between Kunming--a key tourist spot--and Thai visitors and residents. Putting Thai next to Chinese and English shows that Kunming not only draws many Thai tourists but likely meets the daily needs of a Thai-speaking community, reinforcing its role as a hub for international exchange.

The spread of these trilingual signs reveals both the underlying patterns of language use and the lively, complex nature of cross-cultural exchanges in Kunming. It is notable that every trilingual mix includes Chinese, which demonstrates the central role of Chinese in the city's linguistic landscape. Chinese remains the main medium for local communication, while the other languages reflect Kunming's cultural variety and its broad international connections.

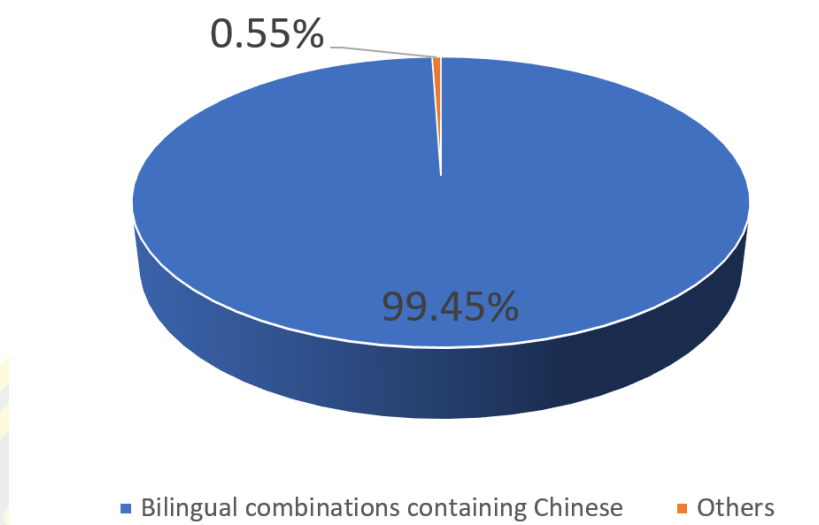


Figure 19 Proportion of Chinese in Bilingual Signs

Overall, Figure 19 offers clear proof that Chinese occupies a central place in Kunming's bilingual signage while combinations that exclude Chinese are almost invisible. The pie chart illustrates this point vividly: a broad blue sector marks bilingual pairings that contain Chinese, and a much smaller orange sector marks the pairings that do not.

Bilingual Combinations Containing Chinese - 99.45%

The blue sector, covering 99.45% of the chart, shows that almost every bilingual sign in Kunming combines Chinese with another language. This overwhelming share confirms the central role of Chinese in the city's public signage and underlines its leadership in the local linguistic landscape. Whether the partner language is English, a minority language, or another foreign tongue, Chinese functions as the necessary bridge for communication. Its constant presence meets the daily needs of residents and supports a smooth experience for visitors.

Other Bilingual Combinations - 0.55%

The orange sector, a scant 0.55%, demonstrates that signs pairing two non-Chinese languages are extremely rare. Such signs are likely to appear only in highly specialised settings, for instance in districts that cater to an international community or inside institutions designed for users who do not read Chinese at all.

The data leave little doubt that Chinese is an integral element in almost every bilingual sign in Kunming. This dominance accords with its status as the city's primary medium of exchange. Chinese appears in nearly every combination both because of long-standing language norms and because it keeps public signs accessible to the vast majority of people.

The tiny share of signs without Chinese highlights how uncommon they are, hinting that they serve a narrow, specialised audience. This finding further underlines the pivotal position of Chinese in Kunming's linguistic landscape, where it carries deep cultural weight and delivers essential practical value as a tool for communication.

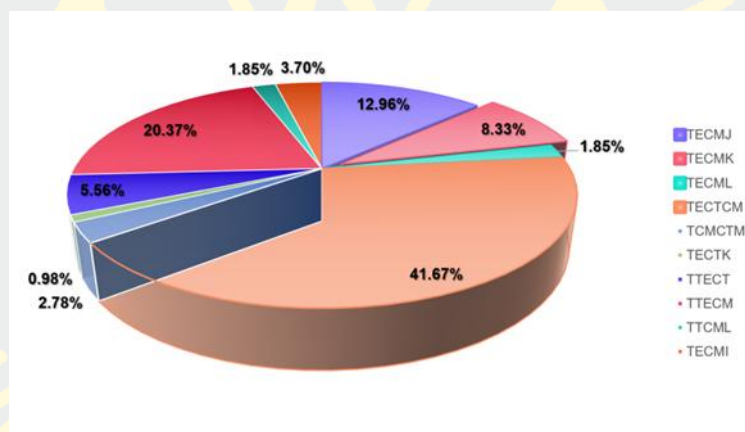


Figure 20 Proportions of Language Combinations in Multilingual Identifiers

Figure 20 presents the distribution of three-language street signs in Kunming. Each sign shows three languages at once. The pie chart displays the frequency of every combination in a clear way, bringing out both the linguistic variety of the city's public signage and the richness of its language ecology.

Chinese, English, and Traditional Chinese Characters (TECTCM) - 41.67%

The light-brown sector, the largest in the chart, indicates that signs carrying Chinese, English and Traditional Chinese Characters account for 41.67% of all multilingual signs. This leading share mirrors the coexistence of simplified and traditional characters in Kunming, while English, as a widely used international

language , also plays a key role. Such a mix is most common in places that blend strong historical and cultural value with an international outlook.

Chinese, English, and Thai (TTECM) - 20.37%

The red sector makes up 20.37% and represents the mix of Chinese , English and Thai. This sizeable figure shows the clear presence of Thai in Kunming, probably due to the city's strong appeal to Thai tourists and its close cultural and commercial ties with Thailand.

Chinese, English, and Japanese (TECMJ) - 12.96%

Purple covers 12.96% , marking the combination of Chinese, English and Japanese. The pattern highlights active cultural exchange and business links between Kunming and Japan, showing the influence of Japanese culture in certain areas and the need for communication that includes Japanese.

Chinese, English, and Korean (TECMK) - 8.33%

Light blue stands at 8.33% and refers to Chinese, English and Korean. The figure points to a notable Korean-speaking community or related firms in Kunming, which offer convenient services to Korean residents, visitors and entrepreneurs.

Chinese, English, and Lao (TECML) - 1.85%

Green accounts for only 1.85% and denotes Chinese , English and Lao. The small share means that such signs are rare and mainly appear in specialised settings where Lao is specifically required.

Chinese, Traditional Chinese, and a Minority Language (TCMCTM) - 2.78%

The dark blue segment, which makes up 2.78% of the data, brings together Chinese, Traditional Chinese, and a minority language. It vividly shows that minority languages can live in harmony with both simplified and traditional scripts and points to the active work of local communities who wish to satisfy diverse multilingual demands.

Chinese, English, and Traditional Chinese Characters (TTECT) - 5.56%

A deeper blue account for 5.56%, standing for the mix of Chinese, English, and Traditional Chinese Characters. The presence of all three confirms their central place in Kunming's multilingual signage, most of all in areas with both a historical and international focus.

Chinese, English, and Italian (TECMI) - 3.70%

The orange block, at 3.70%, marks a rare trio of Chinese, English, and Italian. Though modest in size, it hints at the reach of Italian culture, possibly fostered by cultural ties, business links, or an Italian expatriate community in the city.

Chinese, English, and Thai (TTCML) - 1.85%

Another small orange area, covering 1.85%, records the grouping of Chinese, English, and Thai. Its presence signals a clear practical need in certain areas and mirrors close interactions among these linguistic groups.

Chinese, Traditional Chinese, and Korean (TECMK) - 0.98%

The light cyan slice represents just 0.98% and refers to Chinese, Traditional Chinese, and Korean. This uncommon combination suggests that some specialized areas call for communication in these three languages.

Combinations that involve Thai, Japanese, Korean, and other languages also deserve attention. Together they sketch a colorful linguistic ecology for Kunming, rooted in rich cultural exchanges and shaped by booming tourism as well as active international business ties. Each set of languages serves its own audience, meeting the communication needs of both local residents and visitors from diverse cultural backgrounds with precision.

Kunming's linguistic landscape reads like a vivid canvas of cultural fusion and international influence, carrying a deep imprint of global connections. The range of language combinations on street signs shows this most clearly, and the strong visibility of English in particular highlights the city's role as a global crossroads.

Statistics reveal that Kunming's streets hold 917 English signs. Among them, 326 are phonetic signs that use the Roman alphabet to show the sound of Chinese. These phonetic items matter greatly to people who do not read Chinese, since they help visitors grasp and pronounce place names and other words more accurately, making both wayfinding and daily talk easier. When these items are set aside, the city still has 591 signs written only in English.

The broad spread of phonetic signs together with the large number of purely English ones underlines Kunming's standing as an international city. Phonetic English signage not only raises the city's level of friendliness toward foreign guests, it also forms a bridge between local residents and the wider world. This choice of

signage makes clear the city's wish to offer a welcoming and inclusive space for people from varied linguistic and cultural backgrounds.

Looking further at signs that carry more than one language, especially those that present three languages, their pattern of use shows the city's deep multicultural legacy and rich linguistic scene. The most frequent triple-language set on Kunming's streets combines Chinese, English, and Traditional Chinese characters, making up 41.67 percent of all such signs. This blend mirrors the harmony of modern elements with long-standing culture in public space, while again confirming the high status of English as a global language.

Other remarkable three-language sets include Chinese, English, and Thai at 20.37 percent, and Chinese, English, and Japanese at 12.96 percent. These choices clearly point to active cultural and trade links between Kunming and its neighboring countries, and they show the city's care and skill in meeting the varied language needs of locals and visitors alike.

Whether a sign carries two languages or several, each mixed-language board eases communication in the multicultural city and displays Kunming's lively sociolinguistic character. The steady presence of English in every set, in particular, highlights its vital role in joining the local community with the global one.

The following figures describe the obvious language representations in the restaurant signs in Kunming through examples and their corresponding code representations.



Figure 21 The Example Sign of MCM

Figure 21 stands at the very centre of the old street, the historical core of the ancient city ruins. Traditional houses line the lanes and the market is always

lively. Loved by local residents, the old street is also a must-see for visitors. It gains extra notice because it lies close to a large shopping mall as well as famous stops such as Paper Building and Victory Hall. The sign in the picture hangs on Qianwang Street, the main section of the old street, where many stalls offer classic Yunnan snacks.

The board carries the inscription ‘原香卤坊,’ rendered in standard simplified Chinese. The letters are rounded and weighty, with short clear strokes; the look is solid and easy to read. This style fits the national move to promote Mandarin, for it is plain and recognizable to the public. Each word holds meaning: ‘原’ stresses original taste and natural ingredients; ‘香’ points to a rich aroma; ‘卤’ refers to the braising method that deepens flavour in Chinese cooking; ‘坊’ means a small workshop, showing respect for craft and local tradition.

The layout is simple. White characters rest on a brown background; no extra patterns appear. The plain design lets the text itself take centre stage, so information reaches viewers at once. This direct approach shows the owner’s focus on genuine traditional food and makes the sign stand out amid the historic yet vibrant old street, helping passersby spot the shop quickly.



Figure 22 The Decoration of Thai-Lao Drinking Store



Figure 23 The Example Sign of CT

This photograph, taken at the end of Lao Jie in the Jiexinghua Street area, shows the first shop on the left, a Thai-style beverage shop. The whole lane is full of life. Bright flags flutter overhead, and patches of green plants soften the scene, together shaping a warm and friendly neighbourhood mood. The steady stream of shoppers and walkers in the background makes it clear that this spot has become a favourite place for buying, browsing and relaxing, and it plainly shows the street's role as a social centre.

The shopfront itself is especially eye-catching. A smooth blend of traditional taste and modern style creates a look that stays in the memory and naturally draws people in. The main highlight is the bold signboard where Chinese characters stand beside Thai letters, a lively sign of the store's mixed culture. The Chinese title "亞曼泰·老撾·泰式奶咖" tells visitors at once that this small shop serves Southeast Asian beverages, with Thai and Laotian milk coffee as its focus. The bright characters, strong in visual impact, quickly tell passersby about the shop's features and signature items.

The Thai name "กาแฟโบราณลาว", meaning "Traditional Laotian Coffee", further shows the owner's aim to offer genuine Southeast Asian drinks. Using Thai on the sign is no accident. It points to the deep link with Thai culture and shows the owner's wish to serve local customers while making Thai-speaking tourists feel at home. This thoughtful multilingual sign not only reveals the rich culture of the shop but also proves its wise plan to welcome a wide range of guests.

The second photograph provides a close-up of the first, centring on the clear Thai words "กาแฟโบราณลาว" printed on the menu. This once again stresses the focus on Traditional Laotian Coffee. The neat Thai script lets Thai readers easily find and choose their preferred drinks, and such considerate detail further increases the shop's appeal to customers from different cultural backgrounds.



Figure 24 The Example Sign of MK

Figure 24 was shot in the middle section of Wenhua Lane, an alley widely known as the "cultural lane," and the name is well deserved. Wenhua Lane owes much of its lively mood to its position next to the Wenlin International Talent Community Center (WITCC). This neighborhood works like a cultural melting pot that gathers people from many backgrounds, so it has naturally become an ideal place for businesses that serve a varied clientele.

The shop sign in the photograph is especially eye-catching. The Korean words "소불고기" and "돌솥비빔밥" seize the attention of passers-by at once. The maker of the sign clearly considered every detail. A warm wooden door panel forms the background, creating a cozy atmosphere that both sharpens the lettering and heightens the visual pull. This choice of material and layout produces a simple yet

heart-warming dining style that blends smoothly with the cultural air of the whole lane.

소불고기, meaning Korean-style grilled beef, is a classic of traditional Korean cooking. Seeing it on the menu will attract diners who love genuine Korean barbecue and may even stir homesickness in those who grew up with the dish. 돌솥비빔밥, known in English as stone pot bibimbap, is another hallmark of Korean cuisine, famous for its healthy mix of ingredients and rewarding taste. Showing both names on the sign highlights the restaurant's wish to offer an authentic Korean food experience and is sure to win the favor of guests who value health as well as flavor.

By writing the sign in Korean, the restaurant makes its chief audience clear. It speaks to Korean speakers, especially visitors from abroad or local residents of Korean descent. Beyond transmitting information, this language choice shows genuine respect for Korean culture and builds a warm sense of belonging. Familiar words help customers feel at home and create an emotional bridge between them and the restaurant.

The design therefore does more than catch the eye; it shapes a friendly and comfortable dining space. By meeting Korean diners' tastes and cultural needs, the restaurant becomes a link for cultural exchange. At the same time, it awakens curiosity in other guests and invites them to explore Korean food. Through this inclusive and culturally aware approach, the restaurant adds a vivid touch to the rich cultural picture of Wenhua Lane.



Figure 25 The Example Sign of MJ

Figure 25 was shot in the middle section of Yuanxi Road and freezes a scene that blends deep cultural roots with clear modern appeal. Although Yuanxi Road is not placed in the commercial heart of Kunming the way Lao Jie or Nanqiang Street is, its closeness to the historic campus of Yunnan University lends it a special flavor, an atmosphere where scholarly calm meets long standing cultural heritage.

The shop sign in the picture carries the Japanese word たこ焼 in bold print and draws the eye at once. A blue checkered backdrop recalls the look of classic food stalls seen in Japan and awakens collective memories of that setting. The choice of pattern adds visual rhythm while also suggesting freshness, energy and a gentle sense of nostalgia that people often connect with Japanese street food. By tying familiar traditional motifs to a clean modern layout, the sign keeps the essence of Japanese culture yet still matches present day taste. Such deliberate design invites potential customers to stop and at the same time sets an upbeat and welcoming tone for the whole dining experience.

Takoyaki, the dish named on the sign, is a beloved snack known for its light batter, diced octopus and rich street food scent. Using authentic Japanese script shows the stall's commitment to genuine Japanese cooking, which is especially appealing to diners who seek classic flavors. The writing also speaks directly to

Japanese speakers, from local residents to visiting tourists, ensuring that the menu is clearly understood by the main audience and reinforcing the stall's identity as a source of real Japanese taste. Beyond practicality, the language choice strengthens a sense of place, so that guests who bite into a serving of takoyaki can feel transported to a lively alley in Osaka.

By weaving language and cultural symbols straight into the visual design, the sign does more than give product information. It stands as a small window into Japan, its characters and patterns forming a brief yet vivid cultural encounter. This magnetism pulls in people from varied backgrounds and prompts them to explore the rich layers of Japanese cuisine. In an age of rapid global exchange, such mindful blending of the traditional and the contemporary highlights society's wider wish for openness and diversity. Thanks to this care in design and cultural awareness, the stall becomes more than a spot to eat; it turns into a modest bridge for cultural sharing and mutual understanding, welcoming anyone eager to meet and enjoy different cultural traditions.



Figure 26 The Example Sign of ME

Prague Bistro occupies the second floor of a sleek, modern building whose broad glass façades and open interior plan dominate a busy commercial district. A clean, light-coloured wall frames the restaurant's sign, the simple yet striking words Prague Bistro in English. The pale backdrop heightens the impact of the lettering, guiding the eye straight to the name. In this way the design weaves

European grace into contemporary minimalism, preserving the spirit of Prague while meeting the tastes of today's diners.

The title Prague Bistro immediately calls to mind the charm and refinement of European cooking, hinting that both menu and ambience draw on Prague's rich culinary heritage. This choice of name appeals strongly to lovers of Western cuisine because it promises an authentic European dining experience.

By presenting its name in English, the restaurant speaks directly to an international clientele that includes both long-term expatriates and short-stay tourists. The language strategy makes the bistro's identity clear to guests from around the world and enhances its global allure. English signage also helps potential patrons grasp the concept at a glance, creating a feeling of ease and attraction.

More than a marker, the sign projects an unmistakable European mood. The union of English text with minimalist design shapes a distinctive cultural encounter, inviting visitors from every region to enjoy European customs in a modern setting. This thoughtful approach heightens the venue's visibility and fosters a relaxed dining atmosphere where guests can settle in and savour their meals amid traditional continental charm.



Figure 27 The Example of MCT

Figure 27 presents a restaurant named "Gang Yi Jian Zhuo," whose signboard gives off a quiet air of elegance and tradition. Across the dark wooden panel, the four characters "Gang Yi Jian Zhuo" appear in disciplined brushwork. The deep wood surface strengthens the classic and high end tone of the house. Vintage timber not only sets off the graceful script but also adds a feeling of dignity and

lasting value. The natural grain echoes the fluent strokes, creating a balanced beauty that feels refined yet welcoming, as though inviting guests into a place where heritage meets a polished dining experience.

The four characters suggest resilience, resolve and excellence, mirroring the restaurant's steady pursuit of a first rate and distinctive service. Choosing traditional calligraphy is far more than a decorative choice; it signals true respect for cultural legacy and artistic grace. Such a sign naturally strikes a chord with patrons who understand traditional Chinese aesthetics, because calligraphy itself carries the depth and ideals of Chinese civilisation.

By using Chinese characters, the sign naturally addresses local diners and Chinese speaking visitors, ensuring that the cultural message reaches its core audience. Traditional calligraphy gives the panel extra cultural weight, since this art form is closely tied to the spirit and history of China. The special charm of the script can attract not only readers of Chinese but also anyone who has an interest in classic art and culture, making the restaurant an ideal place where tasting fine food and enjoying cultural experience come together.

The design neatly unites Chinese calligraphy with an old style wooden background, fully showing the restaurant's respect for and commitment to Chinese culture. Its purpose goes beyond bringing in customers. By showing steady support for the safeguarding and promotion of Chinese artistic tradition, it builds trust and a sense of cultural identity among diners. The final effect offers a harmonious blend of cultural depth and pursuit of quality, certain to win the attention of guests who seek both exquisite cuisine and a rich cultural setting.

The following pictures are bilingual examples:



Figure 28 The Example Sign of BECM

The bilingual signboard shown in Figure 28 represents a well-judged fusion of Chinese and English design, thoughtfully aimed at a varied audience. The English title "One" is set in a modern, sleek font that signals uniqueness and premium quality. This section of the logo delivers a clean and stylish visual message that appeals to viewers who value contemporary design and refined detail. The minimalist choice of type fits current branding trends, so the logo stands out while also being easy to recall.

The Chinese title "可颂", a phonetic rendering of the French word *croissant*, at once calls up pleasant images of this classic French pastry. By drawing on the natural charm of French cuisine, the sign quietly suggests that the shop specialises in Western pastries, and especially in the much loved croissant with its buttery, flaky texture and rich flavor. Expressing the essence of French delicacy through Chinese characters is itself a form of cultural blending that invites customers eager for global flavours and keen to explore world food culture.

Placing English and Chinese on the same board allows the shop to address a multilingual public, meeting the needs of both English and Chinese readers. This deliberate choice lets the store's message reach a broad and diverse client base, a key point in any multicultural and multilingual setting. The bilingual layout not only raises the clarity of information but also shows the shop's keen grasp of its varied

customers. Such openness and service awareness are vital qualities in the globalised market of today.

The overall style of the signboard unites modern elements with a sense of tradition. The crisp modern lettering of the English title attracts younger patrons and lovers of modern aesthetics, while the Chinese "可颂" keeps a link to the lasting charm of French pastries. This thoughtful pairing lets the store appeal to two large groups, those who search for cutting edge design and those who seek the comfort of familiar tastes.

In sum, this bilingual signboard is a fine example of using language diversity effectively in business. It states the shop's focus with clarity and underlines a firm pledge to serve an international clientele. The careful blend of the two languages and the balanced design show the store's effort to create a warm and inclusive atmosphere where guests from many linguistic and cultural backgrounds feel welcome and at home.



Figure 29 The Example Sign of BCMJ

Figure 29 presents a cosy and lively street view, most likely set in a neighbourhood full of everyday bustle. An upright sign leans against an orange wall whose warm tone radiates energy and friendliness, echoing the sign's design.

Four large characters on the board read "栗和果面包," while just beneath them appears the Japanese line "天然ハンドメイド 100%." The pale background sets off the dark lettering, so anyone walking past can take in the words at a glance.

The Chinese name "栗和果面包" signals a clear health message, hinting at the shop's devotion to natural ingredients. It sums up the store's core value: high quality raw materials processed by time-honoured handwork. The brief wording is easy to grasp and recall, and it warmly appeals to customers who value wholesome and natural food.

The Japanese phrase "天然ハンドメイド 100%," meaning "one hundred percent natural and hand made," deepens the promise of purity and craftsmanship. It offers assurance of quality while adding a touch of foreign charm. Using Japanese alongside Chinese not only draws the eye of Japanese speakers but also lends the brand a distinctive and refined air that makes the goods look special and premium.

By blending Chinese and Japanese on one board, the shop reaches out to a varied audience, above all to people who cherish healthy natural products. The sign's modern, clean style stands out against the busy surroundings. The light background improves legibility, and the simple font underlines the brand image of clarity and nature.

