Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 11, No. 2, 2025

Construction and Value Realization of Rural Linguistic Landscapes in the Context of Chinese Modernization

-- A Case Study of Huzhou City, Zhejiang Province

Lei Lei *

School of Foreign Languages, South-Central Minzu University, Wuhan Hubei, 430074, China
*** Corresponding author Email:** 3382640275@qq.com

Abstract: In the comprehensive advancement of Chinese modernization, rural revitalization requires not only economic development but also urgently needs to strengthen high-quality development through enhanced cultural soft power. As spatial carriers of cultural construction, rural linguistic landscapes serve as mirrors of regional historical and cultural contexts while functioning as core links connecting traditional wisdom with modern civilization and activating cultural resources. Taking Huzhou City in Zhejiang Province as a case study, this paper systematically examines the current status and challenges of rural linguistic landscape construction in the region, deeply analyzing key difficulties including weak planning, severe homogenization, and insufficient cultural infrastructure. The paper subsequently proposes feasible pathways: strengthening overall planning and design, highlighting regional cultural characteristics, reinforcing support from new quality productive forces, and enhancing public services and infrastructure. Through the refined construction and optimization of linguistic landscapes, this approach can, on one hand, enhance rural residents' cultural identity and confidence while promoting the development of integrated cultural tourism; on the other hand, it can achieve the symbiotic coexistence of excellent Chinese traditional culture with modern aesthetic pursuits, thereby providing solid support for the in-depth implementation of rural revitalization strategies and the sustainable development of Chinese modernization.

Keywords: Chinese Modernization; Rural Revitalization; Linguistic Landscape; Cultural Construction; New Quality Productive Forces.

1. Introduction

The report of the 20th National Congress of the Communist Party of China pointed out: "In comprehensively building a modern socialist country, the most arduous and onerous tasks remain in rural areas." Achieving rural revitalization requires not only economic prosperity but also cultural renaissance. Rural cultural revitalization is a key component in China's overall rural revitalization strategy and an important measure in the comprehensive construction of a modern socialist country. As an essential carrier of rural cultural construction, linguistic elements play a crucial role, and the development of rural linguistic landscapes is indispensable in this process. Linguistic landscapes serve as carriers of rural language ecology while simultaneously representing rural cultural ecology and constituting important cultural resources.

The concept of "linguistic landscape" was first proposed by Landry & Bourhis (1997), referring to "the visibility and salience of languages on public and commercial signs in a given territory, region, or urban agglomeration, including road signs, advertising billboards, street names, place names, and various other textual markers." Research on linguistic landscapes extends beyond superficial linguistic phenomena to examine deeper social, cultural, and economic issues they reflect (Santiso, 2023). In the context of Chinese modernization, the planning and construction of rural linguistic landscapes, empowered by new quality productive forces, have evolved from purely informational functions and cultural symbols to become new drivers promoting cultural industry development and rural tourism upgrades (Liu & Ma, 2024). While directly examining text in urban spaces, the focus is on how language use on signs reflects sociolinguistic realities. As symbols directly reflecting temporal elements and connecting history with the present, linguistic landscapes significantly influence landscape conceptualization and tourists' cultural-tourism experiences (Juncal, 2020).

In the framework of Chinese modernization, new quality productive forces serve as core drivers of rural cultural revitalization, injecting new vitality into township linguistic landscape construction through technological innovation and creative transformation of cultural resources. Building rural linguistic landscapes is both a necessity for cultural inheritance and an important means to promote new forms of rural cultural industries. Zhejiang Province, as one of China's most dynamic and innovative provinces in economic and social development, has rural revitalization planning and practices with demonstrative value nationwide. While Huzhou City possesses rich historical and cultural resources alongside a solid rural foundation, it still faces common and unique challenges in implementing rural linguistic landscape construction. Based on these considerations, this paper will examine the practical difficulties in rural linguistic landscape construction in the Huzhou region, explore new construction pathways, and analyze their multidimensional value, providing reference for the integrated development of rural culture and tourism in China's modernization process.

2. Constructing Township Linguistic Landscapes: An Inherent Requirement for Advancing Chinese Modernization

2.1. Practical Functions and Driving Effects of Linguistic Landscapes on Rural Revitalization

The construction of rural linguistic landscapes holds significant importance in advancing Chinese modernization. As unique cultural symbols, linguistic landscapes not only reflect a region's history, culture, and social development status but also carry national spirit and local characteristics, serving as crucial links connecting the past, present, and future (Sorescu-Marinkovic & Salamurovic, 2022). Against the backdrop of China's comprehensive promotion of rural revitalization and modernization, how to enhance rural cultural quality and image through carefully designed and optimized linguistic landscapes has become a topic worthy of in-depth exploration.

