Research on the Application of Tourism Slogan Geographical Names under the Perspective of Three Planes of Law

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Abstract. Tourism slogans are an important way for tourists to recognise tourist destinations, and place names are important destination identification elements in tourism slogans. The application of place names in tourism slogans can be systematically analysed from three planar perspectives of syntax to gain a comprehensive understanding of the application patterns and characteristics of place names in tourism slogans. The results show that (1) in the syntactic plane, place names can serve as subject, object, paratactic structure centre and modifier components in tourism slogans. (2) In the semantic plane, place names are distinctive in different syntactic structures with clear logical meaning. (3) On the pragmatic plane, the place name as the subject is the topic component of the slogan, the place name as the object is the focus of the slogan, the place name as the centre word of the parabolic structure is the topic and focus of the slogan, and the place name as the modifier and the corresponding centre word together constitute the topic and focus of the slogan. At present, it is necessary to deepen the theoretical research, adapt to local conditions, make up for the shortcomings, and improve the application level of geographical names in the design of tourism slogans.

Keywords: tourism slogan; toponymic application; syntax; semantics; pragmatics.

1 Introduction

At present, the tourism development of most regions in China is in the image-driven stage, and most of the tourists choosing tourist destinations will be induced and influenced by the tourism image [1]. Tourism slogans, as short descriptive and persuasive statements of destination tourism branding to tourists [2], are generally composed of phrases or sentences, and are the key means of image promotion of tourist destinations. Among them, place name is an important corpus of tourism slogans, as a symbol of the regional culture of the tourist place and a business card to show its image to the outside world, it is an important tourism resource, and also an important factor for the audience to identify the destination. The scientific and organic integration of the

destination pointing function and regional image symbol function of geographical names with tourism slogans has a strong guiding effect on the design of tourism slogans.

At present, the research on tourism slogans and geographical names mainly focuses on the influence of geographical names on tourism slogans and the linguistic characteristics of tourism slogans. Regarding the analysis of the role and function of geographical names in tourism slogans, some scholars believe that geographical names are the symbols of destinations with high recognition [3], and that the combination of geographical names and tourism makes them have important tourism functions such as tourism attraction, advertisement, image marking, branding, etc. [4], and that according to the relationship between tourism slogans and geographical names, tourism slogans are classified into the type of geographical name coverage and the type of geographical name detachment [5]. Regarding the linguistic characteristics of tourism slogans, some scholars have summarised the grammatical laws and corresponding linguistic style features of tourism image slogans, public welfare slogans, travel agency promotional slogans, etc. [6-8]. The above related research results have greater value for tourism slogans, but to design tourism slogans from the perspective of the application of place name resources, it is also necessary to refine from a linguistic point of view, to analyse the structure, role and effect of the elements of the place names in tourism slogans, so the theory of the three planes of grammar is introduced to propose a model that can be learned from the application of the place names in the design of tourism slogans.

2   The Basic Idea and Structure of the Theory of Three Planes of Syntax

In 1985, Hu Yushu and others formally put forward the three planes theory of grammar research, and then through the continuous research and discussion of related scholars, it makes the theory mature and is constantly used in Chinese grammar research [9]. The three planes of grammar theory are syntactic plane, semantic plane and pragmatic plane, in which syntactic plane refers to the analysis of syntactic constituents and hierarchical relationships within the syntactic structure of the sentence [10], which is the basis of the three planes, and the semantics and pragmatics can only be expressed through the syntactic structure [11]; the semantic plane refers to the combination of the sentence structure, the semantic analysis of the sentence constituents, and the further understanding of the semantics of the components of the sentence. relations, such as giving thing, receiving thing, place, time, etc [10]. Semantics is different from the lexical meaning of words, which mainly refers to the meaning of words obtained in the syntactic structure; the discourse plane refers to the discourse analysis of sentences, and the connection between words and users (symbols and people) in a sentence belongs to the discourse plane, which is biased towards dynamic and telling expressions compared to the semantic plane [12], and the factors related to the discourse are (1) Theme and the stated topic; (2) The centre of gravity and focus of expression; (3) intonation; (4) tone of voice; (5) deliberative elements; and (6)

variations in sentence type or syntax [13]. These three planes are interconnected and interlocked to form a holistic system of syntactic analysis. Among them, syntax is the formal part, semantics and pragmatics are the logical meaning and expressive content parts that constitute the whole syntax, and the latter can only be manifested through the form of the former [14].