This bilingual sign does more than state that the bread is natural and hand made. It also wins the attention of customers who care about health and quality. The careful visual pairing of a pale backdrop with bold lettering keeps the message clear and inviting. It acts like an open door to a world of flavour, welcoming passers-by to step inside, discover the unique items on offer, and enjoy an enhanced shopping experience that strengthens the shop's competitive charm.



Figure 30 The Example Sign of BCML

Figure 30 displays a vivid, multicoloured menu that gathers an impressive range of dishes. Each item is matched with a high-resolution photograph and clear bilingual captions in Chinese and Thai. The background is rich and lively, dotted with mouth-watering food images that instantly bring to mind the bustling scene of a traditional street market.

The menu highlights several signature selections: "椰青面包" (Coconut Bread) with its Thai counterpart "ขนมปังมะพร้าว", "斑依佐料鸡" (Grilled Chicken with Balisauce) and its Thai equivalent "ไก่ย่างซอสบาหิ", "泰国虾片" (Thai fried shrimp) and "กุ้งทอดไทย" in Thai, as well as "香茅鸡翅中" (Lemongrass Chicken Wings) and its Thai translation "ปีกไก่ตะไคร้". Every title carries a strong Thai spirit and reflects a deep culinary heritage, so it speaks directly to diners who are searching for an authentic taste of Thailand. The Chinese labels allow Mandarin-speaking guests to find a note of familiarity amid new flavours, while the Thai script confirms the restaurant's commitment to genuine Thai cooking and strengthens its distinct food identity.

By presenting each dish in both languages, the restaurant skilfully meets the needs of a wide customer base, especially visitors who have a special affection for Thai cuisine. This thoughtful arrangement welcomes native Thai readers, and at the same time invites guests who do not know Thai to open the door to fresh and exciting tastes. As a result, the whole meal turns into a small adventure, filled with pleasant discoveries.

Bright background colours and varied food photos play a central part in building a warm and animated mood, so customers feel as if they are wandering through a lively market lane. These carefully planned visual cues catch the eye of passers-by like a magnet, drawing them inside with the promise of delectable dishes. Clear lettering, together with hand-picked pictures, helps diners grasp the restaurant's strong points at a glance, and the tempting images further stimulate the appetite, urging guests to explore a broader range of flavours.

Placing Chinese and Thai side by side, and combining them with lifelike photos, this well-crafted bilingual menu succeeds in creating an atmosphere that is friendly, welcoming and intriguingly cosmopolitan. The smart use of two languages not only raises the menu's clarity and charm, but more importantly expands the restaurant's reach and attracts diners from different cultural backgrounds. The overall design feels modern yet richly exotic, which greatly improves the venue's market appeal and competitive strength. For every guest it promises a unique and memorable dining experience, almost like a journey through time and space that leads directly to the essence of Thai food culture.

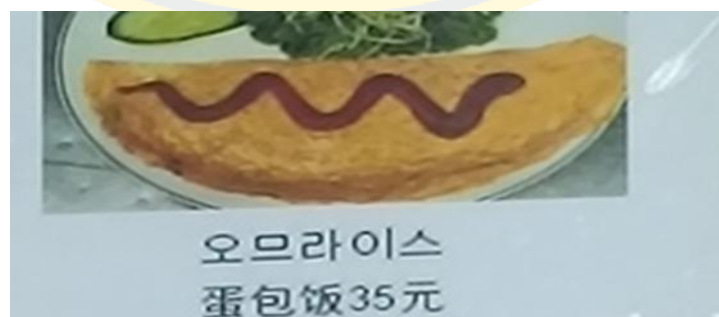


Figure 31 The Example Sign of BCMK

Figure 31 presents a signboard located in the middle-lower section of Wenhua Lane, displaying a detailed menu from a Korean restaurant. An appealing photo of 오므라이스 (Omelette Rice) is prominently featured, with the dish name and its price appearing in both Korean and Chinese. The designer chose a plain white background so every word and picture stays clear and readable.

The Korean script 오므라이스 addresses Korean guests directly and lets them recognise this popular Korean delicacy at once. Anyone familiar with Korean food will feel a warm sense of familiarity when seeing the name and will likely be enticed to order this well-loved dish. The Chinese line 蛋包饭 35 元 states the name and price just as plainly, so Chinese readers grasp the message in a single glance. Using Chinese not only helps local diners understand the menu but also stirs their curiosity about this cultural dish.

By combining Korean and Chinese, the sign delivers accurate information to a varied audience, whether they already enjoy Korean dishes or are merely interested. A sharp image paired with brief text draws the eyes of passers-by and tells them right away what the restaurant offers and what it costs. The white field keeps the board neat and boosts the visibility and impact of both picture and words.

This bilingual signboard therefore excels at conveying essential information about the dish and its price and acts as a strong magnet for guests from different language backgrounds. The clean white base and well defined content give the board a simple bright look that not only catches potential customers' attention but also guides them to discover more of the restaurant's offerings.



Figure 32 The Example Sign of BECT

Yuanxi Road is a bustling district that blends commerce, leisure and dining, making it a popular spot for many kinds of activities. Sleek shopping malls, stylish cafés, fashion boutiques and state-of-the-art cinemas line the streets, together shaping a modern urban scene. The area draws a varied crowd: young shoppers who value health and fashion, office workers looking for a short break, tourists eager to explore, and friends and families who gather for recreation.

The photo shows a bilingual sign with Chinese and English side by side. The name "茶百道" (Cha Bai Dao) is prominently displayed and directly signals the shop's focus on tea drinks. The logo uses a clean modern typeface that suits the taste of young consumers. The English form "CHA BAI DAO" follows a phonetic rendering, so customers who do not read Chinese can easily recognise and remember the brand. This phonetic approach works especially well in multicultural settings and helps the brand reach a broader global audience.

Presenting both Chinese and English reflects a carefully planned marketing strategy meant to communicate with multilingual customers. The bilingual format lets the store's message cover a wider consumer base, especially those who are comfortable in two languages. By combining modern details with a touch of traditional charm, the logo gains extra appeal. This balanced design meets the younger generation's desire for modernity while preserving a classic and elegant look.



Figure 33 The Example Sign of BCTCM

The Chinese shopfront reading “川崎食堂” (Kawasaki Shokudo) makes the restaurant’s focus unmistakable. It centres on Japanese cooking, with special attention to dishes that trace back to the Kawasaki area. The main heading appears in a brush script, filling the whole sign with a rich Japanese mood. Such styling is sure to draw diners who value Japanese food culture and its refined sense of beauty.

Beneath the heading, a smaller line in Japanese states the signature item: “Authentic Kyushu Hakata Ramen”. This detail stresses both the distinctiveness and the genuineness of the noodles, marking the place as the ideal stop for anyone seeking a true Japanese taste. The choice to combine Chinese and Japanese on the sign is clearly a considered move aimed at guests who read either tongue.

A bilingual design like this reaches a varied clientele, especially people who handle both languages with ease. The language mix broadens the restaurant’s possible market and lets its brand message strike a chord in a setting where many cultures and languages meet. Meanwhile, traditional Japanese motifs in the layout build a warm and believable atmosphere for lovers of Japanese cuisine.

Beyond its obvious visual pull, the sign quietly sets out the brand identity and the core product through its dual language. Careful use of brush script and genuine Japanese design lifts the restaurant’s appeal and helps it stand out in a crowded food scene. This thoughtful approach shows the store’s respect for cultural variety and openness, making it a welcome choice for a wide range of patrons and, in turn, deepening the overall dining experience.

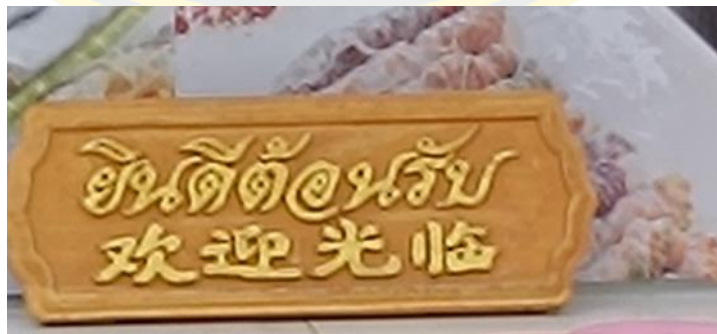


Figure 34 The Example Sign of BTCM

This photograph was taken in the old district of Jingxinghua Street. It highlights a Thai style drink shop whose dual language sign blends Thai and Chinese with care. The Thai greeting ยินดีต้อนรับ, which means welcome, appears in a traditional script that conveys warmth and the spirit of Thai hospitality. For visitors who know Thai culture, this choice of script and wording creates a feeling of coming home.

The Chinese line 欢迎光临 carries exactly the same meaning. Its presence guarantees that local patrons can grasp the store's friendly intent, and it makes the business feel especially considerate and open to the neighbourhood.

By pairing Thai with Chinese, the shop widens its audience, drawing both Thai speakers and customers who handle both languages with ease. This thoughtful language plan extends the store's market reach and keeps its message clear in a city where many cultures meet. The sign brings together the graceful curves of Thai letters with the square strokes of Chinese characters. This quiet visual dialogue allows the small shop to keep its own character in the busy street while it blends smoothly into the local scene.



Figure 35 the Example Sign of BCMM

Figure 35 was taken on Juxian Street in University Town, a lively district in Kunming. Thanks to its buzzing atmosphere and its position beside several campuses such as Kunming University of Science and Technology and Yunnan Normal University, the street has become a favourite meeting spot for students. It is lined with stalls that offer a wide range of snacks, and its closeness to Kunming South Railway Station has helped turn it into a popular destination in recent years.

The photograph centres on a carefully shaped triangular sign that carries two languages. The board is painted green, and a finely modelled peacock in relief crowns the top, giving the whole design a striking visual focus. The peacock, viewed as a symbol of beauty and grace, further lifts the artistic value of the piece.

The wording on the sign places Burmese next to Chinese in a balanced layout. The Burmese phrase "လောင်းတိုင်းရင်းသား မိသားစု" shows genuine respect for Burmese culture and sends a warm and friendly welcome to Burmese-speaking customers. By choosing this language the shop makes its cultural roots and ethnic character clear, forming an immediate bond with Burmese speakers.

The four Chinese characters "傣族人家" state plainly that the shop belongs to Dai culture and underline its strong ethnic heritage. Chinese speakers can therefore grasp the store's cultural identity at a glance and feel a sense of shared culture.

This pairing of Burmese and Chinese lets the sign speak to a broad multilingual audience. Whether one reads Burmese or Chinese, one can find a sense of belonging on this small board. The language plan widens the reach of the message and also shows the shop's inclusive mind and open stance in a setting where many cultures meet. The blend of the green ground and the peacock relief heightens the visual pull of the sign and silently affirms the shop's respect for cultural variety and its lasting commitment to an embracing spirit.



Figure 36 The Example Sign of BCTJ

Nanqiang Street, a lively food thoroughfare in the heart of the city, hosts a Japanese restaurant just inside the left-hand entrance. Above the restaurant's menu hangs its sign, the feature most likely to draw the eye of passersby.

The sign rests on a cream white background and captures the essence of classic Japanese aesthetics. Every word appears in both Chinese and Japanese. The Chinese part lists "拉面", the staple noodle dish, and "井饭", a type of rice dish. Their Japanese counterparts, "ラーメン" and "いのめし", stand directly beside them.

The overall look is restrained and graceful, fully aligned with the visual taste of Japanese culture. The pale background supplies a clean and refreshing effect that is attractive and easy to read. Well planned bilingual placement allows readers of either language to grasp the content at a glance.



Figure 37 The Example Sign of BECT

Figure 37 was taken outside a Thai restaurant midway along Nanqiang Street. The image features a bilingual sign that skillfully communicates the restaurant's identity to a varied clientele. By placing Chinese beside English, the sign respects local reading habits while also meeting the needs of international visitors.

The Chinese phrase "泰街排挡" makes it immediately clear that the eatery specializes in Thai street fare, and the words evoke the lively aromas of Bangkok stalls. Chinese readers can therefore grasp the restaurant's focus at a glance. Its English counterpart, "THAILAND STREET RESTAURANTS," offers the same

message to patrons who do not read Chinese, ensuring that foreign guests understand the core business just as easily.

Presenting the two languages side by side lets the restaurant speak to a multilingual audience and tap into a wider customer base. This careful language choice not only expands the reach of the establishment but also showcases an inclusive approach well suited to a multicultural setting.

The overall design of the sign is simple yet layered, enabling diners from different linguistic backgrounds to obtain key information without difficulty. Through the seamless use of Chinese and English, the sign draws diverse lovers of Thai street food and in turn strengthens the restaurant's appeal and competitive edge along bustling Nanqiang Street.

The next pictures are trilingual examples:



Figure 38 The Example Sign of TECMJ

This Japanese restaurant stands at the exit of Nanqiang Street. A striking sign, hung at the center of the storefront, shows the restaurant's name and its specialty. Warm wood tones glow from the background, giving the front a cosy yet modern feel that draws the eye of every passerby.

The English title SEN SAN IZAKAYA tells diners that this is a place for small plates and drinks in the classic izakaya style. Its clean modern letters show the meeting of tradition and the present. Adding the word IZAKAYA is a smart move, letting visitors from abroad grasp the idea of the shop at once and tempting travellers who hope to taste real Japanese pub culture.

The Chinese name 森三食堂 also appears on the board, written in clear traditional type that points to the deep roots of the house and attracts Chinese guests who look for genuine Japanese cooking.

Just below the middle sits the Japanese phrase もりさん、しょくどう (Mori-san, shokudo), which means "Mr. Mori, dining hall." This playful note gives the whole sign a special charm and is sure to catch the eye of anyone curious about Japanese language and culture.



Figure 39 The Example Sign of TECML

The billboard makes smart use of three languages, Chinese, Lao and English, to present the product's origin and special appeal to a wide range of viewers. Reading from top to bottom, one sees the Chinese name "老挝手标奶咖", the Lao phrase "ກາເຟນົມສົ້ມຊາດລາວ", and the English title "LAO Coffee". Such a mix lets local residents, visitors from Laos and English speaking guests all grasp the message at a glance.

The visual design is equally thoughtful. A small coconut tree in the lower left corner works with a bright background to spread a fresh tropical mood. The tree image together with the lively colours not only draws the eyes of passers-by but also builds a warm and inviting scene.

On a deeper level, the use of several languages guarantees that information reaches buyers from different linguistic backgrounds and at the same time

brings diverse cultural groups closer. When the bridge of language joins vivid pictures, a light and pleasant shopping experience emerges naturally, and this is exactly what encourages customers to explore the product on their own.



Figure 40 The Example Sign of TECTCM

At the lower end of Yuanxi Road stands a billboard whose clean, modern lettering draws the eye to the name “书亦烧仙草”. This streamlined look not only attracts customers who enjoy traditional sweets but also shows the shop’s aim to blend heritage with today’s style.

The sign also carries the English name “SHU YI”, telling visitors from abroad at a glance that the shop sells grass jelly desserts. The bilingual layout shortens the distance between cultures and broadens the store’s reach among international guests.

Another detail worth noting is the use of traditional Chinese characters. Because people in Taiwan, Hong Kong and Macao read these characters every day, this choice gives them an instant sense of home and lifts the brand’s regional identity and cultural warmth.

Finally, the bright red icon, though simple, is easy to recall and strong in visual impact. Smart use of this colour and shape helps the brand stand out in a crowded market and serves as a firm tool for drawing customers in and keeping them loyal.



Figure 41 The Example Sign of TCMCTM

Figure 41 presents the signboard of a Dai restaurant on Shilin Street in the University Town, only four hundred metres from Gate 6 of Yunnan Minzu University. Within this compact area stand Yunnan University, Kunming Medical University, Yunnan University of Traditional Chinese Medicine and Yunnan Arts University, while Yunnan Minzu University itself offers extensive resources to students from every ethnic background.

The three characters Dai Chun Ji dominate the sign. Set in a classical script, they signal the restaurant's dedication to Dai cuisine. The crisp lettering works in concert with refined ethnic ornaments; traditional Dai motifs and symbols immediately create a strong sense of place, letting passers-by recognise the restaurant's cultural identity at a glance. This visual strategy not only emphasises the dishes on offer but also draws every onlooker into the deep heritage of the Dai people.

Dai script appears alongside the Chinese characters, further reinforcing the ethnic theme. The respectful inclusion of the minority language helps Dai diners find cultural affinity and lends the sign a distinctive appeal. The multilingual display enriches the board's cultural content and introduces an exotic note that entices guests in search of authentic regional food.

On the left edge, the traditional character xun, carved against a warm wood grain, reveals thoughtful design. The gentle, natural surface seems to tell an old story, suggesting that the visitor is entering more than a restaurant; it is a space alive with memory. Using the traditional form of xun easily resonates with patrons from Hong Kong, Macau and Taiwan, creating the comforting feeling of meeting

something familiar in a distant place. Such careful cultural consideration adds depth and historical weight to the entire composition.

By skillfully blending simplified Chinese, Dai script and traditional characters, the Dai Chun Ji sign reaches diverse cultural groups and embodies true inclusiveness. The harmonious mix of heritage elements and contemporary aesthetics satisfies customers who seek ethnic flavor while still appealing to modern taste. From the wood texture to the ethnic patterns, every detail reflects the unique charm of Dai culture, allowing this signboard to stand out among many restaurants and to become a vivid cultural landmark.



Figure 42 The Example Sign of TECMK

The billboard for Hanjiang Authentic Korean Cuisine marries tradition with modern taste in a balanced and appealing way. Every detail has been shaped with care, so the sign speaks both to a wide audience and to the restaurant's rich cultural roots. A carefully planned mix of typefaces salutes the time-honored foundations of Korean food while adding a stylish note that fits present-day aesthetics.

In the Chinese text, the name Hanjiang Authentic Korean Cuisine stands out at once. The chosen lettering stresses the genuineness and deep history of the dishes, and the modern touches lend a fresh spark to the whole image. This pairing of

old and new captures the restaurant's guiding idea: to offer guests the most authentic Korean flavors in surroundings that feel at once familiar and surprising, where the past meets the present.

The Korean word **한강**, or Hangang, does far more than act as a direct translation. For Korean diners it calls up an immediate sense of home and cultural pride. This link reaches beyond spoken language and touches shared memories and heritage. In its lettering and graphic form, the word further strengthens cultural identity, allowing Korean guests to feel understood while inviting visitors from other places to explore the depth that lies behind the cuisine.

For guests from abroad, the English phrase Korean Restaurant is clear and easy to grasp. It states the restaurant's role without fuss, so people who cannot read Chinese or Korean know at once what is offered. This simple choice keeps the place friendly and open, helps it hold its ground in a busy global market, and draws in a broader range of diners, all while staying true to its cultural heart.



Figure 43 The Example Sign of TTECT

Figure 43, taken from a Thai restaurant on Nanqiang Street, shows how skilful visual design can communicate cultural and culinary identity. Unlike an ordinary shop sign, this panel supplies rich background details, giving every passerby a fuller encounter with the brand.

The phrase "Thailand & Cuisine" appears in bold type, seizing attention at once and stating plainly that the venue is a haven for lovers of Thai food. A vivid colour scheme paired with a sleek layout produces an upbeat atmosphere that mirrors the lively spirit of Thai culture.

Beneath it, the Chinese title "泰国美食集市" is set in clean white letters, declaring that this is a market-style venue offering a wide range of Thai dishes. The design clearly aims to draw enthusiasts with the promise of an authentic and abundant dining experience. The white text stands out sharply against the background, ensuring legibility while keeping the look modern and uncluttered.

A smaller line reads, "Magical Thai dishes loved by everyone for their affordability". This slogan stresses both taste and value, assuring guests that they can enjoy high quality Thai cuisine here without placing undue strain on their wallets.

The final touch is the Thai phrase "ตลาดอาหารไทย", meaning "Thai Food Market", positioned just below the Chinese heading. Its presence makes Thai speaking visitors feel at home and lends the sign a genuine local flavour. The deliberate use of three languages widens the sign's audience and underscores the restaurant's commitment to cultural diversity and inclusiveness.



Figure 44 The Example Sign of TTECM

Situated on the right side of Nanqiang Street, this Thai restaurant displays a carefully crafted sign that honours its cultural roots while welcoming a multilingual audience. The lively green background acts as a vibrant canvas for Chinese, Thai, and English text. Uniform font size arranged in a deliberate staggered order produces a sense of balance and harmony.

At the centre of the first line, the pure white phrase "泰魔力" is striking, neatly capturing the restaurant's central theme. The wording can be read as "the magic of Thailand" or simply "truly magical," at once stirring the imagination about the mystery and charm of Thai culture. On the right of the second line, the words "泰式大排档" pull that magic down to earth, letting guests know that they are about to enjoy an authentic and friendly taste of Thai street food.

The Thai script on the left side of the board serves as the perfect finishing touch. It mirrors the Chinese text and guarantees accuracy on both cultural and linguistic fronts. The first line, "ไทย," plainly states "Thailand," while the second, "มนต์เสน่ห์," echoes the idea of "magic" found in "泰魔力." This design makes Thai-speaking diners feel at home and adds an indispensable layer of cultural authenticity.

Though the English section contains only the word "Thailand"; it plays a key role. It gives international visitors a clear signal of the restaurant's roots, and the use of three languages greatly improves the sign's inclusiveness and readability.

The colour scheme also deserves mention. The green ground contrasts with white Chinese characters, while a yellow outline lifts the Thai and English words. This choice strengthens visual impact and creates a fresh, energetic atmosphere. The intention is plain: green stands for freshness, the essence of Thai cuisine, and simultaneously extends a warm welcome to every passer-by.



Figure 45 The Example Sign of TECML

The restaurant's sign features a green background and a wooden frame, instantly drawing the eye of passersby and creating a warm, natural welcome. The layout weaves several elements into a single, coherent picture, clearly communicating the brand's character, cultural depth and international outlook.

On the left side three large characters reading “萨巴蒂” stand out in bold strokes and form the main visual focus. Their imposing style makes the name unmistakable and leaves a strong first impression on potential diners.

The right half shows careful detail. A slim vertical line separates two scripts: “Sabadi” in English above and “ສະບາຍດີ” in Lao below. This arrangement states the name and highlights the Lao flavour of the menu, giving the sign a distinctive cultural tone. Showing both English and Lao not only honours the restaurant's ties with Lao culture but also helps guests who do not read Lao, broadening its reach.

At the bottom the four Chinese characters “老挝厨房” appear crisp and firm, directly announcing the house specialty. This clear label lets customers grasp the main cuisine at a glance and guides lovers of authentic Lao food to the door.