First, linguistic landscapes, as carriers of cultural expression, authentically reflect a region's historical context and cultural connotations. Rural areas, due to their unique geographical environments and developmental trajectories, have accumulated rich traditional cultures and folk customs. Rural linguistic landscapes can truly reflect the region's historical and cultural lineage. Traditional Chinese culture is richly deposited in rural areas; through cultural creativity and integrated visual design of signage, advertisements, road names, and place names, traditional history, folk customs, and cultural symbols can be visually presented in public spaces (Zhu & Weng, 2025). For local residents, living in such an atmosphere further stimulates cultural pride and identity, creating a virtuous cycle for the rural humanistic environment. For visitors, locally distinctive linguistic landscapes highlight rural authenticity and attractiveness.

Second, the standardized use and beautification of linguistic landscapes can enhance rural social governance and civilization levels. Orderly signage systems reflect respect for laws and regulations, contributing to a positive social atmosphere. For example, avoiding typographical errors, being vigilant against vulgar language, and eliminating illegal advertisements all demonstrate social responsibility and protection of public interests. This not only reflects the level of public management in rural areas during the modernization process but also helps manifest socialist core values, achieving unity between rural external image and internal spirit (Shang, 2024).

Third, optimizing rural linguistic landscapes can enhance townships' external attractiveness and regional competitiveness, promoting the implementation of rural revitalization strategies. In the modernization process, narrowing urban-rural gaps must be reflected not only in economic indicators but also in cultural development and social progress. As external manifestations of rural image, linguistic landscapes—through standardized signage, locally characteristic slogans, and bilingual or multilingual public facilities—not only convey information but also shape the character of rural areas, making them more appealing in terms of rural culture. Linguistic landscape systems with both functional and aesthetic value can promote sustainable development of rural cultural tourism, laying foundations for subsequent cultural-tourism product innovation (Han & Wu, 2020). This plays an important role in attracting external investment, promoting talent return, and stimulating economic vitality, while also injecting sustainable development momentum into rural revitalization.

It should be noted that in the construction of linguistic landscapes, regional characteristics and cultural diversity must be fully considered. Different rural areas have different historical backgrounds, ethnic compositions, and cultural traditions; therefore, when designing linguistic landscapes, this diversity should be respected and reflected. For instance, local dialects, ethnic languages, or traditional symbols can be incorporated into signage to highlight uniqueness. This not only helps protect minority cultures and dialects but also provides visitors with richer cultural experiences.

2.2. Rural Tourism Aesthetics and Landscape Expression

Rural tourism aesthetics and landscape expression represent areas requiring special attention in China's modernization process. As people's demand for cultural experiences increases, traditional sightseeing tourism can no longer meet visitors' expectations. Modern tourists increasingly emphasize spiritual fulfillment, yearning to deeply understand a destination's history, culture, and lifestyle. They hope to resonate with the local cultural environment through tourism and gain profound cultural experiences. Rural tourism has flourished as a focal point under this trend. However, to truly satisfy tourist demands and enhance rural tourism's core competitiveness, innovation and improvement in tourism aesthetics and landscape expression are essential (Lu et al., 2020).

Distinctive linguistic landscapes play a crucial role in this process. Linguistic landscapes, as visible textual symbols in public spaces including road signs, billboards, street names, and place names, not only serve indicative and informational functions but also carry rich cultural connotations and social significance. In rural tourism, carefully designing and creating regionally distinctive linguistic landscapes can provide tourists with deep cultural experiences and enhance tourism appeal.

The beautification and standardization of linguistic landscapes help strengthen rural external attractiveness. In the context of globalization and information technology, rural development depends on exchanges and interactions with the outside world. In terms of visual aesthetics, improving rural signage systems such as road signs, billboards, street names, and place names, standardizing language use, and enhancing aesthetic effects can improve rural external image, creating a rural environment with cultural sophistication and modern sensibility.

