

The Sociolinguistic Analysis of the Names of the Local Restaurants -- Taking Wenfeng District in Anyang Cty as An Example

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ABSTRACT: There is an old saying in China called "Food is the first necessity of the people". Chinese food is famous and has a long history. Chinese local restaurants different names have been influenced by different political, economic, environmental, and cultural backgrounds, which is a miniature of the national culture in different historical periods. This article aims to analyze the different types of restaurants' names used in Wenfeng district, Anyang city, Henan province, China, from social factors and linguistic factors in order to make some contribution to the Chinese diet and diet culture external communication and advocacy, and overseas Chinese restaurants' chain expansion.

1 INTRODUCTION

Chinese dietary culture has a long history, and the name of the restaurant also contains deep social and linguistic factors. In this paper, the author tries to explore the internal factors of sociolinguistics by analyzing real data from 1st Jan. 2017- 1st Jan. 2018 by the restaurants in Wenfeng District, Anyang city, Henan province.

2 ORGANIZATION OF THE TEXT

2.1 Literature Review

The author searched sociolinguistics by CNKI + name, and the relevant 240 papers in 28th Jan.2018, for example, in 2013, Hong-bo Ma published an article Social linguistics Analysis of Anyang City's restaurant Names, and it contains too many names, but ignores the social factors of occupational factors. In addition, the author searched the social linguistics restaurant name through CNKI, and searched 3 papers, respectively:

It mainly analyzed Chinese restaurants' names in Changsha, capital of linguistics research, not covering social factors in Linguistics Research of the Names of Chinese Restaurants in Changsha city by Zhou Huijie's master degree thesis from Hunan Normal University.

The main analysis is the restaurants' names and the area of content in Tengchong county, but it is not extended to the deeper level in The Tengchong Restaurants Names' Analysis of Language and Culture by ShiYanHua's master thesis.

Another is The American Chinese Restaurants in New York City Brand of Sociolinguistic Survey by Lin Yong's master degree thesis. This thesis mainly discusses the New York Chinese restaurant brand of social linguistics, social linguistics out restaurant name for no influence consumer choice. The author thinks that it is not enough to convince consumers whether the name of the restaurant is influential or not.

2.2 Theoretical Framework: Linguistic variation

Variation is a characteristic of language: there is more than one way of saying the same thing. Speakers may vary pronunciation (accent), word choice (lexicon), or morphology and syntax (sometimes called "grammar"). But while the diversity of variation is great, there seem to be boundaries on variation – speakers do not generally make drastic alterations in sentence word order or use novel sounds that are completely foreign to the language being spoken. Language variation does not equate with language ungrammaticality, but speakers are still (often unconsciously) sensitive to what is and is not possible in their native tongue.

Variationists study how a language changes by observing it. It is accomplished by looking at authentic data. For example, variation is studied by looking at linguistic and social environments, and then the data is analyzed as the change occurs. Variation in research programs must be malleable due to the nature of language itself. This is because language is also fluid in transition and does not shift from one state to another instantaneously. Language variation is a core concept in sociolinguistics. Sociolinguists investigate whether this linguistic variation can be attributed to differences in the social characteristics of the speakers using the language, but also investigate whether elements of the surrounding linguistic context promote or inhibit the usage of certain structures.

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Studies of language variation and its correlation with sociological categories, such as William Labov's 1963 paper "The social motivation of a sound change," led to the foundation of sociolinguistics as a subfield of linguistics. Although contemporary sociolinguistics includes other topics, language variation and change remains an important issue at the heart of the field.

2.3 Categories and Naming of catering business units

2.3.1 Categories from the sizes

In Anyang, Henan province, the business unit category of catering business is divided into 6 kinds from the official administrative view, and as the very large restaurant is little, canteen is usually named by the company or schools name, and small catering unit is too much, so this paper is just to discuss the names of (2)-(4):

(1) Very large restaurant: refers to the management place use area of over 3000 m² (excluding 3000 m²), or dining seats in more than 1000 (including 1000) in the restaurant.

(2) Large restaurant: refers to the management place use area in 500 ~ 500 m² (excluding 500 m², including 3000 m²), or dining seats in the 250 ~ 1000 (excluding 250 m², including 250) of the restaurant.

(3) Medium-sized restaurant: refers to the use of business premises area in 150 ~ 150 m² (excluding 150 m², including 500 m²), or dining seats in the 75 ~ 250 (excluding 75 m², including 75) of the restaurant.

(4) Small restaurant: refers to the use of business premises under 150 m² area (including 150 m²), or dining seats in 75 (including 75) below the restaurant.

If the area and dining seating are divided into two categories, the restaurant category is the larger one.

