

The Value of Self-media in the Context of Dialects for Local Development

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Abstract

Dialects are deeply loved by the public for their unique language styles. This article uses self-media "Yuezhi Yi Er" and "Fu He Mao Mao Jie" as examples to analyze the reasons for the popularity of dialect short videos and their communication advantages. Dialect self-media to promote local culture cases, and explore the development characteristics of local dialect short videos in the era of converged media. The article will link dialect-based self-media with poverty alleviation and local cultural and tourism propaganda to provide a feasible reference for local economic development.

Keywords

Local development; Local dialects; Self-media.

1. Introduction

In 1920, Westinghouse Electric Company founded KDKA radio station in Pittsburgh, Pennsylvania, USA, and decided to carry out regular broadcasting. So far, broadcasting has been used as a mass medium to deliver information and entertainment to the audience [1]. In recent years, with the increasing development of financial media, the identity of the preacher is no longer limited to reporters and media, and has entered the era of "everyone is a reporter". Information production changes from professional production of PGC (Professional Generated Content) to user-produced UGC (User Generated Content). In this process, a large number of official accounts and self-media have received the attention and recognition of users, and their media influence cannot be underestimated. Even in the social environment of popularizing and popularizing Putonghua, dialect programs have occupied an important place in the broadcasting media with their unique fun [1].

2. The Status Quo and Dissemination Advantages of Dialect Short Video Media

2.1. The Status Quo of the Development of Dialect Self-media

Searching for bloggers on the Feigua Data platform with "dialect" as the keyword, that is, bloggers with the word "dialect" in the Douyin nickname, showed 1,744 results. According to the Feigua Data platform within a certain period of time, The top ten Douyin bloggers with the highest Feigua index calculated by weighting objective data dimensions such as the total number of fans on the account, the likes, comments, and forwarding of published works, the dialects they spread are Shandong dialect and Henan dialect (2 A), Hebei dialect, Guizhou dialect (3), Hubei dialect, Shanxi dialect, Shaanxi dialect. This clearly shows that most of the dialects actively disseminated by the more popular dialect bloggers belong to the Mandarin dialect, indicating that the Mandarin dialect is most likely to be actively disseminated and protected on the Douyin platform.

Video website Bilibili has set up dialect channels in its channel classification. The top four dialect channels, Cantonese channel, Sichuan dialect channel, Dongbei dialect channel, and Shanghai dialect channel, have more than 100 million views, ranking first. The Cantonese channel has been broadcast 2.14 billion times. It can be seen that dialects have a certain spreading influence from the media.

2.2. The Dissemination Advantages of Dialect-type Short Video Media-taking the Self-Media Yuezhi No. 2 as An Example

"Yue Zhi Yi Er" (hereinafter referred to as "Yue Zhi") is a well-known local dialect self-media in the Guangdong-Hong Kong-Macao Greater Bay Area. It was co-founded by Chen Changjiong, the founder of Sichuan Media, Guo Jiafeng, the host of variety shows on Guangdong Satellite TV, and the screenwriter Guo Aqi. Cantonese talk show is the main content. Yuezhi's short videos are posted on the entire network and all platforms including WeChat official account, video account, Douyin, Weibo, Xiaohongshu and B station. Since the establishment of the media, its target audience is the post-90s who live in the Cantonese-speaking region. The high-quality and interesting content has attracted a large number of fans to Yuezhi, including "outsiders" who are interested in Cantonese culture. Take the official account as an example. In 2018, the fans of the official account of Yuezhi exceeded 1.6 million, and the number of fans on the entire network exceeded 6 million. It is worth noting that one-third of Yuezhi fans are fans from non-Cantonese speaking regions. As of August 8, 2021, Yuezhi released the video "How to Identify Cantonese? See how he describes a rainy day in Guangdong! » It has 982,000 views on station B, which is the most viewed video since the launch of the channel.

In the summer of 2021, the topic "How convenient is it for people in the south to buy food" appeared on Weibo's hot searches, with 8.402 million views. The vegetable market represented by Guangdong, with its convenient service, triggered heated discussions among netizens about the differences between North and South. After Douyin became an important video social software, Yuezhi also launched content for about one minute in response to the characteristics of such short video platforms. The important theme is the difference between the north and the south, which will increase the attractiveness of the content to non-Cantonese users. Important role.

Dialect short videos have grown with the development of society. With the continuous improvement of the level of social productivity and the increasing demand for multicultural attributes of the people, social media culture has also developed relatively diversified and deepened. Dialects and Mandarin programs together build a city's spiritual civilization and play an important role in the value orientation of social media [1]. Adding dialect elements to media communication can not only make the audience more psychologically close, but its unique interest can also enhance people's enthusiasm for content. It is of great significance for the promotion of local culture, the development of tourism economy and the consolidation of poverty alleviation results.

2.2.1. Audience Psychological Advantage

For dialect users, short dialect videos not only have the function of transmitting information, but also the emotional bond of the people in the region. One side feeds the other people, and the dialect contains the strong nostalgia of the audience. Dialects are formed in the lives of the people, and their terms are more vivid than Mandarin, which can enhance the audience's sense of belonging. For non-verbal users, dialects are a manifestation of cultural differences, and the information expressed in dialects can give these audiences a sense of proximity and interest to the culture of a particular region.

2.2.2. Unique Cultural Characteristics

Dialects are grown and used in specific geographic areas. In one case, a certain region has formed a unique dialect, and at the same time a specific regional culture will be formed accordingly [2]. Language belongs to the category of culture. As the carrier of culture, the development of dialects and local culture are complementary [1]. Therefore, using dialects as the main means to spread information through the Internet is, in the final analysis, the spread of distinctive local culture.

