

A Study on the Multiple Paths of Cultural Construction of Place Names from the Perspective of Language

Chen Xi^{1,2}

¹Inner Mongolia University of Science&Technology, Baotou, 014010, Inner Mongolia, China

²Inner Mongolia University, Hohhot, 010021, Inner Mongolia, China

email: candychenxi@126.com

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Abstract: Place names are the embodiment of civilization and historical era civilization, closely linked with social history and culture. City names reflect the language and culture of urban civilization in different historical periods. They are barometers of changes in urban history, geography, politics, economy and culture. In recent years, more and more attention has been paid to the culture of place names, including in the protection of intangible cultural heritage. The Ministry of Civil Affairs describes such cultural heritage as follows. It is an important part of Chinese culture and a valuable cultural resource with important heritage value.

1. Introduction

In recent years, more and more attention has been paid to the culture of place names, including in the protection of intangible cultural heritage [1]. The Ministry of Civil Affairs describes such cultural heritage as follows. It is an important part of Chinese culture and a valuable cultural resource with important heritage value.

2. Cultural Trust and Toponymic Culture

At the 18th National Congress of the Communist Party of China in 2012, Hu Jintao put forward "three secrets". "Road trust, theoretical confidence and institutional trust". The four self-confidence requests are clearly put forward: Zhu Yedan's "self-confidence in Tao theory, self-confidence in institutions," cultural self-confidence, and cultural self-confidence "more basic, broader and far-reaching self-confidence"[2]. It emphasizes that the original political level of "three self-confidence" is further expanded on the level of society, forming a strict theoretical system. As an important part of the theoretical system of "four self-confidence", "four self-confidence" and "cultural self-confidence", the most important characteristic key words and an original "three self-confidence" of HFL are added as a new addition to collect specific attention and unprecedented high-level cultural self-confidence. Anning, Minister of general affairs of China, pointed out many times. "China is a solid theory and system of self-confidence and confidence, whose essence is more than 5 cultural self-confidence [3]. "Year civilization" and language, cultural self-confidence in each country, are the most basic and core things to be generated. Typical language symbols, as place names are right, are the heritage, continuity and rhythm of millennial civilization. Cultural self-confidence, "the country, the country, the party's own cultural values and correct ideas, adhere to their own cultural vitality." It is the cultural self-confidence that is pointed out in the three-dimensional expression of the history, reality and future of cultural development, "excellent traditional culture, revolutionary culture and high socialist culture"[4]. The inheritance and development of culture reflects the self-confidence. The problem is that the exclusion of social traditional culture, the avoidance of revolutionary culture and the development of advanced socialist culture are full of undesirable phenomena. In order to observe the Toponymic culture of "dissecting sparrows", is this insufficient for the problem. Place names are called autobiographies. Place names are often the historical accumulation of local culture. This is the echo of the geographical features

around the history of the crowded area. Place names may be narrative poems. Similarly, the local name of the culture, history, culture, geography, local habits, including the word symbols and words to continue to start the excellent traditional culture, at the same time, the development of high culture, tour guide. Today, in the country, sometimes the inheritance and protection of culture pay more and more attention to its intangible cultural heritage, which is unified. In recent years, more and more attention has been paid to the protection and inheritance of Chinese intangible cultural heritage and the management of Toponymic culture. Heritage comes from the accumulation of history, regeneration can not be considered. If it is destroyed, it cannot be restored[5]. This loss is immeasurable damage, as well as the meaning of historical and cultural loss of heritage. Place name culture, the preservation of traditional culture and the identity of the existing advanced culture reflect the understanding, therefore, it can also be said to be a part of cultural self-confidence. In February 2016, the second leading group of National Geographic Names census of the State Council was published, "cultural protection of geographical names, strengthening the cleaning of irregular geographical names, and the implementation plan of rectification"[6]. "Fantastic, heavy" phenomena, especially flood control as the main reason for the growth of "foreign place names". From the point of view of cultural self-confidence, the purpose of the management of the lack of cultural self-confidence in respect of foreign places and culture is to find cultural significance through place names and improve cultural integrity.

