



Innovative Strategies for Protecting and Disseminating the Luoyang Linguistic Using  
Douyin Short Dramas

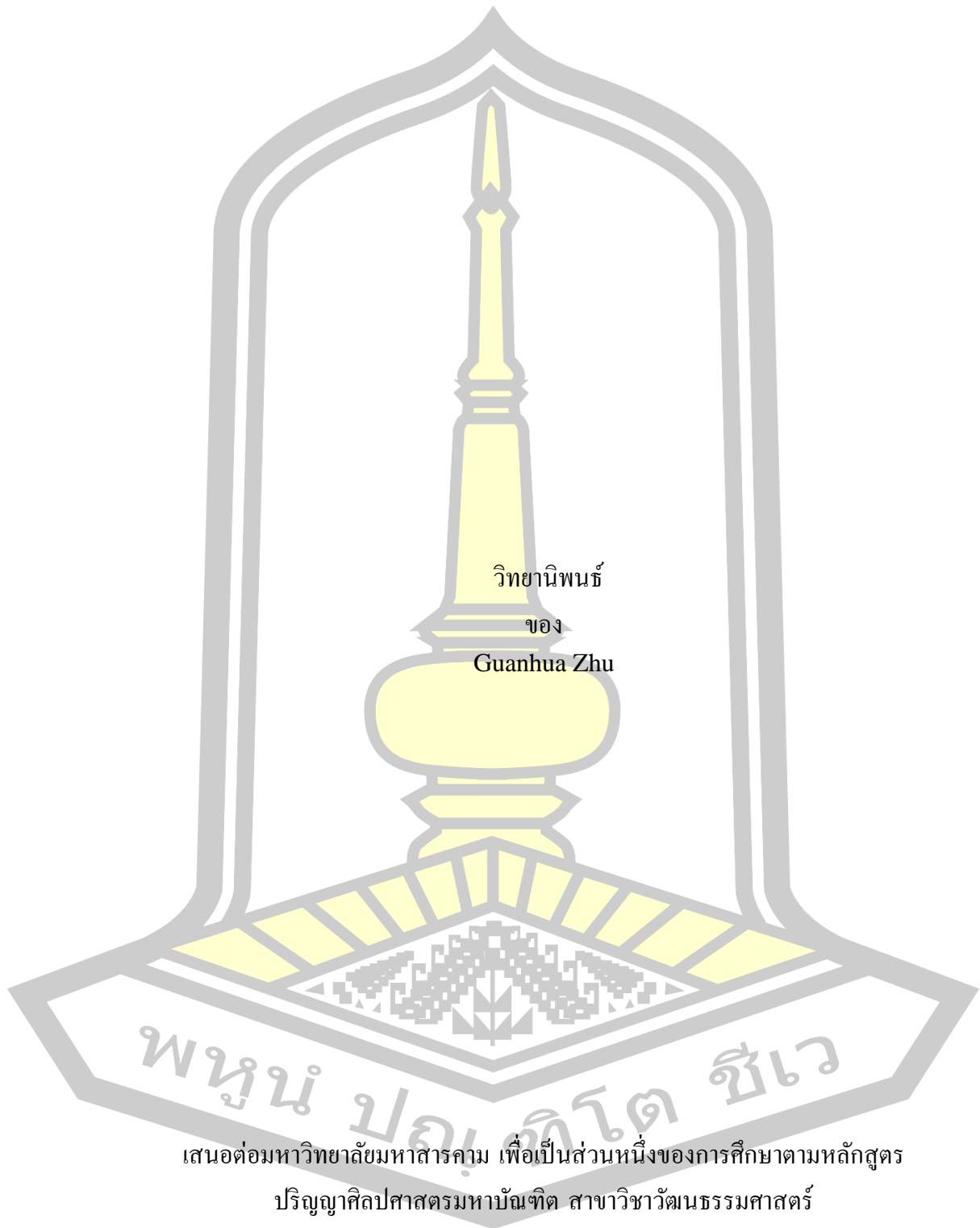
Guanhua Zhu

A Thesis Submitted in Partial Fulfillment of Requirements for  
degree of Master of Arts in Cultural Science

