

Study on Normalization of English Public Signs in Chuzhou Area

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Abstract: With the gradual internationalization of Chuzhou, it has attracted many international tourists and business partners, and English, as an international language, has been widely used in public signs. The purpose of this study is to discuss the standardization and standardization of English public signs in Chuzhou, focusing on the application of English signs in public spaces, so as to reveal their design, language and cultural characteristics and make contributions to the establishment of more efficient, inclusive and beautiful public signs in Chuzhou.

1. Introduction

At present, Chuzhou area is gradually moving towards internationalization and urbanization, and English, the international common language, plays an increasingly important role in this process. With the increasing international communication, tourism prosperity and business cooperation in Chuzhou area, English public signs are widely used in public spaces in Chuzhou area and have become an indispensable part of urban space. These English signs are not only simple words and symbols, but also play a key role in transmitting information, navigation, guidance and cultural information, and are also important tools to promote communication, improve the image of the city and ensure public safety. In this context, it is particularly important to study the standardization of English public signs, so as to ensure that they can convey information clearly and accurately, but also have cultural sensitivity, and conform to Chuzhou local regulations and international standards. However, although the use of English public signs in Chuzhou is on the rise, there are still a series of problems such as standardization and standardization in this area. For example, different departments and institutions may adopt different logo designs and language styles, which will lead to confusion of information and inconsistent information transmission. The standardization of English public signs refers to their compliance in design, language, culture and regulations. These English public signs undertake different tasks of information transmission in different situations, and whether their design and application conform to the specifications is directly related to the clarity, accuracy and friendliness to different users. At the same time, the design and use of English public signs need to follow certain standards to ensure the intelligibility and consistency of information and avoid possible ambiguity and cultural conflicts.

Therefore, the purpose of this study is to deeply discuss the standardization and standardization of

English public signs in Chuzhou, reveal their design principles, language norms and other characteristics, and provide useful suggestions and guidance for developing an efficient, inclusive and beautiful sign system in Chuzhou, so as to ensure that English public signs play the greatest role in conveying information, enhancing Chuzhou city image, international exchanges and tourism development, improve public understanding and recognition of English public signs, and provide support for international exchanges and tourism development in this area.

2. The role of regional English public signs in cities

Regional English public signs play an important role in cities, mainly in the following aspects:

Providing information: English public signs provide citizens and tourists with information about geographical location, direction, facilities and services. For example, street names, signs of public transport stations, hospitals, schools and other places can help people find their destinations more easily.

Improve safety: English public signs in the region help to improve road safety. Signs such as traffic signs and pedestrian crossing tips can guide people to obey traffic rules and reduce traffic accidents.

Promote international exchange: With the development of globalization, more and more foreign tourists come to different countries and regions to travel. Regional English public signs can help foreign tourists better understand the local environment and improve their travel experience. At the same time, it also helps to improve the internationalization level of local cities.

Enhance the image of the city: A city with a good English public logo will leave a professional, orderly and modern impression. This is of positive significance for attracting investment and developing tourism.

Convenient and barrier-free access: For people with special needs, such as the visually impaired, regional English public signs can help them use public transportation and find facilities more conveniently. This will help to improve the inclusive and barrier-free access level of the city.

Dissemination of culture: English public signs in the region can show local historical culture, customs and habits, and help to spread and carry forward local culture.

In a word, regional English public signs play an important role in providing information, ensuring safety, promoting international exchanges, enhancing the image of the city, facilitating barrier-free access and spreading culture.

3. Design principles

The design principle is the key guidance to ensure that English public signs can play their information transmission function in public spaces in Chuzhou, and improve information accuracy and user experience. These principles provide corresponding guidance for logo makers to ensure that the design and implementation of the logo can achieve the best results.

3.1. Simplicity

When designing public signs, the designers of public signs should first consider the simplicity of logo design, which is the basic principle of design. Under this principle, the design of public signs needs to refine information, avoid too many complex elements and information, and keep the logo clean and intuitive. Complex elements will confuse users and greatly reduce the intelligibility of public signs. Therefore, in the overall design, it should be concise and clear, so that users can quickly understand the information in the sign at the moment, and do not need to read and think for a long time to understand the meaning of the sign. For example, simple and clear arrows can be used to indicate the direction in road signs, rather than overly complicated graphics.

