A STUDY OF VIRTUAL LINGGUISTIC LANDSCAPE FROM THE PERSPECTIVE OF LANGUAGE SERVICES --TAKING THE HEALTH COMMISSION OFFICIAL ACCOUNT OF GUANGZHOU AND SHENZHEN AS EXAMPLES

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ABSTRACT
Linguistic landscape is a carrier and a way to express and apply language services. Shenzhen Health Commission and Guangzhou Health Commission, the two official accounts that convey medical and health knowledge as well as local epidemic prevention information, are closely related to the lives of their target readers. As a way of language services, official account is also a kind of online virtual linguistic landscape. We will take the virtual linguistic landscapes of Shenzhen and Guangzhou Health Commission official accounts to make a comparative study on the relevant data from eight aspects based on the SPEAKING model. It is concluded that there are differences between the two in terms of article style, content form, and phrasing habits. This study not only analyzes and compares the differences between the virtual language landscapes of Guangzhou and Shenzhen, but also provides important references for further research on how the linguistic landscapes can better perform language services.

Key Words: Guangzhou Health Commission; Shenzhen Health Commission; SPEAKING model; language services; virtual linguistic landscape.

1. INTRODUCTION

Linguistic landscape has raised a heated discussion in sociolinguistics, language policy and planning research, and has also been gaining attention in semiotics, applied linguistics, psychology, education and other disciplines[1].ROBERT A. TROYER[2] proposed the view of multilingualism in cyberspace or multilingual practices in network interfaces in 2012 --the concept of virtual linguistic landscape[2]. Domestic researches related to virtual linguistic landscape are required to be extended. However, the sprouting of related research has broadened the scope of linguistic landscape research to a certain scale, extended the scope of researchers' investigation of linguistic phenomena, and promoted the transformation of research scenarios from traditional real space to virtual space. Virtual linguistic landscapes on the web interface is of worth to be studied as the expanded scope of linguistic landscape research with more attention paid by scholars to atypical linguistic landscapes.

Nowadays, with the continuous growth of China's economic and people's increasing demand for international communication, language services has become one of the heated spots in linguistic research. Aiming to make the instrumentality of language come into play to convey information and facilitate communication in various industries, language services is determined to

achieve the purpose of providing services to the government, social groups or individuals. It is obvious that linguistic landscape is the carrier, manifestation and realization of language services.

Therefore, in this essay, the authors selected official accounts of Guangzhou and Shenzhen Health Commissions as the objects. And its virtual language landscapes will be studied by the SPEAKING model, then their features and effects will be analyzed to examine the characteristic of virtual language landscapes, the resources and types of effectiveness of language services they have provided. After that, the correlation between the elements will be addressed, and the linguistic landscape characteristics and functions on the public will be discussed, so that a deeper and more comprehensive study of the language services can be provided by the virtual linguistic landscape.

2. LITERATURE REVIEW

2.1. Virtual linguistic landscapes

Virtual linguistic landscape, also known as non-physical landscape, refers to the linguistic landscape of cyberspace, which is a new dimension of language practice[3] and is becoming more and more common in people's language experience[4].

Since the concept of linguistic landscape was proposed, many scholars abroad have attempted to build a theoretical system and analytical perspective in this field, and the current linguistic landscape research in China mainly refer to the existing theoretical frameworks from foreign scholars. Among them, semiotic theory of place, the SPEAKING model, the three-dimensional spatial analysis model based on spatial theory, and the language management theory are more commonly applied[5] which have also been applied to the study of virtual linguistic landscapes.

Comparative analysis have conducted by only a few scholars, among whom Sun Huili[7] and others have studied the virtual linguistic landscape of "Xinhua" and "China Daily" in terms of code-orientation and spatial distribution pattern. The virtual linguistic landscape of *XINHUANET* and *China Daily* in the breaking news was analyzed in terms of code orientation and spatial distribution pattern. Other scholars [8] discussed online linguistic landscape under the context of the Covid-19.

The study of virtual linguistic landscape is conducive to the regulation of online linguistic terms as a new initiative of the national language policy in response to the requirements of the times. However, given the infinite and dynamic nature of virtual space and the inconsistent definition of signage units, domestic research on the linguistic landscape of virtual space is currently at its beginning stage, and there are few domestic studies on virtual linguistic landscape.

