

The Research on the Communication Characteristics and Strategies of Dialect Short Videos from the Perspective of New Media

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Abstract: Increasingly, people put much time into their phones and laptops for works and joy since the Internet has developed in a rapid speed in the recent years. It is particularly evident that this trend towards entertainment and work change the dissemination of Chinese culture especially the Chinese dialects. However, at the same time, it leads to some negative influence on the promotions of dialect short videos, such as less people now are willing to watch this kind of videos. Due to that reason, dialects from some areas have been forgotten and a plenty of people will not use their dialects during the daily communication with others. The lack of national policies can also be one of the reasons why people pay less attention to the Chinese dialects. Nevertheless, the causes and effects of dialects' low use rate are relatively complex. Therefore, this paper aims to discuss and analyze the causes, potential risks and countermeasures of the limitation of dialect short videos' dissemination. This research aims to clarify the factors and consequences of the problems of dialect short videos through using the research reviewing measures, and finds that the government, media network platform, video creators and local residents all need to stand out and find the efficient solutions to help the dissemination of dialect short videos.

Keywords: dialects, new media, dissemination, strategies

1. Introduction

With the rapid development of science and technology, people have entered the new media era. However, the rise of new type of short videos has had some influence on the dissemination of local Chinese dialects. Before talking about the Chinese dialects, it is necessary to know what dialects are exactly. Chinese dialect is a regional language which will be only used in the specific area. In the past years, Chinese dialects are always regarded as a kind of language phenomena and some people think that it is shameful to use dialects in the daily conversation [1]. According to these situations, the government has started to develop some projects to protect the Chinese dialects since the number of people and environments using dialects is constantly decreasing in the past decade [1]. Nowadays, more and more foreigners learn to speak Mandarin with more and more Confucius intitules are setting up. There is no doubt that it is beneficial to Chinese status around the world. However, this trend may have some negative influence on the continuation of dialects. Obviously, it is important not only to

balance Mandarin and dialects, but also to make sure Chinese dialects can develop well in the future. Talking about why people should protect the Chinese dialects from being buried by the time, there are some reasons from different aspects. From a humanistic perspective, the dialects can be seen as one of the most special cultural symbols in the specific areas and it is only used by the local people. Besides, dialects are one of the most important parts in Chinese and it condensed the cultures of various regions. Furthermore, dialects have a common culture for people in a certain region and can generate people identity and Chinese dialects can be a straight tool for foreigners to know China more clearly and deeply.

With the increasing speed of information dissemination on the Internet, local television stations have created a new way to conduct their own dialects and other cultures. People called it a short video which is an emerging type of new media full of music and images. It is the short videos appeared on different electronic platforms that help governments carry out activities which are developed to protect Chinese dialects [2]. Thanks to the short videos, Chinese dialects can be known and promoted by more people. Through the dialect short videos, local farmers can introduce their agricultural products to the audience who are watching their videos. Besides, the local governments can construct the cultural tourism projects and use dialects as a special sign to attract tourists. In these ways, the quality of regional economies will rise and residents' life will be improved. The first chapter in this research introduces the development of dialects short videos and explain the background of dialects' dissemination. It also shows the importance in local people's minds. The second section concerns with communication characteristics of dialects short videos like its interest and unique narrative style. The final section focuses on the difficulties and solutions of the dissemination of Chinese dialects short videos. The main purpose of this article is to let more people know the Chinese dialects and stimulate people's interest in dialects short videos. The article also utilizes the literature reading method to analyze and research the effects and potential harms of dialects short videos caused by cultural differences in different areas.

2. The Overview of Dialects Short Videos and Their Dissemination Characteristics

2.1. The Overview of Dialects Short Videos

The rise of social media and the Internet has brought many benefits to people, including a large number of electronic platforms like TikTok which provides a platform for spreading Chinese cultures. However, Chinese dialects will be forgotten sometimes since there are a lot of people do not want to use their dialects to communicate with others. In recent years, these phenomena have been improved due to the efforts of local governments. They use some interesting symbols that can describe their local culture vividly to reduce people's resistance to Chinese dialects. For example, some Internet celebrity cities like Tianjin city has risen for years. The local tourism and cultural department add many cultural symbols including talk show and pancake fruit to campaigns through short videos on the Internet [3]. Mostly, people will use their phones to take videos talking about their daily life with dialects. Besides, these dialects short videos are one of actions that local residents hope to let their dialects and other cultures be known by more people from different areas. Furthermore, this kind of short video plays an important role in cultural dissemination and people can obtain self-identity from others when their short videos are admired through the Internet. Also, it can improve people's life since these short videos attract more and more visitors to feel special cultural atmosphere. For example, Liangshan Yi Autonomous Prefecture was one of the poorest areas in the past time. It is short videos about their culture and unique scenery that help villagers escape poverty [4].

