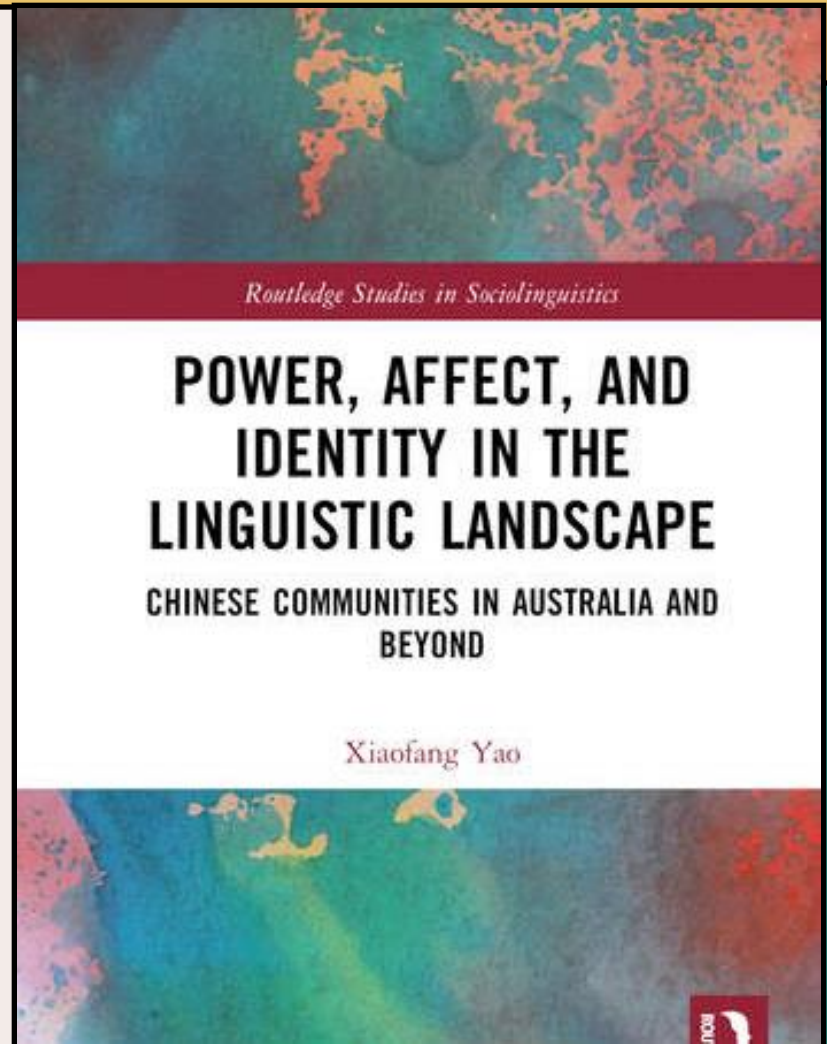


Book talk

5 March

RRST 7.30, School of Chinese



Program



Welcome



Author talk



Discussant
talk



Audience
Q&A



Conclusion



Welcome

About the book

The book adopts a “**Linguistic Landscape**” approach to examine the use of languages and other semiotic resources in Chinese diasporic spaces. It focuses on how linguistic landscaping practices may be driven by the power, affect and identity of overseas Chinese communities.

Study fields: Sociolinguistics, Chinese Studies, Migrant Culture



Linguistic Landscape



Motivations

Why did I pursue this topic?



“

During my leisure trips to the Chinese suburb of Box Hill, I noticed a variety of languages on shopfronts, billboards, advertisements, and even dustbins, including but not limited to Vietnamese, Chinese, Japanese and Korean. More intriguingly, simplified Chinese characters often coexist with traditional ones. I began to wonder if these Chinese languages I observed were used in the same way as in my everyday interactions, and if I shared beliefs, values, and social practices with these Chinese communities abroad.

”

Preface, p. vi

Context of study

Chinese migration

- Chinese miners from southern provinces of China seek fortune during gold rush
- Southeast Asians seek economic and educational opportunities and refuge
- Recent migrants include students, skilled talents, business investors, etc.