April 2025

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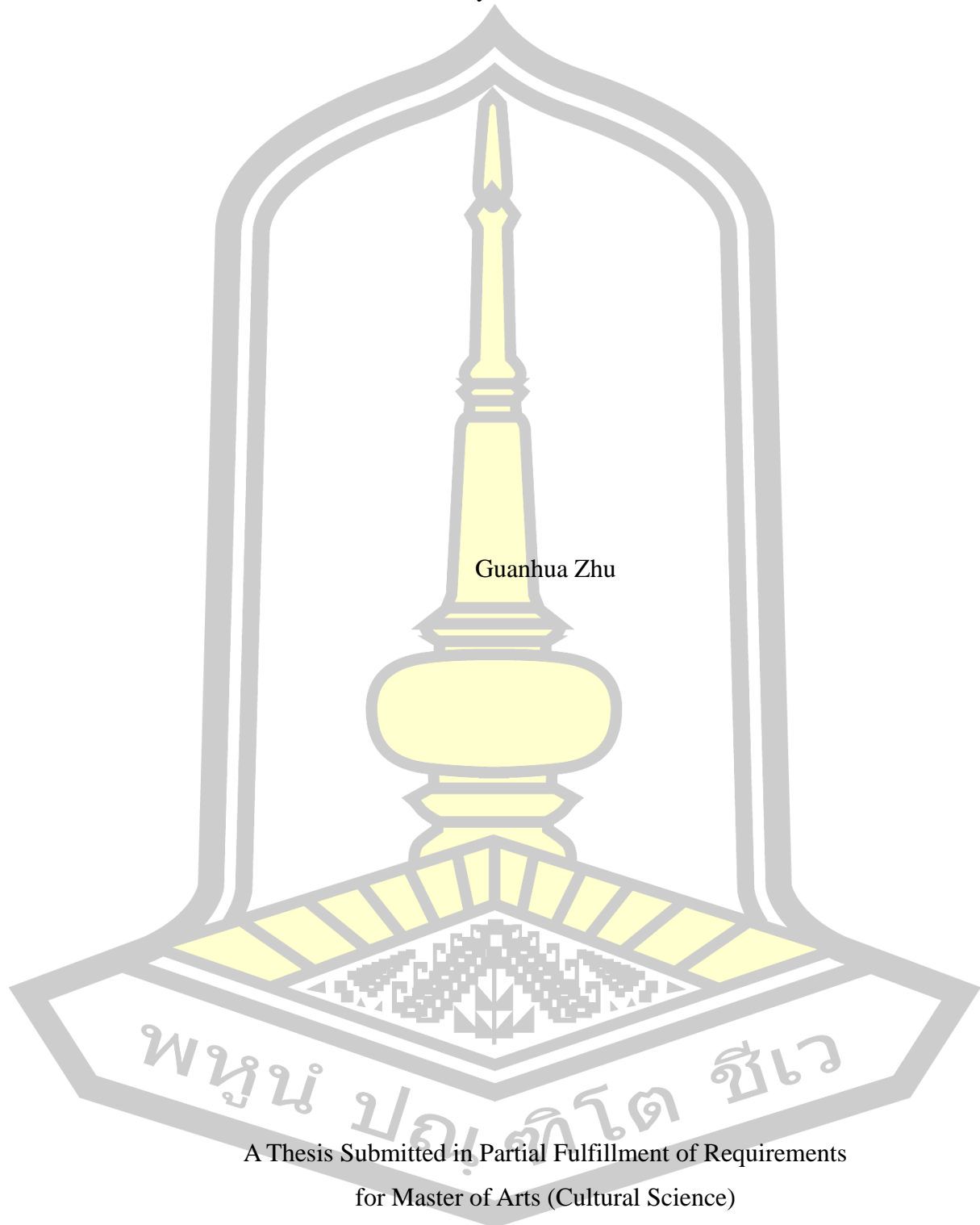


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Innovative Strategies for Protecting and Disseminating the Luoyang Linguistic Using  
Douyin Short Dramas



Guanhua Zhu

A Thesis Submitted in Partial Fulfillment of Requirements  
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April 2025

