

A Study of Penang Hokkien language in Malaysia

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There are three focuses of this research paper: the language characteristics of the Penang Hokkien; viewing the signs in Penang and advertisements in the "Penang Sin Poe" from the Code Priority Theory; decoding the language password and cultural significance of the Penang street names from hundreds of years ago.

First of all, organizing the dialect system of Penang Hokkien, and comparing it with the related subdialect, the conclusion was reached that Penang Hokkien is closer to Zhangzhou, Longhai through the language survey. Due to the contact between languages, there are loanwords from Malay and English in Penang Hokkien that makes it different from the Minnan dialect from other regions.

Next, signs are an important part of the language landscape. Viewing how the language of the physical world is presented on the signs of Penang is possible through the interpretation of signs. The linguistic landscape of "Penang Sin Poe" is diverse and rich. There are a number of languages in advertisements for cigarettes and alcohol, so a multilingual landscape is the norm. The language landscape has the functions of passing messages and symbols, thus newspapers, magazines and signs pass on meaning from the local ethnic groups in Penang.

Finally, road names are a product of combining language and culture with hidden historical memories. In this paper, the research material is based on the road name records of Lo Man Yuk. The focus is analyzing road names in the Hokkien dialect, and exploring the language characteristics and cultural words hidden in the road names. Language features have the characteristics of both Zhangzhou and Xiamen with the largest proportion derived from the Zhangzhou accent. In terms of loanwords, they are mainly based on transliteration. In terms of cultural words, three areas of consanguinity, geographic, and business interactivities among overseas Chinese are high, and included with their own cultural connotations.

Understanding a language can be done from a multifaceted perspective. This

paper depicts the plane language system, characteristics, and three-dimensional advertisement signs using the methods of traditional linguistics, language landscapes, and literature organization to show the localities and specialties of Penang Hokkien.

Keywords: Penang Hokkien · linguistic landscape · language contact · Penang Sin Poe · street name