2.2. Language services

"Language services" has attracted wide attention from society and academia since it was initially proposed in 2005[9]. Language services, in a narrow sense, firstly refers to language translation services, and currently, there are also localization services related to it. [10] In a broad sense, it indicates the activity that meets the needs of people or society with language and language products [12][13][14]. Ding Lincong [15] argues that linguistic landscape is both an important element of language services and a key component of city image. Li Yuming [16] also believes that language is an important part of urban planning, and that linguistic landscape plays a key role in creating and shaping a city's cultural image. Yu Huibang[17] and Lan Mucchu [18] pointed out that bilingual services were not just a commercial act, but also a governmental decision.

In recent years, language service research in China has developed rapidly. The literature related to language service from January 1, 2001 to October 11, 2022 in the China Academic Journal Full Text Database (CNKI) have been collected and Citespace software has been applied to conduct visual mapping analysis of the literature keywords. The results includes a total of 1802 Chinese literatures, and the high-frequency keywords involve language services, translation services, and machine translation.

Figure 1 Keyword clustering mapping for CNKI literature time zone map for language services 2001-2022

(#0~10, the smaller the number, the more keywords are included in the clusters, and each cluster is composed of multiple closely related words)

Figure 2 Time zone map of CNKI literature for language services, 2001-2022

The current research on language service in the central cities of the Guangdong-Hong Kong-Macao Greater Bay Area remains at a preliminary level, and lacks discovery on the current development status of the Greater Bay Area. So it is necessary to conduct research on the relevant gaps. Moreover, the current research on virtual linguistic landscapes in China focused their attention more on the power and status of language. In addition, the research on the virtual linguistic landscape of the public are limited, which mainly include case studies, lacking horizontal comparative analysis. Given the situation, it is important to conduct a comparative analysis on virtual linguistic landscape. Based on SPEAKING theory, the authors will analyze the linguistic landscape characteristics of the official accounts of Shenzhen Health Commission and Guangzhou Health Commission, discusses how the official accounts develop language service and offer

suggestions for the realization and development of language service for the official accounts of Guangzhou and Shenzhen Health Commissions.

2.3. Research Design
2.3.1. Research framework

American linguistic anthropologist Hymes[18] studied the communicative efficiency of human speech activities from the perspective of ethnography of communication, and believed that the main constituents of speech activities could be represented by the eight initials in SPEAKING, which lead to the formation of the SPEAKING communicative model[19].

and his theoretical framework includes the following eight aspects.

(1) S(Setting&Scene) investigates the social meaning activated by the immediate context of language signage placement.

(2) P(Participation) includes the "author" and "reader" of the linguistic landscape, and the interaction between these two and the signage is worth studying.

(3) E(Ends) explores the functions of sign language, such as direction, indicative, publicity, etc.

(4) A(Act Sequence) analyzes the presentation of different languages on the signage, including the order of language arrangement, the degree of text prominence, the way of carrying information, etc.

(5) K(Keys) studies the form and style of signage language, including the distribution of language code selection, text arrangement density, information clarity, etc.

(6) I(Instrumentalities) involves grammatical, syntactic, lexical and other issues about register.

(7) N(Norms) is the actual language policy embodied in the linguistic landscape, and how it falls short of the official language policy is worth studying.

(6) G(Genre)is the classification of linguistic signs, which is explored by classifying the sample based on the use and function, the context of placement, the status of the message and the subject of the sign.

2.3.2. Data Collection - Shenzhen Health and Health Commission's and Guangzhou Health and Health Commission's official accounts

Shenzhen and Guangzhou Health Commission official accounts are both comprehensive information and service platforms created by municipal health commissions, which are authoritative and official. They use posts as the main form of publicity, focusing on similar current affairs with a large popularity.

Figure 3 "Health" official account index ranking in April and data source from "New Ranking" website (www.newrank.cn)

Shenzhen Health Commission official account has frequently made it to the top of the hot searches and harvested a lot of praise in China with its unique sardonic and humorous discourse features and its high efficiency, and it has been ranked as the Top 500 WeChat in China nine times. Guangzhou Health Commission official account is also popular among the readers and has been selected as the Top 500 three times (as of May 1, 2022). In April, the two official accounts were ranked third and fifth respectively in the "Health" official account ranking, which shows the great influence and popularity. Therefore, in the study of the virtual linguistic landscape of the media in the Greater Bay Area, the official accounts of Shenzhen and Guangzhou Health Commission are selected as representatives of this study.

