

从语言景观中介绍中国语言 与文化

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目录

- 语言景观的定义
- 从“**重地”说起
- 牌匾、门联
- 字体地位的高低
- 对于学习者的帮助

语言景观 (linguistic landscape, LL)

- Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23–49. <https://doi.org/10.1177/0261927X970161002>
- Zhang, Zhengsheng (2024) *Chinese Signs: An Introduction to China's Linguistic Landscape*, Cambridge University Press.
- 公共空间中可见的书面语言形式，包含路牌、广告牌、商铺招牌
- 外延：商标（“同仁堂”）？



紐約同仁堂
NEW YORK TONG REN TANG



从“**重地”说起

• 各种“重地”



非工作人员禁止入内





Shutterstock
1+ Hundred No Entry ...



Freepik
No entry policies how t...



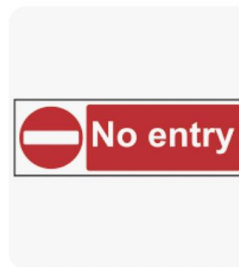
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Prohibition Sign - No ...



SafetySign.com · In ...
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Uniform Safety Signs
Uniform Safety Signs



Centurion Europe
Self-Adhesive Vinyl (30...



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Prohibition Strictly ...



SafetyBox
No Entry Traffic Signa...



Brady Australia
A4 Safety Sign - No En...



Blackwater Graphics
No Entry Sign - Blackwater Gr...



Shutterstock
No Entry Sign Sticke...



Wikimedia Commons
No Entry (India).svg - ...



MySafetySign.com
No Entry Unless Authorized Sign



Amazon.com
Amazon.com: OSHA N...



"Do Not Enter"
Sign - 24 x 2...
\$74.00
ULINE



Warehouse
Floor Sign - ...
\$28.00
ULINE



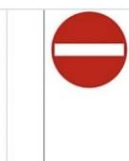
"Do Not Enter"
Sign - Vinyl,...
\$10.00
ULINE



"Do Not Enter"
Sign - Plasti...
\$17.00
ULINE



"Do Not Enter"
Sign - ...
\$32.00
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Do Not Enter
Sign
\$0.89
Studica.com



Danger Skull
Symbol Do...
\$12.99
Etsy
Free



Do Not Enter
Sign SVG, ...
\$2.87
Etsy
Free



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Not Enter Si...
\$75.59
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DANGER Do
Not Enter Sign
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"Do Not Enter"
Sign
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Sticker Genius · In sto...
Do Not Enter Door Si...



Creative Safety Suppl...
Stop Sign - Do Not Enter...



Sala Graphics · In stock
Caution Do Not Enter Sign - ...



Detectamet
Workplace Health an...



Amazon.com
8x12 No Trespassing...



MySafetySign.com
Authorized Personnel Only OS...



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Do Not Enter Traffic ...

