

Cross-cultural Perspectives on Linguistic Landscape Studies: An Empirical Study of Xi'an Korean-Style Street

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Abstract: *Currently, research on linguistic landscape in China has become a key direction in linguistic landscape studies. The ongoing development of globalization has pushed China's economic and trade cooperation with foreign countries to new heights, bringing about global flows of capital and talents. As a result, many cities in China have developed areas where foreigners live, presenting diverse characteristics in linguistic landscape, which are worthy of exploration. However, there is a lack of research and comprehensive content on the linguistic landscapes of foreigner settlements in the northwest region of China. The cooperation between Samsung Electronics of South Korea and the government of Xi'an, Shaanxi Province has achieved mutual benefits, leading to the gradual development of the South Korean Street in Xi'an. Therefore, this study selects the representative foreigner settlement area of South Korean Street for in-depth analysis of the formation mechanism and impact of its linguistic landscape. Research was conducted through on-site investigations and interviews. In this study, an in-depth analysis was conducted on South Korean Street, and 174 valid samples were collected and analyzed according to the theory of place semiotics. The study results indicate that Chinese dominates the linguistic landscape, with Korean as the main auxiliary language and English as the secondary auxiliary language. The linguistic landscape of the South Korean Street is reasonable and serves as an important example of cultural exchanges between China and South Korea, providing important insights for other alike streets.*

Keywords: *linguistic landscape, globalization, Korean-style street, place semiotics*

1. Introduction

With the rapid development of globalization, China's "Belt and Road" initiative provides a new platform for international exchanges, promoting deeper trade and personnel exchanges between China and other countries. In this context, the linguistic landscape of foreigner-dominated areas has become an important research focus, attracting widespread attention from scholars due to the language usage and cultural integration in these regions.

Xi'an, as the capital of Shaanxi Province with historical and cultural significance, carries a rich historical culture. In recent years, with the influx of foreign investment, particularly the cooperation between Samsung Electronics from South Korea and the Xi'an government, a foreigner-dominated area has gradually formed in Xi'an, with Korean Style Street becoming a prominent landmark. This street serves not only as an important living space for Koreans and local residents but also as a vital window for cultural exchanges. In such a multicultural environment, linguistic landscape is particularly important, as it not only reflects the language usage of different groups but also reveals the complexities of cultural identity and social interaction.

Linguistic Landscape Studies (LLS) refer to the examination of language usage in public spaces, aiming to understand the functions and meanings of language in specific social environments. By analyzing elements such as linguistic signs, advertisements, public information, etc., researchers can uncover the relationships between language and social, cultural, economic factors. Internationally, many scholars have conducted in-depth studies on the language ecology of immigrant communities, exploring issues such as multilingualism, language policies, cultural identity, etc. For example, Ben-Rafael revealed interactions and conflicts between different language communities through their study of the linguistic landscape in Israel [1]; Leeman and Modan focused on language usage in a multicultural context in a city in the United States [2]. These studies provide rich theoretical perspectives and empirical cases, promoting understanding of linguistic landscapes in different cultural backgrounds.

However, in China, especially in foreigner-inhabited areas in the northwest region, research on linguistic landscape still lags behind. Although Beijing and Shanghai have made some explorations in this regard, such as the study and reflection on the linguistic landscape of the Zhuhai foreigner community—taking the Nanhai area of Zhuhai as an example [3], and the investigation of the multilingual community language life in Wangjing "Korean Town [4]," research on cities with ancient history and diverse culture like Xi'an is relatively lacking. Therefore, this study attempts to conduct an in-depth investigation of the linguistic landscape of the Korean Style Street in Xi'an, providing a new perspective for understanding cultural exchanges between China and foreign countries.

This study conducts field surveys and interviews to analyze the linguistic landscape of Xi'an's Korean Style Street. Specifically, this study aims to explore the following key questions: (1) What external forms does the linguistic landscape of Korean Style Street present? (2) How do different groups perceive and influence this linguistic landscape?

Through the study of these two questions, this essay aims to reveal the role of language in the integration of diverse cultures, and how linguistic landscape planning can promote cultural exchanges and mutual learning between China and South Korea.