The data of this essay include 871 posts published in these two official accounts from March 2022 to April 2022 and 23 videos released by Guangzhou Health Commission, and the posts with corresponding characteristics of graphics, pictures, and text will be carefully studied.

3. RESULTS AND DISCUSSION

3.1. Setting and Scene

Setting and Scene represents the social meaning constructed by the immediate context in which the linguistic landscape is placed, and can be used to create a favorable environment in which the linguistic landscape appears. By analyzing the headlines pushed by the Shenzhen and Guangzhou Health Commissions in March and April, the social context and meaning behind them can be analyzed by drawing attention to the Covid-19 in both.

3.1.1. Shenzhen

In March 2022, which was the most severe period of the COVID-19 in Shenzhen, the Shenzhen Health Commission issued 220 posts, among which 62 posts titled about new cases on the previous day, accounting for 28.2%, and 147 other posts related to the COVID-19, accounting for 66.8%. Combining the two, the posts related to the COVID-19 in Shenzhen Health Commission in March accounted for 95.0%.

Among the 127 posts released in April 2022, there were 60 posts with titles about the COVID-19 cases added, accounting for 47.2%, and another 22 posts related to combating COVID-19, accounting for 17.3%, with a total of 64.5% of posts related to the COVID-19, that is more than half of the total information., and the rest mainly involve medical care, health care etc.

Table 1 Percentage of posts related to the epidemic in Shenzhen Health Commission in March and April

month	quantity of posts released	posts related to COVID-19	the percentage of COVID-19-related posts
March	220	209	95.0%
April	127	82	64.5%

In March and April, due to the serious condition of COVID-19, the virtual language landscape of the Shenzhen Health Commission's public website, which is carried by headlines, is highly epidemic-related. It thoughtfully provides readers with more convenient and accurate information about the COVID-19.

In March, there was a high concern about the dynamics of the COVID-19 and the demand for timely delivery of information, openness and transparency in Shenzhen, so the proportion of relevant posts shot up as high as 95%. In April, the epidemic situation improved significantly, In addition to daily notification of the epidemic, COVID-19-related posts were on a decreasing trend, with only 64.5%. Although the proportion still remained increasing, it has dropped significantly (30.5%) compared with March, and more posts about other aspects such as stress-release and social scientific knowledge have increased in length. The linguistic landscape shown by the headline of Shenzhen Health Commission official account can be mapped to the social environment, that is, the tension from the COVID-19 in April was much less than it was in March.

3.1.2.Guangzhou

In March 2022, the Guangzhou Health Commission issued 193 posts, of which 33 posts were COVID-19 notifications, accounting for 17.1%, and 112 other COVID-19-related posts such as disease control reminders, accounting for 58.0%. Hence, the proportion of COVID-19-related posts of the Guangzhou Health Commission were 75.1% in March.

Among the 231 posts released in April 2022, 30 posts had titles related to the COVID-19 cases added, accounting for 13.0%, and 171 other posts were related to anti-epidemic, accounting for 74.0%, for a total of 87.0% of posts related to the COVID-19.

Table 2 Percentage of posts related to the epidemic in March and April by Guangzhou Health Commission

month	quantity of posts released	posts related to COVID-19	the percentage of COVID-19-related posts
March	193	145	75.1%
April	231	201	87.0%

In Guangzhou, the situation was more stressful in April than in March, and the above table also shows that the proportion of posts related to the COVID-19 was more in April, reflecting the general trend of public concern to the epidemic measurements.

Comparing the proportion of posts related to the epidemic from the Shenzhen and Guangzhou Health Commissions official account, we can see that the accounts always take up a larger proportion of the notification and publicity of the COVID-19. Even in the relatively mild state in

March, their virtual language landscape still reflects public tendency and concern about it. In contrast, the linguistic landscape related to COVID-19 of Shenzhen Health Commission official account appears more frequently, with almost all of its linguistic landscape focusing on this topic during the period. While in April, with the proportion of COVID-19-related posts decreasing, it can be seen that the attention to it slightly decreased, and the content of posts is more diversified, It also indirectly reflects the social settings that Shenzhen is back on track.

3.2. Participation

Participant refers to the authors and target audience. They are writers and the readers of the official accounts of Shenzhen and Guangzhou Health Commissions.