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### ABSTRACT

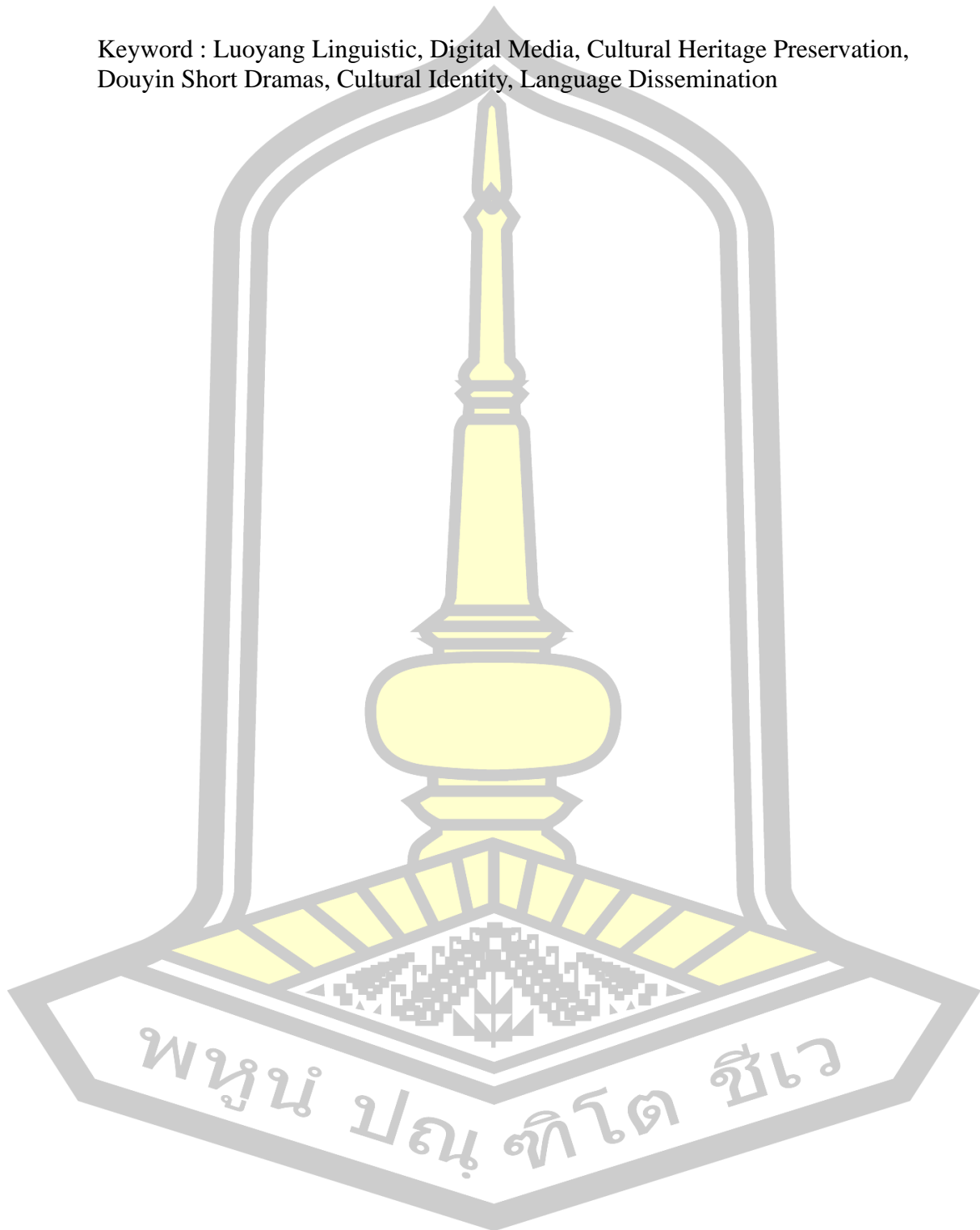
The objectives of this research are to 1) To research the historical development and background of the Luoyang linguistic.2) To research the current situation and problems of the Luoyang linguistic.3) To research innovative strategies for protecting and disseminating Luoyang Linguistic Using Douyin Short Dramas.. This research adopts a qualitative research method, combining tools such as semi-structured interviews, participant observation, and digital content analysis. The research sample includes 7 local linguists, 10 cultural practitioners, Douyin content creators and 20 community members. A large amount of data was collected through field observations, in-depth interviews and a review of Douyin short videos with Luoyang linguistic characteristics, ensuring a comprehensive and representative understanding of the topic.

Based on the research objectives, the main findings of this research are as follows: 1) In terms of historical development and cultural background, Luoyang linguistic reflects a rich cultural heritage formed by local customs, traditions, and historical changes. Its pronunciation, vocabulary, and expressions are deeply rooted in the social life and identity of the region. 2) Regarding the characteristics and current challenges of Luoyang linguistic, Luoyang linguistic is an important cultural symbol and communication tool, but it is also facing threats such as urbanization, dominance of Mandarin, and reduced intergenerational inheritance. These challenges highlight the need for innovative solutions. 3) In terms of innovative strategies, Douyin short dramas have proven to be effective in language protection, providing a modern interactive platform for young audiences. However, limitations such as unstable content quality and insufficient integration into educational frameworks remain obstacles. To overcome these problems, this research recommends creating culturally rich and engaging drama content, promoting community participation, and using Douyin's recommendation algorithm to maximize reach and engagement.

The findings of this research provide a valuable foundation for further research on the preservation of local languages using digital media. They also offer practical recommendations for cultural policymakers, educators, and content creators to promote cultural heritage conservation, enhance regional cultural identity, and

support the sustainable development of Luoyang linguistic in the digital age.

Keyword : Luoyang Linguistic, Digital Media, Cultural Heritage Preservation, Douyin Short Dramas, Cultural Identity, Language Dissemination