In conclusion, this essay not only has academic value but also has practical significance. By analyzing the linguistic landscape of Xi'an's Korean-Style Street, we can better understand the language use in multilingual communities under globalization, promote communication and identification among different cultural groups, and provide references for national language strategies and cultural policies. At the same time, this research also helps to enhance the sense of belonging for foreigners in China and promote the cultural and harmonious development of cities.

2. Literature review

Regarding linguistic landscape, Israeli linguists Landry and Bourhis in their 1997 paper "Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study," defined "linguistic landscape" as the "visibility and prominence of language in a given area as public and commercial advertisements," and proposed the following definition: the languages appearing on public road signs, billboards, street names, place names, shop signs, and government buildings' public signs collectively constitute the linguistic landscape of a territory, region, or city cluster. Based on the above definition, it is generally believed that linguistic landscape serves two functions, one being informational and the other symbolic [5].

As mentioned earlier, the object of linguistic landscape research is linguistic signs, such as public road signs, billboards, street names, place names, shop signs, and public signs on government buildings, all of which are typical linguistic entities of interest in this field. In fact, other non-typical forms of signage, such as display boards with movable positions and frequently changing content, can also be considered as linguistic signage. Examples include posters, banners, slogans, announcements, electronic displays, etc., all of which are subjects of linguistic landscape research. Additionally, some scholars advocate for a broader scope of linguistic landscape research that is not limited to traditionally defined signage. For example, Shohamy and Waksman suggest that linguistic landscape refers to "the written text that appears or is displayed in constantly changing public spaces [6]." Similarly, Pavlenko points out that linguistic landscape studies the public use of written language [7]. This expands the research scope of linguistic landscapes beyond the general notion of linguistic signs to include all instances of language that appear in any real-world environment, such as slogans on cultural shirts, protest signs, vehicle advertisements, product packaging and printed materials, graffiti on walls, etc., all of which fall within the realm of linguistic landscape research.

Many scholars engaged in linguistic landscape studies have attempted to construct theoretical systems in this field, among which the theory of place semiotics is one of the most commonly used research frameworks. Scollon & Scollon used Kress & van Leeuwen's visual semiotic framework to study "discourses in place," referring to it as "geosemiotics," examining how discourse expresses meaning in specific places. As a subsystem of geosemiotics, place semiotics is a framework for analyzing language symbol systems in real environments, consisting of subsystems such as code preference, inscription, and emplacement [8][9].

Currently in China, research on linguistic landscape can be divided into two main categories: theoretical research, which mainly focuses on the definition of linguistic landscape, research subjects, research methods, and research perspectives; and empirical research, which mainly involves investigation and analysis of the linguistic landscape in specific regions [10].

But there are still the following problems in the current research on linguistic landscapes in China:

1) Single research method: In domestic studies, besides photography, interviews and questionnaires are rarely seen as common research methods [11]. Therefore, the research perspective is not comprehensive enough, making it difficult to delve deeply into key content such as the motivations of landscape creators, readers' attitudes and emotions, leading to one-sided and subjective conclusions.

2) The research topic is narrow and fails to integrate into the Chinese context: The conclusions and frameworks of different cases are mostly similar to relevant foreign studies, but they fail to integrate into the Chinese context and put forward their own theoretical framework and research paradigm. In addition to focusing on cutting-edge theories from abroad, research on linguistic landscapes in China should be problem-oriented, conducting more micro, solid, and community-based case analyses in the Chinese context. Currently, there are still many gaps in domestic research, and many areas are worth exploring in depth. This includes the study of linguistic landscapes in major metropolitan areas where foreigners gather and overseas Chinese communities [11]. In the context of globalization, the linguistic landscapes of foreigner-concentrated areas in major Chinese cities and overseas Chinese communities exhibit super diversity, involving language choice, script use, and more. There is a lot to be explored in terms of language identity, language policy, and many other areas.