Meanwhile, distinctive linguistic landscapes can serve as a rural calling card, showcasing unique charm and attracting greater external attention and interest (Kimambo & Mdukula, 2024). This enhancement of external appeal directly impacts the sustainable development of rural tourism. It positively influences local economic transformation. Tourism development not only brings economic benefits to rural areas but also, through tourists' interactions with linguistic landscapes, stimulates local residents' renewed awareness of cultural values, promoting rural cultural protection and exchange, thereby achieving the dual objectives of increasing township economic income and preserving cultural heritage.

2.3. The Carrier Role of Township Linguistic Landscapes for New Quality Productive Forces

Cultivating and developing new quality productive forces serves as a key driver in the modernization process, with profound significance for Chinese modernization and the great rejuvenation of the Chinese nation. With continuous technological advancement and the deepening implementation of rural revitalization strategies, new quality productive forces will play an increasingly important role in rural cultural construction (Zhong et al., 2025). In the modernization process, culture consistently forms the foundation for developing new quality productive forces. Township linguistic landscapes, as vivid presentations of rural culture, not only record historical memories and shared emotions but also need to transform traditional culture into development momentum through innovative approaches. These cultural resources can both inject innovative power into the development of new quality productive forces in townships and maintain close connections with rural culture, ultimately achieving the dual objectives of economic growth and cultural inheritance.

In practice, industrial development and rural construction are concrete carriers for demonstrating the innovative effectiveness of new quality productive forces. New quality productive forces empower high-quality development of rural cultural industries through technological innovation, enhancing the added value and influence of rural cultural industries. For example, emerging technologies can be used to develop QR code guidance systems, AR immersive cultural experiences, and other digital facilities, presenting rural historical stories, folk tales, geographical environments, and other content through multiple media. Cultural industries constitute an important component of the modern economy, and linguistic landscapes, as significant forms of cultural expression, can provide rich materials and carriers for cultural industry development. For instance, by exploring rural historical stories, biographies of notable figures, folk tales, and other cultural resources and integrating them into linguistic landscape design, rural cultural attractiveness can be enhanced, promoting the development and promotion of cultural products. Especially with the support of new quality productive forces, township linguistic landscapes can achieve digital transformation and innovative presentation of cultural resources through technological means (Krol & Hernik, 2022). For example, rural historical stories can be transformed into audio resources through QR code guidance systems. This transformation not only enriches rural cultural experience forms but can also derive new formats for township cultural tourism, driving cultural industry consumption upgrades and injecting vitality into the rural cultural economy. This has positive significance for enhancing rural economic value and cultural influence.

In conclusion, linguistic landscapes play practical and promotional roles in the rural revitalization process. They serve not only as carriers of information transmission but also as mediums for cultural inheritance and important manifestations of rural modernization levels. Township linguistic landscape construction represents a fundamental project in the rural modernization process. Through standardized signage systems and clear information transmission, linguistic landscapes can effectively enhance public service efficiency, creating basic conditions for rural residents' convenience and township industrial development. As important constituents of rural image, linguistic landscapes directly affect the attractiveness of external resources, and distinctive linguistic landscape expressions help highlight township advantages. Township linguistic landscape construction is gradually becoming an important carrier for cultivating new quality productive forces, providing sustainable momentum for rural revitalization.

3. Practical Contradictions in Rural Linguistic Landscape Construction in Huzhou City, Zhejiang Province from the Perspective of Chinese Modernization

Rural linguistic landscapes not only reflect regional history, culture, and social conditions but also serve as links connecting the past, present, and future. Through optimizing rural linguistic landscapes, rural cultural quality and image can be enhanced, promoting economic development. As one of the regions with relatively advanced economic, social, and cultural development, Huzhou City in Zhejiang Province has achieved certain accomplishments in rural linguistic landscape construction, but still faces prominent issues including weak planning, content homogenization, and insufficient cultural infrastructure. Analyzing these contradictions is significant for comprehensively understanding the actual state and challenges of rural linguistic landscapes in the practice of Chinese modernization.

3.1. Weak Overall Planning of Rural Linguistic Landscapes

The weak overall planning of rural linguistic landscapes is particularly prominent in current rural cultural construction. Due to the lack of systematic top-level design and scientific planning, linguistic landscapes in many rural areas appear disorderly. This phenomenon not only affects the external image of rural areas but also negatively impacts the inheritance and display of their intrinsic cultural values.