3.2. Clarity

When users look at public signs, the characters and images on the signs should be clearly visible, which requires the makers of public signs to choose appropriate fonts, sizes and colors when making them. For example, there should be appropriate contrast between fonts and images, so that they can be clearly visible to users in any background, and there will be no adverse effects caused by unclear and fuzzy information. Considering the night, the logo can be made of reflective materials to ensure that the logo is still clearly visible under dark conditions. Only when the public signs are clearly visible, the information can be clear, and users can quickly identify the signs and make correct judgments regardless of whether they are near or far away[1].

3.3. Consistency

The principle of consistency means that for different types of public signs, similarity should be maintained in the overall design and final presentation. For different locations and different applicable scenes in Chuzhou, some similar types of signs should adopt similar design elements as far as possible, such as fonts, colors and charts. The public signs designed based on this principle can not only enhance the user's familiarity with the signs, but also easily identify the signs and quickly understand the specific meaning they represent during use [2]. On the other hand, consistent design principles can also improve the overall aesthetics of cities in Chuzhou.

3.4. Cultural sensitivity

As an international city, Chuzhou needs to meet international standards for the design of English public signs, so that international tourists and business partners can easily understand and use these signs and use common English grammar, spelling and punctuation. Although Chuzhou pursues internationalization, it should also respect local culture and values, and avoid using elements that may offend or contradict local cultural values. At the same time, in order to show the uniqueness of Chuzhou, English public signs can be integrated with local elements, such as images, symbols or cultural elements with local characteristics to emphasize the special culture and history of the place. This integration can not only enrich the content of the signs, but also spread the excellent local culture to international friends. [3] (Figure 1).



Figure 1: Chuzhou scenery

3.5. Language and content

For English public signs, their language and content play a vital role. Only by standardizing the language and content can we effectively convey information and build the city image of Chuzhou. Simplicity is the cornerstone of English public logo design. The information of the logo must be concise and easy for people to understand independently in a short time. This is particularly important for Chuzhou, which is constantly developing and will attract tourists and residents from all over the world. Designing a simple public logo will not only help local residents, but also provide good guidance for international tourists. At the same time, the information of English public signs should avoid ambiguity and confusion. For road signs, the direction and distance should be clearly indicated so that drivers can easily find their destinations; As for the business logo, it should accurately convey its business nature and the characteristics of products and services to attract customers. For English public signs, the words of the signs must be grammatically correct, which requires scholars to have correct vocabulary and expressions. Grammatical mistakes will affect the city image of Chuzhou, leaving people with the label of lack of professionalism and unreliability. When English signs need to include local languages, dialects or other languages, it is necessary to ensure that the words on the signs are consistent with the original meaning [4].

Language and content play an important role in English public signs. Simple language and clear and correct grammar can convey information efficiently. At the same time, using multi-language logos can better meet the needs of different audience groups. Therefore, for Chuzhou area, the design of English public signs is not only an aesthetic, but also a manifestation of cultural respect and city image (Figure 2).



Figure 2: A more common English public sign

4. Present situation of English public signs in Chuzhou area

4.1. Development Status

Chuzhou, located in the easternmost part of Anhui Province, is the central city of Nanjing metropolitan area and Hefei economic circle, and is also one of the core cities of the integrated development of the Yangtze River Delta. In terms of English public signs, there is no specific

literature data or information to clarify the current situation of Chuzhou City. However, considering the geographical location and development status of Chuzhou, its close ties with big cities such as Nanjing and Hefei, and field visits and explorations, it can be judged that Chuzhou will pay attention to the use of bilingual or even multilingual Chinese and English in public signs to meet the needs of different groups of people.

In China, there are clear standards and regulations for the formulation and application of English signs in public places. Beijing has introduced the standard of English Translation of Bilingual Signs in Public Places, which is divided into five parts: general rules, part 1 road traffic, part 2 tourist attractions, part 3 commercial services, part 4 stadiums and gymnasiums, and part 5 medical and health care. This standard was put forward and centralized by the Foreign Affairs Office of Beijing Municipal People's Government. The main drafting units include the Foreign Affairs Office of Beijing Municipal People's Government, Beijing Standardization Association and China Foreign Translation and Publishing Company [5].

