

# The Coupling Relationship Between Language Landscape and Rural Revitalization: Taking Four Language and Writing Demonstration Villages in Huzhou as An Example

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**Abstract:** This study explores the coupling relationship between language landscape and rural revitalization through four language and writing demonstration villages in Huzhou, China. Based on the collection and analysis of approximately 800 effective language landscape corpus samples, the research identifies four underlying logics connecting language landscape construction with rural revitalization. Findings demonstrate that language landscapes function as cultural carriers inheriting local traditions while creating innovative cultural expressions; they enhance communication efficiency and strengthen social cohesion; they serve as governance tools transmitting policies and values; and they drive economic development through distinctive rural branding and related industries. The study concludes that language landscape construction should be guided by local characteristic culture while absorbing excellent foreign influences, balance standardization with local distinctiveness, support modernized rural governance, and maximize economic potential through innovative applications in cultural and creative industries. These findings provide theoretical and practical implications for leveraging language landscapes to promote comprehensive rural revitalization.

**Keywords:** Language landscape; rural revitalization; cultural heritage; rural governance.

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## 1. Introduction

### 1.1. Research background and significance

The rural revitalization strategy clearly proposed in the report of the 19th National Congress of the Communist Party of my country is a major decision and deployment proposed in response to the current situation of insufficient rural modernization level and widening the gap in urban and rural development levels, and ensuring the comprehensive construction of a modern socialist country in a major historical task of building a socialist country with the goal of adhering to the priority development of agriculture and rural areas, narrowing the urban-rural gap and ultimately achieving common prosperity (Lamb, 2024). The report summarizes the guiding ideology and basic principles of rural revitalization, namely, "deeply implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, adhere to the Party's management of rural work, adhere to the priority development of agriculture and rural areas, adhere to the dominant position of farmers, adhere to the comprehensive revitalization of rural areas, adhere to the integrated development of urban and rural areas, adhere to the harmonious coexistence of man and nature, adhere to reform and innovation to stimulate motivation, adhere to the gradual progress of adapting to local conditions", etc., emphasizing that solving the "three rural issues" is the top priority. Implementing the rural revitalization strategy is an inevitable requirement to solve the unbalanced and inadequate development, an inherent requirement for achieving the "two centenary" goals, and a key driving force for promoting the realization of common prosperity (Rohmah and Wijayanti, 2023).

Language landscape, or linguistic landscape, was first introduced by Landry & Bourhis (1997) in "Linguistic

landscape and ethnolinguistic vitality: An empirical study proposed and is defined as "a language landscape of a certain territorial, region or urban agglomeration composed of languages that appear on public street signs, billboards, street names, place names, shop signs and public signs of government buildings." As a carrier that carries the common language of a group of language users in public spaces, language landscapes can play an information and symbolic function. The former means that language landscapes can provide information, that is, reflect the geographical scope and composition of users in a region's language use; the latter means that language landscapes reflect the social status and cultural identity of language and users, and display the social reality reflected behind the application of language and characters. For example, languages that have the advantage in a society where multilingual coexistence often reflect that their users also have relatively social advantage. Language and characters serve as a carrier for expression of people's knowledge, beliefs, art, morality, law, customs, and habits and abilities learned by people. It can be seen that the cultural, social, economic, institutional revitalization of rural revitalization is inseparable from the construction of language, culture and language landscape from the perspective of rural social life context and rural social development needs.

From this we can see that language landscape and culture are complementary and inseparable. Language landscape construction will be different due to the geographical, ethnic, cultural and other factors of its location. It is an important reflection of the cultural construction of a region and an important manifestation of the regional cultural soft power. The modernization of language landscape construction is essentially the modernization of social civilization. Promoting rural language landscape construction is one of the important measures for rural modernization. However, how to guide language landscape construction to empower rural

revitalization is still one of the important concerns at present. In view of this, based on the underlying logic between the four-layer language and rural revitalization, this study takes four language and writing demonstration villages in Huzhou as an example to discuss the logic of language landscape helping rural revitalization, aiming to tap the potential and importance of language landscape construction to help rural revitalization, and provide new impetus for rural revitalization and rural modernization development.