Currently, with the deepening of globalization, the economic and cultural ties between countries are inseparable, and the cross-border flow of people, technology, capital and other factors is increasingly frequent. As a result, foreigner settlements in some cities in China are constantly forming, creating a unique linguistic landscape. However, there is a lack of research on this aspect, hence there is a broad research prospect. Therefore, with the analytical framework of place semiotics, the study takes the Korean-Style Street in Xi'an as the research object, explores its formation mechanism and function, analyzes its linguistic landscape, and provides reference for other ethnic streets.

3. Research process

3.1 Research object

Korean Street is located at the intersection of Jinye Road and Zhangba 3rd Road in Yanta District, Xi'an City. It is a distinctive commercial street that gathers Chinese and Korean cultures, cuisine, and shopping. The formation of this street is benefited from the economic cooperation between South Korea's Samsung Electronics and the Xi'an government. The economic cooperation has brought a large amount of South Korean capital and technology talents to Xi'an. With the establishment of Samsung Electronics in the Xi'an High-tech Zone, Korean Street gradually formed and attracted a large number of young consumers and tourists with its strong Korean cultural atmosphere, becoming an important cultural landmark in Xi'an. The street is home to many authentic Korean restaurants, such as barbecue restaurants and dessert shops, offering a variety of delicious Korean cuisine to satisfy people's pursuit of exotic flavors. In addition, the street also features numerous fashionable clothing stores and beauty shops, showcasing popular Korean fashion and beauty products. With the deepening of cultural exchanges between China and South Korea, Korean Street not only provides local residents with a rich experience but also becomes an important place for the integration of different cultures, demonstrating the diversity and inclusiveness of Xi'an.

3.2 Research content

The linguistic landscape can be divided into two categories, one is the "top-down" official linguistic landscape, which reflects the language policy and ideology of the country and government, including road signs, street names, building names, etc. The other is the "bottom-up" private linguistic landscape, which expresses private economic demands, including store names, billboards, posters, etc [12]. In February 2025, on-site research on the Korean-style street in Xi'an was conducted, taking over 200 photos that cover both official and private linguistic landscapes. After collecting the data, the study applied the theory of place semiotics to analyze them from aspects such as linguistic code, content, inscription, and emplacement.

3.3 Research methods

This study comprehensively analyzes the linguistic landscape of the Korean-style street in Xi'an using methods such as bibliographic research, on-site investigation, interviews, and comparative

analysis.

1) On-site investigation method

The main method of data collection in linguistic landscape studies is through taking photos. The researcher went deep into the Korean-style street in Xi'an city, taking photos of all official and private signs with clear characters, to facilitate subsequent organization and analysis.

2) Interview method

Interviews were conducted with the operators of shops on the Korean Style Street, diners in the restaurants, and food enthusiasts exploring the area, discussing key topics such as the reasons for and impacts of the linguistic landscape in the street. Among the interviewees were the owners of a Korean restaurant and a Chinese barbecue shop. The diners included a mother and daughter who frequently visit a Korean barbecue restaurant because they live in a nearby neighborhood. Additionally, two young women who specifically came to experience authentic Korean cuisine were also important interview subjects.

3) Comparative analysis method

The collected data were used to conduct a comparative analysis of the official and private linguistic landscapes in Xi'an's Korean Style Street.

3.4 Research results

According to Backhaus' perspective, each sign with a clear border is considered as an independent measurement unit. Signs with content damage that cannot be recognized or only contain numbers, symbols, etc., without text are considered invalid signs [13]. In this survey, a total of 212 photos were taken, capturing 174 signs. Official signs include street signs, road signs, warning signs, etc., while private signs include shop signs, billboards, etc. This study collected a total of 16 official signs and 158 private signs, as shown in Table 1.

Table 1 Analysis of signage categories

Category	Korean Style Street Signs	
	Quantity	Percentage
Official Signs	16	9.20%
Private Signs	158	90.8%
Total	174	100%

4. Investigation results

4.1 Linguistic Code Analysis

This study analyzes the use of linguistic codes in the linguistic landscape of South Korean-style street in Xi'an, Shaanxi Province from four aspects: language code selection, language code combination, language code size, and the arrangement order of language codes.

4.1.1 Code Selection

Linguistic code selection refers to the choice of language codes in a multilingual society. The main language codes in the linguistic landscape of the Korean style street in Xi'an City are Chinese, Korean, English, and Pinyin.