2.2.3. Sense of Humor Produced by Language Differences

Dialects are distinguished from Mandarin or other dialects due to their unique phonetic attributes, making them natural humorous for the audience. For example, Cantonese tongue twisters "each country has its own national flag". For Cantonese speakers, the fun is reflected in the pronunciation of the mouth is also a challenge for the locals. For non-Cantonese speakers, the pronunciation is similar to the Mandarin "suck", so it sounds like a bird singing, which makes people laugh. According to survey data from iResearch, 76.5% of users' motivation for using short video products is to "browse interesting content", which shows that the fun of short video content is the most competitive. The unique sense of humor in dialects brings joy to the audience. The era of information fragmentation allows the audience to relax in a short period of time, and this sense of pleasure can gain the audience's sense of identity, thereby increasing user stickiness and expanding the influence of the media. The sense of identity triggered by this alternative sense of humor has a vital impact on the promotion of economic and social benefits of the mass media [1].

3. The Role of Dialect Media in the Development of Local Cultural Tourism

Due to the unique cultural attributes and communication advantages of dialects, self-media with short videos in dialects has a greater possibility to become a new plan for local cultural tourism promotion, poverty alleviation achievements, consolidation and revitalization of the countryside.

3.1. The Application of Dialect Self-Media in Local Development -- Take "Fuu He Mao Mao Jie" as An Example

"Sister Fu He Mao Mao" (hereinafter referred to as "Sister Mao Mao") is a Douyin self-media blogger with 32.495 million followers. His short video content with Guizhou dialect as the main communication language has been praised up to 490 million. The popularity of Ms. Mao Mao is inseparable from the Guizhou dialect. In October 2018, her creation of "The Difference Between People in the City and Us Bengdi" received 2.713 million views, and the word "Hao Hi Oh" that frequently appeared in the video even became The hot words of the year. In addition to the exaggerated appearance, the most attractive thing in the video is the perfect combination of Guizhou dialect and the content of the video creation. According to the survey data of the Xinbang survey, 44.9% of surveyed urban users are interested in rural-style content. Short video bloggers represented by Ms. Mao Mao, relying on local culture and using dialect expressions to spread the unique rural culture to the audience, this is of great significance for attracting more urban residents to experience tourism in the countryside, thus realizing the revitalization of the countryside.

Zheng'an County in Guizhou Province created the vibrato "guitar Zheng'an" as an export of guitar promotion. Zhengan's name is not well known by the public, but it is the world's largest guitar production base. On August 23, 2019, in the program "Starlight Action for Poverty Alleviation" broadcasted by CCTV movie channel, the short video from the media "Fu Hemaomao Jie" was invited as a "Starlight Helper" to discuss with experts and guests on site The development path of Guizhou Zhengan's characteristic and pillar industries.

3.2. The Feasibility of Dialects from the Media to Promote Local Economic Development

In the "Report on China's Progress in Implementing the 2030 Agenda for Sustainable Development (2019)" and the "Global Poverty Reduction Partnership Seminar" in the same year, China emphasized that "Internet + Poverty Alleviation" is an important plan for China to achieve its poverty alleviation goal. In addition, at the 7th Online Audiovisual Conference with the theme of "Innovative Poverty Alleviation Model Empowering Sustainable Development-Audiovisual + Targeted Poverty Alleviation Forum", the vice president of Kuaishou Wang Qiang pointed out that in 2018, there were more than 3.4 million people from poverty-stricken areas on the Kuaishou platform. People get income. With the help of short video platforms, it is a feasible solution to convert the influence of self-media bloggers into economic benefits. The Xi'an Tourism Bureau has opened an official account on Douyin and produced a large number of short videos with Xi'an history and culture as the main content for tourism promotion. According to the statistics of the "Xi'an Tourism Information Consultation Guide", the number of tourists who visited Xi'an during the Spring Festival in 2019 reached 126.949 million, an increase of 66.56% year-on-year, and the number of tourists received was 10.215 billion yuan, an increase of 137.08% year-on-year.

In the era of converged media, it is not only "multimedia" integration at the text level, but also "cross-media" integration at the production system level and channel integration at the operational level "all media" integration. We media, which grew up in the era of integrated media, is rooted in the Internet, but it is not limited to the Internet. It has a wider spreading influence. Therefore, the short video content produced by the media in dialects can not only serve the needs of poverty alleviation and revitalization in poverty-stricken areas, but also expand to the level of local cultural and tourism propaganda, providing a greater dissemination calibre for the outward dissemination of local culture, and at the same time enhancing the culture The possibility of transforming influence into a driving force for economic development.

4. Conclusion

Compared with traditional media, self-media content production in a converged media environment belongs to the news production system led by user thinking. It can keep up with the trend to meet the more demanding needs of users for information and enhance the user loyalty of this channel. During the epidemic, the "short video, live broadcast + poverty alleviation" model has been used and promoted on a large scale. According to the statistics of the National Bureau of Statistics, the corresponding added value of the tertiary industry will be in the first quarter of 2020. It has reached 1.4 trillion yuan, of which the tourism industry's GDP contribution is the largest. Therefore, in the post-epidemic era, tourism has become an important driving force for economic recovery. Self-media in the dialect context is more interesting on the basis of ordinary self-media, and due to its geographical attributes, the content production of this type of self-media is more dependent on regional culture, and its influence can be more directly reflected in cultural tourism promotion.

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