Taken together, the harmony of Chinese, English and Lao scripts displays the restaurant's international profile and rich cultural roots. The pairing of the green surface with natural wood is pleasing to the eye and fosters a cosy dining mood. Such careful choices of material and colour convey warmth and authenticity, strongly appealing to guests who seek fine food in a comfortable setting.



Figure 46 The Example Sign of TECTI

Figure 46 was taken in the busiest stretch of Nanqiang Street and highlights the elegant sign of an Italian gelateria. The sign unites visual appeal with cultural depth. It follows a bilingual layout: the left panel shows the Chinese name "百乐集," while the right panel reads "Belle Gelateria Italia." This pairing lends the shop an international air and underscores its dedication to quality, attracting local patrons and appealing to Italian tourists alike.

Three horizontal light bars--green, white, and orange--run beneath the lettering and amplify the whole display. The palette is intentional, for the trio echoes the colours of the Italian flag, strengthening the store's cultural roots and giving the façade a vivid national accent. Framed by a creamy-white wall, the lights stand out sharply, leaving the sign both refined and eye-catching.

Together the Chinese "百乐集" and the Italian "Belle Gelateria Italia" voice the core idea of the shop: to offer a premium, authentic Italian gelato experience. The bilingual tactic broadens the customer base and makes the gelateria approachable to guests from varied cultural backgrounds. This choice shows the owner's keen insight into both local and international markets and markedly increases the store's appeal.

The rest of the design stays restrained, with the soft white wall serving as a clean backdrop that creates a fresh, tasteful look. This minimalism not only draws the gaze of passers-by but also conveys an air of elegance and refinement, fully in keeping with the high-quality image the gelateria seeks to project.

5. Functional Analysis of Language Landscape Elements

An examination of the linguistic landscape shows that choices of function and spatial arrangement give language a set of overlapping roles in Kunming's catering scene. A restaurant sign is more than a medium for passing on information; it is also a vehicle of cultural identity, an embodiment of marketing strategy, and a marker of social standing. As Kunming becomes steadily more international, the language mix and spatial design of restaurant signs have grown more diverse, allowing owners to meet the varied expectations of different groups. The discussion below explains how the linguistic landscape in restaurants, through both function and layout, works within distinct cultural settings to serve local residents, visiting tourists, and the wider international public.

5.1 Communication Function

The chief task of a restaurant sign is to guide customers with clear service information. In Kunming most signs rely on Chinese, with Mandarin (MCM) and Traditional Chinese (MCT) taking the lead. This choice lets local diners gain service details quickly. As the city's level of international contact rises, a growing number of restaurants now add English, Japanese, Korean, and other languages so they can help foreign tourists and international students. The trend shows the value of language as a bridge for cross cultural contact.

5.2 Cultural Identity Function

The language on a sign also carries cultural meaning. Using Chinese, especially in traditional script, does more than send basic messages; it signals the restaurant's respect for and inheritance of Chinese cultural roots. At the same time, some venues adopt English or other world languages to shape a modern and global image. This step meets the needs of patrons from mixed cultural backgrounds and increases a restaurant's appeal across cultures.

5.3 Business Function

Behind every language choice lies careful business planning. Restaurants that aim at local customers usually keep to Chinese signs because the option is both economical and close to the main clientele. In streets with a strong international mood, such as Wenhua Lane and Laojie, many restaurants use bilingual or multilingual signs to draw a wider flow of global visitors. Adjusting language in line with place and customer mix shows the flexibility and business sense of restaurant managers.

5.4 Status Symbol Function

The language on a sign often signals a restaurant's position in the market. High end venues favor English or other foreign languages to project a refined and international tone and to build a premium dining scene. Popular restaurants rely more on Chinese, which lowers the barrier to understanding and conveys an image that is approachable and good value. The contrast reveals how different language strategies support distinct brand positions.

6. Spatial Position Analysis of Language Landscape Elements

6.1 Commercial Areas (e.g., Wenhua Lane, Laojie)

In these highly international areas, restaurant signs are multilingual. Because the streets attract many tourists and international students, owners often install bilingual Chinese-English boards, and in some cases trilingual versions (Chinese, Japanese, and Korean), to meet the needs of diverse patrons. Chinese still occupies the primary position on the board, whereas the other languages supply extra information that makes ordering easier for non-Chinese guests.

6.2 Local Residential Areas (e.g., Daguan, Shuangqiao)

Districts that mainly serve local residents show a very different profile. Almost all restaurant signs here appear only in Chinese, with Mandarin (MCM) as the unchallenged norm. The design is brief and practical, emphasising dish names and prices and showing little concern for foreign customers. This direct style fits local diners' habit of identifying a place quickly.

6.3 Transportation Hubs and Tourist Areas

At railway stations, airports and other busy gateways, restaurant signs generally follow a multilingual strategy. To assist travellers from every corner of the

world, Chinese-English boards have become standard. Layouts usually place Chinese above English in a vertical format or set the two languages side by side in a horizontal line, allowing guests from different language backgrounds to understand the signs at a glance.

6.4 Ethnic Cultural Areas

Kunming's multi-ethnic composition has produced distinctive linguistic landscapes in certain minority quarters. Restaurant signs in these areas often weave minority languages such as Yi and Hani into the text, creating a special multilingual mix. This practice not only satisfies the communicative needs of minority residents but also signals the government's commitment to safeguarding and transmitting ethnic culture.

Summary

The linguistic landscape of Kunming forms a complex tapestry of contact and overlap that mirrors the city's varied cultural fabric and underlines its role as a regional hub. Mandarin, the official language, dominates the public sphere, appearing on almost every sign, in government documents and in public notices. Its broad presence shows the state's drive for national linguistic unity and standardisation, and ensures that Mandarin serves as a common medium of communication in both urban and rural settings.

Kunming's rich ethnic makeup also leaves a clear mark on the linguistic scene, most visibly in districts where Yi, Bai, Dai and other minority groups live. Their languages are found in certain streets or during festivals with a strong cultural character. These tongues add depth to the city's cultural meaning, though their use on public signs shifts with context and is mainly seen in places or events of special cultural weight.

Beyond Chinese and minority languages, foreign languages--especially English--hold a key place in commercial zones, tourist sites and international business areas. The frequent use of English in such settings signals modernity, global ties and an outward looking spirit. It meets the growing needs of visitors from abroad and shows the closer interaction between local residents and world cultures. Other foreign languages, for example Japanese and Korean, appear from time to time in spaces that serve particular overseas communities or travellers. Their presence highlights

Kunming's role as a gateway to international exchange and its strong appeal to a wide global audience.

Together these linguistic strands create a layered landscape: Mandarin provides unity, minority languages supply cultural depth, and foreign languages lend a global view. This intricate yet balanced fabric not only shows the diversity of Kunming's people and culture, it also brings to life the city's special energy as it maintains local traditions while opening itself to worldwide influence.

Research Question 2

How does the visual prominence of certain languages on restaurant signs affect the visibility and status of languages in Kunming?

1. Language distribution in Each Street

This section takes a close look at how languages are spread along the streets of Kunming and explains in detail how each language appears on public signs. Every street in the city displays its own linguistic landscape, which grows out of its cultural, social, and economic setting. By examining the streets one by one, the study tries to uncover the complex and changing forces that guide language use in each urban area.

The discussion gives a careful breakdown of monolingual, bilingual, and multilingual signs on every street, and it stresses the frequency of certain languages as well as common language pairings. This careful approach helps us see how tourism, trade, and cultural memory shape the language mix of every district. It also shows how these patterns of language use affect daily communication, group identity, and global contact in Kunming.

Nine representative streets form the core of the survey: Old Street, Nanqiang Street, Yuanxi Street, Wenhua Lane, Dagan Street, and Shuangqiao Street, all of which enjoy high visibility on popular platforms such as Douyin, Dianping, and Xiaohongshu. Together they are widely viewed as seven of Kunming's most famous food streets. Although Old Street and the South Asian Style Park are not straight streets in the usual sense, they join to make a lively zone where culture and food meet.

The study also looks at Shilin Street and Juxian Street, which sit well outside the city centre in the university town of Chenggong District. Even with their distant

location, both streets lie at the heart of the campus area and are the busiest spots for students and nearby residents in their daily routines.



Figure 47 The Map of 9 Streets

1.1 Lao Jie

Located at the very center of Kunming, Lao Jie is a historic quarter celebrated for its rich cultural legacy and its key role in the city's development. Nestled in Wuhua District, it covers the main sections of Nanping Street, Dongfeng West Road, Wenmiao Street and Tongren Street. The district extends for about 1.5 km and ranks among Kunming's most iconic landmarks. Its seamless blend of time-honoured heritage and lively commercial life attracts large numbers of residents and visitors alike. As indicated in Figure 47, the area is shown in purple, clearly displaying its core position in Kunming's bustling downtown. This advantageous location guarantees convenient transport and easy access, making the quarter a densely populated and prosperous hub for business and trade.

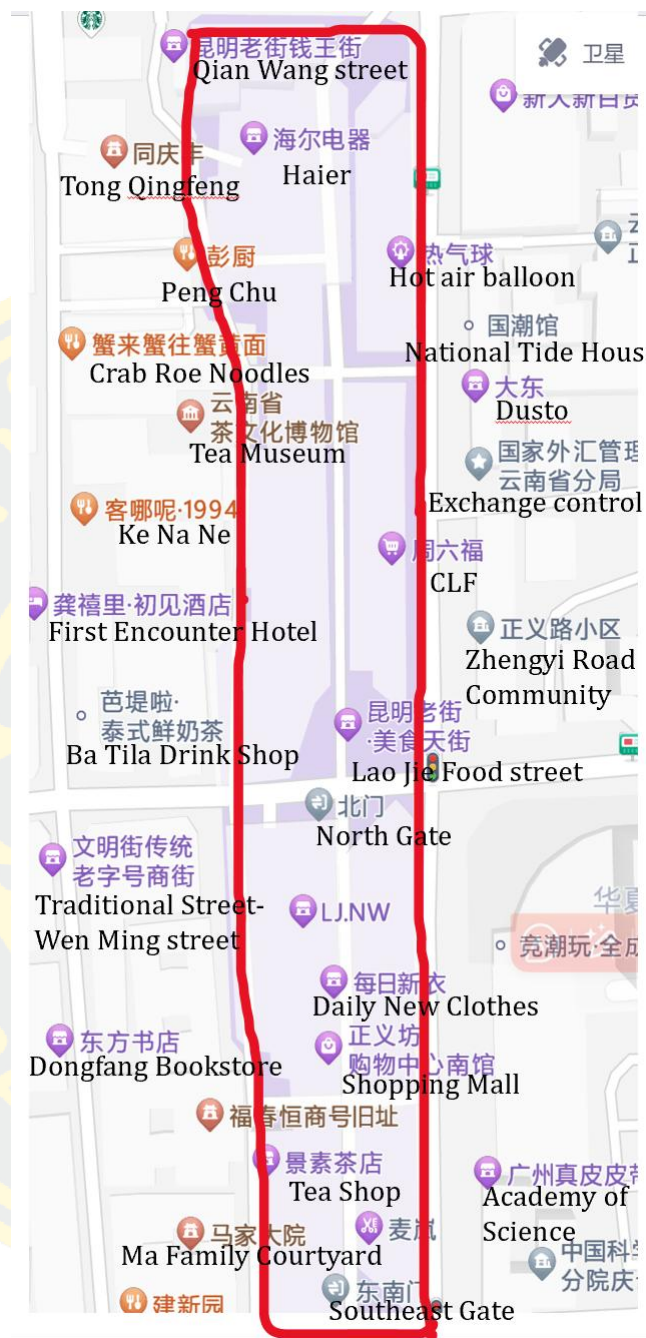


Figure 48 The Map and Decoration of Laojie

Lao Jie is noted for the distinctive style of its historic townscape and draws a steady flow of visitors and residents. Figure 48 presents the rows of traditional buildings that line both sides of Lao Jie, clear evidence that Kunming's early architecture has been kept almost intact. The quarter blends the spirit of Chinese

courtyard planning, solid brick and stone walls, and fine carving on doors and windows, forming a coherent architectural ensemble. These features not only underscore Kunming's deep historical roots but also show how different cultures meet and interact in its visual scene. From weathered family shops to temples that carry layers of history, each structure along Lao Jie quietly tells the long story of Kunming and its rich cultural legacy.

Lao Jie can be traced to the Ming and Qing dynasties, when it was already one of Kunming's busiest districts. During the Republic of China era it rose to be the city's leading commercial center. Traders gathered, shops stood shoulder to shoulder, and every kind of business flourished. It served not only as a hub for the exchange of goods but also as a meeting point for ideas and customs from many regions. Today, as a carefully protected site of history and culture, Lao Jie still keeps numerous old buildings and rare relics, and it continues to attract tourists and scholars who seek the thread of Kunming's past.

In the present day Lao Jie remains a key node in transport and trade thanks to its central position and the steady improvement of local transit. For residents and guests alike it is an irreplaceable place for shopping and leisure.

The district links tradition with modern life through thoughtful design. Visitors find time-honored shops, local restaurants and quiet tea houses beside stylish malls and varied entertainment venues, creating a lively scene from dawn to late night. One can buy handmade goods with strong local flavor as well as world famous brands, so every type of shopper is satisfied. Lao Jie is much more than a market; it is a cultural home filled with energy.

A wide range of cultural programs is held here on a regular basis, from curated exhibitions and live performances to folk festivals and modern arts events. Such activities add depth to the city's cultural life and make Lao Jie the first choice for citizens and travelers who look for recreation and experience. In essence, Lao Jie stands like a three dimensional chronicle that shows Kunming's profound culture and long history. It weaves the weight of the past with the vigor of the present and creates a cultural space that is both lively and captivating.



Figure 49 Signs That Using English to Express Chinese Pronunciation



Figure 50 The Example Sign of Laojie

As Figure 50 shows, the sign contains twenty-two Chinese characters, ten of which are in traditional characters, accounting for about 45.45 percent of the total. These traditional forms stand out in the core parts of the sign and the shop name, as in the phrases "Bai Nian Tuo Cha" (Century-Old Tuo Tea), "Zhonghua Lao Zi Hao" (Chinese Time-Honored Brand), and "Gu Zhuang Cha Nai" (Valley Milk Tea). Placing traditional characters in such eye-catching positions is more than a matter of graphic taste; it evokes a classical cultural atmosphere and strengthens the visual impact of the advertisement.

The deliberate and frequent appearance of traditional characters in a logo that is both striking and culturally charged demonstrates Kunming's deep respect for its heritage and its resolve to protect that heritage. Using traditional forms, especially in businesses that stress lineage and authenticity, shows a wish to link present-day commerce with historical roots. At the same time it enriches the linguistic landscape of the city, adds aesthetic depth, and offers residents and visitors a multilayered experience.

The visual priority given to traditional characters also supports cultural continuity that matches Kunming's historical identity. By placing these characters at focal points on the sign, business owners together build a linguistic setting that honors the past while remaining fully current. Bringing classical elements into the contemporary streetscape not only underlines the city's distinctive cultural legacy but also raises the overall beauty of its public spaces, making them more inviting and meaningful.

The photograph of the tea shop therefore offers a miniature view of Kunming's linguistic scene where traditional Chinese culture, modern commercial practice, and global influences meet. The simultaneous use of Modern and Traditional Chinese characters alongside English shows how local enterprises balance cultural guardianship with global engagement. This thoughtful blending of languages and scripts reveals the city's deep cultural foundation and its flexibility in a globalized world, allowing multiple languages to coexist and complement each other in public spaces in a harmonious and mutually enhancing way.

Many signs carry modern Chinese characters, identified by the label 'MCM'. Modern characters dominate these signs and underline their central place in

public communication across Kunming. Their wide circulation mirrors the broader linguistic scene of the country, where simplified characters have become the standard written form.

The image also contains signs tagged ‘MCT’, signalling the presence of traditional characters. Brands often choose these characters to evoke a sense of heritage and authenticity. Their inclusion shows Kunming’s conscious effort to guard and display its cultural past, a choice that is especially clear when the product is linked to the tea tradition. By using traditional script, the linguistic landscape gains cultural depth that appeals to visitors who value historical continuity.

Some signs bear the tag ‘BECM’, marking a skilful pairing of English and modern Chinese. Placing the two scripts side by side points to the city’s global outlook and its wish to serve local as well as international readers. English on commercial signs helps attract tourists, expatriates, and other English speakers, allowing firms to reach a broad customer base. These bilingual signs illustrate the bridge function of English in Kunming’s ongoing globalisation.

Labels such as ‘BCTCM’ and ‘BECM’ further show how cultural elements blend within the sign system. ‘BCTCM’ hints at a mix of traditional and simplified characters, while ‘BECM’ stands for the union of English and modern Chinese. Together they reflect a deep fusion of tradition with modernity and of local with global. This strategy lets a shop keep its cultural authenticity, satisfy modern taste, and engage an international audience.

The shop places the title ‘China Time Honored Brand’ in a prominent spot, presenting it in both Chinese and English and tagging it ‘BECM2’. The phrase stresses the store’s long history and cultural worth while making the message clear to non-Chinese readers. Here English not only signals prestige but also positions the brand in a global market where heritage is precious cultural capital.

The visual hierarchy of the signs is carefully planned. Certain words and characters stand out, pointing to their relative importance. Traditional script and bilingual items are set in key positions to highlight cultural depth and international appeal. The thoughtful mix of writing systems in one visual field creates a lively and layered linguistic scene that conveys several messages at the same time.



Figure 51 Streets Sign

This photograph captures a cluster of street signs in Kunming where Chinese characters sit beside their English equivalents. The layout offers a vivid glimpse of the city’s linguistic landscape: Kunming holds fast to its cultural roots while keeping its streets open to both residents and visitors from abroad.

The most eye-catching feature is the bilingual format. Each street name appears first in Chinese, followed by its pinyin and the English suffix “St.” This arrangement shows real care for anyone who cannot read Chinese, above all tourists and expatriates. Adding English to public signage signals an outward-looking city and underlines Kunming’s wish to welcome a global public.

Yet Chinese still leads the way, shown in the larger type and the prime position on every board. The choice sends a clear message. While Kunming reaches out to the world, it never loosens its grip on its own cultural identity. Traditional street names carry layers of local history and speak for the city’s rich legacy. Labels such as “Jingxing Street” or “Qianwang Street” open a window onto that heritage.

In practical terms the bilingual signs are vital for navigation, especially in areas where locals mingle with sightseers. The pinyin works as a bridge, letting visitors pronounce the names correctly and move around the city with confidence.

The design shows how Kunming balances respect for its mother tongue with the needs of a diverse public.

The board for “Jingxing Jewelry Market” makes the commercial and tourist flavour of the area even clearer. Markets like this are popular with both residents and travellers, and the English wording surely broadens their reach. Folding the market name into the system not only stresses the weight of trade and tourism here, it also proves how language can attract and guide potential customers.

From an aesthetic angle the signs follow a traditional look. Metal plates and classic typefaces echo the district’s historical texture, while the bilingual text adds a modern note. This blend of old and new mirrors Kunming itself. The city protects its roots yet gladly adopts the comforts of contemporary life, including the thoughtful services it offers to guests from overseas.



Figure 52 Traditional-style Building in Kunming

Figure 52 presents a traditional Chinese building in Kunming. Red lanterns hang from the eaves, and bold Chinese characters stand out on a mounted plaque. Together with a life-sized panda sculpture in the forecourt and a sleek bilingual sign that spells "Kunming" in Chinese and English, the scene shows how cultural legacy and modern taste meet in one place.

The structure itself is a living sample of classical Chinese architecture. Curved rooflines, fine timber beams, and delicately carved lattice windows testify to a long and rich heritage. The red lanterns, each bearing brushed characters, deepen the air of tradition. In China such lanterns signal festival, happiness, and good fortune, so the words on them most likely refer to the name of the venue or its trade, giving visitors an immediate sense of its traditional flavour.

On the façade, a separate plaque is written solely in Chinese. Gilt lettering on a dark wooden background produces a powerful visual contrast and makes the words stand out against the aged timber. This exclusive use of Chinese mirrors the linguistic reality of Kunming, where Mandarin dominates daily life. It implies that the building mainly caters to local patrons and promotes goods or services rooted in native customs.

At street level a contemporary sign introduces a different note. The word "Kunming" appears side by side in Chinese characters and English, a clear invitation to international guests. The bilingual format signals that while the venue honours the past it is also ready to join the city's growing global outlook. By providing two languages, the owners make sure that tourists and expatriates can locate the place with ease.

A large panda statue positioned near the entrance offers another smart blend of the old and the new. The panda is cherished nationwide as a cultural emblem, and abroad it stands for peace and friendship. Its friendly presence lends warmth and energy to the setting, catching the eye of children and drawing a smile from adults. In this way the figure acts as a cultural bridge that links local residents with visitors from around the world.

The blend of traditional architecture, cultural imagery and contemporary signage vividly illustrates the interplay of past and present in Kunming's linguistic landscape. This layered scene shows that Kunming honours its historical roots while moving ahead with confidence in an age of globalisation. Chinese characters that belong to the older built environment stand beside bilingual public signs, indicating a city rich in cultural memory yet open and welcoming to the wider world.

The street as a whole offers a clear example. Its building facades, logos and ornamental details draw on motifs such as traditional layouts, calligraphic scripts,

red lanterns and panda figures, all of which affirm a close link to Chinese cultural lineage.

At the same time, bilingual notices, especially those that pair Chinese with English, signal a steady effort to receive international visitors. The pairing of cultural continuity with services designed for a global audience turns this street into a concise portrait of Kunming itself, a city that carries its history forward while embracing a modern international profile.

1.2 Nan Qiang street



Figure 53 The Map of Nan Qiang

Nanqiang Street lies in the Wuhua District of Kunming, right in the heart of the central business district, and therefore holds a key strategic position. Next to it sits the Old Street heritage zone, celebrated for its traditional townscape. This central location turns Nanqiang Street into a major commercial and cultural hub. The street runs for about one kilometer, a fact indicated by the blue line in Figure 53. Thanks to its favourable setting and well connected transport system, both residents and visitors can reach the street with ease, which gives the area its lively atmosphere.

The street merges time-honoured charm with modern flair, offering guests a special experience that both displays Kunming's long cultural history and reveals its path toward modernisation. Around Nanqiang Street are several main commercial

roads, among them Nanping Street, Dongfeng West Road and Wenmiao Street. Shops, restaurants and leisure venues line these roads on both sides, together forming a busy retail core that draws a steady flow of shoppers and sightseers.

A striking trait of Nanqiang Street is the careful preservation of classic Chinese buildings and related heritage. These old structures lend the street a distinct look and serve as vivid evidence of Kunming's past. The smooth blend of historic architecture with present-day commerce shows the city's skill in keeping its legacy alive while meeting current needs. Visitors find a broad range of options here, from stores selling Yunnan specialties and eateries featuring regional flavours to modern cafés, all of which satisfy the varied tastes of locals and travellers.