2.2. The Dissemination Characteristics of Dialect Short Videos

2.2.1. The Interest of Dialect Short Videos

These dialect short videos have a plenty of benefits. When people from other areas watch the dialects short videos, there is no doubt that they will be attracted by the different national cultures. They can take a nice trip to these places without going out if they have to work and study. Increasingly, high technology and new media are growing up at a rapid speed. Both of them help people broaden their eyesight, satisfy their curiosity and save their time. Besides, these dialects short videos have a positive influence on the dissemination of Chinese dialects. Compared with traditional publicities, the dialects short videos improve the process of the dissemination. People can see the videos no matter where they are, and it can also avoid the embarrassed situation that no one wants to stop to glance over the whole advertisement. Thus, these short videos accelerate the speed of dialects' dissemination.

2.2.2. Causing Emotional Resonance among Residents

The dialect short videos are always made by some local residents so that they may put their emotions and best wish into these videos unconsciously. As the saying goes, each place has its own way of supporting its own inhabitants. In the same way, those areas using dialects to communicate have their own cultures that are different from other places. When these short videos are watched, forwarded and downloaded, it proves that people have interests in both their daily life and unique language system. On the one hand, people from other places come to these areas using dialects for a trip. They will cost for food and accommodations which is beneficial to regional economic development. On the other hand, residents may have a sense of identification with dialects since more and more people are willing to come their hometown and admire famous interests. Besides, they can use their dialects and other cultures to develop the tourism. It can not only increase residents' income, but also deepen their emotional resonance with dialects. For example, Xuzhou city use sachet to bear the weight of their hope and these sachets are purchased by the tourist in some ceremonious festivals [5]. The dialects short videos play a vital role in the dissemination of national cultures and can deepen the emotional resonances.

2.2.3. Inherit the Essence of Regional Culture

Chinese culture has a long history and every part of China has its own culture and language system. What people should do is to take the essence and discard the dross of culture like dialects. For short video creators, they must have the ability to identify what is positive and what is negative. Besides, the dialect short videos are good for the formation of regional cultural circles where people can find a sense of belonging. However, these excellent dialect short videos can also deepen regional stereotypes because the contents in the videos are simple and monotonous [6], so, viewers should know what to admire and what to resist, and creators need to find fresher things with their dialects so that dialects will be remembered better.

2.2.4. Unique Narrative Style of Dialect Short Videos

Basically, the dialect short videos have two obvious characteristics: one of them is on-the-spot record, and the other one is dramatic. Talking about the first feature: on-the-spot record, people may think about it is a documentary. In fact, the dialect short videos are full of national culture and sometimes creators may have to make their videos more attractive so that people will start to pay attention to this unique part. These videos need respect the history and their cultures. Besides, another characteristic is dramatic that means dialect short videos may use some unique and surprising ways to present

regional culture and daily life. To a certain degree, such a distinctive form has positive influence on the dissemination of Chinese dialect.

3. Dilemmas and Development Strategies for the Dissemination of Dialect Short Videos

3.1. The Dilemma in the Dissemination of Dialect Short Videos

Although the dialect short video has appeared for recent years, it still has some dilemma that will have negative impact on its development in the future. Basically, the contents of these dialect short videos are about residents' daily life under the background of unique cultures, and creators always use a relax and humorous tone to present their willing and thoughts. However, the dialect short videos can just show what local people will do every day. When people hear the dialects, they may just think that it is different from Mandarin. The biggest problem for the dissemination of dialects is fewer and fewer people are willing to use dialects during their communications with others. For example, Gaochun dialect is one of the typical dialects in Jiangsu Province. It has already declined for some years because of its low usage rate [7]. Besides, it can also be a question that there a little platform for creators to upload their videos. Because of that, only a part of people from other places can see their dialect short videos via applications like TikTok. At some levels, the creators should utilize more channels to publicize their dialects, such as playing dialect short videos on the mass transits and putting the related information on the official website so that more people can mention their videos.

The dissemination of Chinese dialects is actually supported by the governments and local residents. Nevertheless, the governments paid attention to develop the economy and infrastructure and there was no extra time and money for them to promote the dissemination of local dialects in the past. While the number of policies about advertising the Chinese dialects is few, both residents and people from other places will not value those dialect short videos. Simultaneously, the contents of dialect short videos can be another problem occasionally. Such videos should have proper value orientations and positive emotional orientations to show a good appearance. However, there may be vulgar language and cultural dross in the videos which will lead people especially teenagers to the bad direction. Only when the video contents are positive and rich in cultural connotations can it be widely promoted by governments and tourists.

3.2. The Development Strategies for the Dissemination of Dialect Short Videos

As mentioned above, there are many problems in the dissemination of dialect short videos so how to handle these questions efficiently is very necessary and urgent. Facing to these potential problems, different groups of the society have different methods to that. Listed below are the details about each groups' solution measures.