## 1.2. Research questions and hypotheses

Based on the intermediary status of culture in language landscape and rural revitalization, this study assumes that there is a coupling relationship between language landscape and rural revitalization. To understand the coupling relationship and interaction between language landscape and rural revitalization, it is first necessary to clarify the internal logic of its existence. Under the emphasis on the information and symbolic functions of language landscapes, language landscapes can be regarded as both a text carrier and a cultural carrier. With the theory of Huang Longguang and Yang Hui's language to help rural revitalization, the internal logic of language landscapes to help rural revitalization can also be divided into four logics: cultural logic, social logic, economic logic and institutional logic. Among them, cultural logic means that language landscape can promote rural cultural identity; social logic means that language landscape, as a medium of communication between rural people, has practical significance for rural social cohesion; institutional logic means that language landscape, as a potential rural social governance mechanism at the language level, is one of the important participants in rural governance; economic logic means that language landscape is used as a carrier of language, which can exert the resource attributes of language and develop related industries.

Similarly, these four logics are also applicable to the reaction of rural revitalization on language landscapes. In terms of cultural logic, rural revitalization drives the development of public culture and improves the spiritual civilization and cultural literacy of villagers, which will help standardize the use of language and characters and the integration of regional farming culture in the language landscape (Yang et al., 2021). In terms of social logic, the role of rural revitalization in promoting the formation of social cohesion not only helps villagers form correct values, but also helps the shaping of values in language and characters; in terms of institutional logic, rural governance modernization can promote language modernization and standardization; at the economic level, the rural revitalization strategy drives the diversification and modernization of rural industries, and the enrichment of rural economic strength and the expansion of language and characters demand will help related language and characters industries be taken seriously.

In short, these four logics are like two-way paths connecting language landscapes and rural revitalization. On the one hand, they provide a theoretical basis for language landscapes to empower rural revitalization, and on the other hand, they explain the paths that rural revitalization affects language landscapes, which is a concrete manifestation of the coupling relationship between language landscapes and rural revitalization.

## 1.3. Overview of research methods

### 1.3.1. Research Objects and Overview

Yaoli Village, Yu Village, Lu Village, and Zhongzhang Village (hereinafter referred to as "Four Research Villages") are all located in Huzhou City, Zhejiang Province and are language and script demonstration villages. They each focus on the development of local characteristic culture and have made good progress in language landscape construction to varying degrees. They have achieved integrated development of cultural heritage, rural construction, and opening up to the outside world. They are typical and representatives of the development of characteristic cultural rural areas.

Among them, Yaoli Village is located at the southernmost end of Shanlian Town, Nanxun District, and is close to Le'an Village, Xinshi Town, Deqing County to the south. It borders Guanyintang Village and Hanshan Village in the north and west, and Caijie Village in Xinshi Town in the east. It has won many honors such as municipal civilized villages, municipal ecological villages, and advanced rural environmental long-term management villages. Its traditional agriculture was mainly grain and mulberry, and later developed into pig breeding. However, non-standardized pig breeding caused serious ecological problems. Yaoli Village then carried out ecological transformation and development, and became a characteristic village of kiln culture with the help of kiln culture.

Yu Village is located in Tianhuangping Town, Anji County, Huzhou City, and is the location of the Bamboo Sea Scenic Area in Tianhuangping Scenic Area. The villages are moving east-west, surrounded by mountains and continuous bamboos. The Yucun "Two Mountains" scenic spot is the birthplace of the concept of "green water and green mountains are gold and silver mountains" and the core area of the provincial "Two Mountains" rural tourism industry cluster. It is the first ecological tourism and rural resort scenic spot in the country with the theme of "Two Mountains" practice. In the 1980s and 1990s, Yucun was a famous industrial village and a severely polluted village in the county. Later, under the guidance of General Secretary Xi Jinping's concept of "Green water and green mountains are gold and silver mountains", Yucun implemented the "Thousand Villages Demonstration and Ten Thousand Villages Remediation" project in depth, eliminated heavily polluted enterprises, carried out village rectification, and transformed and developed farmhouse leisure tourism.

Lu Village is located in Balidian Town, Wuxing District, Huzhou City, Zhejiang Province. With the development of rural construction, an ancient cultural village with silk culture and Qianshanyang culture has been formed. The Qianshanyang site located in it is an extremely important ancient cultural site in the history of human silk civilization. It is also the permanent site of the World Rural Tourism Conference and the headquarters of the conference and the first interactive experience hall on Chinese classics in the country - "China in Classics".

Zhongzhang Village is located in Anji County, Huzhou City and is one of the only two ethnic minority villages in Huzhou. Zhongzhang Village has been passed down for a long time. With the help of She ethnic culture and combined with the actual construction of ethnic villages, it proposed the goal of "building a large rural cultural village, building a famous She ethnic village, and operating a leisure industry strong village". It has transformed traditional agriculture, explored She ethnic culture, developed the leisure tourism

industry, and attracted industrial and commercial capital as the rural development path, and developed into a beautiful rural boutique village in the county, becoming one of the national unity and progressive well-off villages in Zhejiang Province and one of the national "characteristic villages" pilot villages.