(5) Canteen: refers to the units set up by organs, schools, enterprises and institutions for internal staff and students, etc. It belongs to the site canteen, school canteen, etc., and the "site canteen", "school canteen", etc.

(6) Small catering unit: refers to the management place using area under 60 m² (including 60 m²) restaurants.

2.3.2 Naming principles

Traditional usage: the restaurants in the ancient Chinese restaurant industry are called "...馆Guan" or "...铺Pu", is still in use, such as: "双味刀削面馆", "阑记烩面馆", "晨晨单锅烩面馆", "丽坤刀削面馆" and so on, so if anyone would like to open a noodle restaurant, named can choose "...面馆noodle restaurant". What's more, "梅姐金丰包子铺", "五谷香粥铺", etc.

In this section, the author use excel, find replace feature, summed up the 2017 Anyang Wenfeng new registered restaurants for different size of the number of specific words for canteen, small and large restaurants catering units quantity is less, so not counting:

The number of Restaurants' names contain "馆guan"

Restaurants' kinds	The number of Restaurants	The number of "馆"
Large restaurants	29	4
Medium-sized restaurants	175	36

Small restaurants	552	187
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The number of Restaurants' names contain“店dian”

Restaurants' kinds	The number of Restaurants	The number of“店”
Large restaurants	29	17
Medium-sized restaurants	175	88
Small restaurants	552	281

The number of Restaurants' names contain“铺pu”

Restaurants' kinds	The number of Restaurants	The number of“铺”
Large restaurants	29	0
Medium-sized restaurants	175	25
Small restaurants	552	39

The number of Restaurants' names contain“坊fang”

Restaurants' kinds	The number of Restaurants	The number of“坊”
Large restaurants	29	0
Medium-sized restaurants	175	1
Small restaurants	552	8

The number of Restaurants' names contain“吧ba (bar)”

Restaurants' kinds	The number of Restaurants	The number of“吧”
Large restaurants	29	0
Medium-sized restaurants	175	1
Small restaurants	552	7

From the table above, no matter the size of the restaurant, all kinds of restaurant names seem to prefer "店" at end. The number of large restaurants is small, and the name of the restaurant has a certain proportion in addition to the number of "店". And medium-sized restaurants more quantity is larger, and large restaurants name, except with "店" more, "馆" also has a certain proportion, but other words rarely have mentioned. The number of small restaurants is the largest, and the number of restaurant names with "店", "馆" and "铺" is quite large, and other words have a certain proportion.

2.4 Sociolinguistic analysis of names of different restaurants

2.4.1 Culture

China's eating culture is extensive and profound. This chapter mainly discusses some factors that influence the name of the restaurants. All examples are from the names of the restaurants registered in Wenfeng District, Anyang city in 1st Jan.2017-1st Jan.2018.

Regional Factors

Naming after the place to restaurant is easy to trigger a townsman homesickness, and reflects the local characteristics of dishes, such as:“川湘园人家馆”. These two words“川湘” embody the characteristic of local dishes. “跃彬东北饺子馆”, “东北” this area of dumplings is more delicious, is also one of the reasons for merchants to attract customers. “陕状元肉夹馍店”, “陕” is the abbreviation of "Shanxi", and the birthplace of ‘rou jia mo’ is in shaanxi. “重庆老妈砂锅串串店”, “重庆Chongqing” this word embodies the restaurant food flavor is Sichuan cuisine. “福泉信阳私房菜馆”, “信阳Xinyang” reflects the local characteristics of the restaurant's cuisine.

Dietary characteristics

This class name is mainly in different dishes name, for example:“涮味捞重庆火锅店”, “火立方涮吧” and so on, whether “涮吧Shuanba (have instant-boil slices of meat and vegetables in a chafing dish)” or “涮味捞Shuanweilao”, “火锅店 hot-pot restaurant”, we can see the name, immediately understand diet characteristics and methods of the store, simple and clear. “常阳羊肉烩面泡馍店”(“羊肉mutton”, “烩面 stewed noodles”, “馍steamed bread”), a look at the name of the store, we know the specialties are mutton stewed noodles or bread in the mutton soup.

From the owner's name

Usually by the name of the restaurant owner, name or nickname, easy to understand, word of mouth word of mouth, to the customer to feel, and have the meaning of inheritance. Such as: Without family name, using given name and other words to make the restaurant's name. For example:“永林饸饹面馆Yonglin noodle restaurant”, the owner's name is Chen Yonglin.“阿龙酸菜鱼大盘鸡店Wenfeng district A long Suancai yu Dapan ji restaurant”, the owner's name is Li'a long李阿龙. “海红羊肉削面馆HaiHong mutton noodle restaurant”, the owner name is Min hai hong隼海红, etc.