Theoretically, linguistic landscapes, as symbolic systems, carry historical, cultural, and social information of regions. As windows displaying local history and culture, their construction needs to balance practical functions with cultural characteristics. In public space planning, functional signage like road signs and directional signs should be uniformly designed and clearly understandable, facilitating quick information acquisition; while in cultural exhibition areas, such as village history museums or traditional craft workshops, creative designs are needed to highlight local culture (Stokowski et al., 2021). In reality, however, many rural linguistic landscapes lack overall planning. Disorderly accumulation not only blurs the priority relationships in information delivery but also weakens the focus of cultural expression. In ancient villages like Lu Village in Balidian Town, Huzhou, some directional signs do not match the overall architectural style of the ancient town, with jarring color combinations and chaotic placement, both destroying the village's overall aesthetic appeal and making it difficult for tourists to obtain clear information.

Furthermore, the lack of scientific planning prevents linguistic landscapes from fully functioning in cultural inheritance. Rural areas, as important carriers of traditional culture, should have linguistic landscapes reflecting local history, folklore, and cultural characteristics. However, most

signs in many township cultural exhibition areas merely provide basic information without deep excavation and integration of deeper cultural elements such as historical backgrounds and folk traditions, resulting in superficial cultural presentation. In terms of design, signs generally suffer from verbose text and dense layouts, which both weaken information readability and fail to create memorable points, constraining the inherent value of linguistic landscapes in rural revitalization. In such situations, linguistic landscapes cannot attract tourists' attention or enhance local residents' cultural identity. Meanwhile, linguistic landscapes lacking overall planning also affect rural tourism development. Today, cultural tourism has become an important pathway for rural economic development, and tourists have high expectations for distinctive and aesthetically pleasing linguistic landscapes (Gocer et al., 2024). However, disorderly linguistic landscapes cannot meet tourists' aesthetic needs, weakening the attractiveness of rural tourism.

3.2. Severe Homogenization of Rural Linguistic Landscapes

Theoretically, linguistic landscapes, as cultural symbol systems in public spaces, carry regional culture, historical heritage, and social values. They serve as both media for conveying information and important carriers for displaying local characteristics and cultural connotations. However, when rural linguistic landscapes fall into the quagmire of homogenization, their proper functions and values cannot be fully realized. Insufficient excavation of indigenous culture leads to hollow content and uniform forms in linguistic landscapes, making it difficult to inspire public cultural identity and participation enthusiasm (Li et al., 2022).

In the current linguistic landscape construction in townships of Huzhou City, Zhejiang Province, political propaganda slogans show obvious problems of repetition and similarity. Many rural areas, to complete policy promotion tasks, directly use uniformly designed promotional slogans that are highly consistent in font, style, and placement, blurring regional characteristics. These fail to consider local development needs, clash with existing rural architectural styles, struggle to evoke emotional resonance among the masses, and create aesthetic conflicts with village appearances. This phenomenon not only hinders the inheritance and development of rural culture but also weakens the attractiveness and competitiveness of rural tourism.

Coordinating township political slogans with other linguistic landscape designs presents difficulties, indirectly depending on township characteristics and economic development levels. Ancient towns with slower economic development often emphasize the quantity and visibility of political slogans (Dorado-Escribano, 2024). These areas typically face more urgent evaluation pressures and need to demonstrate policy implementation effectiveness through high-density slogans, which may affect the ancient town atmosphere. Meanwhile, townships with higher rural revitalization completion rates focus on the design appeal of linguistic landscapes to attract investment but may consequently neglect political propaganda requirements, resulting in some overly commercialized behaviors. Therefore, when linguistic landscapes are improperly coordinated, they not only cause cognitive confusion for tourists but also weaken residents' cultural identity, ultimately affecting rural tourism and cultural industry development.

Notably, as grassroots carriers of policy implementation, most townships still face dual challenges: on one hand, ensuring standardized delivery of political slogans; on the other hand, coordinating their aesthetic unity with the overall rural linguistic landscape. The widespread homogenization of township political slogans is mainly caused by several practical factors. First, most townships face limitations in human resources and fiscal budgets; designing distinctive slogans requires professional personnel and continuous investment, placing considerable pressure on the grassroots level, thus leading to a preference for uniform templates to reduce costs and simplify processes. Second, higher authorities frequently issue policy promotion tasks requiring rapid implementation; to complete these on time, grassroots units have to extensively copy existing templates, making it difficult to accommodate local characteristics. Additionally, rural areas generally lack professional design support; grassroots officials lack effective methods to organically integrate policy requirements with local cultural elements and can only continue traditional practices. This type of linguistic landscape construction gradually evolves into a mechanized process to meet evaluations, neither vividly interpreting policy essentials nor enabling the masses to perceive the unique value of local culture.

