

# The Rhetorical Devices and Aesthetic Images of the Naming of Tourist Scenery in Yunnan

**Xijuan Gu**

*College of Cultural Tourism and International Exchange, Yunnan Open University, Kunming 650599, China  
171908@sina.com*

**ABSTRACT.** *Yunnan tourist scenery is named by the single or compound use of allusion, metonymy, metaphor, analogy, exaggeration, description and so on. Aesthetic images such as vivid images, beautiful colors, beautiful voices or beautiful legends either reflect the long historical formation process of Yunnan, or embody the yearning and pursuit of the people of all ethnic groups. This reflects the aesthetic orientation of the people and has a strong artistic charm. At the same time, the application of rhetoric and aesthetic image in the naming of Yunnan tourism scenery makes tourists feel strong artistic aesthetics while enjoying the beautiful scenery, and increase the beautiful experience in tourism.*

**KEYWORDS:** *tourism scenery, rhetoric, image aesthetics*

## 1. Introduction

Rhetoric is a language phenomenon and a secondary processing activity of language. The effect of choosing the most appropriate language form to strengthen expression is rhetoric<sup>1</sup>. Through the use of a large number of rhetoric, the visualization of Chinese vocabulary can best reflect the characteristics of figurative thinking of the Han nationality. So that the vocabulary has a distinct image color, people can see the word and know its meaning, and even can see and touch the word.

As a province with large tourism resources and strong national culture, Yunnan is extremely rich in natural resources and human resources. Among the scenic spots in Yunnan, many scenic names are mainly named by visual images, supplemented by aesthetic images such as sounds, colors, legends and so on. Through association, analogy, metaphor, metonymy and other rhetorical naming, accurately and vividly outline the most prominent features and natural landscape of a place. This blends the picturesque natural scenery with the beautiful and moving name. It complements each other and is fascinating.

## **2. The rhetoric of the naming of tourist attractions in Yunnan**

The rhetorical phenomenon in the naming of tourist scenery in Yunnan is mainly based on the use of figures of speech. Due to the limitation of pronunciation, rhetoric is more common in Chinese scenery names. Few people still maintain the figure of speech after translating the names of minority scenery into Chinese. In the naming of tourist scenery in Yunnan, the more common figures of speech are allusion, metonymy, metaphor, analogy, metonymy, exaggeration, elegance and so on. Below, we make a brief analysis of the use of several common figures of speech in the names of tourist attractions in Yunnan.

### **2.1 Allusion**

Allusion, also known as the use of things, originally means to quote the relevant historical facts, such as people, places, things, and things, or language, so as to increase the elegance and implication of words and sentences. If it is specific to the place name or scenery name, it refers to borrowing ancient historical and cultural allusions or ancient poetry to name the ground object. This can increase the historical and cultural implication of place names. Such as: Yuantong Temple: located next to Green Lake in the center of Kunming. According to the Buddhist scripture *The Universal Gate*, "the dharma name of the Guanyin Bodhisattva is the circle and the general name is Zizai." The name of Yuantong Temple comes from one of the names of Guanyin Bodhisattva recorded in the classics about Zhang Guolao. "Yongzhen Mountain and River" Screen Wall is a screen wall located in the three pagodas of Chongsheng Temple in Dali. There are four regular script characters "Yongzhen Mountains and Rivers" on screen wall, which were written by Qian Guo Duke Mu Shijie during the eleven years of Wanli in the Ming Dynasty. Among the names of tourist attractions in Yunnan, there are many examples of allusion, such as Jinma Biji, Xishan Longmen, Golden Hall, Black Dragon Lake, Laojun Mountain, One Meter of Sunshine and so on. Through the names of these scenery, you can experience the strong historical and cultural meaning.

### **2.2 Metonymy**

Metonymy is "do not directly say the name of someone or something, borrow a name that is closely related to it instead."<sup>2</sup> This figure of speech with another name is called metonymy. "When the description object does not have similarities with other things but has a certain close relationship, another thing is used to replace the description object to achieve a certain expression effect. The gfvb name of scenery is closely related to the place name. Many place names are derived from the local natural landscape, products, buildings and so on, so these things refer to the local can highlight the local characteristics. Metonymy is used in the names of tourist attractions in Yunnan: Dagan Park: it is located on the edge of Dianchi Lake in Kunming City. It gets its name because of the Dagan Building in the park. This is to replace the place with architecture. *Coptis Chinensis* River: it is located in Dagan County, Zhaotong City. *Coptis chinensis* is a kind of traditional Chinese medicine,

which gets its name because this area is rich in *Coptis chinensis*. This refers to the place by the origin of the thing.