However, according to the actual situation, different regions will know the English translation of some signs, such as Street (St), such as Zhongdu Avenue ZHONGDU St, Fengle Avenue FENGLE St, and Road translation, such as Qingliu Road Qing Liu Road. Small streets, lanes, lanes and lanes are generally translated into Alley, and when the road width reaches a certain scale, it can be translated into St (as shown in Table 1). In addition, there are corresponding English translation requirements and methods for public places such as commercial and financial services, which are mainly applicable to the common names, commodity types, department names, employees' names and business service information, financial institutions and financial service information of Chuzhou commercial institutions and related places.

Table 1: Current translation and suggestions of main traffic routes in Chuzhou city

Road name	Zhongdu boulevard	Fengle boulevard	Fenghuang west road	Qingliu road
Now use English names.	Zhongdu St	Fengle St	Fenghuang West Road	Qingliu Road
Year of completion	November 2012	In 1994,	the year 2017	In 1996
Traffic conditions	Relatively smooth	congested	congested	More crowded
Suggest to read	Zhongdu Avenue	Fengle Avenue	/	/

4.2. There are problems

As Chuzhou is moving towards internationalization, English public signs need to meet the needs of diverse audiences. By providing different language versions of the same information, the information of signs can be understood by more people to the greatest extent, which can make more international tourists better understand the information of signs and reflect the tolerance of Chuzhou for different cultures [6]. However, the English public signs in Chuzhou still have the following problems:

Inaccurate or inappropriate translation: Due to the limitation of language level and professional knowledge, English public signs in some streets may be translated inaccurately or inappropriately, which makes it difficult for foreigners to understand or misunderstand. For example, Xuefu Road is translated as School Road, but it should actually be translated as Xuefu Road.

Grammatical errors and spelling errors: Some English public signs may have grammatical errors and spelling errors, which will not only affect the readability of the signs, but also leave a bad

impression on foreigners. For example, only roads that reach a certain scale can be translated into Street (St), and there are fewer streets in Chuzhou city that can be translated into Street (St). Even the busy roads at ordinary times cannot be translated into Street (St) even if the scale is not up to standard. At the same time, some roads are directly translated into pinyin instead of English.

Lack of uniform standards and norms: In some public activity areas, especially libraries and cultural squares, the translation of English public signs may lack uniform standards and norms, resulting in differences in signs in different places.

Not updated in time: The English public signs in some old public activity areas may not be updated in time, resulting in outdated translations, such as Qingliu Park and Fenghuang Lake Scenic Area. Since Fenghuang Lake Scenic Area was formerly called Phoenix Dam, it was used as a water supply point in the city without the nature of viewing and playing. Therefore, it is necessary to change the English signs in time after the nature of public places changes, so as to avoid forming a wrong orientation and causing troubles to the relevant residents.

Therefore, in order to solve these problems, Chuzhou can strengthen the training and supervision on the translation of English public signs, establish unified standards and norms, hire professional translators for translation, and regularly check and update the contents of signs. At the same time, we can learn from the successful experience of other cities to improve the quality of English public signs.

These norms indicate that in addition to the first-and second-tier cities in China, the work of foreign language identification in public places in third-and fourth-tier cities has also begun to embark on the track of legalization. Now more and more cities pay attention to Chinese signs, but also gradually increase English signs to meet the needs of international exchanges and services [7].

5. Suggestions on standardization of English public signs in Chuzhou area

5.1. Establish translation norms and standards for English public signs

In third-tier cities such as Chuzhou, it is of great significance to establish norms and standards for the translation of English public signs to enhance the city image and international level.

First of all, the establishment of norms and standards for the translation of English public signs is helpful to improve the accuracy and consistency of translation. In the current translation practice, there are many problems, such as spelling mistakes, grammatical errors and inaccurate expressions. These problems not only affect the standardization of signs, but also damage the image and internationalization level of the city. By establishing translation norms and standards, translation words, grammar, expressions and so on can be specified to ensure the accuracy and consistency of translation and improve the quality of translation.

Secondly, the establishment of norms and standards for the translation of English public signs is helpful to promote cross-cultural communication and understanding. Due to the differences in language expressions and habits in different cultural backgrounds, the translation of English public signs needs to take into account the cultural habits and needs of the target audience. By establishing translation norms and standards, we can stipulate the cultural principles and expressions that should be followed in translation, ensure that translation can be understood and accepted by the target audience, and promote cross-cultural communication and understanding.