Table 2 Linguistic code frequency statistics

Language	Korean Style Street Signs	
	Quantity	Percentage
Chinese	166	95.40%
Korean	74	42.53%
English	42	24.14%
Pinyin	20	11.49%
Japanese	1	0.57%

According to the table 2, the most frequently appearing language codes in the linguistic landscape of the South Korean-style street in Xi'an City are Chinese, which appeared 166 times, accounting for 95.40%; followed by Korean, which appeared 74 times, accounting for 42.53%; and then English, which appeared 42 times, accounting for 24.14%; Pinyin appeared 20 times, only accounting for 11.49%; Japanese appeared only once, accounting for 0.57%.

According to the types of language codes appearing on the linguistic landscape signs, signs can be classified into monolingual signs, bilingual signs, and multilingual signs.

Table 3 Analysis of signage types

Type	Korean Style Street Signs	
	Quantity	Percentage
Monolingual	64	36.78%
Bilingual	90	51.72%
Multilingual	20	11.49%
Total	174	100%

According to the table 3, bilingual signs account for the highest proportion, reaching 51.72%; followed by monolingual signs, which account for 36.78%; and multilingual signs have the lowest proportion, reaching 11.49%.

On the whole, the linguistic landscape of Xi'an's South Korean Style Street features mainly Chinese and Korean, with signage types mainly in monolingual and bilingual signs, showcasing a rich variety and diversity of languages in use.

4.1.2 Code Combination

The code combination refers to the types of code combinations in the linguistic landscape that can reflect the usage of different codes in society. This section conducts a detailed analysis of the code combination situation of the official and private linguistic landscapes of the Korean-style street in Xi'an City.

Table 4 Official linguistic landscape code combination statistics

Language Combination	Official Linguistic Landscape	
	Quantity	Percentage
Chinese	9	56.25%
Korean	1	6.25%
Chinese + English	5	31.25%
Chinese + English + Korean	1	6.25%
Total	16	100%

According to the table 4, official linguistic landscape on the Xi'an's Korean-style street has 4 different combinations of language codes: Chinese, Korean, Chinese+English, and Chinese+English+Korean. Among these, Chinese alone has the highest proportion, accounting for 56.25%; followed by Chinese+English, accounting for 31.25%, while the remaining language code combinations have lower proportions.

Table 5 Private linguistic landscape code combination statistics

Language Combination	Private Linguistic Landscape	
	Quantity	Percentage
Chinese	51	32.28%
Korean	2	1.27%
English	1	0.63%
Chinese + Korean	51	32.28%
Chinese + English	17	10.76%
Chinese + Pinyin	14	8.86%
English + Korean	3	1.90%
Chinese + English + Korean	13	8.23%
Chinese + Pinyin + Korean	3	1.90%
Chinese + Pinyin + English	2	1.27%
Chinese + Pinyin + Japanese	1	0.63%
Total	158	100%

Statistical data shows that the combination of private linguistic landscapes in the Korean-style street in Xi'an is more complex than the combination of official linguistic landscapes. There are a total of 11 combination modes, including Chinese, Korean, English, Chinese + Korean, Chinese + English, Chinese + Pinyin, English + Korean, Chinese + English + Korean, Chinese + Pinyin + Korean, Chinese + Pinyin + English, and Chinese + Pinyin + Japanese. Among them, the Chinese monolingual mode and the Chinese + Korean mode have the highest proportions, both at 32.28%; followed by the Chinese + English, Chinese + Pinyin, and Chinese + English + Korean modes, with proportions of 10.76%, 8.86%, and

8.23% respectively; the proportions of the remaining combination modes are relatively small, as shown in Table 5.

4.1.3 Code Arrangement

The arrangement of codes refers to the placement order of codes in the linguistic landscape. When discussing the orientation of codes on signs, Scollon & Scollon pointed out that in vertical arrangement, the language on top is the dominant language, while in horizontal arrangement, the language on the left is the dominant language [14]. The arrangement of codes can reflect the power relations of languages in multilingual areas.