(古代) 牌匾、门联

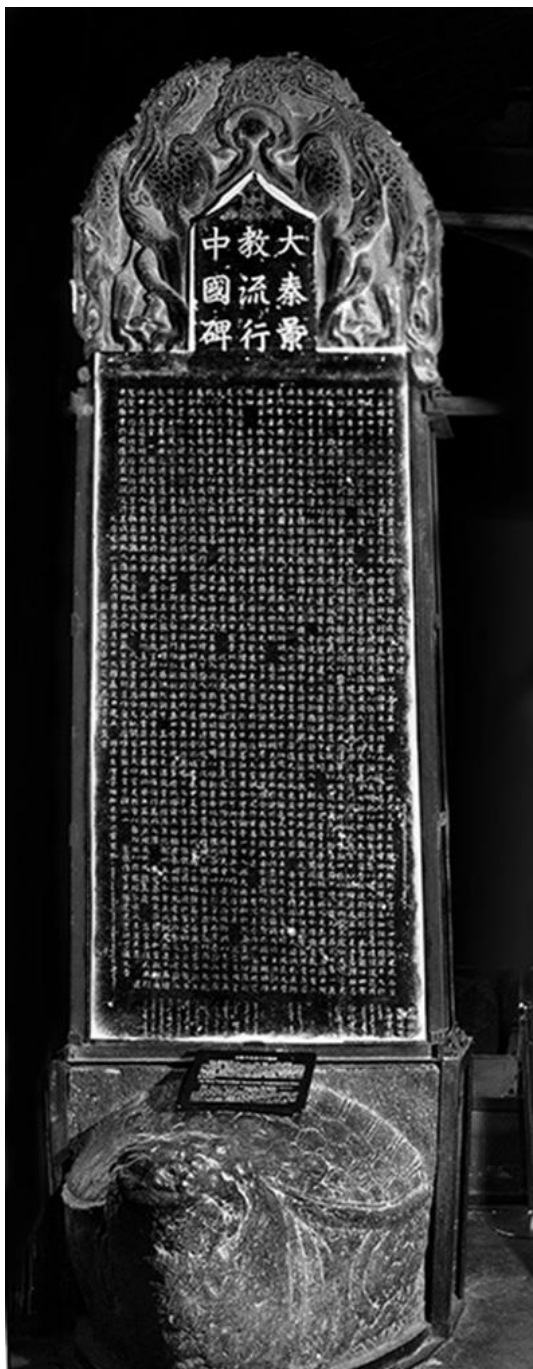
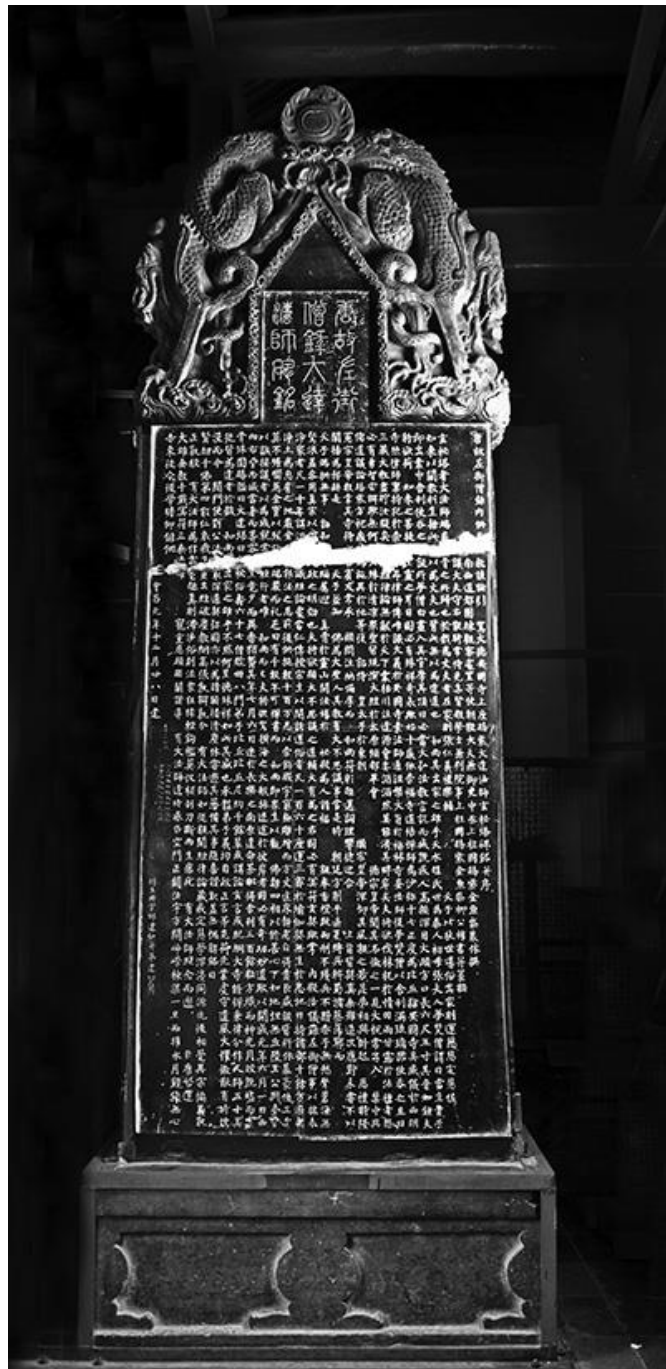


横、竖文字规律

- 从右到左
- 横大竖小
- 横少竖多

字体地位的高低

- 甲骨文--金文--篆书--隶书--（楷书）--行书--（草书）--印刷体
- 大体上与字体出现的早晚有关系，出现越早，地位越高。









復旦大學出土文獻與古文字研究

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Learn Chinese!

- 对于学习者的帮助

有汉字的品牌、招牌等

- “精品”非精品（商标上）
- 从右往左的好
- 手写的比印刷的好
- 不认识的比认识的好



- 谢谢!

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