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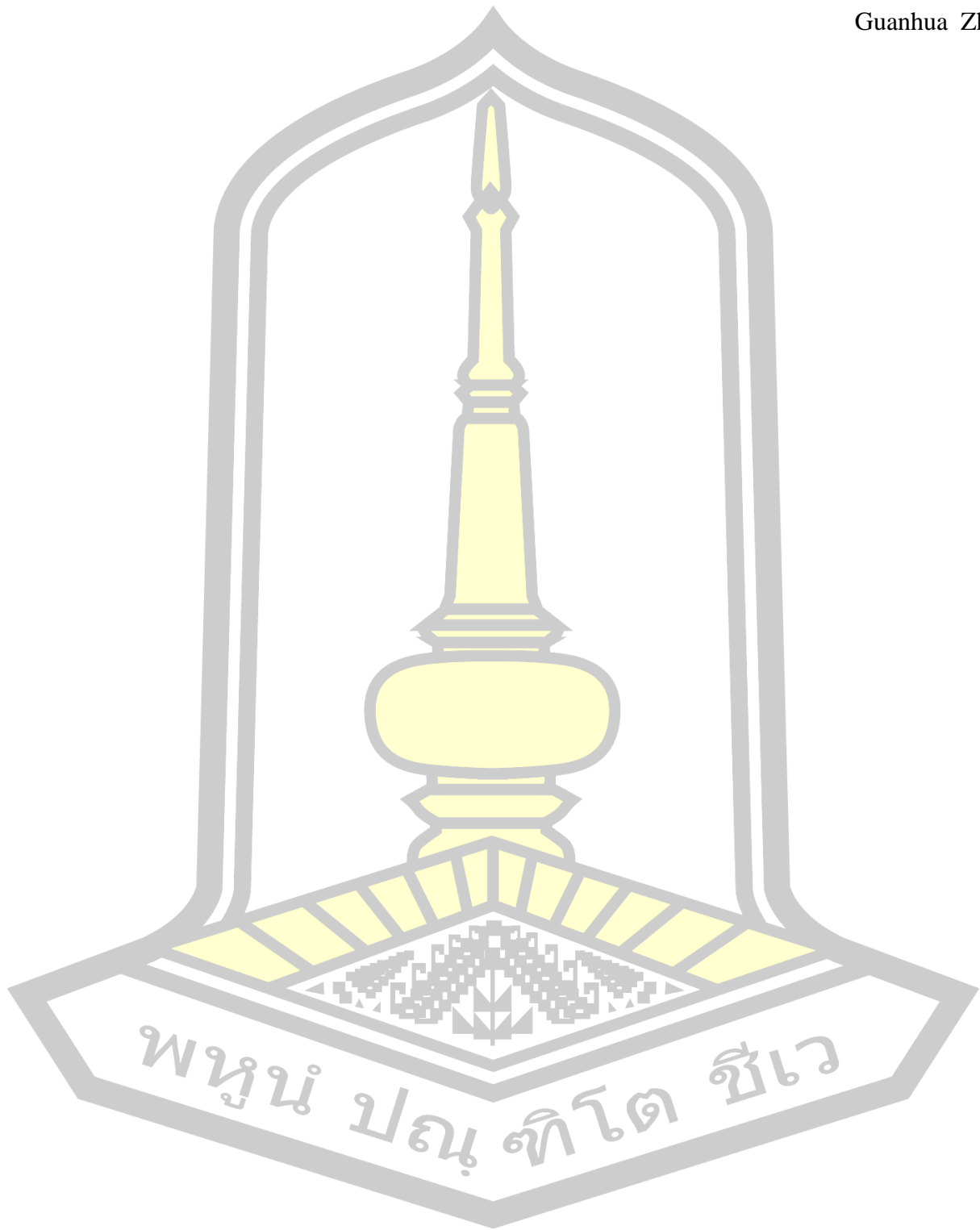
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As I conclude this chapter of my life, I am filled with mixed emotions. Completing this dissertation marks not only the achievement of an academic milestone but also the end of a significant journey. I would like to extend my sincere thanks to everyone who has supported and encouraged me along the way. Your contributions have made this journey meaningful, enriching, and unforgettable.



