

Study on the Innovation of Cultural Communication Path of Anhui Northern Anhui Dialect in the Era of Short Video

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Abstract

Based on the dual perspective of new media technology innovation and regional culture protection, this study systematically explores the innovative value and practical path of short video platform in the inheritance of northern Anhui dialect culture. By deconstructing the symbolic system and communication dilemma of dialect culture, the study puts forward the communication model of "digital translation-scene reconstruction-community cultivation". The study points out that short videos can effectively activate the cultural vitality of dialects through technological empowerment, content innovation and community reconstruction. It is suggested to build a synergistic mechanism of government guidance, platform support, creators' participation and public interaction to promote the transformation of dialect culture from traditional protection mode to digitalized living inheritance, and to provide theoretical references and practical paradigms for the dissemination of regional culture.

Keywords

Northern Anhui dialect, short video communication, cultural heritage, digital translation, living conservation.

1. The Realistic Dilemma of Short Video Transmission of Northern Anhui Dialect

1.1. Structural contradictions in content production

At present, the short video communication of northern Anhui dialect faces multiple structural difficulties, and the content production shows a significant tendency of entertainment, with about 78% of the dialect videos focusing on funny imitation and shallow interpretation, leading to the alienation phenomenon of cultural connotation giving way to traffic logic. The crisis of symbolic interpretation is becoming more and more prominent, and dialect culture has been simplified into stereotypical labels such as "local flavor" and "curiosity". For example, the cultural consumerism controversy triggered by the Suzhou dialect Rap "I'm a person from the northern part of Anhui Province" has reflected the deep contradiction of the erosion of cultural value by the logic of commerce. The prosperity of the short video market has attracted short video content creators in various fields, but their media literacy is uneven, the phenomenon of a single content material and a single topic is more prominent, and the audience often receives creative products with repeated content. The problem of structural deficiency of inheritance subjects is prominent, and about 95% of dialect accounts are operated by non-professionals, with significant risks of intellectual errors in terms of phonetic accuracy, depth of cultural interpretation, etc., which seriously restricts the professionalism and sustainability of the dissemination of dialect culture. These dilemmas together constitute the practical paradox of the digital communication of dialect culture, which needs to be solved through institutional design and mechanism innovation.

1.2. Deep-rooted contradictions in communication mechanisms

The algorithmic recommendation mechanism has a significant cultural bias, and the platform's operation logic of prioritizing traffic has led to a reach rate of less than 5% for cultural explanation videos, which seriously restricts the in-depth dissemination and value interpretation of dialect culture. The problem of intergenerational digital divide is becoming more and more prominent, the elderly heritage groups are facing the dilemma of "digital aphasia" due to the limitation of technical ability, and at the same time, the youth groups show obvious tendency of "cultural alienation" due to the weakening of cultural identity, which leads to the double fracture of the dialect inheritance chain. The excessive penetration of commercial logic triggers the risk of cultural distortion, and the commercialized packaging and performative reconstruction of dialect content by MCN agencies, such as the authenticity controversy triggered by Huainan's "dialect eating podcast", reflects the deep tension between cultural communication and commercial demands. Some short-video bloggers often produce and publish all kinds of unusual curiosity content, and even spread vulgar content to attract attention in order to get more hits. These contradictions together constitute a practical dilemma in the digital communication of dialect culture, which needs to be reconciled through institutional innovation and mechanism optimization.

1.3. Some communication content focuses on "local flavors" and reinforces regional stereotypes

In the ecology of short video platforms, dialect short videos, by virtue of their unique regional cultural characteristics, are gradually shaping a new image of various regional cultures at the level of audience cognition through dialect expression and interpretation of regional folk culture stories. With its distinctive local characteristics, this kind of short video has become an emerging carrier for the dissemination of regional culture and contains rich cultural value. However, short video platforms such as Jittery Voice uphold an open communication strategy, giving the public equal rights to create and share, leading to a high degree of diversity in content creation. In this environment, some creators, in pursuit of traffic and attention, have excessively developed and disseminated "dialect stems" filled with "local flavor" elements. This kind of creation tends to focus too much on the creation of entertainment effects, but to a large extent neglects the deep excavation and presentation of folk culture connotation and regional aesthetic value. This makes part of the dialect short video content superficial and lacking in substantive cultural nutrients. From the point of view of communication effect, when the audience in other regions mainly use such short videos to understand unfamiliar regional cultures and groups, these low-quality "local flavor" within the easy to mislead their cognition. For example, some bloggers deliberately interpret vulgar jokes or comical scenes in heavily accented dialects, which can trigger a short-lived entertainment response, but it is very easy for the audience to unilaterally equate the culture of the region with such "vernacular" expressions, thus deepening the stereotypical negative impression of the region and dialect speakers, and impeding the positive dissemination and understanding of the regional culture.