3.2.1. Shenzhen

Shenzhen Health Commission has been operating exceptionally well this year. It issued its account in September 2015, up to now the number of followers has been more than 17 million, 200 thousand times of reading for daily.

The officer in charge of the Shenzhen Health Commission official account pointed out that "Many accounts do not focus on typography, but we pay attention to it, because the typography can make a better reading experience and people can see our main points more directly." This shows the importance of the creator's attention to the reasonable collocation of the language landscape and the importance of language service. A reasonable mix of virtual linguistic landscapes can provide better service to readers in many ways, such as visual and experiential sense, so that the readers feel better during their browsing.

Figure 4 Shenzhen Health Commission is clearly organized with beautiful typography

3.2.2. Guangzhou

Many netizens feel that the Guangzhou Health Commission official account is now more lively and grounded in its selection of topics and style of writing. The official account offered the feedback:": For the change, we are carefully reading our "users", because of the impact of the COVID-19, and our group's attention has also changed, from previous f middle aged target readers, to younger target users We are trying to change. One thing for sure is that the new government media wants to stay grounded, to be popular to the masses, to be close to life."
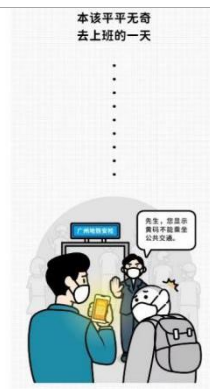
Figure 5 Cartoon version of the Guangzhou Health Commission official account's "Go to Work" and "Yellow Code"

Language landscape is related to language service, and a good language landscape can enhance language service consciousness and thus improve language service capability[15]. The official accounts should be reader- oriented with favorable service. Those accounts' contents are easy to understand, close to the people, and accessible to read. What's more, improving reader satisfaction is also conducive to the speed of dissemination to reach more people more quickly.

3.3 Ends

The 'Ends' indicates the function of the revealing language signs and what effect the creator wants to achieve through the linguistic landscape. It is reflected in the different categories and layouts of official account set up by Shenzhen and Guangzhou Health Commissions in order to achieve the goal of being user-friendly and attractive to readers.

3.3.1. Shenzhen

The menu at the bottom of the Shenzhen Health Commission official account homepage is set up with three prime menus, each of which brings up a number of types of services (as shown in the image below). At the top of each interface there shows clear and distinct language signs and graphic forms. Through the mix of language landscapes, graphic combinations, color differentiation and coordination, the ultimate aim of the creator is to offer information effectively and quickly for the target readers.


Figure 6 Vaccination   **Figure 7** Make an enquiry

The purposefulness of the linguistic landscape is not only reflected in the menu bar, but also in almost every single post. Almost all posts adopt a combination of graphics and words. It is full of the novelty and hilarity to attract readers' interest. Hence, the interactive linguistic landscape also makes the posts more interesting to read and achieves a more enjoyable experience.
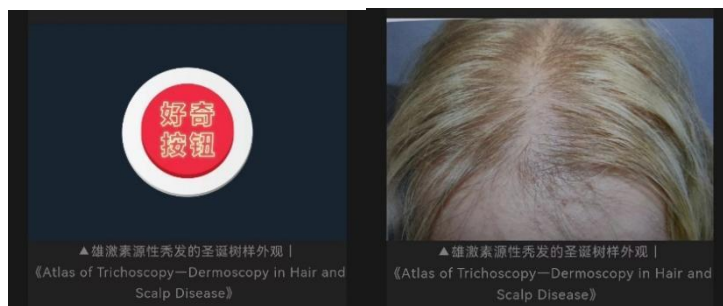
Figure 8 Click on the button   **Figure 9** Bring up the picture

Clicked on the button and then the images appear, both of them stimulate curiosity and encourage readers to go on browsing. In many ways, the creators have achieved their goal efficiently through a varied linguistic landscapes.

3.3.2. Guangzhou

There are three primary menus at the bottom of the Guangzhou Health Commission official account's homepage: "Government Services", "Infection Prevention and Control" and "Registration and Offices". The secondary drop-down menus are clearly indexed. The posts also use a variety of language landscapes to facilitate reading.

Both of the Shenzhen and Guangzhou Health Commission official accounts use a variety of language landscapes, both in the menu bar and in the posts, with a combination of graphics and text, highlight and moderately spaced lines to make the readers obtain the information more easily.