The main consumers of Xi'an's Korean Style Street are local residents and Koreans working in Xi'an, so the languages commonly used are Chinese and Korean. In order to reflect the power relationship of local languages, this section focuses on analyzing the arrangement of Chinese and Korean on language signs.

The official language signs in Xi'an's Korean Style Street are few, mostly monolingual Chinese signs or bilingual Chinese and English signs. The combination of Chinese and Korean coexisting only appears once and is not representative, so it is not discussed here.

In the private linguistic landscape, there are a total of 61 signs, which include both Chinese and Korean.

Table 6 Arrangement order of Chinese and Korean in private linguistic landscape

Arrangement	Private Linguistic Landscape	
	Quantity	Percentage
Korean left, Chinese right	21	34.43%
Korean top, Chinese bottom	9	14.75%
Chinese top, Korean bottom	14	22.95%
Chinese left, Korean right	9	14.75%
Chinese center, Korean left top	2	3.28%
Chinese center, Korean right top	2	3.28%
Chinese center, Korean left bottom	1	1.64%
Chinese center, Korean right bottom	1	1.64%
Chinese center, Korean top	1	1.64%
Korean center, Chinese right bottom	1	1.64%
Total	61	100%

The statistical data shows that the private bilingual and multilingual linguistic landscape in Xi'an's Korean Style Street features a rich variety of code arrangements in Chinese and Korean language codes. Among these, the arrangement with Korean on the left and Chinese on the right is the most frequently occurring code arrangement, appearing 21 times, accounting for 34.43%. This is followed by the arrangement with Chinese on top and Korean on the bottom, which accounts for 22.95%. The arrangements with Korean on top and Chinese on the bottom, and Chinese on the left and Korean on the right, are tied for third place, each accounting for 14.75%, as shown in Table 6.

Calculations reveal that combinations where Chinese holds a dominant position appeared 30 times, accounting for 49.18%, while combinations where Korean holds a dominant position appeared 31 times, accounting for 50.82%.

In summary, while Korean is relatively dominant, the advantage is not significant.

4.1.4 Code Size

The size of the language code refers to the relative size of text on the linguistic landscape, which also reflects the power relationship of languages in multilingual areas. This section focuses on analyzing the language code sizes of Chinese and Korean on the linguistic landscape.

The official linguistic landscape of the Korean Style Street in Xi'an is mainly in Chinese with few signs, some are in Chinese only, while others are in Chinese and English. The combination of Chinese and Korean languages only appears once and is not representative, so it is not discussed here, as shown in Table 7.

Table 7 Code size of Chinese and Korean in private linguistic landscape

Arrangement	Private Linguistic Landscape	
	Quantity	Percentage
Chinese relatively larger	34	55.74%
Korean relatively larger	17	27.87%
Relatively consistent	10	16.39%
Total	61	100%

The statistics show that there are 34 relatively larger signage in Chinese, accounting for 55.74%; 17 in Korean, accounting for 27.87%; and only 10 signage are relatively consistent in size between Chinese and Korean, accounting for 16.39%.

The size of the language code reflects the status of Chinese and Korean in the local area and the people's sense of identity towards it. It can be seen that, overall, in the Korean-style street in Xi'an City, Chinese enjoys an unparalleled dominant position. The Korean-style street should continue to actively lead the harmonious coexistence and common development of Chinese and Korean languages, promote friendly interactions between the residents of China and Korea.

4.2 Inscription Analysis

The term "inscription" refers to the system of meanings related to the presentation of signage language, including aspects such as font, materials, additional components or extensions, and variations in status. Font refers to the style of writing, encompassing everything from handwriting and calligraphy to printed text and specialized typefaces. Factors such as size, shape, and color can all convey different meanings. Material refers to the physical medium of the inscription, which can range from granite monuments to sandy surfaces [15].

This section focuses on the analysis of the fonts and materials of the linguistic landscape of Korean-style Street in Xi'an, Shaanxi Province, China.

4.2.1 Font

Fonts are the external form of text, including handwriting, printing, professional fonts, etc., and their size, color, and shape can convey different meanings.

