

Abstract of Doctoral Thesis

Title: A Comparative Analysis of Linguistic Landscape in Japanese and Chinese from the Perspective of Linguistic Typology: Language Universals and Individual Differences

Doctoral Program: Major in Humanities
Graduate School of Letters
Ritsumeikan University

ウ ラクイク
YU Leyu

This thesis presents a study that aimed to use some linguistic typological indicators to characterize the typological characteristics of each language. In this thesis, I focused on the main object of “*Language Landscape*” such as slogans, signs and pictograms, and give a definition for the meaning of “*Language Landscape*”.

Because of “*Language Landscape*” such as slogans, signs and pictograms contain the language, culture and someone’s different view of the world, it will convey some sort of information. This thesis collected as much expressions and pictograms that appear in the “*Language Landscape*” as possible because even simple phrases such as slogans and titles may reflect differences in each language. More specifically, I fathomed the causes of differences in understanding from the perspective of linguistic typology, cognitive linguistics and comparison between Japanese and Chinese.

Part 1 is the part that focused on the expressions of slogans and catchwords, and I classified these expressions into three categories based on the contents and functions of “*Language Landscape*”. Furthermore, the differences in expression between Japanese and Chinese were specifically discussed from each classification. Then I discussed from the viewpoint of using rhetoric and quantifiers. I pointed out that using rhetoric in recommendation slogans and instruction slogans can give an impression to readers. I also pointed out that in Japanese and Chinese, quantifiers can be used to make the expression more believable.

Part 2 investigates that pictograms by the perspective of language universals and linguistic typology, the pictograms based on JIS standards have individuality and arbitrariness, and became universal when they were revised to base on the ISO standards. I also discussed the reason why readers have different understanding of the pictograms based on JIS standards and the pictograms based on ISO standards. Because of pictograms convey information by pictures, and as pictures they have an iconic aspect. The iconic aspect also makes pictograms to be universal. However, each pictogram also consists of a symbol, it is arbitrary, and therefore individual. Then I compared the iconic aspect with “*Rikusho*”(six methods of forming Chinese characters). I pointed out that three methods such as hieroglyph, ideogram and combined ideogram are similar to the same function in the pictograms.

Part 3 presents a study that aimed to discuss the reason why readers have different understandings about “*Language Landscape*” in Japanese and Chinese. I first discussed about the universality and individuality of color words in Japanese and Chinese. Colors have different meanings in different cultures, and the symbolism of color words are different in each culture. I also pointed out that the colors used in the pictograms such as “Momiji” mark and “Toilet” mark are easily in connection with age and gender, and this suggests that the inventors should pay more attention to the symbolism of colors. Then I focused on the perspective of language universals and linguistic typology, and I analyzed the language expressions that appear in the “*Language Landscape*” from perspective, defaults, and a linguistic asymmetry between the sources and goals.

The general discussion presents the contribution of this thesis to the overall understanding of “*Language Landscape*” by using linguistic typological indicators and the future work.