Nanqiang Street is more than a retail centre; it is also a dynamic cultural stage. Art shows, theatrical performances and traditional festivals take place on a regular basis, making the street a focal point of Kunming's cultural life. These events add rich humanistic colour and further strengthen the street's role as a platform for community exchange and artistic expression.

The linguistic scene of Nanqiang Street is just as diverse. Mandarin serves as the main language on public signs and in advertising, yet English signage is common, particularly at businesses aimed at tourists. This bilingual setting underlines the street's appeal to global visitors and its role in the city's move toward internationalization. With the rise in overseas tourists and foreign residents, some parts of the street now also display Japanese, Korean and other languages, which highlights its global character.

Yunnan's notable ethnic variety can also be felt on Nanqiang Street. Dialects and minority tongues such as Bai, Hani and Yi appear from time to time. This linguistic mix adds further layers to the street's cultural meaning and offers guests a valuable window into Kunming's multicultural profile. The peaceful presence of these languages alongside Mandarin and other world languages proves Nanqiang Street's position as a meeting place of cultures, where tradition and modernity as well as local and international elements come together to create a unique cultural landscape.

1.3 Wen Huaxiang



Figure 54 The Map of Wen Huaxiang

Wenhua Lane lies in the heart of Kunming's Wuhua District, only a short stroll from two city landmarks, Yunnan University and Green Lake Park. This prime location gives the lane its special energy and charm. Running for roughly eight hundred metres and marked as a blue line on city maps, the street is known for its artistic spirit and its wide mix of food, offering a lively picture of Kunming's cultural variety.

Cafés and restaurants crowd both sides of the road, each with a different story on the plate. From true Yunnan tastes to dishes from overseas, Wenhua Lane spreads out a full flavour map for both residents and travellers. This rich food scene

shows the city's open mind and explains why the lane appeals to people from many walks of life.

Adding an international touch is the International Talent Community and Cultural Exchange Centre that stands on the street. The centre handles residence services for foreigners, so many guests from abroad choose to meet or settle nearby. Their arrival deepens the lane's global character and turns it into a small window through which Kunming greets the world.

While Mandarin is still the main language you will hear, a slow walk along the lane reveals voices from every continent. This blend of tongues highlights Wenhua Lane's role as a cultural crossroads where people from near and far shape the street's special international mood and many layered charm.



Figure 55 Signs of International Talent and Culture Exchange Center

Figure 55 presents the sign for the international talent community's one stop service center, written in both Chinese and English. The sign embodies several key features of Kunming's linguistic landscape and highlights the city's effort to serve international audiences and to promote cultural exchange.

The wording one stop service center is brief and direct, enabling English speakers with no knowledge of Chinese to understand its meaning at a glance. This clarity greatly improves user convenience, allowing non-Chinese visitors to grasp the

center's purpose quickly and to feel confident about seeking help. Using plain and straightforward language in this way matches the practice of other global hub cities that aim to remove language barriers.

Displaying Chinese and English side by side signals that the agency serves both local residents and an international public. Such bilingual presentation shows Kunming's determination to build a friendly and accessible setting for people who do not read Chinese, a goal that is especially clear in areas designed for international residents and visitors.

The phrase international talent community itself suggests that the center was set up to support foreign residents and to help them integrate, with services that can ease everyday life in Kunming. This tendency reflects a wider trend in the city's linguistic landscape: public bodies are offering more English information and assistance to meet the growing needs of an expanding international population.

The logo also includes the image of a ginkgo leaf. In Chinese culture, ginkgo leaves often symbolize long life and perseverance. By weaving this traditional motif into the design, the center unites modern international functions with local cultural heritage and builds a bridge between local tradition and global engagement. This mix of cultural symbolism and practical language use further shows the subtle and adaptive nature of Kunming's linguistic landscape.

Finally, professional and service-oriented wording such as one stop service center makes the institution's role as a basic service provider for international talent clear. Emphasizing convenience is a central part of Kunming's plan to become a preferred destination for international professionals, students, and other global citizens. This choice of language vividly reflects the city's modern, service-based approach to governance during its ongoing international development.



Figure 56 Signs of International Talent and Culture Exchange Center

This signboard points out the facilities inside the International Talent Community, namely the Convenient Living Center, the Cultural Exchange Center and the One-stop Service Center. The text appears in Chinese and English, reflecting a key feature of Kunming's linguistic landscape and its inclusive approach to international users.

Placing Chinese and English side by side is a deliberate decision. It allows local residents to read the information effortlessly while helping international residents and visitors move around just as smoothly. This parallel use of the two languages turns Kunming's goal of an inclusive public space into something visible and practical, meeting the needs of a multicultural population.

The very presence of the Cultural Exchange Center and the One-stop Service Center shows Kunming's dedication to global interaction and to high quality services for foreigners. The sign makes clear that the city hopes to weave international talent into everyday community life by offering convenient resources and places for cultural engagement.

English names such as Convenient Living Center and Cultural Exchange Center are brief yet precise. They are designed so that anyone who uses English, even with limited proficiency, can understand them at a glance. This straightforward

wording raises the usefulness of the signage and ensures that non-Chinese speakers can find the right facility and grasp the services provided.

The sign itself has a contemporary style. A bright yellow background is both eye catching and lively. A ginkgo leaf motif, linked in Chinese culture to long life and resilience, ties the design to tradition while presenting a modern service concept. This blend of present day design and time honored symbolism shows Kunming's respect for cultural heritage while meeting current needs.

The language on the sign is pragmatic and exact. It is guided by function and states each facility's purpose without ambiguity. Terms like Convenient Living Center and One-stop Service Center highlight convenience, encourage cultural exchange and promise comprehensive support. This choice of wording mirrors Kunming's service philosophy, which is to provide efficient, convenient and people centered services for all residents, with special attention to the international community.

1.4 Yuan Xi Street

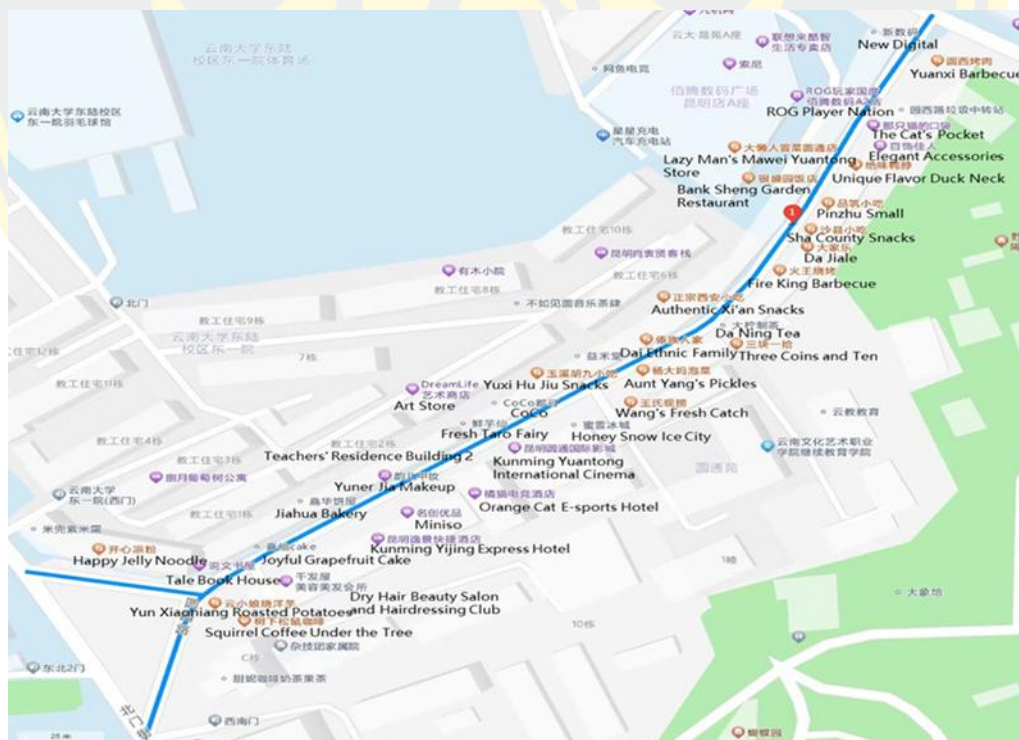


Figure 57 The Location of Yuan Xi Street

Yuanxi Food Street is far more than a place to eat; it is a lively example of Kunming's multicultural spirit and inclusive outlook. Thanks to its prime location, wide range of dishes and multilingual setting, the street offers one of the best vantage points from which to experience the cultural and linguistic diversity of Kunming. It satisfies the immediate needs of visitors and students while breathing fresh energy into the city's cultural fabric, serving as a clear snapshot of Kunming's dynamic, multi-layered identity.

Situated in central Kunming, Yuanxi Food Street lies between two key landmarks. Kunming Zoo stands on the left, attracting constant streams of visitors, while Yunnan University rises on the right, renowned throughout the province. Running for about three kilometres, the street, shown by the blue line in Figure 56, acts as a cultural corridor that links these two attractions and opens a convenient gateway to a rich culinary world for both tourists and students.

The area that hosts Yuanxi Food Street carries deep cultural memory and academic tradition. Kunming Zoo draws countless guests each year who enjoy not only diverse wildlife but also a rare sense of calm. Yunnan University adds a strong scholarly tone to the neighbourhood, and the vitality on campus further enriches the surrounding culture. This strategic position keeps Yuanxi Food Street bustling at all hours. Shops, restaurants and leisure venues line both sides of the road, matching the varied tastes of visitors and the university community with precision.

Yuanxi Food Street vividly represents Kunming's cultural diversity, most clearly shown in its inclusive food scene. The street embraces dishes from across China along with distinctive international cuisine, truly becoming a sanctuary for every palate. From authentic Yunnan flavours to global favourites, its extensive menu stands as solid proof of Kunming's unique cultural charm. Regular food festivals and cultural events bring gourmets and culture lovers together, adding an even richer human touch to the street.

The linguistic landscape of Yuanxi Food Street also mirrors the city's diversity. Chinese remains the main language on signs and menus, yet English and other languages appear often, especially in shops that welcome overseas visitors. This thoughtful blend of languages underlines the street's international character and its role as a centre for cultural exchange.

The large international student body at Yunnan University further boosts this linguistic variety. It is common to find signs and menus in English, Japanese, Korean and other languages, creating an open and friendly atmosphere that greets travellers from around the world. Continuous flows of zoo visitors add still more colour, and together they shape a pleasant setting where many languages coexist and mingle.

In short, Yuanxi Food Street stands as a vivid model of Kunming's multiculturalism. It offers an unforgettable culinary journey while showing the city's core values of openness and inclusion. The diverse languages on street signs and the abundant food choices complement one another, weaving a warm and vibrant cultural scene in which every guest can feel at home.

1.5 Da Guan street, Shuang Qiao street and South Asian Garden



Figure 58 The Map of Shuang Qiao

It is clear from Figure 58 that Shuangqiao Street and the South Asian Style Garden both lie within Kunming, about 6.9 km from the downtown core of Lao Jie. Figure 57 further shows that the blue route along Shuangqiao Street extends for roughly 3 km. Although the street is some distance from the central business district, it enjoys strong popularity among local residents. Daguang Road, by contrast, is about 3.5 km long and sits closer to the urban centre. It mainly meets the everyday needs of nearby residents and draws comparatively few tourists. Taken together, these areas illustrate how different parts of Kunming support a broad range of cultural and social functions. Shuangqiao Street and the South Asian Style Garden signal the city's

openness and variety, whereas Daguan Road highlights the lasting value of local tradition amid urban modernisation. Each area adds its own colour to Kunming's rich cultural landscape, and together they shape a lively and diverse modern metropolis.

Among them the South Asian Style Garden stands out for its special appeal. The site acts as a magnet for culture lovers, presenting the vivid artistic heritage of many South Asian countries. The garden not only displays buildings with clear South Asian features but also hosts regular festivals and events that celebrate regional diversity. Its linguistic scene is notably varied, showing how deeply cultural blending has shaped the space. Visitors walking through the garden can sense different languages and modes of expression merging in harmony, which makes it a genuine international cultural destination within Kunming.

Daguan Road, though nearer to the civic centre, plays a very different role. Unlike areas aimed mainly at visitors, this road chiefly serves the local population. Daily speech is dominated by Mandarin and local dialects, and foreign languages are seldom heard. The street conveys a strong sense of tradition and everyday life. Local culture is carefully preserved, and all activities revolve around the real needs of residents. Although Dagan Road lacks universities or well known scenic spots, its wealth of traditional elements and distinctive local shops brings a vivid local flavour to the cultural life of the whole community.

Shuangqiao Street and the South Asian Style Garden together showcase the rich cultural diversity of Kunming. With its wide choice of shops and restaurants, Shuangqiao Street mirrors the changing needs of local residents. The South Asian Style Garden acts as a cultural window where visitors can enjoy the art and customs of South Asian nations, attracting a steady stream of guests. Although Dagan Road mainly serves people who live nearby, its protection of traditional customs and supply of regional products also deepen Kunming's cultural landscape.

Shuangqiao Street offers well developed commercial and service facilities that meet varied local demand. It is a hub for shopping and dining, with a broad range of goods and dishes that reveal local taste. Located just outside the city centre, Shuangqiao Street has grown into an essential focal point for the neighbourhood, where residents pick up daily necessities as well as special items.

The South Asian Style Garden lies within Kunming, about 6.3 kilometres from Lao Jie, as shown by the blue circle in Figure 58. More than a single street, it is a themed quarter that fully presents the architecture and culture of Southeast Asia. Figure 59 shows its entrance, built in a recognisably Thai style. Although close to the heart of the city, the garden is quieter than busy downtown streets and draws mainly locals together with a modest number of tourists.

Commercial life and services in the garden focus on the day to day routines and cultural interests of nearby residents. Compared with the lively city centre, the South Asian Style Garden offers a calm yet distinctive cultural setting.

Through its strong Southeast Asian buildings and cultural symbols, the garden vividly expresses Kunming's cultural variety. Its shops, restaurants and regular cultural events display the charm of South Asian countries and appeal to all who are interested in Southeast Asian culture. Festivals are held throughout the year and they foster dialogue and understanding between different cultures.

Mandarin is the main language heard in the garden, yet Thai, Burmese and other South Asian tongues can often be heard in conversation. The presence of these languages shows the multicultural background of residents and traders and meets real communication needs. Even though visitor numbers are modest, the linguistic scene remains lively, underlining Kunming's image as an open and inclusive international city.

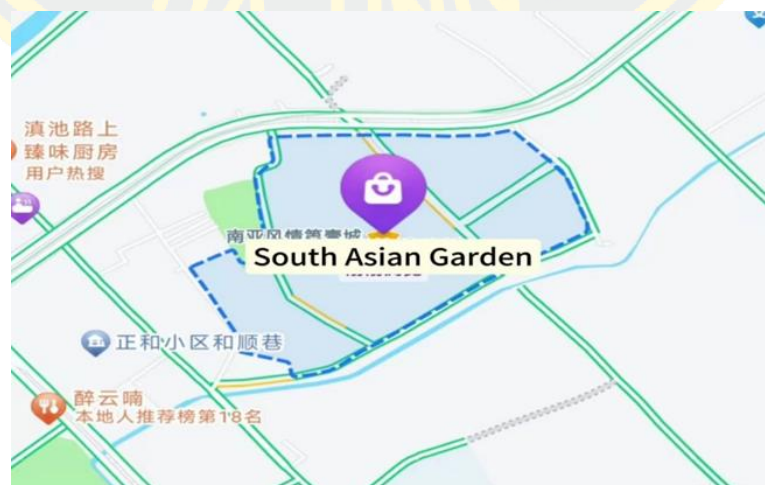


Figure 59 The Map of South Asian Garden

The South Asian Style Garden is about 6.3 km from the centre of Kunming Old Street, as marked by the blue circle in Figure 58. This compact district presents a coherent scene that vividly displays Southeast Asian architecture and culture. Though near the city core, it differs from the busy commercial streets by offering a quiet setting that blends historical depth with a leisurely mood. Figure 59 shows the entrance, built in a traditional Thai style, which immediately immerses visitors in a distinctive cultural experience.

Although visitor numbers are lower than in the city centre, travellers are still drawn here by the district's distinctive cultural appeal and its strong Southeast Asian atmosphere.

The commercial life and public services of South Asian Style Garden are planned around the everyday needs and cultural interests of local residents. The district offers a calm and special mood that contrasts sharply with the hurried pace found downtown. Shops and service providers not only meet daily demands but also put great weight on cultural exchange, giving every visitor a wide range of Southeast Asian experiences that bring the traditions and heritage of those nations to life.

South Asian Style Garden is a vivid display of Kunming's cultural diversity, uniting architectural forms and cultural elements from many Southeast Asian countries. A variety of shops, restaurants and cultural venues show the unique appeal of Thailand, Myanmar and other neighbours. These venues go beyond simple trade; they serve as cultural messengers that carry genuine Southeast Asian customs into Kunming. Frequent cultural festivals held in the area help promote exchange and deepen the understanding of Southeast Asian traditions among residents and tourists.

Mandarin is the chief medium in the linguistic landscape of the Garden and serves most public and commercial talk. Even so, the area's diversity is clear in the presence of Thai, Burmese and other regional languages that can be heard in daily speech, seen on selected signs and used in businesses that serve Southeast Asian communities. Their presence points to the multicultural nature of the district and the varied communication needs of its residents and traders.

While the flow of visitors is smaller than in Kunming's busiest quarters, the language scene here remains lively and dynamic. The Garden gives clear shape to Kunming's role as an open and inclusive international city where cultural variety is

both respected and carried forward. The smooth coexistence of Mandarin with the languages of Southeast Asia mirrors the area's deep cultural roots and highlights its place as a centre for exchange and a meeting point of different communities.

South Asian Style Garden is a special cultural quarter in Kunming that joins calmness with vitality. Its Southeast Asian architecture, rich cultural events and diverse linguistic picture form a unique cultural space that adds bright colour to Kunming's overall cultural layout. Though it lacks the bustle of the city centre, it offers residents and curious travellers a quiet yet profound chance for cultural immersion. The area stands for Kunming's open and welcoming spirit and its active embrace of international culture, lending precious value to the city's image as a diverse, inclusive and outward looking metropolis.



Figure 60 The Door of South Asian Garden

The photograph presents a grand entrance embellished with distinctive Southeast Asian motifs. Slender gilded spires soar above dense ornamentation, clearly showing the hallmarks of classical Thai or Burmese architecture. Set against a cluster of contemporary buildings, the gateway highlights the cultural and architectural variety symbolised by Kunming South Asian Style Park.

The style on view is guided by Southeast Asian design ideals. Shimmering golden roofs and finely carved patterns bear witness to the spirit of Thai and Burmese craftsmanship. Choosing such a design signals the deep roots and strong presence of

South Asian culture in Kunming. The vivid use of these cultural symbols proves that the site is far more than a commercial district; it serves as a cultural forum where the traditional arts and aesthetic values of South Asian nations are preserved, celebrated and promoted.

This visual display of Southeast Asian tradition hints at an equally diverse linguistic setting. Mandarin remains the main language, yet it blends with the tongues of Southeast Asian countries and with English, forming a rich soundscape. The careful union of traditional Southeast Asian architecture and modern commercial features shows an urban policy that balances cultural heritage with present-day growth, turning this district into an attractive and inclusive cultural space in the city of Kunming.



Figure 61 Examples of Multilingual Signs in Kunming (Chinese, English, and Thai)

Figure 61 presents the façade of a shop or restaurant. Its eye-catching sign blends Chinese characters with Thai script, while the backdrop is filled with motifs drawn from traditional Thai art. Together they reveal the linguistic landscape of the area and illustrate the cultural and linguistic diversity found in Kunming, particularly in districts influenced by Southeast Asian culture.

The focal point is the bilingual sign where Chinese and Thai appear side by side. The Chinese text serves local residents, making sure that the language of daily communication can be understood by most inhabitants and visitors. The presence of

Thai points to the store's cultural positioning and its culinary focus. It appeals not only to Thai speakers but also to anyone interested in Thai culture and cuisine. Such multilingual signage shows Kunming's openness and its international outlook, a trait that stands out in neighbourhoods catering to particular cultural groups.

Traditional Thai elements are woven into the background. A Thai woman in national dress, an elephant decorated with intricate patterns and the silhouette of a Thai temple or pavilion reinforce the shop's cultural theme. They suggest that beyond selling Thai dishes or goods, the owners aim to offer an immersive cultural experience. Placing these recognisable symbols in a commercial space underlines the effort being made, within multicultural Kunming, to preserve and share Thai culture.

The bilingual sign allows the shop to reach a larger audience. For local Chinese readers the characters clearly state the nature of the business, while Thai script gives Thai speakers and lovers of Thai culture a sense of familiarity and welcome. The message is simple: you are invited in. This design philosophy expresses the community's inclusive spirit and seeks to build a bridge of understanding across linguistic and cultural boundaries.

1.6 Shi Lin and Ju Xian

This section examines the linguistic landscape of Chenggong District, with special attention to Shilin Street and Juxian Street, and links these features to the wider language ecology of Kunming. The discussion shows that the educational and cultural profile of the area is central to how languages are used and displayed in public space.

Shilin Street and Juxian Street lie in the heart of Chenggong, an area widely called the University Town. Their streetscape offers a vivid miniature of Kunming's broader language scene. Public signs, campus settings and everyday talk all show a smooth coexistence of several codes, underlining Kunming's image as a multicultural and multilingual city. This variety not only signals Kunming's role as a regional centre for learning and cultural exchange, it also gives the city a lively and inclusive linguistic atmosphere.

As the map in Figure 48 makes clear, Shilin Street and Juxian Street are far from the old quarters and the other downtown districts of Kunming. Their distance from the historic core is balanced by the high density of universities that earned Chenggong the title of University Town. The linguistic landscape of these streets thus

serves as a unique lens through which to view the wider cultural and language life of Kunming and shows how local patterns of use mirror the city's plural identity.

Chenggong hosts many prestigious universities, among them:

- Yunnan University's new campus
- Kunming University of Science and Technology
- Yunnan Normal University
- Yunnan Minzu University
- Kunming Medical University
- Yunnan University of Traditional Chinese Medicine
- Yunnan Arts University

The clustering of these institutions leaves a lasting mark on the local language scene. In academic settings several languages appear in sign systems, official notices and teaching materials. Mandarin remains the principal medium for instruction and daily interaction, yet English is highly visible on campus and in scholarly events. This strong presence highlights the weight of English in higher education and global communication, especially in a district that welcomes students from every part of China and from abroad.

The mixed student body further enriches the multilingual environment. Around Shilin Street and Juxian Street this diversity is easy to notice in daily chat, public announcements and commercial posters. The major codes in use are:

- Mandarin, the dominant choice in both public and private domains
- English: English, crucial in education, international contact and wayfinding signs, showing its value in an age of global links.