3.3. Deficiency in Rural Cultural Infrastructure

The deficiency in rural cultural infrastructure is one of the important factors constraining linguistic landscape construction. As a demonstration area for rural revitalization, Huzhou City in Zhejiang Province has made significant progress in township linguistic landscape construction. Most townships have built standardized cultural exhibition halls, major scenic areas have achieved full coverage of multilingual signage, and the application of smart guidance systems and QR code technology has become increasingly mature. For example, Yucun in Tiangangping Town has not only universally implemented a four-language signage system (Chinese, English, Japanese, and Korean) but has also innovatively applied AR technology in cultural exhibition halls. However, most townships still have significant shortcomings in infrastructure supporting in-depth cultural expression, making it difficult for some atypical linguistic landscapes to display the vibrant vitality of rural culture.

In public spaces, language appears not only in the form of visual symbols but also often spreads among communicators in vocal form. Currently, the transmission of traditional dialects in townships still relies on oral inheritance, with few dialect audio guides or interactive devices in public places. Dialects, as important components of linguistic landscapes, carry unique cultural memories and rural emotions. However, township broadcasting systems mostly play standard content, lacking locally distinctive sound effect designs, making it difficult for these precious language resources to be effectively transmitted through modern media and weakening the cultural depth and emotional resonance of linguistic landscapes. Multilingual phenomena in cyberspace are often called network linguistic landscapes or virtual linguistic landscapes. Townships generally lack digital online website display platforms, making it difficult to transform cultural resources such as folk stories and history into sustainable virtual linguistic landscapes for online dissemination. Future township construction needs to focus on completing various new technology-driven infrastructures, allowing linguistic

landscapes to truly become cultural bridges connecting historical memory with modern life.

The lack of professional talent is also a major obstacle. The absence of professional design talents and teams has led linguistic landscape design into a state of templated and low-level operation. Planning and designing linguistic landscapes requires professional knowledge in fields such as cultural studies and design. However, many rural areas lack such professional talents. Local cultural workers often hold multiple positions, have limited professional qualifications, and find it difficult to undertake high-quality linguistic landscape construction tasks. Meanwhile, external professional talents are unwilling to take root in rural areas for the long term due to factors such as compensation and career prospects. This results in low-quality linguistic landscape design, lacking innovation and artistry, and unable to effectively showcase local cultural characteristics.

Additionally, fundraising difficulties are an important factor constraining linguistic landscape construction. Rural areas have limited economic development levels and insufficient local fiscal revenues, making it difficult to allocate adequate funds for the construction and maintenance of cultural infrastructure. Social donations and corporate sponsorships are also insufficient due to limitations in economic strength and market environment. This often causes linguistic landscape construction to be postponed or simplified, preventing the formation of scale effects and long-term impact.

4. New Approaches to Rural Linguistic Landscape Construction from the Perspective of Chinese Modernization

4.1. Strengthening Top-level Design and Overall Planning of Rural Linguistic Landscapes, Effectively Regulating Rural Pragmatic Phenomena

Strengthening top-level design and overall planning of rural linguistic landscapes while effectively regulating rural pragmatic phenomena represents an important measure to promote rural cultural inheritance and development. As a crucial component of social culture, linguistic landscapes carry rich historical, cultural, and social information. Against the backdrop of rural revitalization, strengthening the planning and management of rural linguistic landscapes is significant for enhancing rural cultural quality and strengthening residents' cultural identity.

The construction of rural linguistic landscapes should coordinate with the overall planning and development of rural areas. Linguistic landscapes constitute just one part of rural construction and need to work in concert with architectural styles, landscape planning, industrial layout, and other aspects to form a unified whole. For example, the linguistic landscape style in Yaoli Village of Shanlian Town coordinates with the village's architectural style, incorporating the IP image of kiln culture into linguistic landscape design and avoiding jarring and incoherent phenomena. In terms of content, it should combine with the characteristic industries and cultural activities of rural areas to form unified themes and images.