Under the perspective of the three planes of syntax, the syntactic structure of place-name-covered tourism slogans can be deconstructed to analyse the syntactic components that place names act as in tourism slogans, and on the basis of which the semantics and pragmatics of the syntactic components of the place names of tourism slogans can be specially studied to comprehensively and three-dimensionally examine the linguistic laws of the syntactic components of place names in tourism slogans.

3   Data Source and Processing of Tourism Slogans

The study selects 34 provincial-level administrative regions, 332 Chinese excellent tourist cities and 100 5A-level tourist scenic spots, which are three types of representative tourist destinations, as the object of collecting tourism slogans. Collected through the websites of local tourism departments, official websites of scenic spots and other network information platforms, 382 tourism slogans were actually obtained after manual screening and analysis. According to the situation of place name information in tourism slogans, the slogans can be classified into place name-covered and place name-detached types [5]. Through the analysis of the above 382 tourism slogans, it is found that there are 289 tourism slogans of place-name-covering type, accounting for 75.7%, i.e. most of the tourism slogans contain place names.

4   Analysis of the Characteristics of Toponymic Applications in the Syntactic Plane of Tourism Slogans

In the three planes of grammar, syntax is the foundation, core and outline, and the analysis of semantics and pragmatics should be centred on syntax [15], so in order to study the semantics and pragmatics of the syntactic components of the geographical names of the tourist slogans, it is necessary to study the syntax of the tourist slogans first. Syntax is the most important part of grammar, analysing the rules and structural patterns that describe phrases and sentences [16]. All syntactic analyses should be based on the examination of phrases, which are linguistic units with a certain structure, made up of words and word combinations [17]. Sentence is the basic unit of language use, composed of words and phrases, capable of expressing a complete meaning with a certain intonation, and is the basic linguistic unit for people to communicate [18]. Since tourism slogans are usually used in specific contexts and read with a certain intonation, slogans composed of phrases can also be considered as sentences. Accordingly, we can consider all the collected tourism slogans as sentences and analyse them specifically in terms of single and compound sentences.

4.1   Analysis of Single-sentence Tourism Slogans in Terms of Syntactic Planar Toponymic Applications

Single-sentence slogan is a tourism slogan is composed of a sentence, can independently express a certain meaning of the language unit, can not be analysed again the clause of the sentence. There are a total of 31 single-sentence tourism slogans, accounting for 10.7% of all place-name-covered tourism slogans. In terms of construction, single sentences can be divided into two categories: subject-predicate sentences and non-subject-predicate sentences, and non-subject-predicate sentences can also be divided into declarative-structure sentences, paratactic-structure sentences and prepositional-structure sentences. They will be analysed in the following:

In the subject-predicate structure, the proportion of place names as subject components is larger, such as 'Taiwan can touch your heart', 'the green city to find the song Zhuangxiang love' and so on. Secondly, place names are used as modifiers, such as 'Guilin's landscape is the best in the world', which serves as a modifier of 'landscape' and expresses the advantageous tourism resources of the destination. In addition, place names can also be used as object components, such as 'There is a kind of life called Zhouzhuang'. This kind of structure mainly adopts the statement to express, the tone is more objective and calm and powerful, the destination in a direct way directly declared to the public, and accepted by the people.

The name of the place is mainly used as the object component in the statement-object structure, such as 'enjoy the most Hong Kong', 'follow the textbook tour of Shaoxing', etc. It can be seen that the sentence of the statement-object structure is actually composed of the statement-object phrase (including linkage phrases) plus the statement. Although there is a lack of subject and other components of the sentence, but the language sense of rhythm and emotional appeal is stronger, the momentum through, so that the audience can feel stronger motivation, especially the use of linkage phrases to increase the word momentum, more rhyming sense.

