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Present Language Using in the Publicity of Sichuan Liquor

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Abstract. Ancient Sichuan liquor culture is a miracle in Chinese liquor culture. Representatives of Sichuan liquor, such as Wuliangye, Jiannanchun, Luzhou Laojiao, Tuopai and Langjiu, make up almost half of the famous liquor brands in China. This paper is an initial attempt to introduce the language used in the publicity of Sichuan liquor brands and it aims to spread the Sichuan liquor culture and let people around the world know more about Sichuan liquor.

Key words: Sichuan liquor; Language; Publicity

1. Introduction

As the global economic integration accelerates and market competition grows, the era of “*Good wine needs no bush*” for Chinese liquor is gone (Meng Wang, 2004). Under the circumstance of market economy, the liquor making companies have to resort to good publicity to survive in the fierce competition. Sichuan province is located in the southwest of China and lies along the upper reaches of the Yangtze River. With her fertile soil and rich resources, Sichuan is historically known as the Land of Abundance. The number of scenic spots in Sichuan classified as the world’s top natural and cultural heritage is the greatest in China. Many famous liquor brands of China come from Sichuan province. This paper attempts to introduce the language used in the publicity of famous Sichuan liquor brands.

2. Five Famous Sichuan Liquor Brands

2.1 Wuliangye

Wuliangye is a famous brand in China and in the world as well (Wulin Guo, Junhong Huang, 2010). Its enterprise spirit is “Exploitation, Innovation, Competition, Striving and Endeavor”. Its culture idea is “To create value for the customers, to realize the ideal of the employees and to create better future of the company together”. The following are some advertisements: No.1. A miracle at 30 degrees north latitude, a legend of 600 years, a three-thousand year history of liquor making, 600-year Old Liquor, high quality product of Wuliangye Company Limited. No.2. A culture of 1000-year history, a 100-year story, *JianZhuang* of 100-year history, essence of five foodstuffs (wheat, sorghum, maize, glutinous rice, rice), commemorative *Jianzhuang* for 100-year history, No.3. Wuliangye of China, Wuliangye of the world. No.4 Classic of the famous family, *WanShiRuYi* (Everything goes well) Liquor, high-end model of Wuliangye Company Limited. No.5. Pursue perfection, *JinShangTianHua* (add brilliance to one’s present splendor) *Liquor*, Wuliangye Company’s best wishes for the people around the world.

2.2 Jiannanchun

The enterprise spirit of Jiannanchun is “Solidarity, High quality, Exploitation, Innovation, Professional ethics and Dedication”. Its culture idea is “To make contribution for the country, to make profit for the company, and to create a better life for the staff”. The following are some advertisements: No.1. 1200 years ago, JianNanShaoChun(the name of Jiannanchun in ancient times) was bestowed “*tribute liquor only for the court*” by the emperor of China, the liquor only for the court in Tang Dynasty, Jiannanchun for all in the present flourishing age. No.2. A product of 1000-year history, a city of 1000-year history, a reputation of 1000-year history, 1000-year dedication to liquor making, a brewing time of 1000 days, the liquor only for the court in Tang Dynasty, Jiannanchun for all in the present

flourishing age. No.3. A 1200-year history, life time dedication of liquor making workers of 73 generations, 266 liquor making procedures, wait for 1200 days. No.4. Feel the power of time through your taste. No.5.Pure, elegant, noble, first choice, role model of Chinese liquor(Yang Li, Nei Li, Yongli Ren,2014)

2.3 Luzhou Laojiao

The enterprise spirit of Luzhou Laojiao is “Respecting people, Respecting work, Innovation and Excellence”. Its culture idea is “Surrounded by the splendid liquor culture of China, people in the world enjoy the happy life together”. The following are some advertisements: No.1.Over the 400 years, what happened in the world? More than 30000 ancient books and records have been lost, more than 2000 skills have been lost, and more than 800 historical sites have been destroyed. Time changes almost everything. Only the real treasure lasts forever and Luzhou Laojiao Tequ liquor is just this kind of liquor handed down from the ancient times. No.2. Chinese are everywhere in the world. Luzhou Laojiao is tasted by Chinese here and there.No.3. Luzhou Laojiao, Tequ liquor, a lifetime love, a glass of liquor. No.4 Phonograph was invented in 1887, the history to which you can listen is 125 years; photograph was invented in 1839, the history at which you can look is 163 years; Luzhou Laojiao was initiated in 1573, the history which you can drink is 429 years. Guojiao 1573.