Strengthening top-level design requires clarifying the goals and principles of rural linguistic landscape construction. First, the core should be inheriting and promoting excellent traditional culture, integrating regional characteristics and historical culture into linguistic landscapes. For example, Zhongzhang Village in Baofu Town is a Shezu (She ethnic minority) settlement that applies its unique minority script and traditional culture to cultural exhibition halls and architectural designs, creating distinctive linguistic landscapes. Second, national language and character norms should be followed to ensure the accuracy and standardization of language use. By establishing unified language standards, misspellings and non-standard expressions can be avoided, improving the effectiveness of information transmission.

Overall planning requires coordination and unity in spatial layout and content design. On one hand, functional divisions of different rural areas are needed, designing corresponding linguistic landscape elements according to different environmental characteristics. For example, linguistic landscapes in cultural squares and historical sites should emphasize cultural connotations, while those in commercial districts should balance commercial promotion with cultural expression. For instance, Balidian Town's Lu Village designed traditional 24 solar terms culture on ancient building walls, but these were visually too conspicuous, disrupting the overall village atmosphere. On the other hand, in formal design, fonts, colors, and styles should be unified to avoid disorderly and cumbersome visual effects. Such planning helps enhance the overall image of rural areas and strengthen the cultural atmosphere.

In reality, some regions have begun exploring practices to improve rural linguistic landscapes by strengthening top-level design and overall planning. Villages with rich cultural heritage can systematically plan their linguistic landscapes under local government guidance. For example, Yaoli Village used kiln culture to uniformly design road signs, identification plates, and publicity boards, not only enhancing the village's aesthetics but also effectively showcasing local cultural characteristics.

Effectively regulating rural pragmatic phenomena requires strengthening supervision and management of language use. First, establish sound management mechanisms, clarifying the responsibilities of relevant departments and personnel, and conducting regular checks and corrections of public language use. Second, conduct publicity and educational activities on language standardization to raise awareness among residents and practitioners. For example, language knowledge lectures can be held in village committee communities to popularize national language and character norms. Third, encourage public participation in supervising and maintaining linguistic landscapes, forming a positive atmosphere of full participation.

In specific practices, the construction of rural linguistic landscapes requires multi-party collaboration. Governments should implement incentive policies, play a leading role, formulate relevant policies and standards, provide necessary funding and technical support, attract the attention of young people or artistic creators, and utilize their professional knowledge and resources to enhance linguistic landscape construction levels.

Professional design institutions should also actively participate in planning and design, ensuring the scientific nature and aesthetics of linguistic landscapes. For example, Yucun in Tiangangping Town continuously develops subsidies for youth entering rural areas and global partner programs, attracting talents from various industries to drive

economic development while innovating rural concepts, thereby designing various linguistic landscapes.

4.2. Focusing on Excellent Chinese Traditional Culture and Local Characteristics to Create Culturally Rich Township Linguistic Landscapes

Focusing on excellent Chinese traditional culture and local characteristics to create culturally rich township linguistic landscapes has important theoretical and practical significance for promoting rural cultural inheritance, enhancing regional cultural identity, and advancing rural revitalization. As representations of social culture, linguistic landscapes are both visually accessible writing and symbol systems in public spaces and important carriers of cultural inheritance and identity recognition. Therefore, the construction of township linguistic landscapes needs to fully excavate and display indigenous culture to resist challenges of cultural homogenization and maintain cultural diversity (Zhang et al., 2021).

In reality, due to the influence of multiple factors including economic, cultural, and policy considerations, many townships' linguistic landscapes lack attention to traditional culture and local characteristics, showing tendencies toward uniformity, standardization, and commercialization. This results in hollow content and monotonous forms in linguistic landscapes, failing to reflect the richness of regional culture. For example, some townships' road signs and identification plates merely adopt standardized fonts and template designs, lacking personality and cultural connotations; commercial advertisements have emerged in large numbers, occupying public spaces and impacting the display of traditional cultural elements. On the other hand, with the acceleration of urbanization processes and increased population mobility, traditional cultural inheritance faces challenges. The younger generation's understanding and identification with indigenous culture are gradually diminishing, and rural memories are disappearing. In this context, constructing linguistic landscapes centered on traditional culture and local characteristics can recreate and strengthen traditional cultural elements in public spaces, enhancing cultural identity among community members, especially the younger generation.