Ethnic spaces

- Chinese restaurant, tourism precinct, Chinatown, and residential suburb
- Physical (rural, regional, suburban, urban) and digital (social media)
- Collecting linguistic landscape data, as well as ethnographic accounts

Chapters



Problem
Chapter 1



Theory
Chapter 2



Affect
Chapter 3



Power
Chapter 4



Identity
Chapter 5



Methodology
Chapter 6

✗	✓
Ethnic enclaves	Heterogenous communities
Physical demarcations	Porous spaces
Code choices	Language as social action

Future
Chapter 7

Discussant

Prof. Paul Gruba
The University of Melbourne



Power

Definition of power

The **regulatory force of language policy** that governs what languages can appear in the public and in what order

In the absence of language policy, **societal norms and expectations** function as the regulatory force

The **semiotics of power** is a matter of visible presence in relative terms

My study

The Australian Chinese history was **commodified as a packaged experience**

This top-down decision was not met with resistance but **cooperation** from the Chinese community

Chinese heritage is shared among local residents

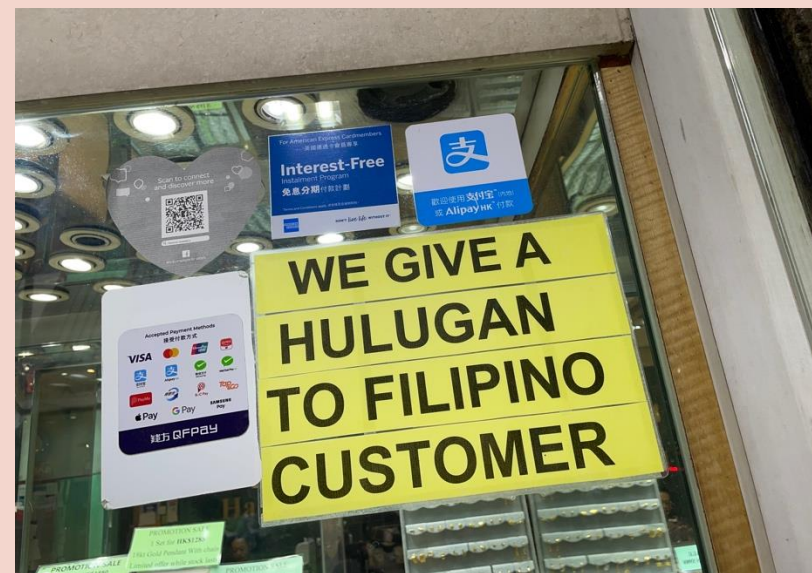
Local example



(Guinto, 2019, p. 10)



(Guinto, 2019, p. 10)



The order of languages (Chinese, English, Tagalog) suggests the 'power relations' among them.

The presence of Tagalog on an official sign is against the norm of its absence.

Affect

Affect

Chapter 3, p. 51: “hope and hate that are **semiotically distributed** and made visible by **injurious signs** in protests ...”

Affective regimes – how sites are **structured by material objects** that enact, stimulate, and regulate emotions (e.g. university branding, festival procession)

My study

Nostalgia (longing for the past or homeland) and **conviviality** (amiable to fusion of cultures)

Australian Chinese restaurant as opposed to **'Chinese' Chinese** restaurant

Local context

'Ding Ding' trams, dense buildings, flyovers, neon lights (inspiration for the **cyberpunk** genre)

Expat restaurants as opposed to **local** restaurants (*cha chaan teng*)



Cha chaan teng or 'expat' restaurant?

'Ding Ding' trams, dense buildings,
flyovers, neon lights – nostalgic or
cyberpunk?

Identity

My study

- The self-presentation of a group of new Chinese migrants in the online space
- Being the Chinese ambassador, managing peer policing, neutralising Chineseness

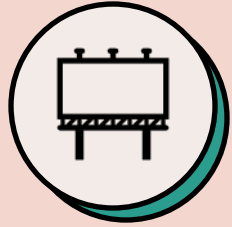
Identity, linguistic landscape, and AI

- The concept of 'space' would be helpful – private vs public
- Online linguistic landscape, in general terms, is filled with generated content
- Online-offline interface remains my key focus

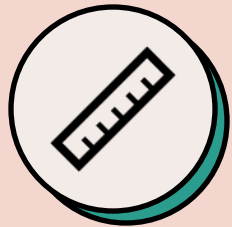
Plan for future research



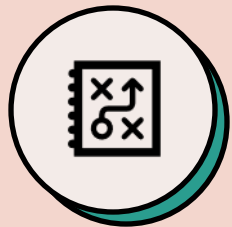
'Tempo of space'
(Niedt, 2020)



'Language assemblages'
(Pennycook, 2024)



Ephemeral and transient
Community festive events



Permanent and enduring
Chinese cemeteries



Local context
Migrant groups in Southwest China and Hong Kong



Pic from Google

Questions?

References

- Guinto, N. (2019). The place/s of Tagalog in Hong Kong's Central district: Negotiating center-periphery dynamics. *Linguistic Landscape. An International Journal*, 5(2), 160–178.
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Thank you

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 Routledge
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Power, Affect, and Identity in the Linguistic Landscape

*Chinese Communities in
Australia and Beyond*

*Uncovering the complexity of
linguistic diversity and semiotic
creativity, this book examines the
issues of power, affect, and identity in
both physical and digital linguistic
landscapes.*