### 2.3 Metaphor

Metaphor is also called Piyu. When the object we want to describe has similarities with other things, we use other things to compare the object of this thought to evoke images in people's minds. "There are two functions of metaphor. One is to depict or render the features of things, so as to make them vivid and concrete, thus impressing people. The second is to explain the profound truth with simple and common things, so as to help people understand it deeply." Metaphor is mainly composed of three elements, namely, the object of thought (noumenon), other things (metaphorical object), and similarity. The use of metaphors in place names is often compared with things that people are more familiar with and more specific.

*Table 1 Examples of the use of metaphors in the naming of tourist attractions in Yunnan*

Scenery name	Noumenon	Metaphor
Golden Shuttle Island	The shape of the island	Shuttle
Cotton Waterfall	The color and shape of water	Cotton
Elephant Kneeling Stone	The shape of the stone	The appearance of an elephant kneeling on the ground
Ancient Lotus Hanging upside down	The shape of the scene	A lotus hanging upside down

In addition to the names of the scenery shown above, the names of Yunnan tourist attractions include "Sleeping Beauty, Chicken Foot Mountain, Pearl Spring, Thousand Turtles Mountain, Pen Support Mountain, Drum Spring, Rainbow Bridge, Panlong Yuzhu, Yuzhu Giant, Phoenix Combed Wings, Yue Wang's Precious Sword, Poolside Lovers" and so on.

### 2.4 Analogy

Comparing people to crops or comparing things to people is called analogy. And anthropomorphism is the most common in the names of scenery. It should be pointed out that with the development of language and culture, some expressions which were originally regarded as analogies have been gradually accepted by people and lost their original rhetorical meaning. Such as mouth, head, feet, eyes, etc. Now there are few expressions such as the mouth of the cave, the top of the mountain, the foot of the rock, the spring and so on. Some people think that this is an analogous figure of speech. In addition to this kind, there are still many Yunnan tourism names that use analogous figures of speech to describe a certain characteristic of a scene.

As we all know, "Fetal well, Wangfu Stone, Fuxian Lake, Water Beach, Yingbin Tower, Looking at Peak Pavilion, Three Parallel Rivers, The king of Wei Dynasty Trained Soldiers" and so on. "conceiving a child", "looking for husband", "caressing immortals", "playing in the water", "welcoming guests", "Looking at Peak", "merging" and "training soldiers" are all human movements. This kind of place name makes the scenery more vivid by using anthropomorphic techniques, which makes people associate with each other, and also reflects the charm of the figure of speech of artistic conception.

### **2.5 Exaggeration**

The so-called exaggeration is to exaggerate or shrink the things to be described to a certain extent, so as to make the characteristics of things more prominent. The aim is to make people more impressive. The use of this figure of speech can highlight a certain feature of the scene and leave people with deep feelings. In the names of tourist attractions in Yunnan, the use of exaggeration is as follows:

“Qianxun Pagoda: Qianxun Pagoda is the main pagoda in Chongsheng Temple in Dali. Qianxun Pagoda was founded in the period of Nanzhao Quanfengyou (823-859 AD). This is a pagoda with 16 levels of square cornice hollow bricks. It belongs to the typical architectural style of the Tang Dynasty. It stands on a two-story tall platform with a tower of 69.13 meters high. The first floor of the tower is 13.45 meters high, which is the highest level of the whole tower. The wall of the tower is 3.3 meters thick. The second to 15th floors are basically the same in structure and similar in size. The 16th floor is the top of the tower.” This is exaggerating the scene. In ancient times, eight feet is one Xun, and one thousand Xun is equivalent to 8000 feet. While one meter is three feet, 8000 feet is equivalent to 2667 meters. The name of Qianxun Pagoda is obviously much higher than the actual tower.

“One meter of sunshine: this is an allusion. Yulong Snow Mountain in Lijiang, Yunnan Province, the side of the snow mountain is covered with clouds for a year. There has been no sunshine for a year. Only one meter of sunshine shines in the Autumn Equinox every year. This is to shrink the scene. Of course, the actual sun shines more than one meter.” This is an exaggerated and narrowed rhetorical way to describe the rarity of sunshine. The names of such rhetorical devices include Qianjiazhai, Qianjunyifa, Five Feet Road, One-Line-Sky, Knife Mountain and Fire Sea and so on. "Thousand families", "30,000 jin" and so on are the use of exaggeration to describe the scenery. "One-line", "five-feet" and so on use reduction to describe the scene, while "knife mountain and fire sea" exaggerates things with severity.