First, incorporating local historical allusions into linguistic landscapes allows tourists to more deeply understand the historical context and cultural inheritance of rural areas. Each rural area has its unique historical stories and developmental trajectories, which are valuable cultural resources. For example, symbolic stone tablets or introduction boards can be set up at village entrances, engraved with the village's origin legends, historical events, and important figures, allowing tourists to feel a strong historical atmosphere upon entering the village. Meanwhile, street and alley naming can draw inspiration from local historical figures or events, making the entire village a living history book. Within scenic areas, explanatory signs about ancient buildings and historical sites can be installed, providing detailed introductions to their historical backgrounds and cultural values, helping tourists better understand and experience historical sedimentation.

Second, folk culture is the essence of rural culture; when integrated into linguistic landscapes, it can enrich tourism content and enhance cultural experiences. Traditional festivals, customs, and handicrafts of rural areas are all important elements attracting tourists. In linguistic landscape design, these folk cultures can be presented in the form of text and patterns. For example, murals reflecting local folk activities can be painted on walls in public places, and fonts and symbols with ethnic characteristics can be used on identification signs. At the same time, introductory signs about folk culture can be set up at important nodes in the village, displaying local traditional festivals, marriage and funeral customs, food culture, and other aspects, allowing tourists to deeply understand rural cultural life during their tour.

Finally, traditional arts, as an important component of rural culture, can provide tourists with unique artistic enjoyment through linguistic landscape expression. Many rural areas have their own unique art forms, such as paper cutting, embroidery, and pottery. These traditional arts can be applied in linguistic landscape design, making it more artistic and visually appealing. For example, paper-cutting elements can be added to road sign designs, or embroidery patterns can be used on the borders of identification signs. At the same time, art exhibition areas can be established, or live performances and interactive activities of traditional arts can be organized, increasing tourists' sense of participation and experience.

4.3. Coordinating Rural Cultural Infrastructure and Spatial Layout to Create Township Linguistic Landscapes That Meet People's Needs for a Better Life

Coordinating rural infrastructure and public service layout to create township linguistic landscapes that meet people's needs for a better life is an important component of the current rural revitalization strategy. As a presentation form of linguistic symbols in public spaces, linguistic landscapes carry multiple functions including cultural inheritance, social identity, and public services. In contemporary society, the construction of linguistic landscapes reflects not only the development of material civilization but also the enhancement of spiritual civilization.

Against the backdrop of rural revitalization, township linguistic landscape construction needs to be supported by new cultural infrastructure, focusing on cultivating innovative development of atypical linguistic landscapes. Townships can build online cultural dissemination platforms, integrating local characteristic cultural elements through modern methods and designing network display interfaces that conform to township realities. For example, cultural special columns can be established on official township websites, presenting local historical stories, characteristic products, and other core content through a combination of text and images. For townships with weaker foundations, existing broadcasting systems can be upgraded, interspersing policy broadcasts with local dialect explanations of folklore anecdotes, organically combining practical information dissemination with cultural inheritance.

In the advancement of rural revitalization strategies, townships should provide basic conditions for diversified presentation of linguistic landscapes through infrastructure such as cultural creation spaces. New quality productive forces drive deep excavation and innovative expression of rural culture, combining traditional rural culture with modern aesthetics to create culturally unique products. Townships can build public spaces such as cafes and homestays to provide physical carriers for cultural transformation by villagers. On this basis, vernacular language can be naturally infiltrated into tourist experiences through creative text design in cultural and creative products, replacing the deliberate display of signs.

This transformation method both retains cultural characteristics and avoids visual redundancy. Through such infrastructure support, both the cultural creativity of the masses can be stimulated and linguistic landscapes can break through traditional signage forms, conveying township cultural charm in more vivid ways.

The driving role of the cultural tourism industry in linguistic landscape construction should be fully leveraged. Many townships in Huzhou City focus on developing rural tourism, providing good opportunities for linguistic landscape construction. Governments can introduce incentive policies, providing financial support to townships with outstanding performance in areas such as scenic area guidance and cultural display. Benefits obtained through developing tourism economies can be continuously invested in optimizing linguistic landscapes, forming a virtuous cycle.

The development of new quality productive forces will accelerate rural digital infrastructure construction, laying the material foundation for modern information technology to enter more rapidly. The development of modern technology provides new possibilities for linguistic landscape innovation. Digital technology and new media can be used to enrich the forms and content of linguistic landscapes. For example, electronic explanatory signs can be set up, allowing tourists to access multimedia information including images, videos, and audio through touchscreens; QR code technology can be utilized, enabling tourists to scan QR codes on identification signs to obtain more detailed and real-time updated information; augmented reality (AR) technology can be applied, allowing tourists to see virtual cultural elements superimposed on real environments through mobile phones or tablets, providing entirely new experiences.

