



### ABSTRACT

Linguistic landscape, a new approach to study multilingualism, has been conducted mostly in big cities, business roads, or metro stations to study purposes and meanings of signs, linguistic features, language attitude, etc.. This study explored the power relations among language groups in Baoli Plaza by inspecting the linguistic landscape under a conceptual framework that combines Landry and Bourhis' and Reh's framework. The qualitative method was adopted. Distinctive discrepancies between top-down and bottom-up signs were found in language codes, language collocation, arrangement of languages etc.. Chinese was shown as the most salient language, and English took the dominant place among foreign languages used in linguistic landscapes. Employment of these languages reflected the level of internationalization, power and status of that language and identity of people.

In conclusion, linguistic landscapes are the result of multiple factors, like language policy, power and status of the language, community members, and a manifestation of personality. Power and status affect the language use in linguistic landscapes, and needs of different groups of consumers also affect the construction of them. This research may be beneficial for language management and language planning. In view of findings, the study recommends empirical and diachronic studies to be conducted from different aspects, such as language attitude, identity, language planning and policy and so on.