Table 1 Corresponding data of building and historic sites

Years	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
RAC index	0.62	0.58	0.60	0.57	0.57	0.54	0.49	0.49	0.49	0.47	0.50
CA index	-0.26	-0.25	-0.23	-0.19	-0.17	-0.17	-0.14	-0.13	-0.13	-0.17	-0.17
NRAC index	-0.04	-0.04	-0.04	-0.03	-0.03	-0.03	-0.03	-0.02	-0.02	-0.03	-0.12

3. The Spread of "Foreign Place Names" Reflecting Cultural Uncertainty

"Place names are a kind of cultural symbols, containing specific public information, corresponding cultural forms, and historical and cultural memories." Nowadays, many places change their names in order to cut off the historical heritage and abandon the cultural heritage. In order to develop for the time being, it is necessary to change the name to one with strong commercial flavor. For example, Hu die was renamed Huangshan City, which caused controversy; the phenomenon of irregular behavior change of place name setting in one place, multiple places, etc., namely the breeding of "foreign place names"[7]. At present, the third type is particularly important, reflecting the typical cultural confidence widely criticized by the society. The proliferation of "foreign place names" makes the "memory" of place names become "practical" utilitarianism, arouses the public's disgust and leads to the rough tendency of aesthetic feeling. All kinds of cities in China, at first, and then, big cities, small and medium-sized cities, even historical and cultural cities, all kinds of business associations "Margaret", "Rhine", "Rhine", "green city" and other types of local names, used many buildings for "foreign place names", and other names [8]. These "foreign place names" are more foreign than 1. What they catch up with is the fashion trend that attracts people's attention. All kinds of "foreign place names" generally have strong commercial color, which is the product of market economy and the reflection of abnormal cultural spirit in today's society. With the goal of managing "foreign geographical names", the current consensus is to restore the traditional nature of geographical names and the cultural tradition of geographical names with Chinese characteristics. In other words, the "restoration of tradition" is more consistent among today's scholars with confused geographical names. Zhang Fengyi, for example, believes that banning foreign geographical names is inevitable for cultural returns. However, although this chaotic phenomenon is a cultural and psychological abnormality reflected by social and economic development, it must also be recognized as a product of cultural contact[9]. When it comes to cultural self-confidence, we must admit that it contains heritage and inclusiveness. We should not blindly intervene in the administration called cultural self-confidence

4. Inheritance and Internationalization: Multiple Paths of Cultural Construction of Geographical Names

The current direction of Toponymic management is consistent with the naming of local cultural heritage. The use of language needs not only inheritance and inheritance, but also development. Otherwise, it will lose its creativity and become dim. It is necessary to retrieve the cultural significance of place names and improve cultural confidence by managing "foreign geographical names". However, in most societies, it is not necessary to use place names. According to the basic rules of the national conference, there is a rationality of diversification. In the academic community, the uniform research policy of "traditional culture" must be changed. As long as it is standardized, it can adopt "diversified development" autonomous path [10].

4.1. "OFFICIAL ADMINISTRATIVE PLACE NAME CULTURE"

The way of "inheritance" mainly takes the name of administrative district of city, county, county (town) and village (street) as the object. The fact is that the current phenomenon of "foreign geographical names" does not spread to the names of these administrative regions. The road of "cultural heritage" should not be discussed. First, the state should strictly control the local name change, strengthen the examination and verification, pay special attention to the cultural continuity of place names, and cannot simply meet the market demand. For example, in the work of merging villages and villages, many places involve the method of synthesizing new village names. Now, in order to take care of the emotions of all parties, the simple and disrespectful method of the original administrative village language is adopted. It's actually a legacy of history, and it's good to start looking for inspiration. There have been several changes in villages and towns, but in fact it is for the geographical layout of historical places. Therefore, from now to a specific historical period, most of them can find a general name, and they often lose it. Then, restore the forgotten history. Moreover, it can also achieve the goal of finding the root of local culture. Street travel, the way of naming famous people in mountains, rivers and history, for changing their names, the mountain resort of Sichuan and Chang are all interested, so the government should pay attention to checking the names of places when the actual history is not lost as the future will be lost. Due to the artificial replacement and change of some place names in the special historical period, they must be allowed to pursue the original ancient village names to strengthen the status of the village. know

4.2. MARKET ORIENTED "INTERNATIONAL" ROUTE

That is to say, the market economy law should continue for the commercial residential areas beyond the administrative divisions, and the owners must be given a specific autonomy named. These are, in fact, the hardest hot spots for "foreign names" to flood. But because it is a business behavior, it contains the logic of market competition. Moreover, "Caesar's return, God's return" is judged by the market mechanism. For example, at some time, buildings and halls all over the country wanted to take the names of foreigners. When cultural confidence is truly established, traditional culture will return, advanced socialist culture will play a major role, and market will return to tradition and Chinese style. Of course, the government can also play a limited role in this, and guide the real estate business center to adopt local place names. When the best residential, commercial and leisure areas in the world are named "Yanghua apartment", "Shuxi building", "Luoyang City", imagine that there is still a market in the east of Margaret and Venice?

5. Conclusion

In the construction and inheritance of geographical names and cultures, they must respect each other, do not need uniformity, and follow the path of pluralistic rule. Toponymic culture is the key factor of cultural self-confidence, which is influenced by cultural self-confidence.

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