Acknowledgments

This paper is supported by college students ' innovative training project ' Investigation and Research on Township Language Landscape from the Perspective of new quality productive forces' (SCX2024078).

References

[1] Dorado-Escribano, G. (2024). Madrid's linguistic landscape: languages and cultural allusions in the Vista Alegre neighbourhood. International Journal of Multilingualism http://doi. org/10.1080/14790718.2024.2415117.

[2] Gocer, O., Boyacioglu, D., Karahan, E. E., & Shrestha, P. (2024). Cultural tourism and rural community resilience: A framework and its application. Journal of Rural Studies, 107, 103238. http://doi.org/10.1016/j.jrurstud.2024.103238.

[3] Han, Y. M., & Wu, X. D. (2020). Language policy, linguistic landscape and residents' perception in Guangzhou, China: dissents and conflicts. Current Issues in Language Planning, 21(3), 229-253. http://doi.org/ 10.1080/ 14664208. 2019. 1582943.

[4] Juncal, C. F. (2020). The linguistic landscape of a rural area: border, transition and contact. Bulletin of Hispanic Studies, 97(4), 325-347. http://doi.org/10.3828/bhs.2020.19.

[5] Kimambo, G., & Mdukula, P. (2024). The linguistic landscape of tourism sites in Arusha, Kilimanjaro, and Manyara. Cogent Arts & Humanities, 11(1), 2370676. http://doi.org/ 10.1080/ 23311983.2024.2370676.

[6] Krol, K., & Hernik, J. (2022). Digital Folklore of Rural Tourism in Poland. Sustainability, 14(3), 1165. http://doi.org/ 10. 3390/su14031165.

[7] Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality - An empirical study. Journal of Language and Social Psychology, 16(1), 23-49. http://doi. org/ 10. 1177/0261927X970161002.

[8] Li, Y., Lee, H., & Choi, B. (2022). Developing beginning language learners' (meta-)cultural understanding via student-led Linguistic Landscape research. Linguistic Landscape-an International Journal, 8(1), 56-84. http://doi.org/10. 1075/ ll. 20022.li.

[9] Liu, G. X., & Ma, C. J. (2024). English in a rural linguistic landscape of globalizing China. English Today, 40(1), 62-69. http://doi.org/10.1017/S0266078423000135.

[10] Lu, S., Li, G. H., & Xu, M. (2020). The linguistic landscape in rural destinations: A case study of Hongcun Village in China. Tourism Management, 77, 104005. http://doi.org/10. 1016/j. tourman. 2019.104005.

[11] Santiso, G. B. (2023). Linguistic landscape in a rural Basque area: a case study in Ondarroa. International Journal of Multilingualism http://doi.org/10. 1080/14790718. 2023. 225 6781.

[12] Shang, G. W. (2024). Linguistic landscaping from above in China: scale-making and language ideologies. Chinese Semiotic Studies, 20(1), 1-18. http://doi.org/10.1515/css-2024-2001.

[13] Sorescu-Marinkovic, A., & Salamurovic, A. (2022). The rural linguistic landscape of Banat. Eastern European Countryside, 28(1), 51-79. http://doi.org/10.12775/eec.2022.003.

[14] Stokowski, P. A., Kuentzel, W. F., Derrien, M. M., & Jakobcic, Y. L. (2021). Social, cultural and spatial imaginaries in rural tourism transitions. Journal of Rural Studies, 87, 243-253. http:// doi.org/10.1016/j.jrurstud.2021.09.011.

[15] Zhang, Y., Xi, J. Z., & Owens, L. (2021). Chinese people's explicit and implicit attitudes toward rural left-behind elderly in the context of traditional-modern culture conflicts. Social Science Journal http://doi.org/ 10.1080/ 03623319. 2021. 1908108.

[16] Zhong, Y., Lai, H. S., Zhang, L., Guo, L. X., & Lai, X. B. (2025). Does public data openness accelerate new quality productive forces? Evidence from China. Economic Analysis and Policy, 85, 1409-1427. http://doi.org/ 10.1016/j. eap. 2025.01.025.

[17] Zhu, L., & Weng, X. (2025). Between Mandarin and dialects: linguistic microaggressions in China's multilingual landscape. Journal of Multilingual and Multicultural Development http://doi.org/10.1080/01434632.2025.2470387.