- Local dialects and minority languages such as Bai, Hani and Yi, which remain lively in informal settings and within specific communities

The multilingual profile of Chenggong echoes the language panorama of Kunming while adding its own accents. In a city celebrated for ethnic variety and cultural depth, language practices naturally mirror those traits. Ongoing educational and cultural exchanges in the University Town nourish linguistic diversity and foster cross cultural understanding, shaping speech habits across Kunming and weaving a rich tapestry of language and culture.

In sum, the linguistic landscape of Chenggong, and of Shilin Street and Juxian Street in particular, stands as a concise reflection of Kunming's wider language and cultural setting. The district's role as an educational core has moulded its speech practices, allowing Mandarin, English and several local and minority tongues to coexist in a dynamic and welcoming space. This diversity offers clear evidence of Kunming's commitment to cultural richness and to cross cultural dialogue, and secures the city an important place in the educational and cultural life of the region.



Figure 62 The Example Sign of Multilingual

Figure 62 presents a multilingual “No Smoking” sign that brings together five languages: Chinese, English, French, Thai and Japanese. Small as it is, the sign mirrors the area’s lively mix of tongues and cultures. By showing these five scripts side by side, it passes on a key public-health warning while also shining a light on the region’s cultural variety and wide international links.

Putting five languages on one sign makes it clear that the spot serves people from many language backgrounds. The choice hints that both local residents and visitors from around the world are common here, so the message must be shown in several languages to reach everyone. The selected group of Chinese, English, French, Thai and Japanese matches the speech habits found nearby and also speaks to the area’s cultural depth and global outlook.

Chinese characters appear largest and most eye-catching. This fits the setting, since the sign is most likely in China and Mandarin is the official tongue. The bold type at the centre stresses the leading place of Chinese and chiefly targets local readers.

English, now the world's common language, follows to make sure the notice is clear to a broad overseas audience. French is less usual on public signs, yet its presence may point to a fair-sized French-speaking community or to special efforts to greet travellers from French-speaking lands. This careful mix of languages shows a sharp grasp of the community's global nature and a thoughtful response to visitors' needs.

Thai and Japanese on the same board highlight strong cultural and business ties with Thailand and Japan. Their use suggests that many Thai and Japanese tourists, residents or firms are active in the district. Adding these languages respects and recognises the area's rich range of cultures and tongues, giving a practical sign of openness.

The multilingual layout of the sign shows a firm pledge to inclusion. It lets residents, tourists and business people who do not read Chinese get vital information with ease. Such care helps keep public order and safety and, more important, makes sure that everyone, no matter their language or culture, receives the same clear and accurate message.

Table 3 Proportions of Language Types Across Different Streets

	Monolingual Identifiers (%)	Bilingual Identifiers (%)	Multilingual Identifiers (%)
LaoJie	38.39%	47.42%	14.19%
Nan Qiang	41.57%	52.81%	5.62%
WenHua Xiang	30.00%	57.78%	12.22%
Yuan Xi	53.91%	44.35%	1.74%
Da Guan	70.59%	28.82%	0.59%
Shuang Qiao	58.33%	40.87%	0.79%
SouthAsian Garden	48.65%	48.11%	3.24%
Ju Xian	60.07%	36.63%	3.30%
Shi Lin	50.71%	45.50%	3.79%

Table 3 displays the percentages of monolingual, bilingual and multilingual signs on the surveyed streets of Kunming. The figures offer valuable insight into the city's linguistic landscape and make clear the marked contrasts in language diversity and cultural influence from one area to the next.

Taken together, the data sketch a full picture of how street level language choices vary with local heritage, educational resources and commercial profile. Streets where bilingual or multilingual signs cluster tend to signal a more open and international setting, while areas ruled by monolingual signs speak mainly to a local Chinese audience. This layered pattern of language use mirrors Kunming's dual role as both a regional centre of education and culture and a hub of traditional neighbourhood life.

2. Monolingual Identifiers:

2.1 Highest Monolingual Presence (Da Guan Street, 70.59%): With 70.59 percent monolingual signs, Dagan Street stands first. The street shows a clear single language focus built around Mandarin, so the need for services in other languages for visitors is limited.

2.2 Significant Monolingual Presence (Ju Xian Street, 60.07%; Shuang Qiao Street, 58.33%; Yuan Xi Street, 53.91%): Here, monolingual signs also dominate, showing that one language has become the standard choice. These streets lean toward a local orientation, serving mainly native Chinese speakers and showing little day to day demand for multilingual interaction.

2.3 Lower Monolingual Presence (WenHua Xiang, 30.00%): Wenhua Lane records only 30.00 percent monolingual signs, the lowest among all streets studied. This points to a much more varied linguistic ecology, where several languages coexist, highlighting the lane's character as an international or multicultural community.

3. Bilingual Identifiers

3.1 Highest Bilingual Presence (WenHua Xiang, 57.78%): Wenhua Lane leads with 57.78 percent bilingual signs, underlining strong attention to both Mandarin and English users. The concentration of nearby schools may well support this bilingual setting, which serves local residents and international visitors alike.

3.2 Other High Bilingual Presence (Nan Qiang Street, 52.81%; Lao Jie, 47.42%): Nanqiang Street and Old Street post bilingual rates of 52.81 percent and 47.42 percent. These figures suggest lively interaction between local and international groups, making bilingual communication the practical choice for inclusive service.

3.3 Lower Bilingual Presence (Da Guan Street, 28.82%): By contrast, Dagan Street shows only 28.82 percent bilingual signs. The street therefore remains geared mainly to a monolingual Mandarin audience, and the need for bilingual services is relatively low.

4. Multilingual Identifiers:

4.1 Highest Multilingual Presence (Lao Jie, 14.19%): On Lao Jie, multilingual signs make up 14.19 per cent of all signage. This figure points to remarkable linguistic diversity. Several languages appear side by side, showing Lao Jie's role as a cultural and commercial meeting point. The street attracts both local residents and many international visitors.

4.2 Moderate Multilingual Presence (WenHua Xiang, 12.22%; Shi Lin, 3.79%): WenHua Xiang and Shi Lin also display noticeable levels of multilingual signage. The numbers suggest that these streets serve increasingly varied communities, and that using more than one language has become the simplest way to reach visitors from different backgrounds.

4.3 Minimal Multilingual Presence (Yuan Xi, Da Guan, Shuang Qiao Streets): In contrast, multilingual signs are scarce on these streets. Da Guan Street is the clearest case, with only 0.59 per cent. The sharp difference points to a largely uniform language setting that likely results from a fairly single-group local population; here the need for multilingual communication seems limited.

Dominance of Mandarin

Kunming is known for its rich and varied culture, and the languages shown on restaurant signs help shape the city's linguistic landscape. Mandarin is the leading language and enjoys a clear advantage, reflecting both local preferences and daily communication needs.

Table 3 presents a clear pattern. Ninety-one per cent of restaurant signs place Chinese characters in the main position and use a font size that is clearly larger

than any other language. This confirms Mandarin's central role in public life. By comparison, only four per cent of signs give Chinese and English characters the same font size, and another four per cent show English in a larger font than Chinese.

Only one per cent of signs use languages other than Chinese and English, further underlining Chinese dominance in Kunming's catering sector.

This layout is no accident. It is rooted in national language policy. For many years the state has promoted Mandarin, and this support can be seen in Kunming's linguistic landscape. Restaurant signs are not official notices, yet the wide use of Chinese and its prominent place on the boards reflect society's high regard for the language. As Scollon and Scollon (2003) point out, Chinese serves as the main means of public communication, and the numbers in Table 3 give solid evidence. The large Chinese fonts confirm again the key status of Mandarin in the city's restaurant signage.

The data send a clear message. Kunming is open to other languages, especially English, but Mandarin still holds unquestioned priority. This language order shows the close link between the local setting and national policy. By giving Chinese characters greater visual weight and a leading position on restaurant boards, the city aligns with government guidelines and matches the speech habits of its residents, creating a coherent and unified public language space.

Table 4 Language Proportion

	Chinese>	English>	Same	Other>	Total
Number	959	38	41	12	1050
Percentage	91%	4%	4%	1%	100%

Table 4 shows plainly that Chinese holds pride of place on restaurant signs in Kunming. This choice mirrors government language policy and meets the linguistic preferences of most diners. Among the influences that shape signage, demographic data are especially revealing.

Kunming, the capital of Yunnan, hosts a strikingly mixed population. Yunnan is famed for its ethnic variety: twenty six minority groups together account

for 33.4 % of the province's people, while the Han majority makes up 66.6 %. The minorities include Yi, Bai, Hani, Zhuang, Dai, Miao, Hui, Lahu, Naxi, Jingpo, Tibetan and several others.

The language landscape in local eateries reflects this mosaic, yet Chinese, in particular Standard Mandarin, still dominates. Mandarin serves as a common tongue across ethnic lines and is the language most tourists and residents feel at ease with. Even so, the smaller presence of other languages on some signs shows a conscious effort to welcome visitors and satisfy particular speech communities. Adding English or regional dialects to certain boards signals that owners hope to reach a wider clientele, including people who are not fluent in Mandarin.

Understanding this population mix is crucial when we study how restaurateurs decide what to place on their signs. Mandarin's prominence echoes both official guidelines and the speech habits of the Han majority, but the appearance of additional languages points to the city's respect for ethnic plurality and to its allure as a leading tourist spot. Finding a balance between serving local needs and responding to a diverse international audience is therefore central to Kunming's linguistic landscape.

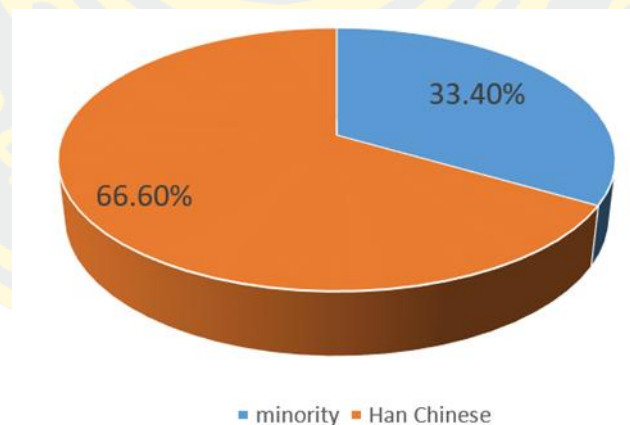


Figure 63 Percentage of Minority and Chinese Mandarin

In Kunming, residents chiefly communicate in Mandarin, and this linguistic fact has naturally shaped the city's language landscape, most visibly in public venues such as restaurants. Consequently, restaurant signage is largely presented in Chinese,

expressed in written Mandarin. The wide presence of these Chinese signs mirrors the language preferences of the local population.

Survey data on restaurant signage show that monolingual displays make up a sizeable share, meaning that just one language is used on the sign. Within this category, simplified and traditional Chinese are the most frequent, underscoring their leading place in the city's visual space and linguistic environment. The high proportion of Mandarin only signage suggests that restaurant owners favor the locally shared language to better serve their core customers, who are native Mandarin speakers.

This pattern underscores the close link between language choice in public space and community identity. The clear prominence of Chinese monolingual signage not only offers locals a convenient communicative setting but also quietly reinforces and passes on the cultural heritage and linguistic traditions of Kunming.

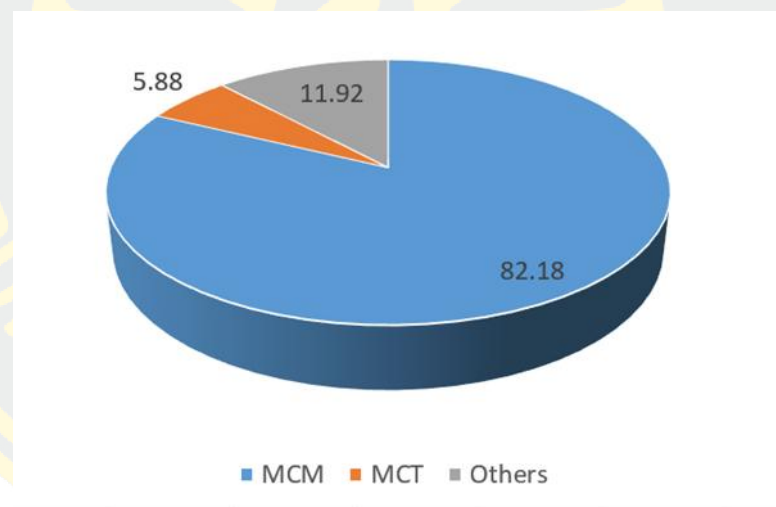


Figure 64 Proportion of MCM and MCT

Survey data on restaurant signage in Kunming confirm that Mandarin written in simplified characters dominates every linguistic setting. Among monolingual signs, 866 are in Mandarin simplified script (MCM), representing 82.18 percent of the total. Another 62 signs employ traditional characters (MCT), which is 5.88 percent. Altogether Chinese language signs account for 88.08 percent of the monolingual

sample, underscoring owners' clear preference for Chinese and reflecting the broader linguistic landscape of the city.

The trend continues in bilingual signage. The Chinese plus English pairing (BECM) is the most frequent, with 699 examples that make up 74.2 percent of all bilingual signs. When this set is combined with the remaining pairings—Chinese Japanese (BCMJ), Chinese in traditional script with another language (BCTM), Chinese with several languages (BCTCM), and Chinese Korean (BCMk)—coverage reaches 99.79 percent. These figures show that even when a foreign language is added, Chinese still functions as the primary medium for public communication.

Multilingual signs offer the same picture. Fourteen items combine Chinese, English, and Japanese (TECMJ), amounting to 12.96 percent of multilingual signs, and nine combine Chinese, English, and Korean (TECMK), or 8.33 percent. The most common pattern is Chinese with English and additional languages (TECTCM), with 45 instances, or 41.67 percent. Taken together, the results indicate that in the most complex linguistic environments Chinese remains an indispensable core element and is routinely combined with other languages to meet the needs of a diverse clientele.

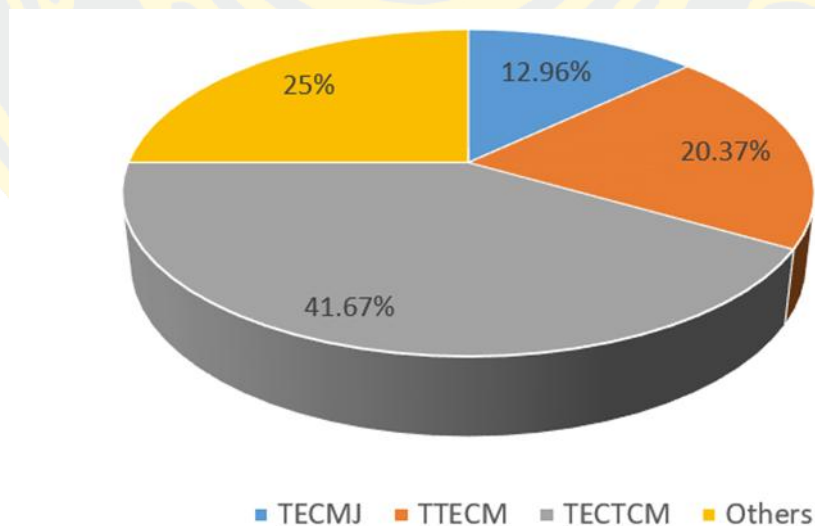


Figure 65 Presence of Chinese

The data clearly reveal Chinese's overwhelming predominance in the linguistic landscape of restaurant signage in Kunming. In the full sample, Chinese appears on 93.96 percent of all signs, underscoring its leading role in the identification system of local eating places. This dominance mirrors the preference of Kunming residents for Mandarin and highlights the irreplaceable core value of Chinese in the city's catering sector.

Even where bilingual or multilingual signs occur, Chinese still shows the highest frequency, further confirming its position as the chief vehicle of communication. This pattern links closely to Kunming's urban profile. As the capital of Yunnan Province, the city has a largely Han population, and national policy promotes Mandarin as the shared language of the country. These factors together shape the present linguistic layout. The wide use of Chinese on restaurant signs and in other public spaces therefore reflects a broader regional trend in language development.

Summary

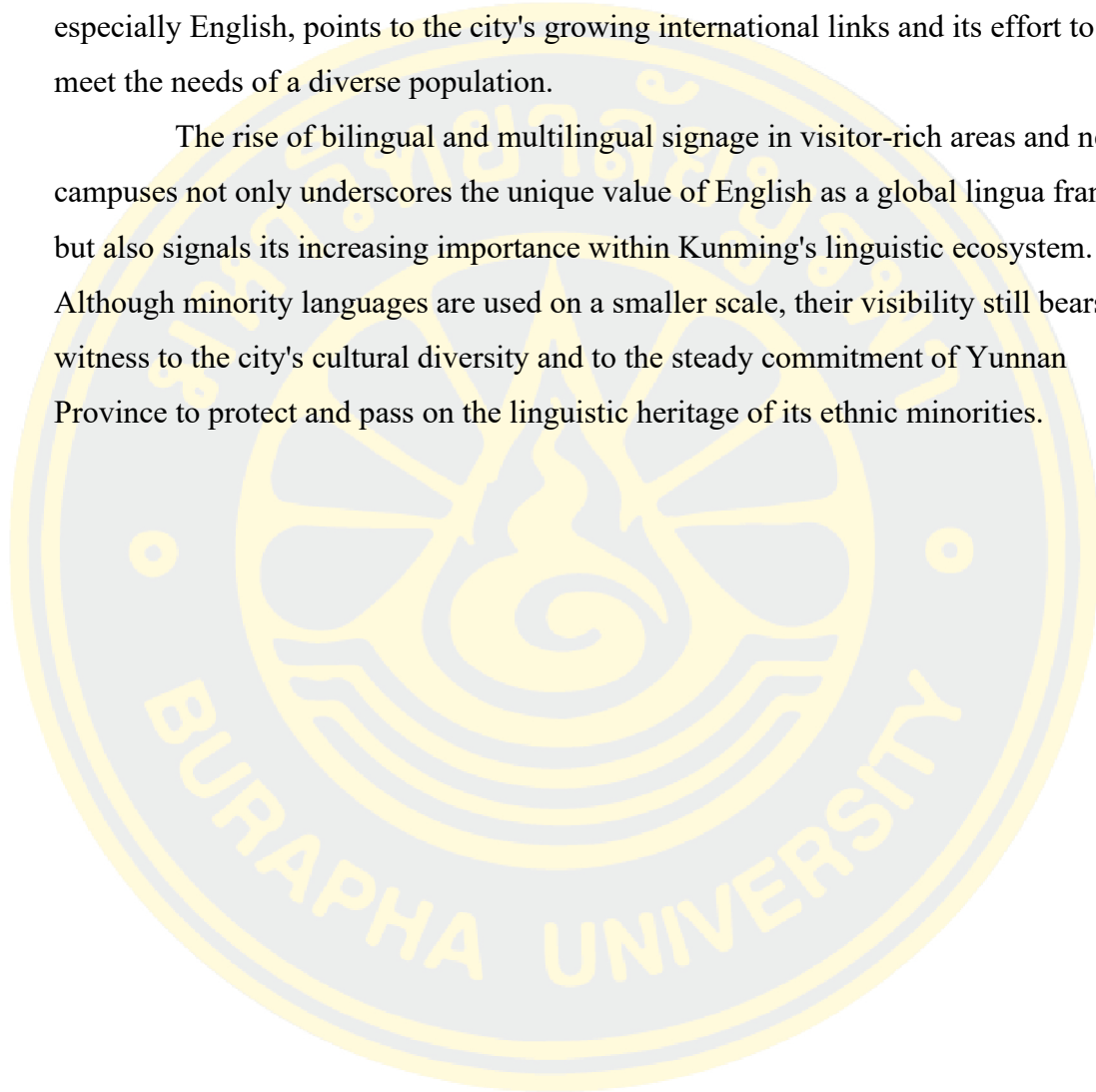
This study presents an in-depth examination of the linguistic landscape of several districts in Kunming, with particular attention to how restaurant signs display different languages and thereby shape their standing and influence within urban space. The research uncovers a complex interaction among Mandarin, English and minority languages that is especially marked in Kunming, a city known for cultural diversity and strategic weight.

A detailed breakdown of language distribution shows sharp contrasts across districts, vividly mirroring each area's cultural heritage, social structure and level of economic growth. In cultural and commercial hubs such as Lao Jie and Wenhua Lane, bilingual and multilingual signs are common, creating a more diversified and international language ecology.

By contrast, in neighbourhoods that mainly serve local residents, such as Da Guan and Shuang Qiao, monolingual signs dominate and Mandarin holds an unassailable position, producing a relatively homogeneous linguistic environment. The primacy of Mandarin across all forms of signage is clear. It matches the speech habits of residents and testifies to the success of national language policies that promote Mandarin as the main tool of public communication.

Survey figures further show that Mandarin appears in a prominent position on 91 percent of restaurant signs, and its type size is clearly larger than that of any other language. This overwhelming advantage highlights the central role of Mandarin in Kunming's public space. Meanwhile, the continued presence of other languages, especially English, points to the city's growing international links and its effort to meet the needs of a diverse population.

The rise of bilingual and multilingual signage in visitor-rich areas and near campuses not only underscores the unique value of English as a global lingua franca but also signals its increasing importance within Kunming's linguistic ecosystem. Although minority languages are used on a smaller scale, their visibility still bears witness to the city's cultural diversity and to the steady commitment of Yunnan Province to protect and pass on the linguistic heritage of its ethnic minorities.



CHAPTER 5

DISCUSSION

Summary of the Findings

This study offers an in-depth look at Kunming's multilingual landscape, with particular attention to the purpose and spatial distribution of its different linguistic elements. Using a qualitative approach based on content analysis, we examined data gathered on site in Kunming. Our goal was to answer, in a systematic way, the main questions surrounding the growth of linguistic diversity and the execution of language policy in the Chinese setting.

We carried out a comprehensive investigation of the languages that appear on restaurant signs across Kunming. The results outline a complex and vivid linguistic map. Famous for cultural variety and ethnic integration, Kunming weaves language, culture, and identity into a lively picture that can be read on every street corner. Close observation of these linguistic symbols not only uncovers patterns in language choice but also sheds light on the strategic judgment and cultural sensitivity that business owners display when serving different groups of customers.

Although Mandarin remains the leading language on restaurant signs, the study shows that English and minority languages still play an essential part in shaping the city's linguistic scene. The coexistence of several languages both mirrors Kunming's deep cultural roots and ethnic variety and points to the community's open attitude and practical demand for multilingual communication. The presence of more than one language on a single sign goes beyond a purely functional need. It speaks to the city's spirit of openness and its wish to welcome a wide range of patrons, from local residents to visitors from abroad.