### 1.3.2. Overview of research methods

Taking the research question as to how language landscape can empower rural revitalization and the language landscape characteristics of language and writing demonstration villages such as Yaoli Village, Yu Village, Lu Village, and Zhongzhang Village as research questions, the team members went to the four research villages to collect real corpus in the research site. The research method is mainly divided into three steps: one is to collect corpus. The specific method is to go to the target village and use shooting equipment such as mobile phones and cameras to shoot and collect language landscapes. About 1,000 corpus pieces are obtained. After removing duplicate and fuzzy samples, about 800 effective corpus are finally obtained; the second is corpus classification, which is divided into three categories according to the function and use scenarios of the corpus samples, including information, function, and call, and further refined according to the specific purpose. For example, information corpus can be divided into name categories, interpretation categories, comprehensive categories, etc., and distinguished by the pinyin and capital letters of the village name; the third is corpus analysis, that is, comparing and interpreting the classified corpus, and obtaining the rules and inspiration of the language landscape construction of the four surveyed villages.

## 2. The Cultural Logic of Language Landscape Helping Rural Revitalization

Culture, or civilization, is a complex of all knowledge, beliefs, art, morality, law, customs, and any other talents and habits mastered and accepted by people as members of society (Napawan et al., 2023). Since the implementation of the rural revitalization strategy, the development of rural culture has undergone two-way changes. On the one hand, traditional culture and local culture have gradually faded, and on the other hand, modern culture and urban culture have continued to emerge. Specifically, rural traditional cultures such as regional dialects, folk proverbs, social etiquette, handicraft technology, etc. have ushered in a new stage of development. Some of the cultures are gradually lost, causing the risk of loss, especially farming culture and national culture. With the development of the second and tertiary industries and the influence of mainstream culture, the other part is losing its vitality, while with the improvement of national public cultural services, the influence continues to expand. From the perspective of cultural logic, in the conventional sense, "language is first a tool for people to understand the world, then a medium for communication between people, and then a carrier for cultural development and inheritance, and ultimately the accumulation and expression of civilization development" (Li et al., 2022). Therefore, in rural revitalization, the language landscape as the concrete presentation of language and characters plays an important role. Language landscapes can inherit and express local culture through language, such as using the village's geographical and humanistic characteristics in shop signs;

language landscapes can also create modern culture, such as combining the literal expression of national characteristics with modern language landscape in street signs and signs, which is of great significance to the inheritance and innovation of culture.

Rural culture builds the soul of the countryside. Whether the language landscape can be competent for the communication carrier function of culture and the innovative carrier function will directly affect the cultural soft power of the countryside. In the construction of language landscapes in the four surveyed villages, the first thing they do not only present the cultures with their own characteristics in language landscape construction, but also create a new culture by giving the language landscapes national characteristics and local characteristics, integrating excellent foreign cultures, and creating a new culture. Among them, the corpus that reflects their respective cultural characteristics accounts for one-fifth of the total corpus. Among them, the propaganda slogan "Millennium Kiln Art, Water Ripped Kiln" uses the combination of local kiln culture and rhythm, which is not only a reflection of the beauty of Chinese metrics, but also emphasizes the central status of kiln culture in Yaoli Village and has regional characteristics.

In addition, Yaoli Village also embodies the kiln culture IP into the mascot "Kilnli" and integrates it into language landscapes such as road signs and posters. For example, the parking space on the road surface gives instructions to people through the image of "Kilnli" to remind passers-by to pay attention to safety. The application of the cultural image of "Kilnli" creates a kiln culture theme atmosphere for the village, achieving the dual purpose of inheriting culture and attracting tourists; the language landscape construction of Zhongzhang Village adopts a distinctive She culture, such as the Zhongzhang Village logo is composed of the traditional She characters surrounded by the Chinese character "She". In addition, the language landscape construction of Zhongzhang Village focuses on the integration of Chinese culture and national culture, such as the central pillar of Phoenix Square, which combines Chinese traditional auspicious symbols such as phoenix, dragon, Pixiu, and Qilin. , Zhongzhang Village's four surnames "Pan, Lei, Lan, and Zhong" correspond to the ideas of "national, unity, harmony, and progress" one by one, and blend with each other. This is not only a respect for the traditional national culture, but also a new interpretation and expression for the symbols of traditional culture; a restaurant in Lu Village sets the lyrics from the song "Sunny Day" by singer Jay Chou on the wall, and outlines the style of the music player with lines next to it, refreshing people and using pop music culture to create new driving force for rural development.