2. Theoretical fitness analysis of short video communication

2.1. Paradigm shift in communication empowered by technology

Through voice recognition and text visualization technologies (such as the "dialect subtitle" function of Jitterbug), the digital translation mechanism effectively breaks the communication barrier of "being able to understand but not being able to speak" dialects, and realizes cross-media conversion of linguistic symbols. Scene reconstruction ability through the construction of virtual communities and the reproduction of situations, such as the digital restoration of the city's conversation scenes in the Fuyang "Gelao" food broadcast, creating a communication

effect of more than 20 million viewings, so that the dialect culture has gained new vitality in the digital space. The cultural proliferation effect is realized through the secondary creation of users to realize the fission dissemination of content, and the Bozhou dialect opera "Wall Story" has been creatively adapted by netizens and has been broadcasted 130 million times, which demonstrates the innovative expression and value regeneration of dialect culture in the digital era. Together, these mechanisms constitute an innovative paradigm for the digital dissemination of dialect culture, providing new possibilities for regional cultural inheritance. With the development of mobile media, short video platforms have gradually become a favorite communication medium for audiences, covering a wide range of age groups and geographical regions. Along with the arrival of the 5G era, the communication and marketing mode of "content + entertainment" of short video platform has become an important means for the media to gain the attention of the audience, and the UGC production and dissemination mode of Jitterling short video platform has made the content provided by it present a rich variety of informational elements, in which the use of the elements of dialects in different regions provides more new elements for the creation of short video content. The use of different regional dialects provides more new elements and directions for short video content creation.

2.2. Innovative features of the communication model

The short video platform has reshaped the inheritance ecology of dialect culture through the innovation of communication mode: firstly, the decentralized communication mechanism breaks the traditional elitist inheritance pattern, and realizes the democratization and equalization of cultural dissemination through the participation of diversified subjects, such as rural amazons and linguists on the same stage; secondly, the emotional connection mechanism builds the new form of "digital nostalgia". Secondly, the emotional connection mechanism builds a new form of "digital nostalgia", whereby migrant workers realize emotional compensation and cultural identity through virtual spaces such as "Native Voice Live Room", forming an emotional community that transcends geographic barriers; thirdly, the game-based interactive design significantly improves user participation and cultural stickiness through innovative forms such as dialect challenges and voice pop-ups, shifting dialect dissemination from unidirectional indoctrination to multidimensional interactions. Together, these innovative modes have promoted the paradigm transformation of dialect cultural inheritance from closed and elitist to open and popular, injecting new vitality into regional cultural communication.

3. The short video era in Anhui Anhui dialect culture innovation communication path construction

3.1. Digital translation: building new infrastructures for cultural dissemination

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3.2. Scenario reconstruction: activating cultural vitality

The cultural value and cultural heritage of dialect short videos are the foundation of the development of dialect short videos, and the essence of dialect short videos is to explore the value of dialect culture, the core lies in the inheritance of the personalized highlights of dialect culture, and to create high-quality short video content with dialect culture as the soil. The communication mode of Jitterbit short video platform determines that it has the communication characteristic of "all people are media", everyone is the main body of communication, but only by using the correct and reasonable way of communication can it help to spread the dialect culture. In different application scenarios, the inheritance and development of the northern Anhui dialect is being carried out in an orderly manner. In daily life scenarios, efforts have been made to create a "dialect +" content matrix, and programs such as "dialect vegetable market" and "dialect parent-child classroom" have been put into practice to promote the northern Anhui dialect in a way that is close to life; in cultural education, the northern Anhui dialect has been promoted. In the cultural and educational scene, the company actively cooperates with primary and secondary schools to develop the "Northern Anhui dialect" digital teaching materials, incorporating dialect nursery rhymes, proverbs and other distinctive modules to help pass down the dialect culture in the education system; and in the cultural and tourism fusion scene, the company designs dialect-themed tourism routes, where tourists can learn dialect vocabulary by solving puzzles, realizing the in-depth fusion of the dialect culture and the tourism industry.

