

Special Focus 1: Language, Identity, and Cultural Discourse

Introduction

Having dedicated a significant portion of my academic career to understanding the connections between language and identity, I remain consistently captivated by the ways linguistic practices are both constitutive and reflective of their cultural contexts. This section of our journal seeks to look at these complex interactions, emphasizing the role that linguistic strategies play in shaping social interactions, identity formation, and cultural narratives. The four papers included here provide crucial insights, each contributing uniquely to the broader discourse on cross-cultural narratives.

Li Qiong and Lai Jianling's paper, "The Linguistic Ecologic Analysis of the Error-prone Emergency Prevention and Control Slogans during the COVID-19 Epidemic in China," provides a rigorous analysis of language use in the context of emergency communication during the COVID-19 pandemic. Their focus on the error-prone nature of emergency prevention and control slogans (EPCS) in China is particularly salient, as these slogans were instrumental in managing the public health crisis. Utilizing the theory of linguistic ecology, they categorize and scrutinize 116 error-prone slogans, identifying four primary types of errors: language standardization errors, application appropriateness errors, content adaptability errors, and ethical compliance errors. Through meticulous analysis, Li and Lai reveal the significant impact of linguistic inaccuracies on public perception and the effectiveness of emergency communication, underscoring the critical need for standardized and culturally appropriate language in such scenarios.

The paper by DONG Hongjie, YIN Danyang, and LUO Chenbai, "Pronouns in Welcome: Linguistic Construction of Student Identity in Chinese University Banners", offers a compelling examination of the role of pronoun usage in welcome banners at Chinese universities. This study delves into how these pronouns influence the identity construction of freshmen within the Chinese cultural context. By systematically collecting and analyzing a corpus of welcome banners, the authors employ corpus analysis and word frequency statistics to explore how pronoun choices shape and reinforce freshmen's sense of identity. Their findings highlight the significant impact of linguistic nuances on orientation activities, influencing the social integration and identity formation of new students.

Yuan Yang and Cao Lihong's paper, "Analyzing and Strategizing the Emergency Language Landscape: A Case Study of Sanya City, China", offers an exhaustive examination of the construction and utilization of emergency language services in an urban environment prone to natural disasters. Focusing on Sanya City, a critical location in the development of the Hainan Free Trade Port, the study addresses the unique challenges of effectively communicating emergency information to both domestic citizens and international tourists. By integrating qualitative and quantitative research methods, Yuan and Cao present a detailed analysis of the current state of emergency language landscapes in Sanya, incorporating field surveys, interviews, and content analysis. Their study highlights the effectiveness and shortcomings of the existing systems and provides actionable strategies for improving emergency language services.

Sun Lei's paper, "A Qualitative Study on Self-Regulated Learning of Chinese as a Second Language", delves deeply into the self-regulated learning (SRL) strategies employed by learners of Chinese as a second language. This research explores the dynamic and iterative process of SRL, focusing on how learners set goals, monitor progress, and adapt strategies to achieve academic and personal success. By examining three learners with diverse cultural and educational backgrounds, Sun Lei provides rich qualitative data that illuminate the patterns and characteristics of SRL in the context of Chinese language acquisition. The methodology, which includes detailed interviews and study logs, offers an in-depth analysis of learners' motivations, challenges, and adaptive strategies, enhancing our understanding of the SRL framework and offering practical insights for teaching practices.

In exploring these diverse yet interconnected themes, the articles in this section bring to light the multifaceted ways in which language shapes and reflects identity and cultural narratives. They address the broader theme of contemporary societal dynamics by offering nuanced perspectives on how linguistic practices influence and are influenced by social and cultural contexts. These studies deepen our understanding of the complex interactions between language, identity, and cultural discourse, highlighting their essential role in our globalized world.



Prof. Adams Bodomo
University of Vienna