## 3. The Social Logic of Language Landscape Helping Rural Revitalization

The rural revitalization strategy has brought the connection between the countryside and the outside world closer, making the central position of the closed social communication model of the traditional rural in the sense of the traditional rural, gradually replaced by the modern open social communication model of the countryside. The former refers to the relatively closed rural geographical sense, and social interaction is mainly concentrated between villagers and villagers. Villagers in a village basically share similar social methods,

such as dialects and local dialects, and the communication content is also limited to daily production and life; while the latter refers to the strengthening of communication between the countryside and the outside world, and the gradual strengthening of rural population outflow, and at the same time is no longer limited to the communication content of daily production and life. The social mode has changed from traditional dialects and local dialects to modern communication methods that complement media such as Mandarin and mobile phones. Rural society faces the dual influence of hollowing out and the dividends of modern technology. From the perspective of social logic, on the one hand, the language landscape is a reflection of rural identity and ideology. Rural identity, that is, the sense of belonging and pride for people living in the same settlement, sharing the same language, and sharing the same culture, formed by people who are of the same culture, is an important force for whether a village can maintain itself in the impact of foreign cultures.

Assuming that the language landscape adopted by the village in a designated area does not belong to the locally dominated values and language, how can the villagers who settled there feel and pride in the village? The ideology of rural language landscape refers to the villagers' overall view and awareness of language itself and application, which is also inseparable from whether the countryside can be unified. Therefore, whether the construction of language landscapes reasonably uses local traditional culture is of great significance to the creation of rural social cohesion and rural business cards. Social cohesion is an important driving force for rural revitalization (An and Zhang, 2024). Specifically, it is not only reflected in whether rural villagers can abide by the rules and cooperate with rural governance, but also in whether they can work together to carry forward rural culture and unite to contribute to rural construction. At the same time, rural language landscape is an important medium for communication between rural society and the first thing foreign tourists feel when entering the countryside is the instructions represented by rural language landscape and the rural spiritual outlook. Language landscape is not only a bond formed by the cohesion of the countryside itself, but also an important tool for rural foreign exchanges.

The social value of the language landscape construction of the four surveyed villages is first reflected in improving the language ability and communication efficiency of the villagers and the language users, and secondly in improving the cohesion and centripetal force of the countryside. The former plays the information function of language landscape, while the latter plays its symbolic function (Sung, 2023). For example, most of the information corpus in the four surveyed villages, namely corpus that plays warning and guiding functions, adopts a bilingual style of Chinese and English. A small number only contains Chinese or multilingual styles of Chinese and English and Korean, and a very small number use more languages. On the one hand, the use of second languages and even third languages provides convenience for foreign native speakers and reduces the difficulty of communication between different languages; on the other hand, in these corpus, Chinese is often placed in the uppermost or conspicuous position with relatively large fonts, while other languages are placed in the lower or edge parts and have smaller fonts. The absolute dominant position of Chinese reflects the villagers' recognition of the mainstream identity of Chinese culture as Chinese native speakers, and is

an important guarantee for rural social cohesion.

#### **4. The Institutional Logic of Language Landscape to Help Rural Revitalization**

From the perspective of institutional logic, rural revitalization has enabled the countryside to enter a society where the rule of law and rule of man is integrated. The former means that the traditional level is a society of human relationships, and its operation is mostly achieved by rural customs formed by long-term production practice. In the absence of unified standards and historical inheritance, rural customs, as the main means of traditional rural governance, focuses on achieving its effectiveness through word of mouth and rural geographical chronicles. Due to the relatively narrow geographical scope of traditional rural areas, villagers generally have frequent social interactions and close interpersonal relationships.

Under the influence of interpersonal relationships, human relationships have become a major criterion for rural governance; the construction of language landscapes is small and often develops with legends such as heroes and virtues, that is, language landscapes are set as propaganda carriers for legends and stories. As a society ruled by law, rural areas with modern significance, under the deployment of the rural revitalization strategy, on the one hand, the excellent concepts contained in the traditional governance model are retained. On the other hand, the participation of rule of law ideas and laws and regulations has enabled every villager to gain the power to independently seek legal protection, and the socialist core values have gradually become the core mainstream values of rural areas. Compared with oral communication with relatively low efficiency, language landscape construction and other media in public spaces are widely spread and have deeper influence in writing, which is of great significance to rural legal education, rural civilization improvement, and rural social stability.