At the heart of the study lies a systematic review of the distribution of languages on restaurant signs in the different districts of Kunming. We placed the signs into three clear groups: single language, two languages, and three languages. The first group is dominated by Chinese, reflecting the wide use of Mandarin in daily life and meeting the needs of local cultural expression. The second group, pairing Chinese with either English or a minority language, reaches both local diners and

outsiders. The third group, though less common, represents the highest level of linguistic inclusiveness. By giving Chinese, English, and a minority language equal space, it becomes a vivid marker of Kunming's multicultural identity. This classification provides a useful lens through which to trace city wide language trends and reveals the particular functions each language fulfils in different business settings.

The detailed analysis shows that the linguistic pattern of every district results from the combined influence of population mix, cultural heritage, and economic growth. On Yuanxi Food Street, for instance, linguistic variety is marked, and single language, two language, and three language signs appear in almost equal numbers, fitting the mixed clientele of tourists and students. Grand View Commercial Street, which mainly serves local residents, is almost exclusively Chinese, reflecting the area's emphasis on local heritage and a strong sense of community. Nanqiang Street, known for its international atmosphere, is rich in multilingual signs, highlighting its role as a commercial hub with a diverse population. Equally striking is South Asia Theme Park, where the distinct Southeast Asian background supports widespread use of two language and three language signs, vividly showing the district's profound cultural reserves and varied character. The different language choices across these areas reveal how business owners align signage with target customers and how keenly they read the cultural mood and economic profile of each locality.

In addition, the study investigates how cultural prestige, tourism growth and government policy shape the language that appears on restaurant signs. In areas crowded with visitors, such as Wenhua Lane and Nanqiang Street, English and several minority languages occur more often because they meet the needs of international travelers and other diverse groups. The presence of these multilingual signs showcases Kunming's international outlook and underlines the city's appeal as a tourist destination. By contrast, in districts that mainly serve local residents, such as Shuangqiao Street and Daguan Street, most signs are written only in Chinese. This difference highlights the strong place of local culture and language within those communities.

The research also looks closely at practical factors that guide language choice, including the cost of translation, the limited space on a signboard and the

overall budget. Such constraints usually lead owners to give priority to Chinese so that they can keep operation smooth and expenses reasonable. When extra resources are available, however, adding other languages becomes a deliberate strategy to reach a wider customer base through linguistic variety.

A detailed review of restaurant signage across Kunming shows the clear dominance of Mandarin in the city's linguistic landscape. This is seen in single language, double language and multiple language signs alike, which confirms that Mandarin has become the chief means of public communication, especially in the food sector. Data indicate that 91 percent of restaurant signs display Chinese characters, while only a small share includes elements from English or local dialects. The pattern mirrors both the preference of a population whose main language is Mandarin and the firm support that government policy gives to Mandarin as the national common tongue.

Among single language signs, Mandarin Chinese (MCM) and Traditional Chinese (MCT) together make up 88.08 percent of the total, showing the central role of Chinese in everyday interaction among residents. For double language signs, the pairing of Chinese and English is the most frequent, accounting for 74.2 percent, and almost every other bilingual example also contains Chinese. The same tendency appears in signs that carry three or more languages: Chinese is always present together with the additional languages, which further strengthens its pivotal position in the urban linguistic scene.

The leading status of Chinese is not only a reflection of local speech habits but also an outcome of the value that society and government place on Mandarin as the principal medium of public exchange. The widespread use of Chinese on restaurant signs, even when other languages are included, underlines its role as Kunming's working lingua franca. This role gains extra importance as the city's population becomes more diverse, bringing together many ethnic minority residents as well as travelers from around the world.

Taken together, the data plainly show that Mandarin holds the central place in restaurant signage across Kunming. This pattern mirrors the language choices of local residents and at the same time embodies the long-term impact of national language policy. Although other languages are sometimes added to reach a broader

public, the clear dominance of Chinese keeps it in the leading position throughout the city's public space, especially in the food sector. Such a linguistic landscape fits Kunming's role as the capital of Yunnan, where Mandarin serves as the chief means of communication among the Han majority and the many minority groups.

Discussion

The findings outline Kunming's rich and distinctive multilingual setting, where minority languages and Mandarin live side by side in relative harmony. The way linguistic landscape elements are placed and used across the city reflects the deep cultural roots and historical layers of the region. The discussion below also points out what these results mean for language maintenance and for future policy design.

A key dimension of the study lies in the strong influence of policies at both the national and the local level on Kunming's language scene. Nationally, China promotes Mandarin as the primary language for communication across the whole country. This goal is clearly visible in the wide use of Mandarin on restaurant signs, a tendency especially marked along Daguan Street, a zone where Mandarin is the usual language of business. The high profile of Mandarin on these signs reflects the national aim of building language unity and ensuring clear communication across regions.

The linguistic landscape of Kunming, however, is not shaped by national policy alone. Local initiatives are just as important, particularly in encouraging the use of minority tongues. The Regulations on Regional Ethnic Autonomy in Yunnan Province, for instance, actively support the presence of minority languages in public places and on commercial signs, most notably inside autonomous areas. Such measures help to guard cultural diversity and to strengthen the sense of identity within minority communities. This can be seen clearly in places like the Southeast Asia Theme Park and Yuanxi Food Street, where bilingual and even multilingual signs in Chinese and minority languages have become familiar sights.

The study also highlights how rules on bilingual and multilingual signage are put into practice. These rules aim to foster inclusion and to show Kunming's multicultural character in full. They require the use of several languages in public space, especially in multiethnic districts and tourist hot spots, so that residents and visitors alike can obtain information with ease. In Kunming, this approach has led to

widespread Chinese-English signs in tourist areas, and in certain zones additional languages such as minority scripts, Korean and Japanese have been introduced to meet the needs of an even more diverse public.

The results of this study bring to light the intricate and fluid character of Kunming's linguistic landscape, a scene shaped by the interplay of national language policy, municipal rules and the city's varied population. The clear lead taken by Putonghua on restaurant signs shows how much both society and government value it as the main medium for public exchange. This pattern fits closely with the national policy that seeks linguistic unity and smooth cross-regional communication through the wide promotion of Mandarin.

At the same time, the appearance of minority and foreign languages on certain signs underlines the city's cultural breadth and the local authorities' strong pledge to inclusive growth. The Regulations on Regional Ethnic Autonomy of Yunnan Province play a central part in this respect, urging the use of ethnic languages together with Mandarin in areas where minority groups live. Such a measure not only shields the linguistic and cultural heritage of these groups but also adds rich cultural meaning to public space.

The broad spread of bilingual and multilingual signage further shows Kunming's effort to build a friendly setting for residents and visitors alike. In key tourist zones, Chinese-English signs reveal Kunming's role as a doorway city in China's opening up and its keen grasp of international travellers' needs. In certain districts, the addition of Japanese, Korean and other tongues points to careful attention to diverse customer groups, strengthening the image of Kunming as an open and welcoming city.

This research offers a close look at the layered and varied use of language on street-side restaurant signs in Kunming, giving fresh insight into concrete practices and the deeper patterns behind them. Through detailed data collection and close analysis, the study tracks marked trends, explores possible language hierarchies and uncovers the main forces that shape Kunming's singular linguistic ecology.

National and local language policies stand out as the leading factors steering language choice in the city. To a large extent these norms set the order of preference and the relative weight given to different languages on Kunming's restaurant signs.

1. National Language Policy

At the national level, the Chinese government vigorously promotes Mandarin as the principal medium of communication. The policy seeks to foster linguistic cohesion and to guarantee smooth interaction throughout the country. In Kunming this orientation is clear. Restaurant signs, especially along Daguan Street which mainly caters to local residents, are almost always written in Mandarin. Such widespread use matches the national goal of building a cohesive and unified speech community and underscores the status of Mandarin as the cornerstone of public communication.

2. Local Government Policies

Guidance from Beijing is supplemented by municipal measures that also shape the linguistic landscape of Kunming. Local regulations place particular emphasis on encouraging and safeguarding minority languages, continuing the region's longstanding tradition of cultural diversity. The Regulations on Regional Ethnic Autonomy of Yunnan Province, for instance, expressly support the use of minority languages in public venues and on commercial signs, especially where minority communities are concentrated. This policy both protects the cultural identity of these groups and raises the public visibility of their languages. The impact is most apparent in places such as the Southeast Asian Style Park and Yuanxi Food Street, where bilingual and even multilingual signs that blend Chinese with minority languages are common, demonstrating the municipal government's strong commitment to cultural diversity and inclusive growth.

3. Government Regulations and Policies on Language Use

China's national language regime sets up a balanced framework that advances the official language while safeguarding cultural diversity. The framework promotes Mandarin as the state language yet fully respects and protects the linguistic and cultural traditions of ethnic minorities. Its central components are as follows:

Comprehensive promotion of Mandarin. As the shared national tongue, Mandarin is systematically advanced across the country so as to secure effective inter regional communication and linguistic unity. The promotion reaches into schooling, the media and public services, domains in which Mandarin takes the leading communicative role.

Effective protection of minority languages. Although Mandarin dominates the public sphere, policy continues to uphold and actively shield minority languages. Law recognises and protects these valuable linguistic resources, thereby supporting cultural transmission and broad based development among minority communities. Such protection is most visible in areas where minority populations are concentrated.

Multilingual Signage In communities where several ethnic groups live together, the government urges public bodies to present information and services in more than one language. The goal is to encourage inclusive growth and to show the worth of cultural variety. These measures give minority tongues a visible place in everyday life and help to build an atmosphere of respect and understanding.

Kunming, famed for its rich mix of ethnic cultures, offers a clear case of these national ideas in practice. Local authorities have shaped their language policy to fit the city's own setting. Although some clauses still need formal confirmation, current evidence suggests that the policy works on three main fronts:

1) **Public sign system** Multilingual signs appear widely in parks, stations and business streets, most of all in districts with many minority residents and frequent cultural events. This step widens public access and makes services easier to use.

2) **Education and culture** Schools, training centres and museums actively teach and display minority languages so that varied cultural traditions can be guarded and passed on.

3) **Administrative services** A set of detailed rules makes sure that minority languages are fully accepted in official papers and service windows inside the city government.

A close look at data from Kunming allows this study to see how national language policy reaches local ground. The spread of multilingual signs and the lively use of minority languages in classrooms and cultural shows stand out as key signs of policy success. Figures for this work come mainly from government portals and trusted statistical yearbooks.

4. Legal Framework for Language Use

The laws that support these policies, listed in Appendix A, rest on three core texts.

National Common Language and Script Law of the People's Republic of China This statute promotes Putonghua and standard Chinese characters while fully protecting every ethnic group's freedom to use and develop its own language and script.

Law of the People's Republic of China on Regional Ethnic Autonomy The act requires the spread of the national common language in autonomous areas yet also secures the right of all groups to use their own languages. It further calls for active support of bilingual teaching and services.

Regulation on the Transliteration of Foreign Languages in Public Services Issued by the State Administration for Market Regulation, this rule keeps foreign language signs in public service spaces clear and standard.

Together these laws explain why bilingual or multilingual signs matter. They ensure that residents and visitors receive vital information and show the social duty that multi ethnic regions and tourist cities should shoulder. In Kunming, the local government backs the joint use of Chinese and minority languages, showing the city's open cultural spirit and strengthening unity among groups.

This study therefore demonstrates how national and local language policies shape Kunming's linguistic landscape, with special focus on restaurant signage. It sets out how the policies advance cultural inclusion and traces the ways they enter daily public and commercial life.

4.1 Dominance of Mandarin and National Language Policies

In Kunming, the visibility of Mandarin on restaurant signs is the most prominent feature of the city's linguistic landscape. This pattern aligns with the national language policy that promotes Mandarin as the principal medium of public communication. The frequent appearance of Mandarin on signage, especially in neighbourhoods such as Dagan Street that mainly cater to local residents, underscores its key role in ensuring clear and efficient interaction. Mandarin's dominance mirrors the linguistic preference of Kunming's Han majority and is also a direct outcome of state-led efforts to standardise language use across the country. The close fit between

local practice and national policy shows that Kunming, like many other Chinese cities, treats language as a means to foster national unity and social cohesion.

Kunming's linguistic scene, however, is far from uniform. The presence of several other languages on restaurant signs, most notably English, Korean and Japanese, highlights the city's rising international profile and its appeal as a major tourist destination. The considerable share of bilingual signs (43.63 per cent) and multilingual signs that include English suggests an active attempt to attract overseas visitors and other non-Mandarin speakers. Such multilingual signage not only makes services more accessible to foreign guests but also strengthens Kunming's image as an outward-looking and globally linked city.

Although they appear less often, Korean and Japanese nevertheless demonstrate the city's ability to respond to specific tourist groups. Survey data show that Chinese--English bilingual signs, here labelled BECM, form the most common bilingual type, accounting for 74.2 per cent of all bilingual signs. This high ratio illustrates the importance of English as an international lingua franca and its value in facilitating communication with visitors from abroad. In districts that receive many South Korean and Japanese travellers, the addition of Korean and Japanese on signboards reflects a targeted language strategy designed to create a welcoming atmosphere for these guests.

The linguistic landscape also reveals Kunming's commitment to cultural inclusiveness, especially in areas where ethnic minorities live. Local regulations, such as the Regulations on Ethnic Regional Autonomy in Yunnan Province, encourage the use of minority languages in public and commercial signage. This policy is evident in places like Southeast Asian Garden and Yuanxi Food Street, where bilingual or multilingual signs often incorporate minority tongues. These signs serve not only to communicate with local minority communities but also to preserve and promote their cultural identities. The visible presence of minority languages in public space testifies to Kunming's support for cultural diversity and its effort to create an inclusive environment for all residents.

Finally, the layered pattern of language use on Kunming's signs hints at underlying social and economic dynamics. Mandarin, as the dominant language, occupies the top tier of this hierarchy, reflecting its official status and widest daily

use. English, valued for its international reach, stands on the second tier and appears widely on signs aimed at tourists and other non-Mandarin users. Minority languages and additional foreign languages such as Korean and Japanese form the third tier and are employed selectively in contexts where their communicative value is most relevant.

The linguistic landscape of Kunming is vibrant and layered, just as the city's restaurant signs reveal. It has taken shape through the combined influence of national policy, local culture and Kunming's rise as an international tourist hub. Mandarin holds pride of place, underlining its key role in public communication and in forging a shared national identity. At the same time the presence of several other languages, most visibly English, shows Kunming's close ties with the wider world and its openness to different cultures. The deliberate inclusion of minority languages further testifies to the city's strong resolve to safeguard cultural diversity.

4.2 Ethnic Diversity in Kunming's Linguistic Landscape

Kunming, the capital of Yunnan Province, is celebrated for its rich cultural and ethnic mix and stands out as one of the most attractive areas in China. This diversity is woven into everyday cultural life and is clearly mirrored in language use across the city. Restaurant signs offer the most direct illustration. National measures that encourage and protect minority languages have been pivotal in preserving the heritage of Kunming's many ethnic groups. The Law of the People's Republic of China on Regional Ethnic Autonomy affirms that every group is free to use and develop its own language. Guided by this policy, a great number of restaurants now add minority scripts to their signs as a mark of respect and support for the city's multicultural character.

The depth of Kunming's cultural diversity is also evident in its demographic profile. Data from the 2020 national census show the following distribution of minority residents in the city:

Yi: about 270 000 persons, 2.6 percent of the total population

Bai: about 100 000 persons, 1.0 percent of the total population

Hani: about 80 000 persons, 0.8 percent of the total population

Miao: about 60 000 persons, 0.6 percent of the total population.

In Kunming, minority languages have stepped far beyond private use and now permeate public life from transport hubs to shopfronts and cultural events. Their visibility in streetscapes, on public notices and at festivals testifies to the city's resolve to recognise and respect cultural plurality. When these languages appear on official signs, Kunming not only offers considerate services to its multi-ethnic residents but also gives visitors a direct path to grasp and feel the local cultural appeal. Such practice deepens public awareness of the city's distinctive cultural landscape and encourages dialogue and mingling among different traditions.

Many ethnic restaurants in Kunming display their own languages, for instance Dai, on their façades to signal a clear cultural identity. This choice is more than a marketing tactic; it is a living vessel for the preservation and diffusion of heritage. By placing minority scripts on their signs these eateries underline their deep cultural roots, boost collective confidence and reinforce a shared sense of belonging.

Wenhua Lane, celebrated for its artistic ambience and wide range of ethnic dining spots, captures this trend perfectly. Numerous restaurants here weave Dai characters into their signage to underline cultural continuity. The Dai, one of Yunnan's principal minority groups, possess a long history and a distinctive tongue. Through thoughtful design that blends Dai language with modern graphics, these restaurants draw in travellers who are eager for authentic cuisine and at the same time present the unique flavour of Dai culture. The approach raises cultural confidence among the Dai and other groups and strengthens pride in their heritage.

The same pattern appears in Nanqiang Street, a quarter rich in cross-cultural energy. Eateries here also add Dai wording to their signs to catch the eye of visitors keen on minority traditions. The presence of Dai language not only lends a strong ethnic accent to the storefronts but also gives tourists a rare chance to learn about and experience Dai culture at close range. This measure safeguards minority heritage and fosters sustained cultural exchange and integration.

Even in Shuangqiao Street and Dagan Street, areas mainly serving local residents where Chinese signage prevails, several restaurants still adopt Dai on their boards. This decision highlights the continued visibility of minority culture within these neighbourhoods. It draws local patrons who value such diversity, and more importantly it strengthens cultural identity and nurtures pride among minority communities.

4.3 Influence of Tourists and Specific Language Groups

Kunming's tourism sector is now enjoying a genuine boom, cementing the city's status as one of China's leading holiday destinations. In 2023 alone, the city logged 150 million tourist visits, a year-on-year rise of 10 percent. Overseas arrivals numbered about 7.5 million, roughly 5 percent of the total. All visitors together generated tourism revenue of 150 billion yuan, 12 percent more than the year before, with average spending close to 1,000 yuan per person. Consistently ranked seventh to ninth among China's top ten tourist cities, Kunming draws a steady stream of guests thanks to its mild climate, varied landscapes and deep-rooted ethnic culture.

Flagship attractions include the Stone Forest World Natural Heritage Site, Dianchi Lake--the city's largest freshwater body--Yunnan Ethnic Village, which showcases the province's many cultures, and the striking Jiuxiang Cave system.

Robust transport links underpin this success. Changshui International Airport and an efficient public-transport network make travel easy, while the city offers accommodation at every price level and considerate visitor services. The municipal government is upgrading tourism facilities, aiming to lift service quality at major sites, attract more high-spending travellers, widen its global reach and advance smart tourism. By applying big-data analysis, artificial intelligence and related tools, Kunming strives to deliver an even better visitor experience.

As the city's worldwide profile rises, growth is set to continue. To assist guests who do not read Chinese, many restaurants have added English and other foreign languages to their signage. This multilingual approach strengthens each venue's international image and makes the city more accessible to diverse language groups.

English, the global lingua franca, holds a key place in restaurant signage. Survey data show that among single-language signs, English signs (ME) account for 9.68 percent. In bilingual and multilingual signs its dominance is even clearer.

Bilingual signs

- 699 English--Chinese signs (BECM), 74.2 percent of all bilingual signs
- 18 Chinese--Korean signs (BCMK), 1.91 percent
- 12 Chinese--Japanese signs (BCMJ), 1.27 percent

- 125 Simplified-Chinese--Traditional-Chinese signs (BCTCM), 13.26 percent

Multilingual signs present richer combinations

- 14 English--Chinese--Japanese signs (TECMJ), 12.96 percent of multilingual signs

- 9 English--Chinese--Korean signs (TECMK), 8.33 percent

- 45 English--Simplified-Chinese--Traditional-Chinese signs (TECTCM), 41.67 percent

Besides the leading role of English, Korean (MK) and Japanese (MJ) also appear on a notable share of restaurant signs. This pattern shows Kunming's attention to visitors from the Republic of Korea, Japan and other nearby countries, underscoring the city's inclusive and forward-looking stance on international development:

BCMK (Bilingual Chinese Mandarin-Korean): 18 signs, representing 1.91% of bilingual signs.

- BCMJ (Bilingual Chinese Mandarin-Japanese): 12 signs, making up 1.27% of bilingual signs.

- BCTCM (Bilingual Chinese Mandarin-Traditional Chinese Multilingual): 125 signs, accounting for 13.26% of bilingual signs.

- In multilingual signs, various combinations of languages are employed, including:

- TECMJ (Trilingual English-Chinese Mandarin-Japanese): 14 signs, making up 12.96% of multilingual signs.

- TECMK (Trilingual English-Chinese Mandarin-Korean): 9 signs, accounting for 8.33% of multilingual signs.

- TECTCM (Trilingual English-Chinese Mandarin-Traditional Chinese Multilingual): 45 signs, representing 41.67% of multilingual signs.

Among the bilingual signs in Kunming, signs featuring both Chinese and English (BECM) are by far the most widespread. There are 699 of them, which equals 74.2 percent of all bilingual signs. The figure underlines how important English is for visitors to Kunming: it lets international guests grasp the message of a sign at once and at the same time lends the restaurant a global touch.

English is likewise prominent in multilingual signs. Forty-five signs bring together English, Chinese and at least one other language, a type labelled TECTCM, and they make up 41.67 percent of all multilingual signs. The numbers sketch a clear picture. While Kunming offers a rich mix of languages on its signs, English still forms the irreplaceable core of the city's multilingual ecology.

If we group bilingual and multilingual signs, the total number of signs that contain English rises to 918, or 43.63 percent of every sign recorded. Such a share vividly mirrors the multicultural depth of Kunming as an international tourist city and shows how carefully the city responds to the needs of overseas travellers. Multilingual signs not only give practical help to visitors, they also signal Kunming's open and welcoming stance in the era of globalisation. Through this signage policy, the city manages to pass on its cultural wealth, improve the overall visitor experience and reinforce its standing as a world class destination.

The present study therefore sets out a lively scene of Kunming's linguistic landscape. The languages that appear on restaurant signs act like mirrors, reflecting a broader cultural and social canvas. Kunming, the leading city of Yunnan Province, is well known for its wide ethnic variety and a thriving tourism sector, both of which feed into a complex, layered language environment. Here many languages live side by side, and under the combined influence of local tradition and global trends a distinctive hierarchy of languages has gradually come into being.

4.4 English as a Prestigious Language

In Kunming, the linguistic landscape of restaurant signage is strongly shaped by the social prestige of different languages and by owners' deliberate choices in public space. Linguistic landscape refers to the visible distribution and use of languages in a given area, whereas language prestige shows the status and influence a language enjoys in society. In Kunming, these two forces guide restaurants when they select the languages that appear on their signs, and those choices, in turn, affect how well they appeal to various customer groups.