3.4. Act Sequence

Act Sequence is the spatial presentation of codes, such as the order and the importance of multilingualism, which can be observed in the power relations of different codes. An analysis of power from a linguistic perspective can reflect whether a given language is in a weaker or stronger position in the current context.

It is obvious that Chinese occupies the vast majority of space in the official account of the Shenzhen and Guangzhou Health Commission with few appearances in other languages. English, on the other hand, has a higher position of power among foreign languages. What's more, the official account of Shenzhen Health Commission indicates a more humorous language style, sometimes it uses English idioms to enrich the content. And English is also commonly found in foreign references at the end of science articles. Compared to the official account of Shenzhen Health Commission, Guangzhou uses less English. Because the average age of people in Shenzhen is younger, they are more acceptable and capable of of English.

Both the Shenzhen and Guangzhou Health Commission official accounts are multilingual. Although the degree of multilingualism is not high and Chinese has absolute authority, it undoubtedly promotes the language environment and plays a role in cross-cultural communication.

It also varies cultural content and forms, and demonstrates the cultural soft power, cultural tolerance and internationalization of Guangzhou and Shenzhen as international metropolises.

3.5. Key

Key refers to the tone, which focuses on the density of text, the prominence of information and the tendency to choose code-orientation. As media outlets convey local health knowledge, both the Shenzhen and Guangzhou Health Commissions maintain a rigorous approach to their content, especially in the case of local cases and regional management, with concise and easy-to-understand terminology. In order to make the youthful online ecosystem, the two public websites also use buzzwords to make the content of their articles more relaxed.

3.5.1. Shenzhen

The title of the article is simple, intuitive and fascinating, and the article is illustrated in an interesting and unique style.

Figure 10 "Dragon Boat Festival" travel measures in Shenzhen

3.5.2. Guangzhou

Guangzhou Health Commission official account, which shares the same light-hearted and humorous character as the Shenzhen Health Commission official account, but has a more serious style of illustration and headlines when publishing important information. So the readers can tell the importance by the large headline and the picture at the beginning of the article.

**Figure 11** World No Tobacco Day   **Figure 12** Epidemic Bulletin

From the images shown readers can visually tell the difference in the way Guangzhou Health Commission official account publishes information. That is, it uses a clear and concise header image with bold text to make important articles more visible.

3.6. Instrumentalities

Instrumentalities is used to examine the linguistic features of the linguistic landscape at the lexical, syntactic and discourse levels. Linguistic features of the public texts of the official accounts of Shenzhen and Guangzhou Health Commission are high-lightened.

3.6.1. Shenzhen

In articles about the spread and the prevention of infection, the Shenzhen Health Commission official account uses short, or single sentence and paragraph so that the key information is clear without paying too much processing efforts. In the articles on health knowledge, it starts with a short story to attract readers' attention, and it also uses single sentences with pictures to make the article more readable.
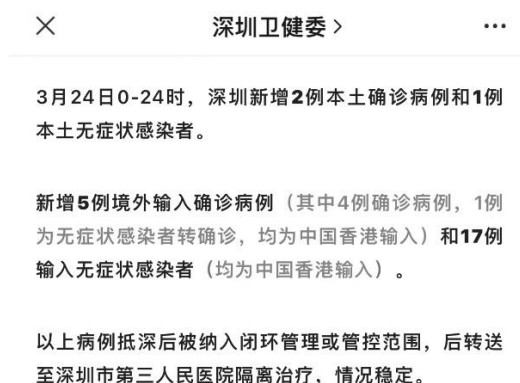
Figure 13 Shenzhen Health Commission official account's public issue on 24 March about the local epidemic

3.6.2. Guangzhou

In Guangzhou's account about the COVID-19 published on 24 March, the overall number of new infectors on that day was in one paragraph, while the cumulative number of new infectors was in a separate paragraph, and there was no differentiation in terms of font color or format. Unlike Shenzhen Health Commission official account's articles, which begin with a story, Guangzhou Health Commission official account directly highlights key points in bright bold text, with simple words and concise text.