(1) Official linguistic landscape

To highlight official identity, demonstrate the authority of official institutions, and effectively convey information in a more intuitive way, the font selection of official linguistic landscapes is relatively simple, often using bold and evenly printed fonts, and the color choices are also simple, with white being the most common, followed by black. The background colors are mostly blue, green, and red.

(2) Private linguistic landscape

Compared to the official linguistic landscapes, private linguistic landscapes are more diverse in both fonts and colors. In addition to common fonts like regular, bold, and italics, there are also artistic fonts. The font colors are also more varied, with shades of red, yellow, green, and other vibrant colors in addition to the usual white and black. Even the same sign often combines multiple different colors. The background colors of the signs are also varied, including brown, white, yellow, etc., and the background patterns are also unique.

4.2.2 Material

Table 8 Official linguistic landscape material statistics

Material	Official Linguistic Landscape	
	Quantity	Percentage
Metal	6	37.50%
Cardboard	4	25%
Plastic	3	18.75%
Fabric	3	18.75%
Total	16	100%

The statistical data shows that the official linguistic landscape materials of the Korean-style street in Xi'an City include 4 types: metal, cardboard, plastic, and fabric. Among them, metal is the most

commonly used material in the official linguistic landscape, appearing 6 times, accounting for 37.5%; followed by cardboard, which appeared 4 times, accounting for 25%; plastic and fabric each appeared 3 times, both accounting for 18.75%, as shown in Table 8.

Overall, metal materials, especially stainless steel materials, have become a frequently used material for the official linguistic landscape setting in Xi'an Korean Style Street due to their durability, stability, and unique gloss, as shown in Table 9.

Table 9 Private linguistic landscape material statistics

Material	Private Linguistic Landscape	
	Quantity	Percentage
Metal	71	44.94%
Plastic	40	25.32%
Cardboard	32	20.25%
Fabric	15	9.49%
Total	158	100%

The statistical data shows that the materials of the private linguistic landscape in the South Korean-style street in Xi'an are divided into four types, which are metal, plastic, cardboard, and fabric, respectively. Among them, metal is the most commonly used material in the private linguistic landscape of the South Korean-style street in Xi'an, appearing 71 times, accounting for 44.94%. Next is plastic, which appears 40 times, accounting for 25.32%; followed by cardboard, which appears 32 times, accounting for 20.25%; and fabric has the least frequency, appearing only 15 times, accounting for 9.49%.

From this, it can be seen that metal materials, especially stainless steel, have high strength, corrosion resistance, and wear resistance, making them suitable for long-term outdoor use. Therefore, they are favored by the creators of private linguistic landscapes in Xi'an's Korean style street, and are often used as carriers for linguistic landscapes. However, stainless steel, although it has a metallic luster and looks high-end, has relatively limited colors, a high price, and processing difficulties. Therefore, plastic materials (especially acrylic) are often used as substitutes for metal materials. Acrylic has rich colors, good light transmittance, can create gorgeous lighting effects through built-in light strips, such as making personalized signs and signage. Besides, acrylic is easy to process and shape, and can be made into complex shapes through cutting, hot bending, carving, and other processes. Cardboard and fabric are not solid, so they are less frequently used, typically only for making store posters, and so on.

4.3 Content Analysis

(1) Official linguistic landscape

Table 10 Official linguistic landscape content analysis

Content Category	Official Linguistic Landscape	
	Quantity	Percentage
Service Reminder	7	43.75%
Prohibition Request	3	18.75%
Promotion and Publicity	3	18.75%
Place Identification	3	18.75%
Total	16	100%

The official linguistic landscape of Korean-style street in Xi'an can be roughly divided into four categories: service reminder, prohibition request, promotion and publicity, place identification, as shown in Table 10.

The instructions for services like "Exit, please turn right," "Garbage sorting at scheduled times and locations," "Korean-style street, please turn left"; the requests for prohibition like "No parking in the fire exit," "Strictly prohibited from occupying the fire exit"; the promotional announcements like "Create an eco-friendly living environment, build a safe and harmonious community"; the place identifications like "Korean-style street."

The statistics indicate that service-reminder landscapes are the most frequently occurring type in Xi'an's Korean Style Street, appearing 7 times and accounting for 43.75%. Request and prohibition signs, promotional materials, and place identification signs each appeared 3 times, accounting for 18.75% respectively.