2.4 Tuopai

The enterprise spirit of Tuopai is “Seize the day, seize the hour”. Its culture idea is “People first, Scientific development, Safety and Harmony, True quality, Kind to others, Happy life”. The following are some advertisements: No.1. Shede (to give & to get) is a recurrence of wisdom, moreover, a sudden enlightenment of life. Shede has an insight on the wisdom of life. No.2 A liquor of long history, every drop of Tuopai is with affection, Chinese famous liquor, Tuopai liquor. No.3 Time of peace and prosperity, vintage liquor, quality based on conscience. No.4 Quality based on

character and morals, a life of wisdom, taste Shede, Shede liquor.No.5 Ecological liquor making zone, ecological cellar storage, more fragrant than the flowers, Tuopai Tequ, a classical of 30 years.

2.5 Langjiu

The enterprise spirit of Langjiu is “Higher, faster and stronger, spirit of Chinese Lang”. Its culture idea is “A feeling of integrity, a feeling of great momentum, a feeling of overlord; a feeling of mystery, a feeling of fashion”. The following are some advertisements: No.1 Lead the new trend of liquors, harmonious and sweet, new Langjiu. No.2 China time-honored brand, liquor in Mao-tai flavor handed down from ancient times, Old Langjiu. No.3 Fermentation of eight times, extraction of seven times, long time cellar storage, Langjiu 1912, love forever. No.4 Filled with sunlight, inherit liquor making techniques of 1000 years, cellar storage in Tianbao Cave for 15 years, role model of liquor in Mao-tai flavor, Honghualang. No 5. From an altitude of 1000 meters, from a depth of 1000 meters in the cave, inherit liquor making techniques of 1000 years, cellar storage of more than 1000 days, role model of liquor in Mao-tai flavor, Honghualang.

3. Analysis on the Language Used in the Publicity

3.1 Enterprise spirit

Enterprise spirit is the common attitude, ideal and pursuit of the staff and it shows the mental outlook and atmosphere of the enterprise. In terms of enterprise spirit, “exploitation” and “innovation” are used most by the liquor brands. Two liquor brands use “exploitation” and three liquor brands use “innovation”. Exploitation and innovation is the driving force and guarantee for the continuous development of the liquor enterprises. Therefore, “exploitation” and “innovation” are used most by the liquor brands in their enterprise spirit. “Professional ethics” or “respecting work” is used by Jiannanchun and Luzhou Laojiao, which indicate that the two enterprises

put emphasis on the moral consciousness of the worker.

3.2 Culture idea

Enterprise's culture idea is the management aim, value and moral standard of the enterprise. Each enterprise's culture idea is of its own characteristics and is the nature of the enterprise. In terms of culture idea, Wuliangye's culture idea shows that the enterprise puts the customer first and pays much attention to the worker, in this way, the enterprise will have better development; Jiannanchun's culture idea shows that the enterprise integrates its development into the prosperity of the country, which is a harmonious unity of big family (country) and small family (enterprise). Luzhou Laojiao's culture idea shows that the enterprise is active to promote the Chinese liquor culture to the whole world, it broadens its horizon to the whole world and share the prosperity with the people all over the world. Tuopai's culture idea shows that the enterprise pays much attention to the "people". Inside an enterprise, only when the wisdom and strength of the people are given full play, the enterprise will survive, develop and expand. In present China, food safety has drawn high attention of the public. Food safety is related to the health and life of the public, economic development and social stability, image of the government and the country. "Safety and quality" are used by Tuopai shows the enterprise puts much emphasis on the quality of the product. Langjiu's culture idea shows the standard of the enterprise in its brand building, the enterprise's inheriting the past and forging ahead into the future, the enterprise's keeping up with the times.

4. Conclusion

With the speeding up of the global economic integration, the business environment facing the Sichuan liquor enterprises is more complicated and the competition is more and more fierce. Under this background, Sichuan liquor brands realize that publicity becomes a crucial factor to continue the glory of the Sichuan liquor

(Zhanyuan Hu, 2004). Successful publicity should center on the brand image of the liquor enterprises, which can leave a special impression on the customers and cultivate customers with brand loyalty. Successful language using in the publicity of Sichuan liquor brands is beneficial for the development of the enterprises. This paper introduces the language used in the publicity of the Sichuan liquor brands. From the language, it can be seen that each enterprise uses language of characteristics and they leave a special impression on the customers. How to make the language more refined and more easily accepted by the customers should be further studied.

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