广州卫健委

3月24日广州市新冠肺炎疫情情况

2020年3月24日0时至24时，广州市报告新增境外输入确诊病例4例，其中美国1例、巴基斯坦1例、英国1例、智利1例。新增治愈出院1例。

截至3月24日24时，广州市累计报告境外输入病例40例，其中，菲律宾11例、英国10例、巴基斯坦5例、法国3例、美国3例、泰国2例、尼日利亚2例、土耳其1例、刚果（金）1例、安哥拉1例、智利1例。累计境外输入关联病例1例。累计出院2例。

Figure 14 Guangzhou Health Commission official account release on 24 March about the COVID-19

3.7. Norm

Norm is the statute that examines whether the language signage design is consistent with local language policy. As both Shenzhen and Guangzhou are located in Guangdong Province as parts of the Cantonese dialect system, Cantonese, in addition to the written form, is used in the article to enhance the reader's empathy.

3.7.1. Shenzhen

The language used in the articles published by Shenzhen Health Commission official account is various with containing Mandarin, Cantonese and English etc. The fact is that Shenzhen is a city of people from other provinces, dialects from places such as Hunan and Jiangxi Provinces also influence the content presented in the articles of website in terms of language statutes.

3.7.2. Guangzhou

In the context of the promotion of Mandarin, the knowledge and application of Cantonese vocabulary and slang by many young people in Guangzhou is gradually reducing. And the frequency of dialects in the official account is actually less than that of the Shenzhen Health Commission. In a city like Guangzhou, where Mandarin is the predominant language, the text and content show a clear preference for Mandarin.

3.8. Genre

Genre in this article mainly refers to the content of the article. Shenzhen and Guangzhou Health Commission official accounts focus on the popularization of health knowledge and the dissemination of information on local livelihood services. The genres of the two official accounts are mainly popular science articles and some important notices.

3.8.1. Shenzhen

Table 5 Statistics on the content of Shenzhen Health Commission official account in March and April

Month	Total number of articles	Health and Health Literacy	Information dissemination of livelihood services
March	220	14	125
April	127	28	24

The Shenzhen Health Committee focused more on the dissemination of content related to local people's livelihood services, and it would also publish popular knowledge about health and hygiene. As the infectious effect of COVID-19 got worse and worse, there were more related tweets in March, most of which were related to informing people's livelihoods, and in April, when the situation became better, the focus shifted to popularizing health and hygiene knowledge. In general, the basic content of Shenzhen Health Commission official account is flexible and shiftable over time.

3.8.2. Guangzhou

Table 6 Statistics on the content of articles posted on Guangzhou Health Commission official account in March and April

Month	Total number of articles	Health and Health Literacy	Information dissemination of livelihood services
March	193	42	113
April	231	24	154

Guangzhou Health Commission official account also focused on the dissemination of content related to local livelihood services. Compared to the Shenzhen Health Commission's official account, Guangzhou published more popular science content in terms of quantity and covered a wider range of content, including gynecological knowledge and the necessary knowledge on disease transmission.

4. VIRTUAL LANGUAGE LANDSCAPES AND LANGUAGE SERVICES

The essence of language service is to meet people's needs., and one of the goals of language service is to better achieve linguistic communication effectiveness[19]. The public domain has made it easier and more efficient for people to use the Internet to communicate, transfer information and conduct business.

Qu Shaobing [19] argues that the communicative efficiency of language service is mainly reflected in three aspects: instrumental, statute and dominance.

Instrumental: The fundamental purpose of language service is to address the barriers to linguistic communication and to make language work efficiently for people. Its purpose therefore determines its communicative function. The official accounts of Guangzhou and Shenzhen Health Commission give full play to their language service function as local health publics, which act as elements of the composition of the virtual linguistic landscape of the web, providing relevant information to the public through articles and videos. For example, the linguistic landscape

statistics reflecting the S (Setting &Scene), the official account in Guangzhou and Shenzhen adjusted the number of relevant posts according to the severity of the epidemic.

Statute, mainly refers to the fact that language service is subject to certain norms or conventions, and language that does not conform to the rules will not achieve the desired communicative effect, so the use of language should conform to the local language conventions. As for Norm, besides using Mandarin, two official accounts will also use Cantonese which is familiar to local people to evoke empathy. Therefore, the language service not only functions as a communicative tool, but also brings mental pleasure to the reader. While delivering health and epidemic protection ideas to the public, they maintain positive interaction with reader and empathize with their feelings.