Place names can be used as two syntactic components of centre and modifier in the paratactic structure, such as 'Hero City of the World - Nanchang' and 'Baiyangdian, the Pearl of North China', comparing 'Hero City of the World' with 'Nanchang' and 'Baiyangdian, the Pearl of North China' with 'Nanchang' and 'Baiyangdian, the Pearl of North China'. Nanchang, 'Pearl of North China' to describe Baiyangdian, the name of the place is the centre of the parabolic structure, while the other words are descriptions of the name of the place and description; in the slogan 'Sanqing World Show', the name of the place as a modifier to limit the scope of the destination, and the modified word In slogans such as 'Sanqing World Show', place names are used as modifiers to limit the scope and the destination, and together with the modified words, they constitute the tourism slogan of the destination or even the image positioning of the destination. The single-sentence tourism slogans with a positive structure are simple and clear in structure, abbreviated in number of words, refined in wording, and mostly adopt the rhetorical technique of simile to express the image, status and characteristics of the destination's business card. This kind of tourism slogan has a clearer expression in the image promotion, the meaning is clear, and it gives the audience a feeling of understanding the destination to be image.

In the prepositional structure, the name of the place is used as the object component, for example, the preposition 'in' is used in 'Yichun all year round', which directly points out the destination of tourism from the perspective of the seasons and in the tone of statement - Yichun, with calm and gentle words. -Yichun, with a calm and gentle tone to attract tourists, but also to achieve the momentum of the sound, flexible and vivid highlights the role of tourism slogan delivery.

Overall, the single-sentence tourism slogan is short in length, concise in language, compact in structure, and the name of the place in the sentence can be the subject of the sentence, the object of the sentence, the correct centre of the sentence and the correct modifier, which is the core of the whole sentence, highlighting the core theme of the destination to promote itself to its audience and attract tourists and potential tourists.

4.2   Analysis of the Characteristics of the Syntactic Plane Place Name Application of the Compound Sentence Tourism Slogan

Compound slogan refers to a tourism slogan is made of two or more single sentences in accordance with a certain logical connection combined together into a more complex sentence [18]. Compound slogans carry a complete sentence tone, and their clauses are combined according to certain logical relationships. Complex sentences within the individual clauses no longer carry a complete sentence tone, the actual has lost its independence, so the complex sentence must be integrated into the individual clauses, in order to express the complete meaning. From the logical relationship between the clauses, the complex sentence can be divided into two categories: joint complex sentence and master-slave complex sentence. The status of the clauses of the joint compound sentence is equal, there is no obvious primary and secondary points; the main from the compound sentence is also known as the 'bias compound sentence', refers to the main and secondary points between the clauses, indicating the main meaning of the clauses known as the 'main sentence', indicating that the secondary meaning of the sentence or in the supplementary The clauses that express the main meaning are called 'main clauses', and the clauses that express the secondary meaning or are in the position of complementary description are called 'subordinate clauses' [19]. There are 245 complex tourism slogans, accounting for 84.8% of the 289 slogans covering geographical names.

The logical relationship of compound sentences is diverse, there is a juxtaposition similar to 'A peak of the Tianzhu Prime the sun and the moon, a cave gate of a thousand ren lock cloud and thunder', where each clause describes a different thing or a different aspect of the same thing; and there is also a coherent logic such as 'There is a Hainan Island in China, and there is a Wuzhizhou Island in Hainan! ' type of coherent logic, according to the size of the scale or chronological order of the narrative; more "Suqian Santai Mountain, the mountains, the water diamond field" type of general relationship, generally a general statement, other clauses to expand the description.

5   Fourth, the Tourism Slogan Semantic Plane Toponymic Application Characteristics Analysis

As a synonym of geographic entities, geographical names have the 'frame' of nouns, i.e., the semantic roles of giving, receiving, object, purpose, place and image in the semantic structure of slogans. The semantic role of place names in tourism slogans should be 'analysed by sentence', in different syntactic structures of tourism slogans, the semantic roles of place names are not the same, different syntactic components combined and matched to present the language characteristics, convey the emotional colour, to achieve the theme and the emotional expressiveness is also different. Specific analyses will be carried out below:

Firstly, the name of the place is used as the subject component. In the syntactic plane, the subject is the object being stated [20], which also means that the syntactic structure of the tourism slogan is subject-predicate structure. According to the semantic characteristics of slogans, the subjects of slogans can be divided into the subject of doing, the subject of receiving and the subject of tying [21]. The subject of the action is the sender of the action, and the subject of the action is the receiver of the action, for example, the place name Lhasa is a typical subject of the action in the slogan 'Shake hands with Lhasa, embrace with heaven'. Tourism slogans in which the place name is the subject of the action and the subject of the action will generally use verbs such as 'welcome', 'touch', 'seek', 'shake', etc. to carry out the action of the place name. The verbs such as 'welcome', 'touch', 'seek', 'hold' and so on are used to elaborate on the place name, which has the characteristic of anthropomorphism, i.e., the place name is the master, and the slogan is expressed with gestures such as welcoming, affinity and self-confidence, which gives the tourists a cordial feeling; the subject of the subject indicates that the subject is not the giver nor the receiver, but the contact object or place of the verb, and it develops a narration from a third-person's omniscient viewpoint, and this kind of tourism slogan is generally resource-oriented. This kind of tourism slogan is generally resource-oriented, combining place names and local tourism resources, sometimes using exaggerated techniques, between objective description and exaggerated description, such as 'Xinjiang is a good place'.

Secondly, place names are used as object components. Most of the names of places are used as object components in the sentence-object and mediabject structures, and some of the names of places are used as objects in the subject-verb-object structure. According to the new classification of modern Chinese object proposed by Wang Yuping, the syntactic objects of place names in tourism slogans can be classified into: purpose object, object object and place object, etc. [22]. In the stated-object and subject-predicate-object structures, place names can be purpose objects, i.e., place names are the purpose of the predicate verb action, such as 'to see the most beautiful grassland in Huolinguole'; they can also be object objects, i.e., place names are the objects of mental activities, and are often paired with predicate verbs such as 'fall in love with', 'want to go to', 'want to go to'. It can also be the object object, that is, the place name is the object of mental activity, and often with predicate verbs such as 'fall in love with', 'want to go' and so on, such as 'tourism, let the world fall in love with Baoji'. In the mediabject structure, the place name is usually the object of the

place, that is, to indicate that the event or behaviour occurs somewhere, such as 'all year round in Yichun' and so on.

Thirdly, place names are used as central components. In the parochial structure, the place name is mostly the centre of parochial, but also the core of syntactic structure, which can be divided into the centre of the premises and the image of the centre of the slogan, the former has a geospatial location to guide, such as 'China Taishan, China Tai'an,' the latter has the role of highlighting the destination publicity, such as 'Red The latter has the role of highlighting the destination publicity, such as 'red holy land, intoxicating Zunyi', but in more slogans, the place name is used as both the place and the image of the double centre of the language, the slogan has the core role of the whole sentence.

Fourthly, place names are used as modifiers. Modifiers can be divided into three categories: distinguishing modifiers, descriptive modifiers and qualifying modifiers [23], and place names as modifiers of parabolic structure are generally distinguishing modifiers with spatial attributes and geographically qualifying modifiers, which have the effect of indicating the destination of the slogan propaganda. Place name modifiers and place names composed of partial structure is generally the image of the destination positioning, such as 'creative Shenzhen', 'red Xibaipo', etc., modifiers around the place name, pointing out the tourism image of the destination, leaving a first impression on tourists.

6   Tourism Slogan Language with the Application of Flat Geographical Names Character Analysis

The constituents of the sentence topic chain can be called discourse constituents, which are independent units of language use in the discourse plane, and they include topic constituents, declaratives, focus constituents, full-sentence modifiers before the topic, and stray constituents [14]. For the purpose of slogan promotion, in tourism slogans, whether as subject, object, paracentric or paraphrase modifier components, place names are usually the starting point (theme/topic) and the landing point (focus/emphasis) of slogans. The following is a specific analysis with cases:

Firstly, place names are used as subject components. In terms of thematic information, the subject serves as the origin of the observation perspective and guides the unfolding of the content information [20]. The place name as the subject component is the topic initiator of the slogan, which is intended to introduce the topic. For example, in 'Beautiful Anhui, welcome tourists to the world', 'Anhui' is the starting point of the whole slogan, the initiator of the topic, standing in the master's perspective to welcome tourists, and the second half of the sentence 'welcome tourists to the world' is the statement of the whole sentence. The second part of the phrase 'welcome tourists to the world' is the statement part of the sentence, playing the role of the topic, showing that Anhui's friendly and warm attitude towards tourists.