### **2.6 Description**

Description is a rhetorical way to directly describe the image of things. Its greatest feature is "body shape" and "imitation". For the shape, color, sound, modality and other sensory impressions of things, write it according to the sample model through the language. This is the figure of speech of description. Description includes several aspects, such as shape, color, sound and emotion. In the names of tourist attractions in Yunnan, the names of descriptions are as follows:

Description: Red River, Jinsha River, Red Land, White Water Platform, Black River, Colored Sand Forest.

Description: Sleeping Beauty, Golden Shuttle Island, Thousand Turtle Mountain, Chicken Stone.

Mimetic sound: Drum Spring, Phoenix Mountain.

Description: Angry River, Tiger Leaping Gorge, Frightened Gorge, Ancient River Piercing Hole, Waterfall Piercing Clouds, Double Bird Feeding and so on.

Through the simulation of color, shape, sound and action state, we can make the scene shape vivid and give people an intuitive and real feeling, which can achieve a strong artistic effect.

### **2.7 Compound and other types**

There are more than thirty subcategories of figures of speech. This paper only lists the most commonly used and representative figures of speech in the naming of tourist scenery in Yunnan. However, it does not examine all the figures of speech applied to the names of tourist place names in Yunnan one by one.

In addition, some place names have undergone long-term transformation and inheritance, resulting in the emergence of a variety of rhetorical devices. Most of them appear in the form of "metaphor + description". Such as "Sleeping Beauty, Golden Shuttle Island, Thousand Turtle Mountain, Chicken Stone", the name of this kind of scenery is not only a metaphor, but also a description; there are also "analogy + description", such as "Waterfall Piercing Clouds, Double Bird Feeding", which is both analogy and description.

The application of figure of speech in the naming of tourist scenery in Yunnan reflects the intuitive, perceptual, association-rich way of thinking, bold creative ability and amazing artistic talent of the people of Yunnan. They carefully observe, conscientiously experience, fully imagine and give full play to all aspects of life. With their enthusiasm and wisdom, they have created a colorful and breathtaking name for Yunnan's tourist scenery.

### **3.The aesthetic image of the naming of tourist scenery in Yunnan**

When naming natural geographical entities, the Han nationality is often based on the understanding of objective things. That is, to absorb the characteristics of human beings and all natural things as the geographical life form name, and strive to show it vividly and give people a sense of image. That is, while expressing the natural landform, it also makes the natural landform have artistic aesthetic value.

Rhetoric and aesthetics are inseparable. It is through metaphor, imitation, exaggeration, description and other rhetorical devices to name the scene, integrate subjective thought and imagination into the name, and connect with nature, rationality and ingenuity to make the scene more vivid and have aesthetic image.

The aesthetic image of the scenery name is mainly manifested in the aspects of image, color, sound and folklore.

### ***3.1 Vivid image***

Yunnan is located in the Yunnan-Guizhou Plateau in western China. The mountains and lakes in the region are rippling, containing rich and spectacular natural landscapes and diverse cultural landscapes such as mountains, stones, springs, water, forests, gorges, flowers, birds, animals, caves, bays, waterfalls, beaches and so on. Many scenic place names accurately and vividly outline the most prominent features and natural landscape of a place, so that the picturesque natural scenery and beautiful and moving names are integrated. This is complementary and fascinating.

Some of the place names of this kind of scenery use metaphors to connect the characteristics of the scenery with the similarity of the morphological characteristics of something according to people's subjective association, such as "Elephant Trunk Mountain, Palanquin Mountain, Yulong Mountain, Golden Shuttle Island" and so on. Some use analogy, such as "Trees Facing the Sky, Phoenix Combing their Wings, Colorful Clouds to Welcome Guests, Ancient Turtles Looking at the Moon, The King of Wei Dynasty Trained Soldiers" and so on. Some use images to place the objective images of subjective feelings. Such as "Tiger leaping Gorge, Wangfu Stone, Fuxian Lake, Zhiyun Mountain" and so on. Some use exaggeration, exaggerated words or descriptions, in order to make people feel more deeply. Such as "One-Line-Sky, Scary Gorge, Five Feet Road, Qianjunyifa" and other rhetorical devices. The naming of physical geography in this way is very vivid and evocative. This makes tourists feel strong artistic charm while enjoying the beautiful scenery.