Districts that are well known for international activity and heavy tourist flow, such as Cultural Lane and Nanqiang Street, display English on restaurant signs with notable frequency. The presence of English in such districts serves several purposes. First, it makes dining easier for international visitors, allowing guests who

do not read Chinese to understand menus and service information without effort. More important, English is widely viewed as a prestigious language that carries global influence. By weaving English into sign designs, restaurants project an image of modern style, international refinement and premium service. The strategy attracts travelers who look for a familiar and convenient experience and also draws local diners who link English with quality, creativity and a global way of life.

Even on Shuangqiao Street and Daguan Street, where most customers are local residents, some upscale restaurants still add English or other foreign words to their signs. This is a clear strategic move meant to lift the restaurant's international image and to reach local consumers who enjoy trying new cultures or who look for a premium dining scene. In these settings, English serves as a visible symbol of prestige and signals to guests that the restaurant offers something beyond the ordinary, combining a global vision with refined taste.

4.5 Language Landscape Across Different Streets

The streets of Kunming provide clear evidence that social prestige shapes the language of restaurant signs.

Cultural Lane Close to the old campus of Yunnan University and the city's International Talent Center, Cultural Lane stands as a key spot for cultural and academic exchange. Restaurant signs here commonly appear in more than one language, and the balanced presence of Chinese and English is striking. English meets the practical needs of international students, scholars and tourists, yet it also lifts each restaurant's international brand image, matching the strongly international setting that surrounds the lane.

Nanqiang Street As one of Kunming's main tourist areas, Nanqiang Street shows a high share of English signage. The street welcomes many visitors from inside and outside China, and the broad use of English helps build a vivid international mood. By placing English elements in a clear and skillful way, restaurants declare their wish to serve a global clientele and greatly strengthen their appeal in the city's competitive tourism market.

Shuangqiao Street and Daguan Street Although these streets primarily serve local residents, several upscale restaurants still choose English selectively to craft a modern and stylish brand image. The tactic is aimed at local diners who hope to explore an international experience and who value the prestige that English

represents. Chinese remains the main language, yet the careful addition of English lends an extra layer of refinement to the brand and connects deeply with younger customers who see themselves as globally minded.

4.6 Cultural Prestige and the Use of Minority Languages

Beyond English, languages that carry cultural or historical weight also hold prestige within certain communities, a factor that shapes their presence on business signage. In Kunming this pattern is most visible in districts with pronounced ethnic diversity, where minority languages are applied with care to signal cultural heritage and to appeal to selected customer groups.

Cultural Lane Cultural Lane is both highly international and well known for its cultural variety. Alongside Chinese and English, restaurant signs here may include Yi, Bai or Tibetan. These languages enjoy high esteem within their own communities, and their appearance on signs shows each restaurant's respect for and openness toward minority cultures. Such use not only draws guests who are curious about ethnic cuisine but also strengthens the cultural identity of the groups involved, making the venues especially attractive to patrons seeking an authentic cultural experience.

Nanqiang Street As a leading tourist site with deep historical roots, Nanqiang Street brings in visitors who are keen on minority cultures. Several restaurants place minority languages on their signage to stress their cultural distinctiveness and historical lineage. Doing so lifts the cultural image of the restaurant, increases its pull on guests with specific cultural interests, and offers a unique experience that helps the establishment stand out in a crowded market.

Shuangqiao Street and Dagan Street Although these streets cater mainly to local residents, some restaurants still adopt local dialects or minority languages on their signs to build a sense of community and cultural identity. On Shuangqiao Street a restaurant might use a Yunnan dialect to express local character and to foster a warm familiar atmosphere. On Dagan Street signs in Yi or Bai address the needs of nearby minority residents and deepen the link between the restaurant, the community and its cultural roots.

The language choices found on Kunming restaurant signs do more than meet practical communication needs; they are closely tied to the social prestige and cultural identity that each language conveys. English, viewed as a marker of globalization and modernity, is used widely to raise the restaurant's international profile and to reach a broader clientele. At the same time, the inclusion of minority languages and regional dialects calls attention to Kunming's rich cultural diversity and tightens the bond between restaurants and the communities they serve.

5. Similarities and Differences Between This Research and Existing Studies on Linguistic Landscapes

Both this project and previous studies explore multilingual practices in the linguistic landscape. Like surveys carried out in other cities, the Kunming investigation asks how several languages share public space and looks closely at restaurant signs as a key site of display. In doing so, the study joins a wider discussion of how linguistic diversity is shown in multilingual and multicultural settings (Cenoz & Gorter, 2006; Gorter, 2018).

Researchers also agree that economic and social forces largely guide language choice in public space. The wide use of English on Kunming restaurant signs, especially in tourist streets such as Wenhua Lane and Nanqiang Street, repeats a pattern seen elsewhere, where English is selected for its global prestige and economic value (Huang, 2020; Lai, 2013). At the same time, the presence of local minority languages points to another broad trend: cultural identity and community representation strongly shape language use (Manan et al., 2015).

Both this study and the broader literature show that government policies and grass-roots practices work together when linguistic landscapes form. In Kunming the effort to promote Putonghua while protecting minority tongues mirrors what is found in many other regions, where official rules and community initiatives jointly decide which languages appear in public space (Ben-Rafael et al., 2006; Li & Xia, 2017).

Methodologically the present work follows common practice in the field. A mixed design that joins qualitative and quantitative tools, including photographing signs, holding in-depth interviews and linking language choices to sociocultural context, is now standard and has proved reliable (Lai, 2013; Szabó & Troyer, 2017).

Geographic and cultural setting, however, marks a clear difference. Much existing research centres on European or North American cities, while the present study turns to Kunming in Yunnan Province. Standing at the gateway to Southeast Asia and known for marked ethnic diversity, Kunming shows a linguistic landscape that contrasts with cities whose cultures are more uniform or whose diversity is limited (Li 2018; Cai 2017).

Close attention to minority languages in Kunming is another feature of this study. Although earlier work touches on such languages, the detailed look at Dai, Bai and Yi foregrounds the city's ethnic mix and reveals how regional identity shapes the language environment. Few linguistic-landscape studies examine these varieties in comparable depth, since most focus on languages with wider circulation (Coluzzi, 2009; Li & Xia, 2017).

Finally, while both this project and related work recognise the value of technology, they differ in the way it is used. Recent studies stress digital resources such as computational analysis and social-media data, which extend the reach of linguistic-landscape research (Biró, 2018; Hiippala et al., 2019). By contrast, the present inquiry relies mainly on field observation and on-site photography, an approach that matches local conditions and fits the research aims. Even so, future studies could profit from adding more advanced technological tools.

Implications of the Study

The present study offers substantial guidance for language planning and policy making in China, and its value is even greater for Kunming, whose linguistic landscape is unusually rich and varied. A detailed grasp of how linguistic elements are distributed and arranged in space can both support efforts to safeguard linguistic diversity and steer the protection of cultural heritage. At the same time, the insights gained here give a sound theoretical base for educational programmes that mirror the real linguistic situation on the ground.

Evidence-Based Confirmation of Language Policy and Planning

This research shows clearly that language policy shapes the linguistic landscape in deep and lasting ways, a pattern that is especially visible in Kunming. The nationwide drive to promote Putonghua as the preferred language has helped

unify language use in public space. Its influence is most obvious in the overwhelming presence of Chinese characters on public signs, proof of the policy's success in creating a cohesive linguistic environment.

Yet the strong focus on Putonghua also brings forward a critical issue, namely the visibility and safeguarding of minority languages. These matters are of great importance because they touch directly on the preservation of China's broad cultural and linguistic variety.

The study makes plain that language is far more than a neutral tool for communication. It is also a key marker of cultural identity. In a society where many cultures meet and many tongues coexist, finding a fair balance between promoting a shared national language and protecting minority languages has become both practical and pressing.

While the present dominance of Mandarin has indeed advanced national unity, it also suggests that existing language policy may need fresh review. We must think about how to foster a more inclusive place for minority languages in public space, giving them greater visibility and more chances to be heard.

By mapping the languages actually used on public signs, this study supplies rare empirical data through which to judge how language policy unfolds in daily life. Such evidence based inquiry lets us see the real outcomes of policy with greater clarity.

If the data reveal that minority languages are largely absent from public space, this would call for a deeper look at how current policies are carried out. Even more pressing is the question of whether every community's linguistic needs are truly being met. The answers will directly shape future directions in language policy.

Documentation of Kunming's Linguistic Landscape

This study brings to light a key fact: the presence of minority languages in public spaces shapes the cultural fabric and social life of the community. Keeping these languages on street signs, notice boards, and other public texts is not only a matter of day-to-day communication; it also serves as a strong vessel for cultural heritage.

When such languages appear clearly in public, they act as living reminders of cultural heritage, showing everyone the rich linguistic diversity that the community holds. This visibility offers fertile ground in which these languages can flourish,

allowing languages that may be fading in private use to gain new strength. More important still, public display bolsters the cultural identity of minority groups. People see their own language around them and, through it, see a reflection of their culture. This open recognition is vital for passing on heritage, ensuring that the traditions, history, and sense of self of minority communities continue across generations.

The reach of this visibility goes much further. In Kunming, a city where many people and many languages live side by side, placing minority languages within the public linguistic scene deepens the city's multicultural nature. It sends a clear and warm message of inclusion and respect for difference. It tells the world that Kunming values every resident and the unique cultural gifts each one brings.

Promoting such a multicultural idea increases social cohesion among different groups. It works like a bridge linking cultures, easing barriers, and building mutual understanding and respect.

By studying Kunming's multilingual features in depth, this research not only offers a full picture of the city's linguistic landscape but also strengthens Kunming's image as a diverse, open, and welcoming place. The positive outcome carries wider social meaning, since it creates better ground for peaceful living among ethnic and language communities. The use of many languages in public areas stands as vivid proof of the city's promise to diversity and turns Kunming into a model for other regions that aim to advance multicultural growth and tighten social bonds.

In sum, the study shows that a lively multilingual public sphere both mirrors and drives diversity, providing lasting energy for cultural flourishing and social unity.

Awareness of the Socio-political Dimensions of Language Use

The results of this study have great value for language education and give a fresh lens through which to view linguistic diversity and the role of language in public life. Placing these insights in teaching practice and public awareness programmes can deepen our grasp of the political meaning that language choice carries in society.

A main insight of the research is that it opens a new path toward sharper language awareness. Language is far more than a means of exchange; it also bears social and political duties. It links closely with identity, power relations and cultural heritage.

When we look at how languages appear in shared space, for instance the strong presence of Mandarin on city signs beside the weaker visibility of minority tongues, the contrast makes clear deeper social structures and policy goals. Such awareness prompts careful thought about how language policy, cultural safeguarding and daily language use affect the inclusiveness of different communities.

The study further stresses the need to prize linguistic diversity. Noticing the rich language landscape of a city like Kunming can build respect for many linguistic and cultural traditions. This valuing broadens our view and fosters tolerance and empathy toward minority language users.

Seeing the wide impact of preserving linguistic diversity in public space can inspire conscious action to protect and pass on these languages, for they form an inseparable part of cultural identity and historical memory.

In sum, the findings provide valuable material for deeper discussion of social language issues. By stressing the worth of linguistic diversity and the complex part language plays in public life, this study supports the growth of a more rational and culturally sensitive public discourse environment where the unique worth of every language and culture is recognised and appreciated.

Awareness of Chinese and English Position in Kunming

The present study sheds new light on how people perceive the distinctive roles of Chinese and English in the linguistic landscape, a pattern that is especially clear in cities such as Kunming. The data confirm the marked presence of both languages and underline the need to examine their placement and public reception in depth. A sharper grasp of these perceptions can guide sound decisions in language policy, education and cultural preservation.

The prominence of Chinese, and of Mandarin in particular, on public signs mirrors its standing as the national language and its pivotal function in communication across the country. This prominence is closely tied to state language policies that promote Mandarin in order to strengthen national cohesion and ease contact among different ethnic and linguistic communities. Noting this dominance helps us see how language policy shapes public space and daily interaction. It points not only to Mandarin's value as a practical medium but also to its wider meaning as a symbol of national identity and unity.

English, by contrast, holds a different yet equally significant place in the linguistic landscape. Its appearance on signs, especially in business and tourist districts, highlights its role as a global lingua franca. English is often adopted to attract international visitors, to project a modern image and to raise a firm's worldwide profile. Such strategic use reflects the prestige attached to English and the economic and cultural gains that come with skill in this world language.

The side-by-side use of Chinese and English on public signs also prompts reflection on how to balance linguistic needs. Mandarin is vital for bringing together a diverse population, while English links China with the wider world. Seeing the need for balance is crucial to understanding the complex play of inclusion and exclusion. For instance, English targets a global readership but may fail to serve all local residents, especially those with limited English skills. In turn, an exclusive focus on Mandarin can overlook the needs of non-Mandarin speakers, among them ethnic minority groups and overseas visitors.

Grasping the status of Chinese and English in the linguistic landscape carries wide cultural and educational value. Such insight can steer efforts to expand bilingual or multilingual education and help the public recognise and appreciate linguistic diversity in shared spaces. By clarifying the strategic roles of both languages, we can hold better informed discussions on weaving them into school syllabi, public policy and cultural projects.

Implications for Research Methodology in Linguistic Landscapes

Research shows that bringing new technology into linguistic landscape inquiry can greatly raise the speed and precision of data collection and analysis. Digital photography, global positioning tools and computer-based procedures make it possible to gather large and detailed data sets, so scholars can study language in public space with far greater efficiency and accuracy. For instance, by adding location tags to signs and using automatic language recognition software, researchers can streamline the mapping and sorting of linguistic data and reach more reliable conclusions.

The present work illustrates the transformative force of such technological support. Digital photography, global positioning instruments, and advanced computing display clear benefits at both the collection and analysis stages. When

compared with earlier manual approaches these tools let investigators compile fuller and more exact records in much less time.

Digital photography in particular secures high quality visual evidence and keeps the real form and setting of language use in public areas intact. When this method is joined with global positioning devices, the exact position of each sign or other language item can be noted, adding a spatial layer to every entry. This spatial information is vital for tracing patterns of language spread across different districts. Recording locations in this way not only shows where a certain language appears but also allows the creation of visual maps of broader regional trends, thus opening a window on the spatial dynamics of language practice.

In addition, computer techniques such as automatic language detection sharply improve the efficiency of the whole study. These programs can quickly and accurately spot the language in each image, then classify and examine it. Doing the same work by hand would demand much more time and would bring a higher risk of mistakes.

As the findings indicate, the entry of new technology has changed the routes of data gathering and analysis, which in turn shapes theoretical progress. Digital aids like positioning systems and computer methods add a fresh dimension to linguistic landscape studies, especially in showing how language use shifts across space and time. Therefore, future theoretical models have to accept these technical steps forward and note an important trend: the rise of the digital sphere and the virtual linguistic landscape is becoming central to understanding how language works in both physical and online public domains.

Implications for Theory in Linguistic Landscapes

The present study offers significant guidance for the theoretical architecture of Linguistic Landscape studies. Its results expose areas where existing models require refinement and expansion, while supplying a fresh lens through which to grasp how language operates in public space.

Expanding the Concept of Multilingualism in Public Spaces

Our work both strengthens and widens current knowledge of multilingualism in shared urban settings. Earlier scholarship tended to note only the side-by-side presence of different languages on public carriers such as street signs. The data from

Kunming, however, show that multilingualism is far more layered and is shaped by the immediate social context.

The interaction among languages is not a simple state of peaceful co-existence. Rather, it is a dynamic process steered by social, economic and political forces that meet and overlap. This finding contests the long-held view that multilingualism means no more than several languages being present at once. It urges us to build a more fine-grained model, one able to explain in detail how languages influence one another and shift roles inside public arenas.

Revisiting the Role of Power and Identity

Close examination of language policy and planning underscores the decisive role of power relations in the linguistic landscape. Scholars have long noticed that power decides which languages are seen and in what form they appear. Our study shows that its influence goes still further.

Power is also expressed through strategic language choice, which actors use to negotiate identity and seek social inclusion. The English words on restaurant fronts in Kunming show this point clearly. Their presence is not just a mirror of the global weight of English, but a deliberate move to project modern and international qualities. Such cases reveal the need for an improved theoretical model that captures the complex ties among visibility, identity and power.

Theorizing Language Policy as a Dynamic Force

Evidence from Kunming also calls for a new view of language policy. Policy should not be treated only as an order handed down from above. Instead, it acts as a moving element that interacts with local practice and lived reality. The state policy that promotes Putonghua, together with the open use of minority languages and English, shows that policy is never a single rigid block. At the local level it is read, interpreted and adjusted in many ways.

Hence a revised framework must treat language policy as a flexible and evolving course of action. This course is shaped by the needs and identities of each community and in turn responds to them.

Reconceptualizing the Linguistic Landscape as a Reflective and Constructive Space

Finally, the study states a key point. The linguistic landscape is not only a passive mirror of the social and linguistic order. It is also an active space that helps build and reinforce that order.

When a language gains greater visibility in public, the visibility itself changes how people regard the language and the culture linked with it. Any theoretical model must therefore allow for the performative power of the linguistic landscape in forming social identity and cultural norms, not just record which languages are present.

Reimagining the linguistic landscape in this way lets us see it as a compound arena that both shows current reality and quietly shapes what the future may hold.

Limitations of the Study

A central constraint of the present study is its narrow geographical lens, a feature that may reduce the transferability of the results to other parts of China. In addition, because the work is qualitative, the findings are unavoidably exposed to the researcher's own bias and personal reading of the evidence.

Geographic Scope

The most obvious boundary of this research is spatial. Data were gathered mainly in several well known areas of Kunming, including Cultural Lane, Nanqiang Street and a few other busy blocks. While these sites capture some key traits of the city's linguistic landscape, they do not show the full range of local language diversity. Neighbourhoods that are farther from the city centre or that are less commercial may display very different patterns of language choice and development. For this reason, the present conclusions cannot be applied with confidence to the whole of Kunming, let alone to cities that have different social and economic settings.

Temporal Scope

The study offers only a single time slice of the linguistic landscape. In reality such landscapes are fluid because they respond quickly to shifts in population structure, changes in government policy and fluctuations in the economy. The project did not trace these temporal forces, and this omission weakens its ability to forecast future

conditions. A longitudinal design that follows the same locations over several years would allow a deeper view of how language use in public space unfolds through time.

Limited Focus on Minority Languages

Although the inquiry notes the presence of minority languages in Kunming's linguistic landscape, its main interest rests on the dominance of Chinese and on the use of English. Closer inspection of how minority languages are displayed, especially in less visible or informal settings, would have been valuable. A fine grained picture of the ways minority and dominant languages coexist in both public and private spheres would enrich our grasp of urban linguistic diversity.

Methodological Constraints

This work has gained much from digital photography, global positioning devices and computer based processing, yet several methodological limits remain. A research strategy that depends mainly on visual data, for example taking pictures of public signs, can miss other key aspects of language use in shared space. Spoken interaction, language on social media or unofficial written forms that carry no label, such as graffiti or flyers, are easily ignored. In addition, current computer techniques for language identification and text mining do not always grasp the full complexity of multilingual material, especially when the text shows creative style or departs from standard norms.

Potential Bias in Data Collection

The study may also bear hidden bias in the selection of sites and signs. Concentrating on busy commercial districts where multilingual notices are common can lead to an over count of certain languages, with English most likely to stand out. By contrast, smaller zones in which other tongues or local dialects prevail may receive less attention, so the resulting picture of the linguistic landscape is not entirely balanced.

Interpretation of Language Use

The project treats the visible presence of languages on public signs as a direct sign of linguistic diversity. Such an approach cannot fully explain why a language is chosen, nor how different groups read and react to the sign. Missing qualitative evidence, for instance interviews or survey sheets, may cause the study to leave out background factors that would help to uncover the motives behind language choice and its wider influence in public settings.

Impact of Government Policies

While the paper discusses how official language policy shapes the linguistic scene, it does not explore in detail how those rules are carried out at the local level or what real outcomes follow. A gap may exist between the stated aim of a policy and its practical execution, and this gap can guide which languages finally appear on public notices. Later work could ask how local offices and private firms understand these rules and put them into practice.

Suggestions for Future Study

Future work can move in three main directions. First, scholars could chart the linguistic landscape of Kunming over time and examine in detail how language policies influence patterns of language use and public attitudes. Second, comparative studies across different parts of China could uncover the regional profiles of linguistic diversity and the varied ways language policies are carried out. Third, joining quantitative methods with the existing qualitative work would help build a more three dimensional and comprehensive picture of how linguistic landscapes change.

The Need for New Approaches in Linguistic Landscape Research in China

As language policy and planning gain prominence in China, researchers of linguistic landscapes encounter both new challenges and new opportunities. Policies now play a visible part in shaping which languages appear in public space and how often they are used, so the usual research tools must be widened or adjusted to capture this complex situation.

The nationwide push for Putonghua, embodied in the National Common Language Law, has left a deep mark on public signage. Mandarin holds a dominant place on notices and boards, especially in cities such as Kunming. This dominance strengthens national identity and eases communication, yet it also leads people to think about how minority languages and other varieties can keep their place and visibility in public space.

Local regulations add further complexity. In Yunnan, for example, policies that encourage the use of minority languages aim to protect and celebrate the province's rich linguistic diversity and cultural heritage. These local aims coexist with the

national promotion of Putonghua, forming a subtle and distinctive balance that calls for finer analytical tools and more innovative research paths.

Given the strong influence of policy on linguistic landscapes, Chinese scholars need to broaden their methodological horizons. Traditional practices, such as recording and analyzing the languages that appear on public signs, do yield valuable insights, but they rarely reveal the deeper forces that shape those landscapes.

A promising avenue for future work is the close integration of policy analysis with research on linguistic landscapes. A careful review of language policies issued by national as well as local authorities would allow scholars to see more clearly how official rules shape patterns of language use in public space. With this lens we can give a fuller account of the landscape, recognizing the guidance that comes from above while also paying attention to the ways in which local communities and commercial actors answer from below.

Long term studies can also shed fresh light on how linguistic landscapes change as language policy and planning shift. By following the life course of public signs for many years, researchers can chart the delayed effects of policy revision and the concrete ways in which neighbourhoods take up new norms. Such an approach brings out the fluid character of the landscape and uncovers the continued bargaining between official directives and everyday language practice.

Beyond refining existing tools, scholars should turn to new sites of inquiry. The digital or virtual landscape, namely the ways in which language is used and shown online, offers much promise. As talk and trade move to the internet, finding out how language policies reach into these virtual arenas will be vital.

A further key topic is the link between the linguistic landscape and questions of social justice and fairness. Work could examine how language policy affects the visibility and ease of access that different speech communities, especially those on the margins, enjoy when they seek public services. Studies in this vein will not only widen the scope of the field but also feed into the national debate on language rights and social inclusion.