Thirdly, the establishment of norms and standards for the translation of English public signs will help to enhance the international image and brand value of the city. With the deepening of globalization, more and more foreign tourists and investors come to China, and third-tier cities have gradually become their destinations. By establishing the translation norms and standards of English public signs, we can ensure that the English signs of the city can be accurately understood and accepted by foreign tourists and investors, and enhance the international image and brand value of the city.

Finally, the establishment of English public signs translation norms and standards requires the joint efforts of the government, enterprises and all sectors of society. The government needs to introduce relevant policies and regulations to standardize the standards and regulatory measures for logo translation; Enterprises need to pay attention to the quality and cultural adaptability of logo translation and improve their internationalization level; All sectors of society also need to actively participate in the discussion and practice of logo translation to jointly promote the internationalization of the city.

5.2. Improve the level and quality of English public signs translators

Improving the level and quality of translators of English public signs plays a vital role in improving the standardization and accuracy of logo translation [8].

First of all, improving the professional level of translators is the key to improve the translation quality and standardization of English public signs. Translators need to have a solid English language foundation, cultural knowledge and translation skills. By strengthening the professional training and education of translators and improving their language ability and translation level, we can better meet the challenges of English public signs translation [9]- [11].

Secondly, translators need to have the ability of cross-cultural communication. Translation of English public signs is not only a process of language conversion, but also an important link in cross-cultural communication. Translators need to understand the language expressions and habits in different cultural backgrounds, respect and adapt to the cultural habits and needs of the target audience, and ensure that translation can be accurately understood and accepted.

In addition, translators need to have a high sense of responsibility and a serious work attitude. The translation of English public signs is a serious job, and translators should fully realize the importance of logo translation, carefully review and check the translation contents, and ensure the accuracy and standardization of translation [12].

Finally, improving the level and quality of translators of English public signs requires the joint efforts of the government, enterprises and all sectors of society. The government can introduce relevant policies and regulations, standardize the standards and regulatory measures for logo translation, and provide professional training and education opportunities; Enterprises can strengthen internal training and management to improve the professional quality and cultural sensitivity of translators; All sectors of society can also actively participate in the discussion and practice of logo translation, provide opinions and suggestions, and jointly promote the standardization and accuracy of English public logo translation [13](Figure 3).



Figure 3: Translator training

5.3. The establishment of English public signs review and error correction mechanism

The establishment of a review and error correction mechanism for English public signs is an

important link to ensure the standardization and accuracy of logo translation.

First, establish an English public logo review mechanism. After the translation of English public signs is completed, it needs to be reviewed and proofread by professional institutions or professionals. In the process of checking and proofreading, we should pay attention to the following aspects: first, check whether the grammar, spelling and expression of translation are accurate; The second is to check whether the translation conforms to the cultural habits and needs of the target audience; The third is to evaluate whether translation can achieve the expected communication and exchange effect. By establishing a perfect auditing mechanism, the quality and standardization of English public signs translation can be ensured [14].

Secondly, establish an error correction mechanism for English public signs. In the process of using English public signs, some mistakes or improper translations will inevitably occur. The establishment of error correction mechanism is helpful to find and correct these errors in time. Specifically, the following measures can be taken: first, set up a special English public sign error correction box in public places to facilitate the public to report wrong signs at any time; The second is to set up a special error correction website or platform for the public to report the wrong logo through the network; The third is to strengthen the daily supervision and maintenance of English public signs, and find and correct mistakes in time [15].

Finally, strengthen social supervision and participation. In addition to the efforts of the government and professional organizations, social supervision and participation are also an important force in establishing the review and error correction mechanism of English public signs. The public can actively pay attention to and participate in the translation and use of English public signs, provide opinions and suggestions, and jointly promote the standardization and accuracy of logo translation. At the same time, the media and social organizations can also play a supervisory role, expose and correct wrong signs, and promote the positive improvement of relevant departments.

6. Conclusion

Through the research and discussion on the standardization of English public signs in Chuzhou, this paper analyzes its influence and significance on city image, cross-cultural communication and internationalization. The establishment of translation norms and standards for English public signs will help to improve the accuracy and consistency of translation, promote cross-cultural communication and understanding, and enhance the international image and brand value of the city. At the same time, this paper also puts forward some suggestions, such as strengthening publicity and education and establishing error correction mechanism, to promote the improvement and development of English public signs standardization. In a word, the research on the standardization of English public signs in Chuzhou area has important practical significance and theoretical value, which is helpful to promote the internationalization process and cross-cultural communication of the city.

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