For example, first of all, village affairs signs are set up in the four research villages, so villagers can clearly and easily obtain government work-related information, and the setting of language landscapes improves the transparency and participation of rural governance. At the same time, the slogans related to the socialist values of the 24-character socialist values are set. For example, the slogan of "Village Rules and People" in Lu Village mentioned "Love labor, love work, be dedicated to public welfare, care for the collective, patriotism and law-abiding, and maintain order", which respectively reflect the personal values such as "love work", "dedication", and "friendly" in the socialist values. The fan-shaped slogan of "Yucun is honest and law-abiding, optimizing the consumption environment" reflects the value orientation of "integrity". In the above examples, language landscape plays a bridge to connect villagers and rural governance. On the one hand, language landscape effectively conveys policy information and public service information, encouraging villagers to supervise and feedback on government behavior in disguise. At the same time, enhancing villagers' understanding and participation in rural governance and improving the sense of responsibility and transparency of rural governments can effectively improve the effectiveness of rural governance; on the other hand, language landscape conveys mainstream social values to villagers, standardizes villagers' daily production and life, and

can subtly promote the improvement of rural customs and improve the modernization level of rural governance in the context of the new era.

## **5. The Economic Logic of Language Landscape Helps Rural Revitalization**

Since the implementation of the rural revitalization strategy, rural infrastructure such as modern rural roads, communications, squares, etc. have been improved, the mobility and commercial nature of rural areas have been improved, and the potential of local rural industries has been fully tapped. Rural specialty industries such as Chinese medicinal materials, animal husbandry, handicrafts, etc. and tourism have continued to emerge. The integration of the external world and the internal environment of the rural modernization brought about by a series of rural modernization changes has made the demand for rural language and writing use unprecedented verticality. The countryside faces the demand for language and communication of normative, distinctive and even multilingual. From the perspective of economic logic, on the one hand, the construction of language landscape can drive the development of related industries, such as product processing, text publishing and other industries. On the other hand, language landscape, as a carrier of rural internal language and text and a medium for external communication, plays a business card role for the rural area to face the outside world to a certain extent, and is related to the characteristic style of rural industry development and the overall style of rural areas.

How to narrow the gap between internal and external exchanges, how to create rural characteristic industries, among which whether the language landscape is standardized, practical, and has rural characteristics plays a mainstay; at the same time, rural language landscapes, mainly dominated by ethnic languages or dialects, are also given economic attributes when compared with urban language landscapes due to their regionality, weakness and locality, that is, rural language landscapes can be used as a resource or industry, which is specifically reflected in the fact that language learning can increase the level of rural labor, promote the flow of urban and rural personnel, or drive the development of language design and language innovation industries.

Language landscape construction can give full play to its economic attributes in terms of economy and act as a superstructure to have a counterproductive effect on the economic foundation. Language landscape construction can play a role in education and training. Through the use of language landscapes such as signs, publicity materials, public service billboards, villagers' skills and knowledge can be improved, and their productivity and market competitiveness can be improved. The four survey villages are also specifically reflected in the innovation and locality of shop signs and the booming development of rural characteristic industries. The former refers to the use of technical means and regional characteristics to empower traditional text signs, and the latter refers to the new business format derived from local characteristic culture carried by the language landscape. For example, the words "Sanlian Bookstore" in Lu Village shop signboard are mainly milky white running scripts, with orange light sources on the bottom floor, making the sign more prominent; the code is located on a square wooden base

plate, and the old wooden base plate reflects the natural sentiment of returning to nature in Taoist thought, which is in harmony with the overall style of Lu Village's ancient architectural style, conveying the retro feeling of rural public space and the heavy feeling of history.

In addition, the use of traditional Chinese characters "Yuan" and "Book" is the respect and inheritance of traditional culture by rural language landscapes, reflecting the long-standing temperament of Chinese traditional culture, and attracting the attention of tourists. This language landscape that uses modern technology and traditional culture stands out among the traditional language landscapes, creating potential attraction for the shops and improving their brand awareness. In addition, the economic attributes of rural language landscapes are also reflected in the comparison with unified and standard urban language landscapes and give themselves locality and scarcity. For example, the development of traditional She ethnic group texts and related language landscapes in Zhongzhang Village promotes the increase in the demand for creative design of She ethnic group texts, directly driving the development of related language design and landscape design industries, and achieving social and economic benefits.