Finally, in view of the limits noted in current studies, we suggest several concrete lines of research that can deepen our grasp of the linguistic landscape in Kunming and other cities with similar settings.

Expanding Geographic Scope

To build a fuller picture of Kunming's linguistic landscape, later studies should look beyond the city center and include districts that are farther out or only lightly commercialised. Working in these less examined spaces will allow scholars to notice patterns of language use that might be hidden in the core area and, taken together, will lead to a more rounded account of the city's language ecology. A comparison of urban streets with surrounding villages is likely to uncover marked contrasts. These contrasts will mirror gaps in economic standing and will also show how differently groups encounter both global forces and the tourism industry.

Longitudinal Research

Because a linguistic landscape is never still, coming studies ought to follow a longitudinal design. Careful, repeated observation over an extended period can record how public language shifts alongside changes in population mix, economic growth, and policy reform. Such tracking supplies rare time-based insight, and it also helps researchers spell out emerging paths of change as well as the lasting impact of language planning.

Greater Focus on Minority Languages

Given the present study's limited attention to minority tongues, upcoming projects need to look more closely at how these languages surface in a range of sites, whether formal or informal. Surveys can document their presence on hand-made notices, in community centres, and at cultural festivals, thereby showing how they share public and private domains with Mandarin and English. Ethnographic tools, including participant observation and long interviews, will yield richer material, clarify the part these languages play in daily routines, and highlight their worth in sustaining cultural identity.

Diversification of Methodological Approaches

To move past an over-reliance on visual data, future work should weave in additional forms of evidence. Audio recordings of spoken exchanges, studies of language use in online spaces, and reviews of graffiti or flyers can all widen the data pool. When these sources are joined with interviews, questionnaires, and other qualitative techniques, researchers can map language choice more completely and

probe the reasons and feelings that lie beneath it. A mixed approach of this kind promises a deeper and more rounded perspective on Kunming's linguistic landscape.

Addressing Potential Bias in Data Collection

Future studies should take concrete steps to limit bias during data gathering by collecting more representative samples of linguistic signage across every part of the city. This aim can be met through a systematic choice of field sites that includes not only busy commercial districts but also quieter residential neighbourhoods. Researchers should also apply stratified sampling to ensure that each major type of sign is properly represented in the corpus. Such procedures reduce the overrepresentation of particular languages and provide a more balanced view of the urban linguistic landscape.

Incorporating Contextual Analysis of Language Use

To interpret language on public signs more fully, forthcoming work ought to add a situational dimension and attend to the broad social, cultural, and economic influences on language choice. One fruitful method is to conduct in depth interviews with shop owners, local residents, and visitors, learning how they view language use and what meanings they attach to it in public space. In addition, close examination of the part language plays in building community identity and social cohesion will deepen our grasp of its social functions within the wider linguistic landscape.

In-Depth Examination of Government Policy Implementation

Given the strong influence of government policy on the linguistic landscape, future inquiry should study how these measures are put into practice and interpreted at local level. This work can proceed through case study research in selected neighbourhoods or firms, assessing how municipal offices and business operators comply with or adapt to the relevant language regulations. A clear understanding of the real world impact of these rules, including the obstacles and departures that appear during implementation, will offer valuable insight when we judge the effectiveness of language planning in shaping the visible language of the city.

Conclusion

This chapter presents a thorough study of Kunming's linguistic landscape, paying close attention to the wording on restaurant signs across different streets and districts. The data uncover a lively interaction among Mandarin, English and the languages of local ethnic groups. This interaction mirrors the city's cultural variety, its wish for economic growth, and the deep influence of language policies set by both the state and the municipality.

Mandarin holds a leading role on almost every sign, clearly showing the central aim of national language planning, which establishes Mandarin as the chief medium for public communication. This dominance is most obvious in neighbourhoods where long-term residents form the core population, such as Dagan Street and Shuangqiao Street. In these areas language choice mainly answers the daily needs of the local community.

At the same time, the appearance of English and minority languages on signs in quarters known for tourism and cultural variety, for example Nanqiang Street and Cultural Lane, brings out the multilingual nature of Kunming. English is widely used to serve international visitors and to build a global image for businesses, while minority languages are placed with care to show deep cultural roots and to draw the attention of specific groups. Though these languages are seen less often than Mandarin, their presence signals the city's open attitude toward diversity and its effort to meet the varied needs of residents and guests.

The study further stresses the decisive influence of language policy at both national and local levels in shaping the cityscape. The nationwide stress on Putonghua is clearly reflected in its frequent appearance on signs, matching the government's goal of promoting language unity. At the same time, provincial measures that support the use of minority languages in Yunnan play an important part, especially in areas where ethnic groups live together. These policies not only safeguard and pass on the cultural identity of these communities but also add rich and unique colours to the cultural fabric of the city.

This study offers several key insights for work on linguistic landscapes and for language policy. First, it shows that any account of public language must consider both directives issued from above and the initiatives that grow from grassroots

practice. Second, it argues for methodological renewal in linguistic landscape research, urging scholars to bring together digital instruments, longitudinal observation and fine-grained contextual analysis so as to grasp the complexity and change of language in place.

While the study has clear scholarly value, its limits must be recognised. The sites and period covered are still narrow, visual data carry too much weight, and some bias may have crept into data gathering. These gaps point the way forward: future projects could include less developed or outlying districts, follow the same locations over time, and weave in a wider set of research tools, so that our picture of Kunming's linguistic landscape becomes more layered and complete.

Overall, the present work deepens our understanding of how language in Kunming's public space mirrors wider social, cultural and political currents. Results confirm the leading role of Putonghua, the purposeful deployment of English, and the indispensable place of minority tongues in sustaining cultural variety. Such findings speak directly to language planning, reminding us that progress toward linguistic unity must go hand in hand with the careful preservation and active promotion of the rich diversity that characterises Kunming and all of Yunnan.

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APPENDIX

中华人民共和国主席令

第三十七号

《中华人民共和国国家通用语言文字法》已由中华人民共和国第九届全国人民代表大会常务委员会第十八次会议于2000年10月31日通过，现予公布，自2001年1月1日起施行。

中华人民共和国主席 江泽民

2000年10月31日

中华人民共和国国家通用语言文字法

(2000年10月31日第九届全国人民代表大会常务委员会第十八次会议通过)

目录

第一章 总 则

第二章 国家通用语言文字的使用

第三章 管理和监督

第四章 附 则

第一章 总 则

第一条 为推动国家通用语言文字的规范化、标准化及其健康发展，使国家通用语言文字在社会生活中更好地发挥作用，促进各民族、各地区经济文化交流，根据宪法，制定本法。

第二条 本法所称的国家通用语言文字是普通话和规范汉字。

第三条 国家推广普通话，推行规范汉字。

第四条 公民有学习和使用国家通用语言文字的权利。

国家为公民学习和使用国家通用语言文字提供条件。

地方各级人民政府及其有关部门应当采取措施，推广普通话和推行规范汉字。

第五条 国家通用语言文字的使用应当有利于维护国家主权和民族尊严，有利于国家统一和民族团结，有利于社会主义物质文明建设和精神文明建设。

第六条 国家颁布国家通用语言文字的规范和标准，管理国家通用语言文字的社会应用，支持国家通用语言文字的教学和科学研究，促进国家通用语言文字的规范、丰富和发展。

第七条 国家奖励为国家通用语言文字事业做出突出贡献的组织和个人。

第八条 各民族都有使用和发展自己的语言文字的自由。

少数民族语言文字的使用依据宪法、民族区域自治法及其他法律的有关规定。

第二章 国家通用语言文字的使用

第九条 国家机关以普通话和规范汉字为公务用语用字。法律另有规定的除外。

第十条 学校及其他教育机构以普通话和规范汉字为基本的教育教学用语用字。法律另有规定的除外。

学校及其他教育机构通过汉语文课程教授普通话和规范汉字。使用的汉语文教材，应当符合国家通用语言文字的规范和标准。

第十一条 汉语文出版物应当符合国家通用语言文字的规范和标准。

汉语文出版物中需要使用外国语言文字的，应当用国家通用语言文字作必要的注释。

第十二条 广播电台、电视台以普通话为基本的播音用语。

需要使用外国语言为播音用语的，须经国务院广播电视部门批准。

第十三条 公共服务行业以规范汉字为基本的服务用字。因公共服务需要，招牌、广告、告示、标志牌等使用外国文字并同时使用中文的，应当使用规范汉字。

提倡公共服务行业以普通话为服务用语。

第十四条 下列情形，应当以国家通用语言文字为基本的用语用字：

- (一)广播、电影、电视用语用字；
- (二)公共场所的设施用字；
- (三)招牌、广告用字；
- (四)企业事业组织名称；

(五)在境内销售的商品的包装、说明。

第十五条 信息处理和信息技术产品中使用的国家通用语言文字应当符合国家的规范和标准。

第十六条 本章有关规定中，有下列情形的，可以使用方言：

(一)国家机关的工作人员执行公务时确需使用的；

(二)经国务院广播电视部门或省级广播电视部门批准的播音用语；

(三)戏曲、影视等艺术形式中需要使用的； (四)出版、教学、研究中确需使用的。
第十七条 本章有关规定中，有下列情形的，可以保留或使用繁体字、异体字：

(一)文物古迹；

(二)姓氏中的异体字；

(三)书法、篆刻等艺术作品；

(四)题词和招牌的手书字；

(五)出版、教学、研究中需要使用的；

(六)经国务院有关部门批准的特殊情况。

第十八条 国家通用语言文字以《汉语拼音方案》作为拼写和注音工具。

《汉语拼音方案》是中国人名、地名和中文文献罗马字母拼写法的统一规范，并用于汉字不便或不能使用的领域。

初等教育应当进行汉语拼音教学。

第十九条 凡以普通话作为工作语言的岗位，其工作人员应当具备说普通话的能力。以普通话作为工作语言的播音员、节目主持人和影视话剧演员、教师、国家机关工作人员的普通话水平，应当分别达到国家规定的等级标准；对尚未达到国家规定的普通话等级标准的，分别情况进行培训。

第二十条 对外汉语教学应当教授普通话和规范汉字。

第三章 管理和监督

第二十一条 国家通用语言文字工作由国务院语言文字工作部门负责规划指导、管理监督。国务院有关部门管理本系统的国家通用语言文字的使用。

第二十二条 地方语言文字工作部门和其他有关部门，管理和监督本行政区域内的国家通用语言文字的使用。

第二十三条 县级以上各级人民政府工商行政管理部门依法对企业名称、商品名称以及广告的用语用字进行管理和监督。

第二十四条 国务院语言文字工作部门颁布普通话水平测试等级标准。

第二十五条 外国人名、地名等专有名词和科学技术术语译成国家通用语言文字，由国务院语言文字工作部门或者其他有关部门组织审定。

第二十六条 违反本法第二章有关规定，不按照国家通用语言文字的规范和标准使用语言文字的，公民可以提出批评和建议。

本法第十九条第二款规定的人员用语违反本法第二章有关规定的，有关单位应当对直接责任人员进行批评教育；拒不改正的，由有关单位作出处理。

城市公共场所的设施和招牌、广告用字违反本法第二章有关规定的，由有关行政管理部门责令改正；拒不改正的，予以警告，并督促其限期改正。

第二十七条 违反本法规定，干涉他人学习和使用国家通用语言文字的，由有关行政管理部门责令限期改正，并予以警告。

第四章 附 则

第二十八条 本法自 2001 年 1 月 1 日起施行。

Law on the Standard Spoken and Written Chinese Language of the People's Republic
of China

No. 37

Adopted at the 18th Meeting of the Standing Committee of the Ninth National People's Congress of the People's Republic of China on October 31, 2000, promulgated by Order No. 37 of the President of the People's Republic of China on October 31, 2000, and effective as of January 1, 2001.

President of the People's Republic of China Jiang Zemin
October 31, 2000

Law of the People's Republic of China on the National Common Language
and Script

(adopted at the 18th Session of the Standing Committee of the Ninth National People's Congress on 31 October 2000)

Contents

Chapter I: General Provisions

Chapter II: Use of the Standard Spoken and Written Chinese Language

Chapter III: Administration and Supervision

Chapter IV: Supplementary Provisions

Chapter I: General Provisions

Article 1: This Law is enacted in accordance with the Constitution for the purpose of promoting the normalization and standardization of the standard spoken and written Chinese language and its sound development, making it play a better role in public activities, and promoting economic and cultural exchange among all the Chinese ethnic groups and regions.

Article 2: For purposes of this Law, the standard spoken and written Chinese language means Putonghua (a common speech with pronunciation based on the Beijing dialect) and the standardized Chinese characters.

Article 3: The State popularises Putonghua and the standardized Chinese characters.

Article 4: All citizens shall have the right to learn and use the standard spoken and written Chinese language.

The State provides citizens with the conditions for learning and using the standard spoken and written Chinese language.

Local people's governments at various levels and the relevant departments under them shall take measures to popularise Putonghua and the standardized Chinese characters.

Article 5: The standard spoken and written Chinese language shall be used in such a way as to be conducive to the upholding of state sovereignty and national dignity, to unification of the country and unity among all ethnic groups, and to socialist material progress and ethical progress.

Article 6: The State promulgates standard norms of the spoken and written Chinese language, administers its use in the community, and supports the teaching of and scientific research in the language so as to promote its normalization, enrichment and development.

Article 7: The State rewards the organizations and individuals that have made outstanding contribution in the field of the standard spoken and written Chinese language.

Article 8: All the ethnic groups shall have the freedom to use and develop their own spoken and written languages.

The spoken and written languages of the ethnic minorities shall be used in accordance with the relevant provisions of the Constitution, the Law on Regional National Autonomy and other laws.

Chapter II: Use of the Standard Spoken and Written Chinese Language

Article 9: Putonghua and the standardized Chinese characters shall be used by State organs as the official language, except where otherwise provided for in laws.

Article 10: Putonghua and the standardized Chinese characters shall be used as the basic language in education and teaching in schools and other institutions of education, except where otherwise provided for in laws.

Putonghua and the standardized Chinese characters shall be taught in schools and other institutions of education by means of the Chinese course. The Chinese textbooks used shall be in conformity with the norms of the standard spoken and written Chinese language.

Article 11: Publications in Chinese shall be in conformity with the norms of the standard spoken and written Chinese Language.

Where foreign languages need to be used in publications in Chinese, necessary explanatory notes in standard Chinese shall be applied.

Article 12: Putonghua shall be used by the broadcasting and TV stations as the basic broadcasting language.

Where foreign languages need to be used as the broadcasting languages, the matter shall be subject to approval by the broadcasting and television administration under the State Council.

Article 13: The standardized Chinese characters shall be used as the basic characters in the service trade. Where both a foreign language and the Chinese language are used in signboards, advertisements, bulletins, signs, etc., as is needed by the trade, the standardized Chinese characters shall be used as far as the Chinese Language is concerned.

People working in the service trade are encouraged to use Putonghua when providing services.

Article 14: The standard spoken and written Chinese language shall be used as the basic spoken and written language in the following circumstances:

- (1) Spoken and written language for broadcasting, films and TV programs;
- (2) Written language for the facilities in public places;
- (3) Written language in signboards and advertisements;
- (4) Names of enterprises and other institutions;
- (5) Packaging and specifications of commodities marketed in the country.

Article 15: The standard spoken and written Chinese language used in information processing and information technology products shall be in conformity with the norms of the State.

Article 16: Where the relevant provisions of this Chapter are concerned, local dialects may be used under the following circumstances:

- (1) When State functionaries really need to use them in the performance of official duties;

(2) Where they are used in broadcasting with the approval of the broadcasting and television administration under the State Council or of the broadcasting and television department at the provincial level;

(3) Where they are needed in traditional operas, films and TV programs and other forms of art;

(4) Whereby the relevant provisions of this Chapter are concerned, the original complex or the variant forms of Chinese characters may be retained or used under the following circumstances:

- (1) In cultural relics and historic sites;
- (2) The variant forms used in surnames;
- (3) In works of art such as calligraphy and seal cutting;
- (4) Handwritten inscriptions and signboards;
- (5) Where their use is required in publishing, teaching and research;
- (6) Other special circumstances where their use is approved by the relevant departments under the State Council.

Article 18: The “Scheme for the Chinese Phonetic Alphabet” shall be used as the tool of transliteration and phonetic notation for the standard spoken and written Chinese language.

The “Scheme for the Chinese Phonetic Alphabet” is the unified norm of the Roman letters for transliterating the names of Chinese people and places as well as Chinese documents and is used in the realms where it is inconvenient to use the Chinese characters or where the Chinese characters cannot be used.

Chinese phonetic alphabets shall be used in primary education.

Article 19: All staff members who need to use Putonghua as their working language shall have the ability to speak Putonghua.

The Putonghua level of those who use Putonghua as their working language, such as broadcasters, program hosts and hostesses, actors and actresses of films, TV series and plays, teachers and State functionaries shall reach the respective standards set by the State; those who have not yet reached such standards shall receive different training, as the case may be.

Article 20: Putonghua and the standardized Chinese characters shall be taught in classes for foreigners who are learning Chinese.

Chapter III: Administration and Supervision

Article 21: The department in charge of the work related to spoken and written language under the State Council shall be responsible for planning, guiding, administering and supervising the work related to the standard spoken and written Chinese language.

The departments concerned under the State Council shall administer the use of the standard spoken and written Chinese language in their own departments.

Article 22: Local departments in charge of the work related to spoken and written language and other departments concerned shall administer and supervise the use of the standard spoken and written Chinese language within their own administrative areas.

Article 23: The administrative departments for industry and commerce under the local people's governments at or above the county level shall administer and supervise the use of spoken and written language in the names of enterprises and commodities as well as in advertisements.

Article 24: The department in charge of the work related to spoken and written language under the State Council shall issue standards for the test of Putonghua at different grades.

Article 25: The department in charge of the work related to spoken and written language under the State Council or other departments concerned shall make arrangements for the examination of the translation of proper nouns like the names of foreigners and foreign places and scientific and technical terms into the standard spoken and written Chinese language.

Article 26: Any citizen may make criticism and put forward suggestions where the use of spoken and written language is at variance with the norms of the standard spoken and written Chinese language and is in violation of the relevant provisions in Chapter II of this Law.

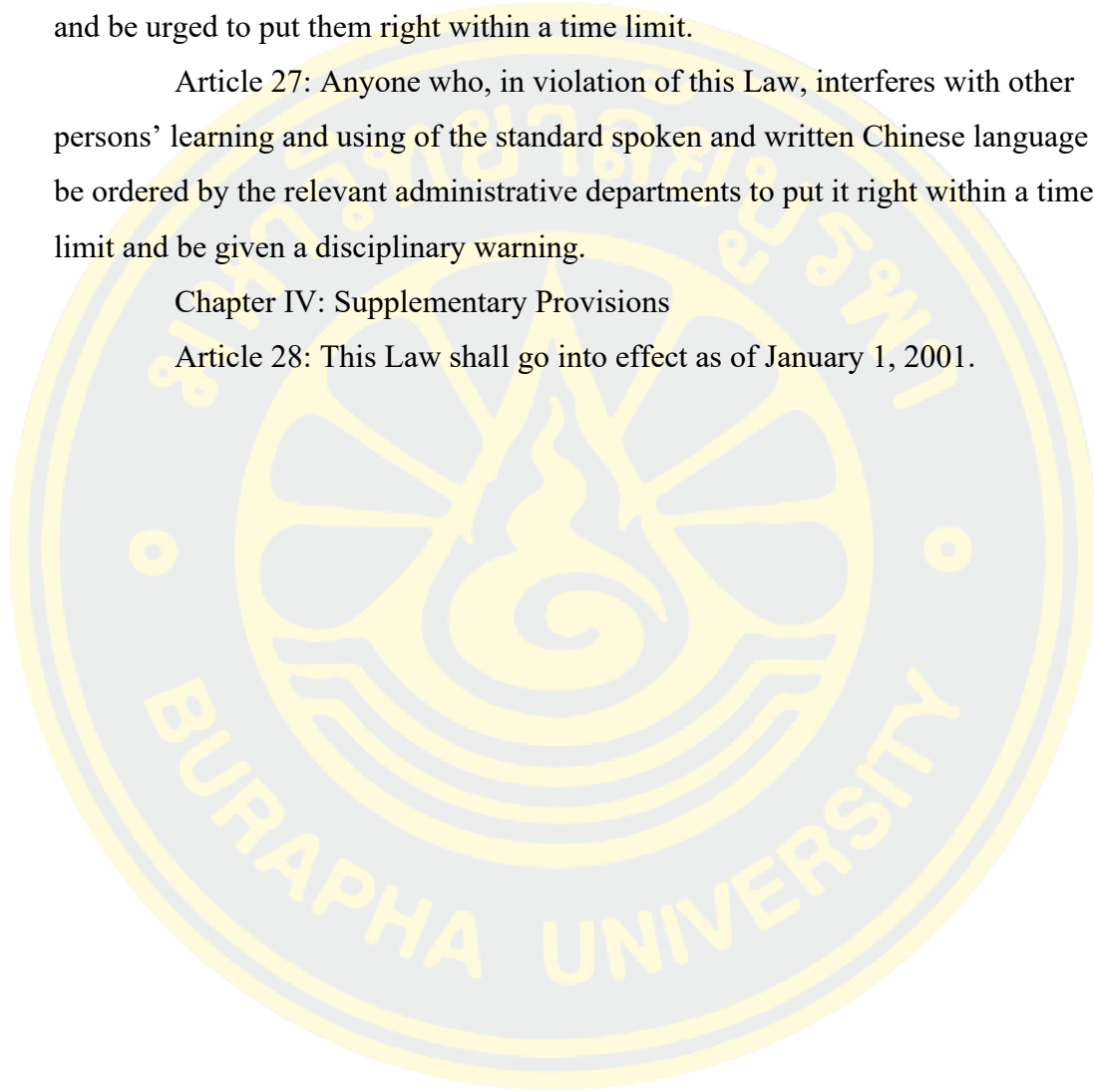
Where persons mentioned in the second paragraph of Article 19 of this Law use the language in violation of the relevant provisions of Chapter II of this Law, the units concerned shall, by way of education, criticize the persons who are directly responsible; anyone who refuses to put it right shall be handled by the units concerned.

Where the characters used in the facilities and signboards in public places of cities and in advertisements are in violation of the relevant provisions of Chapter II of this Law, the administrative departments concerned shall give orders for them to be corrected; anyone who refuses to correct them shall be given a disciplinary warning and be urged to put them right within a time limit.

Article 27: Anyone who, in violation of this Law, interferes with other persons' learning and using of the standard spoken and written Chinese language shall be ordered by the relevant administrative departments to put it right within a time limit and be given a disciplinary warning.

Chapter IV: Supplementary Provisions

Article 28: This Law shall go into effect as of January 1, 2001.



BIOGRAPHY

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