3.3. Cultivating Communities: Building a Community of Inheritance

In the process of promoting the protection and inheritance of the northern Anhui dialect, diversified and fruitful work has been carried out in accordance with the characteristics of different communities. In the field of professional communities, the Dialect Protection Alliance was set up, bringing together linguists, non-genetic inheritors and other professional forces to strictly check the relevant content and provide solid academic and practical support for the protection of dialects in northern Anhui. For the youth community, the "Dialect Cultural and Creative Studio" was set up in colleges and universities, aiming to incubate dialect short-video creation talents, and promote the dissemination and promotion of the northern Anhui dialect through the popular medium of short-video by leveraging the creativity and vitality of the youth group. As for cross-border communities, it has actively carried out the "Huaihe Culture Festival" joint communication activities with neighboring dialect regions such as Henan and Shandong, so as to broaden the scope of the northern Anhui dialect's dissemination through cross-regional cultural exchanges, enhance its influence in a larger geographical space, and promote the diversified integration and synergistic development of dialect culture.

3.4. Institutional guarantee system

On the one hand, the users of Jitterbit short video platform are mostly young audiences, including a large number of teenagers; on the other hand, the exaggerated expression and content of some dialect short videos can attract traffic briefly, but it is difficult to form a long-lasting attraction to the audience. Therefore, the creation of dialect short videos must adhere to the expression of positive, positive, and healthy content to guide the audience to the correct understanding of the short video content, so as to increase the Therefore, the creation of dialect short videos must adhere to positive, positive and healthy content expression, guide the audience to the correct understanding of the short video content, so as to enhance the attraction and audience stickiness. To build a synergistic guarantee system for dialect culture inheritance, multi-dimensional institutional innovation is needed: at the policy level, dialect protection

should be included in the assessment index system of rural revitalization strategy, and a special communication fund should be set up to support the production and dissemination of high-quality content; at the platform level, a dialect content recommendation weighting mechanism should be set up to enhance the reach rate of cultural videos through algorithmic optimization, and at the same time, a dedicated channel of "northern Anhui culture" should be opened to realize the centralized display and systematic dissemination of dialect resources. At the platform level, it is necessary to establish a dialect content recommendation weighting mechanism to improve the reach rate of cultural videos through algorithm optimization, and to open an exclusive channel of "Anhui Culture" to realize the centralized display and systematic dissemination of dialect resources. These institutional innovations together constitute a network of safeguards for the transmission of dialect culture, providing systematic support for the sustainable development of regional culture.

4. Conclusion

In the current media environment, the in-depth integration of dialects and short videos has injected a strong impetus to the dissemination of dialect culture. By virtue of its huge user base and efficient dissemination mechanism, the short video platform of Jieyin has prompted a large number of audiences to come into contact with and pay attention to the dialect culture of different regions. This phenomenon not only broadens the communication boundaries of dialect culture, but also marks a historic opportunity for the protection of dialect culture to change from the traditional paradigm of "rescue record" to the mode of "living heritage".

Through the construction of the innovative model of "digital translation and consolidation of cultural roots - scene reconstruction and activation of communication kinetic energy - community cultivation and construction of inheritance ecology", we can accurately deal with the problems of intergenerational rupture and technological gap faced by the traditional mode of conservation. It can accurately cope with the intergenerational rupture and technological gap faced by the traditional conservation mode. Digital translation can realize the digital storage and processing of dialect cultural resources, which builds a solid foundation for inheritance; scene reconstruction, with the help of virtual reality, augmented reality and other technological means, reshapes the dialect use scene and stimulates the communication dynamics; and community cultivation creates an all-around inheritance ecology through the participation of different communities, such as the professional, youth and cross-boundary communities mentioned above.

The protection of Northern Anhui dialect needs to seek a balance between adherence to cultural authenticity and the pursuit of communication innovation, and at the same time, establish a long-term mechanism of multi-party collaboration among the government, academics, enterprises and civil society, so as to enable the Northern Anhui dialect to continue to revitalize in the era of digital civilization, and to achieve sustainable inheritance and development.

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