Guo Longsheng[20] states that "The general components of the national language service are: refinement of language and script, language revival, language and script reform, language and script standardization, modernization of vocabulary, language maintenance, language and script dissemination, standardization of auxiliary codes, stylistic simplification, and interlingual communication." These are all within the scope of macro-level planning and are reflected in the official accounts. For example, in terms of Genre, the official accounts of Guangzhou and Shenzhen Health Commissions have chosen popular science articles that are easy to understand and can better convey information, reflecting the simplicity of the Genre. In terms of Ends, they have multiple menus at the bottom of their homepages with clear indexes and standardized language, allowing users to quickly find the services or information they need. In terms of Act Sequence, Chinese occupies the majority of the space in both official accounts, with the presence of other languages, English is more dominant. In terms of the Key, the use of words shows a concise and easy-to-understand character. In order to cater for the youthful online ecosystem, both official accounts also make appropriate use of buzzword. The witty expressions make the content of the articles more relaxing, which also reflects the development of language and the modernization of vocabulary.

Dominance is a term used to describe the position of the provider and the recipient in language service. In comparison, the language provider is more dominant, as reflected in the development of the service project, the control of the service process and the evaluation of the service effect. By taking full account of the Participation' factors, the creators of the official accounts of Shenzhen and Guangzhou Health Commission have not only paid attention to the layout, but also repeatedly refined the content. Through a combination of graphics and text, a light-hearted and humorous style, the display of multiple language codes, have provided better services for readers from visual and experiential aspects. What people admire is not only the interesting expressions, trendy language and rich forms of these two official accounts, but also their professional standards, service awareness, humanistic care and cultural connotations. It can be said that the leading role of the two official accounts of Shenzhen and Guangzhou Health Commission has been manifested, and the diverse virtual language landscape in the official accounts has effectively conveyed relevant information, offered optimism, enhanced a qualified social language life and promoted the progress of social civilization.
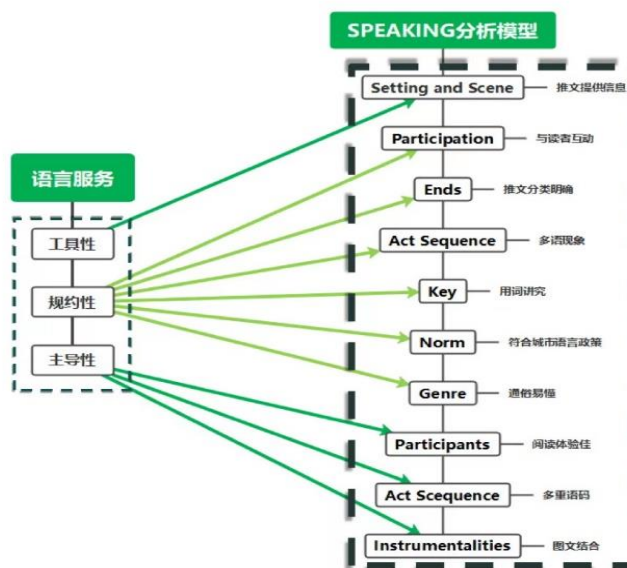
Figure 15 Illustration of the virtual language landscape embodying language service in the two official accounts

6. CONCLUSION

The service industry is a key factor to promote the development of the Guangdong-Hong Kong-Macao Greater Bay Area. And further improvement of the Guangdong-Hong Kong-Macao Greater Bay Area has to depend on strengthening the development of modern service industries. Hence, a developed public social service system is an important support for the modern service industry system in the Bay Area, and one of the important branches is language service [22]. Building linguistic landscapes belongs to an important part of language service in cities. In this paper, a comparative analysis of the official accounts of Shenzhen and Guangzhou Health Commissions through the SPEAKING model reveals that they have an extremely high awareness of language service and take up the responsibility of mainstream media in special times. In addition, two official accounts use humorous and witty graphics and online language to enhance readers' reading experience and cater to the needs of young readers. Moreover, they create a young and lively urban image for both cities. This paper, differing from traditional research, tries the transformation of the investigation of linguistic landscape from physical space to cyberspace. The study of virtual linguistic landscape in official accounts will benefit the construction of an online access for external publicity. The study of official accounts of Shenzhen and Guangzhou Health e Commissions can help us understand the advantages and gaps of official accounts' service from linguistic perspective, especially health-related official accounts. Therefore, this research is expected to better use official accounts through virtual language and platform to provide diverse language services to the people and further optimize our language environment.

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