### ***3.2 The brilliance of colors***

Colors are everywhere. The color constitutes a rich and gorgeous picture of the geographical entity. Yunnan, which has the reputation of "colorful Yunnan". From this name, we can see the richness and splendor of the colors here. People of all ethnic groups living in colorful Yunnan often use color words to name place names and scenic spots, making these names colorful. Red, white, black, gold, green, green, purple, flowers and so on, all enter the name of the scenic spot, which not only presents the color of geographical form, but also makes the place name of the scenic spot bright and beautiful. Such as the famous "Red Land, Shangri-La White Water platform" in Dongchuan, Kunming, the Colorful Sand in Qujing Luliang, Red River, Jinsha River, Black Dragon Pool, White Dragon Pool, Blue Dragon Pool, Purple Stream Mountain, Colorful Mountain Lake, Blue Dragon Gorge, White Cotton Waterfall, Blackfish River, Colorful Stream, White Water River-Black Water River "and so on. Just from the name, we can see that the colors of Yunnan tourist scenic spots are rich and beautiful.

### ***3.3 The beauty of sound***

The sound words ingested in the place names of Yunnan scenic spots will make people think of some kind of audio melody issued by nature, and even be introduced into a certain artistic conception to taste its flavor. There is a place name Shicong

near Anning Tanglang Lake in Kunming. It has been famous since the Ming Dynasty. In the reign of Kangxi Gengyin in the Kun and Qing dynasties (1710), the State Chronicles of an Ning first put forward "Ten scenes of Anning", and the fifth scene was "the current of Shicong": "in the Lake of Tanglang (Mantis), the stone is like a mainstay, embedded in space and exquisite, and the flying current is turbulent. It is as cold as a stone. You can't tell the distance from the near. " It can be seen that the artistic conception presented by "Shicong" is that there is a stone in the Mantis Lake, fighting with the raging currents. The sound is like banging on a stone and could be heard from a distance. As far as the use of the word "Shicong" is concerned, it is also reminiscent of the poem that "the clear spring flows gently on the boulder" and the rhythm of the spring water. For example, the Phoenix Mountain in the east of Kunming can make people feel the serenity and mystery of the mountain. The mountain breeze swept by, which seemed to be the sound of the Phoenix.

### **3.4 Legends**

“Myths, legends and stories are spread in many place names. Some of these stories are tragic and exciting, and some are mournful and moving. Most of them repose the respect of the working people to the sages of past dynasties, the hatred of corrupt officials, the eulogization of loyal love and the longing for a better future. This is a rich national cultural heritage.[2]

Among the place names of tourist attractions in Yunnan, there are also many places with vivid and beautiful folklore stories.

“Fuxian Lake: it is located between Chengjiang City, Jiangchuan County and Huanning County, more than 60 kilometers away from Kunming. The following is the origin of the name Fuxian Lake. According to the Chronicles of Chengjiang, the mountains in the southeast of the lake are very steep. There are two fairies, Shi and Xiao, standing shoulder to shoulder in the mountain. The boat looked looming in the distance. Legend has it that the two immortals, Shi and Xiao, were nostalgic for "Green Water and Green Mountains" and forgot to return to Tianting and become two boulders side by side, standing in the southeast of the lake. Sailing a boat on the lake, it is still vaguely visible. Because of this fairy relic, it is named Fuxian Lake.”

“Xiao Putuo: Xiao Putuo Island, located in the east of Erhai Lake in Dali City, Yunnan Province, covers an area of about 100 square meters. Because the shape of the island is like a golden seal floating on the water. Legend has it that Guanyin Bodhisattva left the seal of oppressing the sea after opening up Dali. It is said that there are many dragons in Erhai Lake, often setting off fierce winds and waves. This reef is the seal used by Guanyin Bodhisattva to suppress the dragons. During the reign of Chongzhen in the Ming Dynasty, nearby fishermen donated money to build a two-story pavilion on Xiao Putuo, where they dedicated the statue of Guanyin Bodhisattva, so people called it the Guanyin Pavilion.”

The folklore of the place names of scenery in Yunnan always puts a layer of mystery over the scenery. In the legend of place names of scenery in Yunnan, quite a few are related to love, such as "Ashima, One Meter of Sunshine, Sleeping Beauty, Puzhehei" and so on. This reflects the loyalty and yearning of the people of all

ethnic groups in Yunnan for beautiful love and their resistance to dignitaries. The use of folklore in the place names of tourist attractions adds to the vividness and historical interest of the scenery.

#### **4. Conclusion**

The place names of tourist attractions in Yunnan are used alone or in combination with rich repair techniques such as allusion, metonymy, metaphor, analogy, exaggeration, description and so on. The aesthetic images and concise words such as vivid images, beautiful colors, beautiful sounds or beautiful legends reflect the long historical formation process of Yunnan, or reflect the yearning and pursuit of the people of all ethnic groups. This reflects the aesthetic orientation of the people from one aspect and has strong artistic charm. The application of rhetoric and aesthetic images in the naming of Yunnan tourism scenery can make tourists feel the historical and cultural accumulation of the scenery and increase the beautiful experience of tourism through the name of the scenery in the process of tourism.

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