Secondly, the name of the place as the object component. As the object component of the name of the place is generally the slogan of the topic of the object, intended to focus on the topic of the target. For example, 'the world's joy, convergence of

Changlong' in the topic of the object of guidance is 'Changlong', the place name Changlong is the focus of the slogan and the focus; In addition, the object component is usually used immediately after the predicate verb, preposition, etc., due to the verb and preposition of the sense of momentum, making the object component with a strong appeal. The object component has a strong appeal, for example, in 'Tianfu Sanjiu Da, comfortably go to Sichuan', the place name 'Sichuan' is the object dominated, influenced or involved by the predicate 'go', which is immediately followed by the verb 'go'. After the verb, it is a part of the Chinese reading method that is usually re-read and emphasised.

Thirdly, place names are used as components of the centre of a paratactic language. The place names as the central language have the characteristics of structural centrality and thematic focus. Such as 'sea garden, warm Xiamen' in Xiamen is not only the structural centre of the latter clause, or the object of modification of the former clause, is the core of the whole sentence and praise the object of pointing to play a role in unifying the whole situation, focusing on the role of the theme.

Fourth, the place name as a bias modifier component. The modifier place name in the paratactic structure is a comment component for the modifier object, and it can also constitute the topic centre together with its modified words, and it is re-coloured from the syntactic structure level, which is intended to focus on the topic target and recommend the advantageous tourism resources of the destination. In addition, the name of a place and the part it modifies can also jointly serve as the subject, object and other components, such as 'Guilin mountains and waters' in the name 'Guilin' is a restricted range of 'mountains and waters', and 'mountains and waters' is a restricted range of 'mountains and waters', and 'mountains and waters' is a restricted range of 'mountains and waters'. Combined with 'landscape', it forms the subject and theme of the whole sentence, and serves as the object of the sentence.

Generally speaking, the syntactic structure of tourism slogans is analysed from the syntactic plane, and it is found that geographical names can serve as four syntactic constituents, namely, subject, object, correct centre and correct modifier, in tourism slogans; the semantics of syntactic constituents is analysed from the semantic aspect, and the syntactic constituents are semantically subdivided, and it is found that, according to the type of syntactic structure of the slogans and the change of the contexts, the semantics of the names changes, and the emotional message conveyance, linguistic and linguistic functions related to the semantics are also changed. It is found that according to the change of slogan syntactic structure and context, the semantic function of place names will change, and the emotional information conveyed by the slogan and the characteristics of language style associated with the semantics will change; from the aspect of language use, the purpose of tourism slogan design determines the language use of place names in the slogan, i.e., place names, as the most direct image symbols of the destination, usually serve as the 'theme' and 'focus' of the tourism slogan, regardless of whether the place name is the 'theme' and 'focus'. That is, as the most visual and direct symbol of the destination, the place name usually serves as the 'theme' and 'focus' in tourism slogans, and no matter whether the place name serves as the subject, object, or the centre and modifier of the paratactic structure, the part in which the place name is located will be the core of emphasis in

the slogan. In addition, with the change of syntactic structure, the place names show a very different aura in terms of tone. In the subject-predicate structure, the place names as the subject of giving and receiving have a strong affinity, and the place names as the subject of departmental affairs are relatively objective; in the structure of stating the object, mediating the object, etc., the place names as the object constituent have a strong appeal and agitation; in the structure of paratactic and positive, etc., the place names as the centre are the recipients of the praises, and they show the In the structure of partial-positive, the place name as the centre word is the recipient of praise, showing its own greater charm, and the place name as the modifier is intended to promote the advantageous tourism resources and image of the destination, which has a strong recommendability.

7   Conclusion

As one of the basic elements of tourism slogans, it is found that more than 75% of the slogans cover geographical names through the collection and study of slogans of provincial-level administrative regions, China's excellent tourist cities and 100 representative 5A-level scenic spots. According to the theory of three planes of syntax, the application of geographical names in tourism slogans can be analysed from three levels of syntax, semantics and pragmatics, establishing a scientific decomposition system from form, logic to expression content, expanding the research content of tourism slogans and geographical names, and providing a new basis for the design of tourism slogans.

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