## **6. Conclusion**

### **6.1. Research Conclusion**

This study explores the practical significance of language landscape to rural revitalization in the coupled relationship between language landscape and rural revitalization, and proves through examples of language landscape construction in the four language demonstration villages, Lu Village, Yaoli Village, Yu Village and Zhongzhang Village, Huzhou City. As a cultural carrier, rural language landscape can inherit rural culture or serve as a new expression form of rural culture, with cultural benefits; rural language landscape can improve communication efficiency and enhance social cohesion, with social benefits; rural language landscape, as a potential rural social governance system at the language level, can help rural governance, with institutional benefits; rural language landscape can drive the development of rural language industries and related industries, with economic benefits. The four logics complement each other and promote each other, providing inspiration for language landscape to help rural revitalization.

### **6.2. Research limitations**

Due to the limitations of the survey time and geographical scope, this study is limited to the corpus of the four language and text demonstration villages in Huzhou City. The data source and scope are relatively single, the total sample size is small, and it cannot represent the construction of all rural and language landscapes. In the future, it can consider cross-regional rural language landscape construction or vertical comparison of different times in the same region to obtain the identity law of rural language landscape helping rural revitalization.

In addition, in addition to visual language landscape construction such as billboards, street signs, and propaganda slogans, auditory language landscapes such as propaganda and radio and songs can also be derived in a broad range. This study only considers the construction of visual language landscapes and ignores auditory language landscapes, and it is difficult to uniformly summarize the functions of language

landscapes in a broad range. Future research can discuss the impact of auditory language landscape construction on rural revitalization and people's differences in visual and auditory information processing.

In addition, this study only focuses on the four logics of culture, society, system and economy that rural language landscape helps rural revitalization, but lacks attention to potential ecological, talent, psychological and other aspects and more detailed research. Future research can further refine the research methods, broaden the research horizons, and deeply explore how rural language landscapes can empower rural revitalization.

### 6.3. Research Inspiration

First of all, the construction of language landscape should be guided by local characteristic culture, focusing on the combination of inheriting excellent traditional culture and absorbing excellent foreign cultures. It is required that on the one hand, protect the local cultural identity, deeply explore the local cultural characteristics, carry out public welfare language landscape construction with the purpose of inheriting rural characteristics, and enhance the rural cohesion brought by rural culture; on the other hand, give full play to the creativity of rural language landscapes, localize new foreign languages, new concepts, and new cultures, so that local culture can always keep up with the pace of modern social development.

Second, while carrying out foreign cultural education for local personnel, we must strengthen language and cultural education for local personnel and foreign personnel at the same time, which is reflected in the construction of language landscape, that is, using the intermediary role of Mandarin to show the uniqueness and differences of local languages, reduce understanding deviations, improve communication efficiency, and give full play to the social benefits of language landscapes.

Furthermore, the modernization of rural governance is inseparable from the modernization of language landscape construction. Because of its public space service nature, language landscapes are bound to be inconsistent with public order or disorderly conditions, such as inconsistent with the core socialist values, abuse of foreign languages, typos, and the proliferation of language landscape redundancy. In response to these situations, relevant rural management departments need to strengthen the publicity of national socialist values and national language policies on the one hand, improve the level of public language landscape services and the awareness of rural villagers' language norms; on the other hand, strengthen the management of private language landscape construction, promulgate relevant management regulations according to local conditions, and reduce the construction of language landscapes that are harmful to the overall image of rural areas.

At the same time, language landscape plays an important role in improving the effectiveness of rural governance. In order to improve the modernization level of rural governance

and villagers' participation, language landscape construction related to rural governance is essential. On the one hand, it can effectively convey policy information to villagers and ensure villagers' understanding of policies. On the other hand, it can promote villagers' supervisory role in rural governance and improve government responsibility and transparency. At the same time, local languages such as dialects written on relevant language landscapes can convey information more efficiently and improve efficiency.

Finally, maximize the economic attributes of rural language landscapes, strengthen rural villagers' resource awareness of language landscape construction, and use language landscape construction to reflect their unique rural cultures, which are specifically reflected in innovative use of language landscape construction in packaging design, advertising, cultural and creative design, etc. to improve its added value and popularity, create rural brands, so as to empower rural language industries and related industries and promote economic development. At the same time, we focus on the construction of public welfare language landscapes, use language landscape publicity knowledge and skills to serve villagers' education and training.

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