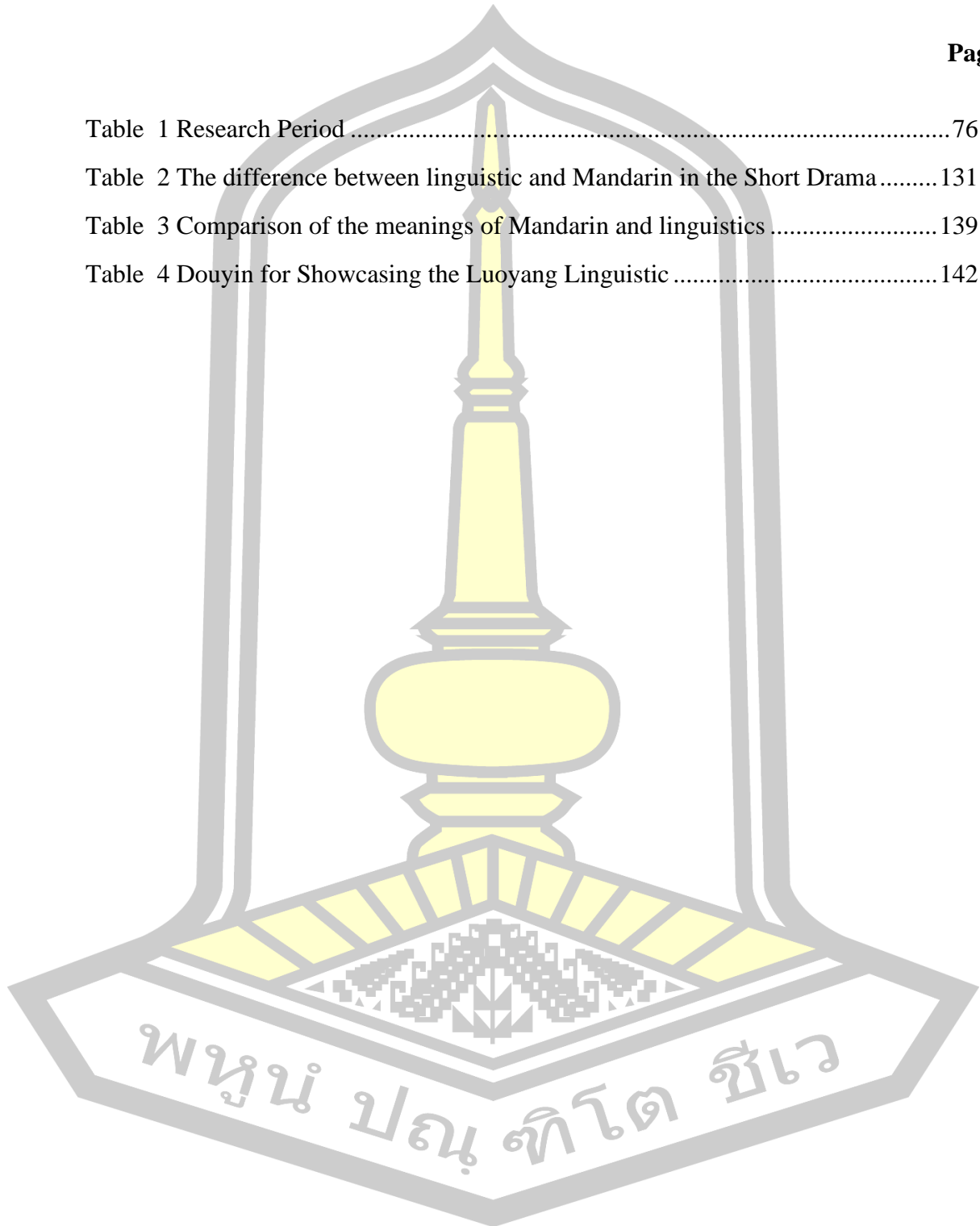
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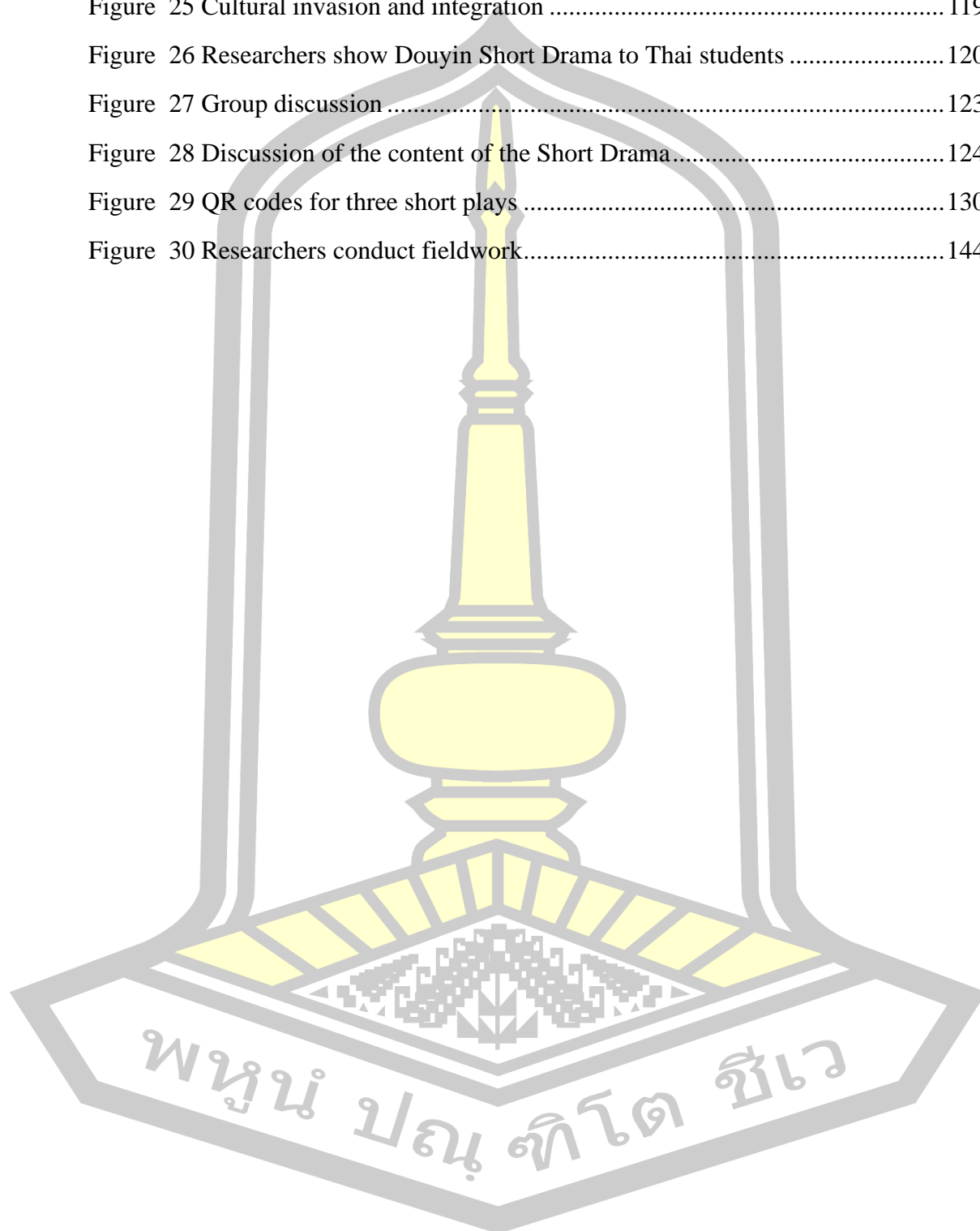
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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language is a core component of human culture and an important tool for the expression of ideas, emotions and cultural identity. Language is not only a tool for communication and exchange; it carries the history, culture and identity of a social group. The diversity of languages reflects the richness and diversity of human civilization. Each language contains unique cultural knowledge, historical stories, artistic expressions and spiritual beliefs, and is the embodiment of unique perceptions and expressions in different social and cultural systems. With the acceleration of globalization and modernization, the status and role of languages have become more and more important. The preservation and transmission of language is not only necessary to protect cultural diversity and promote social interaction, but also key to maintaining social cohesion and promoting cultural identity (Smith & Zhang, 2021). In today's world, the preservation and transmission of languages are facing unprecedented challenges, especially in the context of modernization and globalization, where the survival and dissemination of local languages are facing a crisis of gradual disappearance.