3.2.1. Governments

For governments, they should concentrate on making related policies to standardize the video contents. They can also set up a professional department to help those video creators to strengthen their ability to make better dialect short videos. The staff in this department who have a plenty of knowledge will help residents enrich their contents. Moreover, regional governments can create their own short video count which can be recognized and supported by public more easily. Staff members will collect viewers' comments under the short videos and can give more detailed suggestions to the video creators [8]. Also, it is essential for them to formulate regulations for the management of dialect related programs scientifically. A good policy about developing the dialect short videos will make things more efficiently and can save time and money in the process of disseminations. For instance, they need to make sure that all of staff belonging to dialect related programs have high literacy,

otherwise, it may cause some unpredictable questions [9]. At the same time, planning the dissemination scope of dialect programs is an important step for governments because dialects have regional limitations. This is like that northeast sketch is widely known in mainland China, but strong northeast dialect confuses Taiwanese people [9].

3.2.2. Video Creators

It is necessary for video creators to learn how to combine popular things and their own dialects that means they should know the steps of innovate, and a good communication brand can further enhance the communication power of short videos. For example, Yuhang District Rong Media Center extracts a central image to enhance brand influence which is beneficial to the dissemination of their dialects [10], and creators will improve their literacy by professional trainings. What's more, it is important for creators to transmitting positive values in their short videos so that people from other areas will have willing to travel there. Beyond this, creators can explore the beautiful sides of dialect culture, then show them in a simple and understandable way, it can also benefit the dissemination of dialect short videos by osmosis.

3.2.3. Local Residents

Residents can build some cultural landscapes to present their unique culture like dialects and famous people in the history. In the meanwhile, they must respond to country's calls for the dissemination of positive energy and integrate the regional culture that dialects can be the representative into it. Then it will achieve the goals that these dialect short videos are watching by people from all corners of the country.

3.2.4. Media Network Platforms

For media network platforms, they can use the convenience of the Internet to set up a specialized website for the training of video creations. With the professional knowledge about how to make a good short videos and advice from experts, local residents can master the ability to improve the quality of dialect short videos at a certain time. Aside from that, media network platform has another function that it can provide help and suggestions from experienced workers from different areas and even other countries. It spreads Chinese culture and promotes the intercultural communication at the same time.

In short, no matter which group they are, they should know their responsibilities clearly in the dissemination of dialect short videos. Only by the efforts of all these groups that Chinese dialects and short videos can be known, accepted and used by more and more people from native and other countries. Besides, it is the union power consist of four different groups that have pushed the dissemination and progress of dialect short videos in the recent years. Actually, Chinese dialect is one of the most important parts of Chinese culture. Since it was formed by the time, it witnessed a number of big events through the long history, and it is undoubtful that these Chinese dialects carry many valuable cultural symbols. Different areas have their own dialects and they reflect the diversity and charm of Chinese culture. Technically, Chinese dialects can also be regarded as a straight way for the foreigners to study Chinese culture deeply. Consequently, developing the Chinese dialect short videos should always receive high attention by people from all walks of life.

4. Conclusions

This research investigates the dilemma and development strategies for the dissemination of dialect short videos, it also explains the characteristics of these videos at the same time. In this case, Chinese

dialects are forgotten by people gradually because lower people are willing to use that in their daily communications with others. First and foremost, this paper briefly introduces the background of Chinese dialect short videos and some characteristics of the dissemination. Dialect short videos have obvious characteristics, such as interest, having emotional resonance, unique narrative style and inheriting the essence of regional culture. Based on these characteristics, dialect short videos can better show the cultural life of the local people and it can also strengthen the identity recognition concurrently. The dissemination of Chinese dialects reflects the eager hope to be known by more people and a longing for the coexistence of dialects and Mandarin in the future. The research mainly discusses and researches the communication environment of dialect short videos, concluding that these short videos have some shortages on the aspects of audience, communication methods and policies. Otherwise, the potential problems of dialect short videos may cause people's neglect of Chinese dialects. Although there are a number of people try to rise the popularity of Chinese dialects and short videos, the methods still have something limited generally. The questions of dialect short videos have many aspects and it is very tricky but significant. Therefore, all levels of the society like governments and local residents should contribute their own strengths so that these obstacles can be cleared properly. Governments should use their management power to standardize the dissemination of Chinese dialect like short videos and TV programs. As a result, local creators must improve their cultural literacy and transmit positive energy thoroughwot the dialect short videos. The national level has the responsibility that they need to make sure that regional culture is innovated and improved on the right track. Meanwhile, media network platforms should start lessons to train creators with professional knowledge so that the dialect short videos will be liked by people from all corners of the country. The limitation of this article is that it does not use survey method to conduct research based on speech cases. Future scholars can focus on different regional dialects to find commonalities and communication strategies for the dialect dissemination.

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