Without given name, using family name and other words to make the restaurant's name. For example: “城南谢家特色米线馆City South Xie's Rice Noodle restaurant”, the restaurant owner is Xie lihong谢红利. “宝莲寺吴记餐馆Baolian temple Wu's restaurant”, the family name of the restaurant owner is “Wu 吴”. “马家拉面馆Ma's noodle Restaurant”, , the family name of the restaurant owner is “Ma马”, etc.

The owner's full name matches other words to make the name of the restaurant. For example:“黄钰杂粮煎饼店”, the owner's name is Huang yu黄钰. “王喆海鲜小吃店”, the owner name is Wang Zhe王喆. There is also “申腾正宗手工擀面条店”, the owner name is Shen Teng申腾, and there are also many other restaurants' examples.

The born number of the family or nickname of the owner's, with other words that makes the name of the restaurant. For example:“老刚单锅会面刀削面馆”, the owner's name is Guo yonggang郭勇岗. “申二郎全羊馆”, the owner's name is Shen zhiyong申志永, and the owner maybe the second boy of his parents as “二郎second boy”. “阿飞农家手擀面餐馆”, the owner name is Feng kaifei冯凯飞, “阿飞a fei”is his nickname, etc.

Concerned with good wishes

This kind of restaurant name has poured out beautiful wishes, expressed the yearning for the beautiful prospect, such as "福香圆水饺Fuxiangyuan Dumplings", “福香圆Fuxiangyuan”: "福fu" is a blessing; "圆yuan" has the meaning of reunion and completeness. There are 1792 restaurants have registered during 1st Jan.2017- 1st Jan.2018, and there are 43 restaurants' names contain “福fu”, such as“福京味涮火锅餐馆Fujingwei Shuan huoguo canguan”, “李福记烩面馆Lifuji Huimian guan”, “宝莲寺六福小吃店Baoliangshi Liufu Snack shop”, etc.

Names with Numbers

Name if contains Numbers can show that the store's main dishes or cooking methods, or the price, can give a person the sense of clear, such as “五味草堂五谷渔粉店”, “五谷渔粉 (五谷: five kinds of corn; 渔: fish; 粉: noodles.)” shows the fish with five corn noodles is the specialty of the store. “五谷香粥铺”is same. “班芙春天壹石壹锅石头小火锅店”, “壹石壹锅one stone bowl one meal” is the characteristic of this restaurant. Sometimes close the distance with the customer, for example:“捌零干锅羊排店”, the "捌零=80" is to refer to people born in the'80s, to resonate with customers in the'80s, and we can also see this restaurant target customers is for people born in the'80s . There is also "圣军柒零铁锅炖餐馆", “柒零=70”. There is also the restaurant name that reflects the price, for example:“龙大十元自助小火锅店”, “十元shiyuan (10 RMB) is the cost of the buffet”.

2.4.2 Linguistics

Homophony

The use of a homonym for the name is a pun. For example: "好煮艺餐饮服务有限公司", “好煮艺 haozhuyi”, good cooking skills or good idea “好主意haozhuyi”. "万达金街臻好时冻酸奶店", "臻好时zhenhao shi" means "good time", or good food as “时” & “食” both pronounce “shi” in Chinese, which is really delicious.

Foreign language

The foreign language is often found in western restaurants or restaurants that specialize in foreign cuisine, such as "歌瑞特比萨西餐厅Geruite Pizza Western Restaurant", "歌瑞特ge rui te" =great, which means very tasty.

2.4.3 Others

History

In general, the names of these restaurants are related to historical stories or historical appellations. For example, “桃园烤肉店 Taoyuan The Grill”, “桃园 Taoyuan” generally refers beautiful place in the Chinese history, and in history it also refers to the place where Liu bei, Guan yu and Zhang fei they were good friends and became more closer in Taoyuan as brothers. So the restaurant’s owner wants his or her guests eating here and becoming good friends like sisters and brothers.

Psychology: Feeling close

For example, “重庆老妈砂锅串串店”, “老妈 Laoma means aged mother”, “串串 Chuanchuan means food on a stick”, these words close the distance with the customers. Same as “老妈剁馅水饺店 Laoma Duoxian Dumpling restaurant”, “老妈水饺小吃店 Laoma Dumpling snack restaurant”, etc. “串串 ChuanChuan” reduplication make people feel cute and interesting, just like baby words.

3. CONCLUSION

Restaurants’ names as a kind of common social phenomenon of language communication, which contains the profound historical, social and cultural factors and language laws, analyzing the historical, social and cultural factors and rules of language, can help us better speak good Chinese stories; establish national self-confidence and let’s more people know about Chinese diet culture.

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