Linguistic, as a variant of local language, is not only an important tool for daily communication, but also carries deep local cultural connotations and historical information. The characteristics of a linguistic language are often closely related to the geographical environment, historical changes, and social structure of the region, and are a symbol of the identity and culture of a region or community. With the popularization of Putonghua and the modernization of the education model, the frequency of the use of linguistic linguistics has gradually decreased, especially among the younger generation, and the inheritance of the linguistics is facing a serious challenge. Although the use of the linguistic language still has a certain presence in daily life, with the acceleration of urbanization and changes in cultural identity, the identity of the traditional linguistic is gradually weakening among the younger generation (Wang & Liu, 2019). At present, the transmission of linguistic

linguistics mainly relies on oral transmission, local cultural activities, and some traditional media such as local television or radio, but these modes of transmission face difficulties in diversifying and transcending geographic restrictions in modern society.

In this context, digital media and social platforms, especially short video platforms, provide a brand new way for linguistic communication. Through digital media, linguistic can be spread in a more vivid, interactive and extensive way. In particular, short video platforms such as Douyin have opened up new horizons for the transmission and dissemination of linguistic linguistics by virtue of their low threshold, high interactivity and wide spread. In recent years, Douyin short videos have attracted a large number of young viewers with their entertaining and educational content, providing more innovative forms and a wide audience for the dissemination of linguistic culture. For example, through vivid and interesting Short Drama, folklore stories and other forms, the short video platform enables local linguistics to break through geographic limitations and quickly spread to a wider group of viewers, especially young people, stimulating their interest in and identification with the linguistics and local culture (Zhao & Xu, 2020).

However, although short video platforms have brought new opportunities for the dissemination of linguistic linguistics, they also face a series of problems. First, the creation and dissemination of linguistic content is limited by the platform's algorithmic recommendations, and how to ensure that linguistic content can accurately reach the target group, especially young viewers, is a problem that needs to be solved. Secondly, the linguistic content on short video platforms lacks a systematic cultural education function, and much of the content is more entertainment-oriented and lacks the transmission of the deeper cultural connotation of the linguistic. In addition, due to the diversity of linguistics, it is often difficult to unify the dissemination of linguistic contents from the same region on the platform, and how to balance the regionality and universality of different linguistics is also a problem that needs to be thought about urgently in the dissemination of linguistics.

To summarize, the current dissemination of linguistic faces the bottleneck of traditional methods and the opportunity of the development of digital platforms. The study of how to realize the effective dissemination of linguistic through Douyin short

videos and other emerging digital media platforms is not only an urgent need for language protection, but also an important way to protect cultural diversity and promote local cultural identity in the digital era.