(2) Private linguistic landscape

Table 11 Private linguistic landscape content analysis

Content Category	Private Linguistic Landscape	
	Quantity	Percentage
Dining	107	67.72%
Retail	23	14.56%
Life Services	22	13.92%
Culture & Entertainment	5	3.16%
Other	1	0.63%
Total	158	100%

The consumers of the Korean-Style Street in Xi'an are mainly Korean employees working at the nearby Samsung company and local residents of the nearby neighborhoods, so the types of shops in this area are comprehensive and can meet the various needs of consumers. The shops on Korean-Style Street can be divided into the following 5 categories: dining, including Korean restaurants, Chinese restaurants, barbecue restaurants, hot pot restaurants, etc.; retail, including various convenience stores, clothing stores, pharmacies, specialty stores selling tobacco and alcohol, etc.; life services, including foot bath parlors, massage parlors, hair salons, printing shops, hotels, etc.; cultural and entertainment, including family karaoke rooms, pool halls, etc.; and others, which are shops outside of the above 4 categories, including flower shops and more, as shown in Table 11.

According to the statistics, the dining linguistic landscape is the most frequently appearing linguistic landscape in Korean-style street in Xi'an, with a total of 107 occurrences, accounting for 67.72%; followed by retail, with a total of 23 occurrences, accounting for 14.56%; next is life services, with a total of 22 occurrences, accounting for 13.92%; cultural entertainment is very rare, with only 5 occurrences, accounting for 3.16%; other types only appeared once.

4.4 Emplacement Analysis

The fundamental issue of geographic semiotics is the meaning activated by the emplacement of research signs at a certain location. There are three forms of placement: 1) Decontextualized placement, which refers to signs that are not influenced by the context in which they appear, and the linguistic form remains the same in any scenario. This is particularly applicable to the language forms of brand names, such as Coca-Cola, LV, etc., which maintain the same form on posters, product packaging, and in stores. 2) Transgressive placement, which refers to signs placed in the "wrong" location, appearing where they should not, such as graffiti, etc. 3) Situated placement, which refers to signs functioning in appropriate contexts, such as regular regulatory signs, directional signs, store signs, etc [15].

(1) Official linguistic landscape

The official linguistic landscape of the Korean style street in Xi'an is mainly composed of two forms of placement: situated placement and decontextualized placement.

The three types of signs, including service reminder, request prohibition, and identification of places, all belong to situated placement, playing their proper roles in appropriate situations. The service reminder signs mainly serve to indicate and guide, such as indicating which way the public should go for exits, or which way to go for the Korean style street. The request prohibition signs mainly serve to warn and remind, such as "No parking in the fire lane," etc. The identification of places signs will appear near key locations, such as the sign for "Korean style street" reminding you that your destination is right in front of you.

The promotion category of such signs is mainly aimed at promoting national-level policies and spirits to the general public, and will not be confused by the context in any scenario, belonging to decontextualized placement. For example, "Creating an ecological livable environment, building a safe and harmonious community" and "Building a socialist harmonious society, jointly realizing the Chinese Dream".

(2) Private linguistic landscape

The investigation shows that the private linguistic landscape of the South Korean style street in Xi'an is mainly divided into two placement forms: situated placement and decontextualized placement. The signboards of the private linguistic landscape can be divided into five major categories: dining, retail, life services, cultural and entertainment, and other categories. The placement of the vast majority of

signboards belongs to situated placement.

However, some chain brands' logos are placed in a decontextualized manner, such as "Lucky Coffee", "Pot Yang", "Chinese Famous Liquor Collection", and other brands.

5. Analysis and discussion

The wave of globalization has brought about the flow of capital, personnel, and other factors. Therefore, the study of linguistic landscapes in foreigner gathering areas in major cities has become an increasingly important topic, which has important theoretical significance for the localized study of linguistic landscapes, and also has valuable practical significance for how people from China and foreign countries coexist in the context of globalization. The research on the linguistic landscape of the Korean-style street in Xi'an's urban area is based on this important topic.