The title of this study is “Innovative Strategies: Protecting and Disseminating Luoyang linguistic through Douyin Short Drama”, which aims to explore how to promote the protection and dissemination of Luoyang linguistic through the new communication medium of Douyin Short Drama. The study will analyze how short video content creation can be combined with the inheritance of Luoyang linguistic to enhance the cultural influence and dissemination scope of the linguistic through innovative communication strategies. This not only provides new ideas for the revitalization of Luoyang linguistic, but also provides a reference for the dissemination and protection of other local linguistics.

## **1.2 Objectives of the research**

The purpose of this research is to explore the role of Douyin Short Drama in the protection and dissemination of Luoyang linguistic, as well as innovative strategies for linguistic development in the digital media era. Specific objectives include:

- 1.2.1 To study the historical development and background of the Luoyang linguistic.
- 1.2.2 To study the current situation and problems of the Luoyang linguistic.
- 1.2.3 To study innovative strategies for protecting and disseminating Luoyang Linguistic Using Douyin Short Dramas.

## **1.3 Research Questions**

This research is organized around the following key questions:

- 1.3.1 What is the specific role of Douyin Short Drama in the preservation and dissemination of Linguistic and how has digital technology changed the way Linguistic are transmitted?
- 1.3.2 How effective are the linguistic protection measures currently implemented on the Douyin Short Drama Short Drama?

1.3.3 What are the innovative strategies for linguistic development in the digital media age and how effectively do they contribute to linguistic preservation and development?

#### **1.4 Importance of the Research**

##### **1. Understanding the Historical Development of Luoyang Linguistic**

The Luoyang linguistic has a long history. It developed through changes in society, culture, and traditions. It is more than just a way to communicate. It carries stories, customs, and values passed down for generations. This research looks at how the Luoyang linguistic started and changed over time. It finds the key historical moments that shaped the language. It also shows why it is important to the identity of the local people. Understanding its history helps explain why it must be protected and passed on.

##### **2. Analyzing the Current Situation and Problems of Luoyang Linguistic**

Fewer people speak the Luoyang linguistic today. Many young people use Mandarin instead. Urbanization, education, and media make Mandarin the main language. The Luoyang linguistic is not used much in daily life. This puts it at risk of disappearing. This study looks at the problems that cause this decline. It examines how often people use the language, their attitude toward it, and what is being done to protect it. Finding these problems helps create better ways to keep the language alive.

**Exploring Innovative Strategies for the Dissemination and Protection of Luoyang Linguistic through Douyin Short Dramas**

This study looks at how Douyin short dramas can help keep Luoyang linguistic alive. Today, many young people do not use local languages much. Digital media can help change that. Short videos on Douyin can make learning and using the language fun and easy.

Douyin's video algorithm helps spread content to more people. If videos are interesting, more viewers will watch and share. Short dramas use stories, humor, and cultural themes, making the language more appealing. This study finds ways to make these videos better for language learning and cultural awareness.

## 1.5 Definition of Terms

### 1.5.1 Luoyang Linguistic

The Luoyang linguistic is a unique regional dialect spoken in Luoyang City, Henan Province, characterized by its distinctive phonetics, tonal patterns, and vocabulary. As a vital component of local cultural heritage, it reflects the historical and social life of the region. This study emphasizes the importance of preserving the Luoyang linguistic as both a communication tool and a cultural symbol, exploring how Douyin Short Drama can effectively revitalize its usage and cultural significance.

### 1.5.2 Douyin

Douyin, a short video platform launched by ByteDance in 2016, is positioned in this study as a transformative tool for the preservation and dissemination of the Luoyang linguistic. Beyond entertainment, Douyin serves as a digital medium with vast potential for cultural communication. Through interactive and visually engaging short dramas, Douyin provides a platform for showcasing the Luoyang linguistic to a broader audience, blending traditional cultural elements with modern media trends. This study investigates its role in fostering linguistic revival and contributing to innovative cultural preservation strategies.

### 1.5.3 Innovation

Innovation in this study refers to novel approaches and methods aimed at revitalizing and promoting the Luoyang linguistic. By leveraging tools like Douyin Short Drama, innovation emphasizes the creative integration of traditional cultural elements, linguistic features, and digital media technologies. This study focuses on transcending geographical and generational boundaries to create interactive and engaging strategies for enhancing cultural heritage and linguistic identity in the digital era.