The influence of our country's language policy on the multilingual status in the linguistic landscape is crucial. Article 13 of Law on the Standard Spoken and Written Chinese Language of the People's Republic of China states: 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. This law emphasizes the dominant position of Chinese characters while also recognizing and supporting the use of minority languages and other foreign languages. Therefore, in the linguistic landscape of Xi'an's Korean-style street, Chinese must exist, but overall, there is a high degree of flexibility. It can be seen that the language status relationship of Chinese-Korean-English-other languages in the linguistic landscape of Xi'an's Korean-style street fully embodies the guiding principle of "diversity of subjects" in official language policy.

In addition, the ultimate presentation of the linguistic landscape also depends on the signage maker's own language abilities, the symbolic value of language, individuals' cultural identities, the target audience, industry positioning, personal preferences, and other factors. With the rapid development of economic cooperation between China and South Korea, as well as the increasing level of market openness, the trade exchanges between the two countries have maintained a good momentum. On April 10, 2012, Samsung Electronics of South Korea settled in the Xi'an high-tech zone with a storage chip project investment of \$7 billion. On the afternoon of August 31, 2017, the Shaanxi Provincial Government signed a cooperation agreement with Samsung Electronics of South Korea, announcing that Samsung Electronics would build the second phase of the storage chip project in the Xi'an high-tech zone. Therefore, a Korean residential area spontaneously formed in the Green Century City near the Samsung industrial park. As a result, the main consumers of the Korean Street are local residents living nearby and Koreans. When private signage makers make language choices, they tend to use languages that they or the signage readers are familiar with and languages that they hope will be recognized for their identities. Furthermore, language has rich symbolic functions and often serves as a tool for commerce and marketing. Adding foreign languages on signs can attract corresponding groups of people for consumption. Numerous studies have shown that English is an important symbol that can activate internationalization, fashion, modernization, and other symbolic meanings, thus occupying an important position in many non-English language signs. During an interview with a Korean restaurant owner, he said, "I'm Korean and opened this shop in 2017 after moving here. Of course, I have to put Korean on the sign so they (referring to Korean consumers) feel at home!" This reflects that private shop owners consider obtaining identity recognition as an important factor when making signs. There are also bosses running Chinese barbecue restaurants who said, "There must be both Chinese and Korean on it, (because) I'm afraid Korean people won't understand what we are selling and then we'll lose (customers)! And English is the international language now, so we should definitely include it!" This indicates that when making signs, businesses are oriented towards obtaining economic benefits and use languages that consumers are accustomed to in order to attract customers.

The Korean Street is located near the Green Land Century City, where you can find a variety of restaurants and entertainment options, including authentic Korean cuisine and diverse Chinese restaurants. A mother dining at a Korean BBQ restaurant in the street with her child said, "We live in the adjacent neighborhood and don't have time to cook often, so we come to this street, especially this restaurant, several times a month. We always run into Koreans here, and my child finds it interesting to hear them speak Korean." Some passersby who specifically came to the Korean Street for a visit said, "We saw it many times on Little Red Book, saying there's a Korean Street in the High-tech Zone with authentic Korean cuisine, so we came here to try it out." Interviews have proven that the Korean Street not only provides a good living environment for nearby residents and Koreans working in Xi'an, but also

serves as an important platform for cultural exchanges and mutual learning between China and South Korea.

The linguistic landscape of Korean Style Street is well-organized, skillfully incorporating Chinese, Korean, and English. The materials and color choices of the signage also correspond with the overall style of the shops, serving as a model for other themed streets.

6. Conclusion

According to the above analysis results, Chinese dominates in various multilingual signboards, Korean serves as the main auxiliary language, and English is the second auxiliary language.

The multilingual landscape in language refers to the power status and language vitality of each language struggling with each other. In other words, the linguistic landscape can reflect the hidden language status relationships. The linguistic forms on language signs appear to be "disorderly," but in fact, they are "heterogeneous in order." They are not only regulated by official language ideology and language policies, but also closely related to multiple factors such as the restructuring of population structure brought about by the process of globalization, regional political and economic positioning, language literacy of linguistic groups, degree of self and other cultural identity recognition, personal preferences, etc [16].

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