### 1.5.4 Strategies

Strategies in this study are defined as systematic and purpose-driven plans designed to protect and disseminate the Luoyang linguistic using modern digital tools. These include the creation of culturally rich content on Douyin, promoting user engagement through user-generated content (UGC), leveraging social media algorithms for broader reach, and establishing partnerships with cultural organizations and educational institutions. The ultimate goal of these strategies is to ensure the

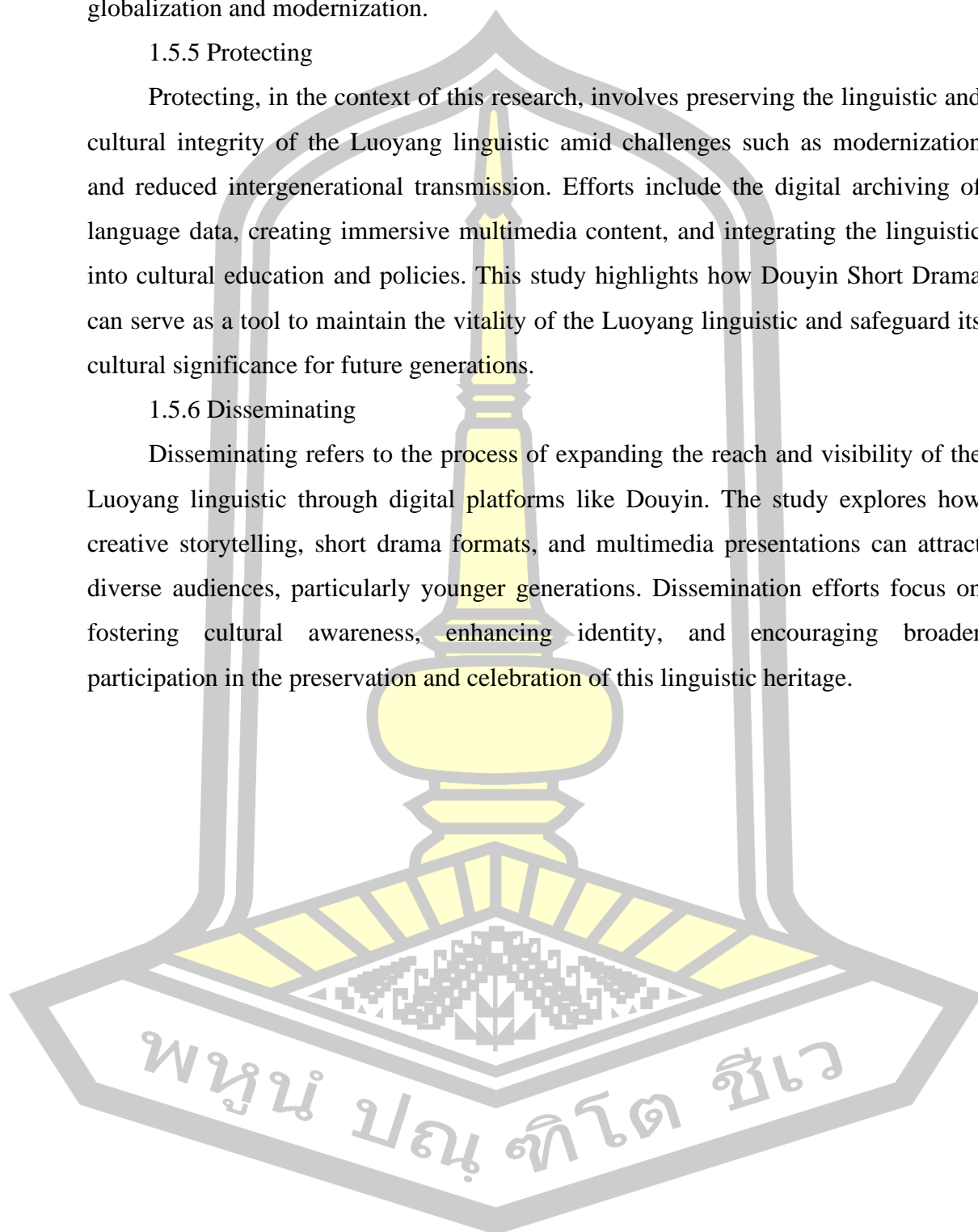
sustainable preservation and promotion of the Luoyang linguistic in the context of globalization and modernization.

#### 1.5.5 Protecting

Protecting, in the context of this research, involves preserving the linguistic and cultural integrity of the Luoyang linguistic amid challenges such as modernization and reduced intergenerational transmission. Efforts include the digital archiving of language data, creating immersive multimedia content, and integrating the linguistic into cultural education and policies. This study highlights how Douyin Short Drama can serve as a tool to maintain the vitality of the Luoyang linguistic and safeguard its cultural significance for future generations.

#### 1.5.6 Disseminating

Disseminating refers to the process of expanding the reach and visibility of the Luoyang linguistic through digital platforms like Douyin. The study explores how creative storytelling, short drama formats, and multimedia presentations can attract diverse audiences, particularly younger generations. Dissemination efforts focus on fostering cultural awareness, enhancing identity, and encouraging broader participation in the preservation and celebration of this linguistic heritage.



## 1.6 Conceptual Framework

This research aims to explore the protection and inheritance of Luoyang linguistic in the era of digital media, focusing on analyzing the strategies and effects of innovative digital content creation through short dramas such as Douyin. To better illustrate this research, the research framework is as follows:

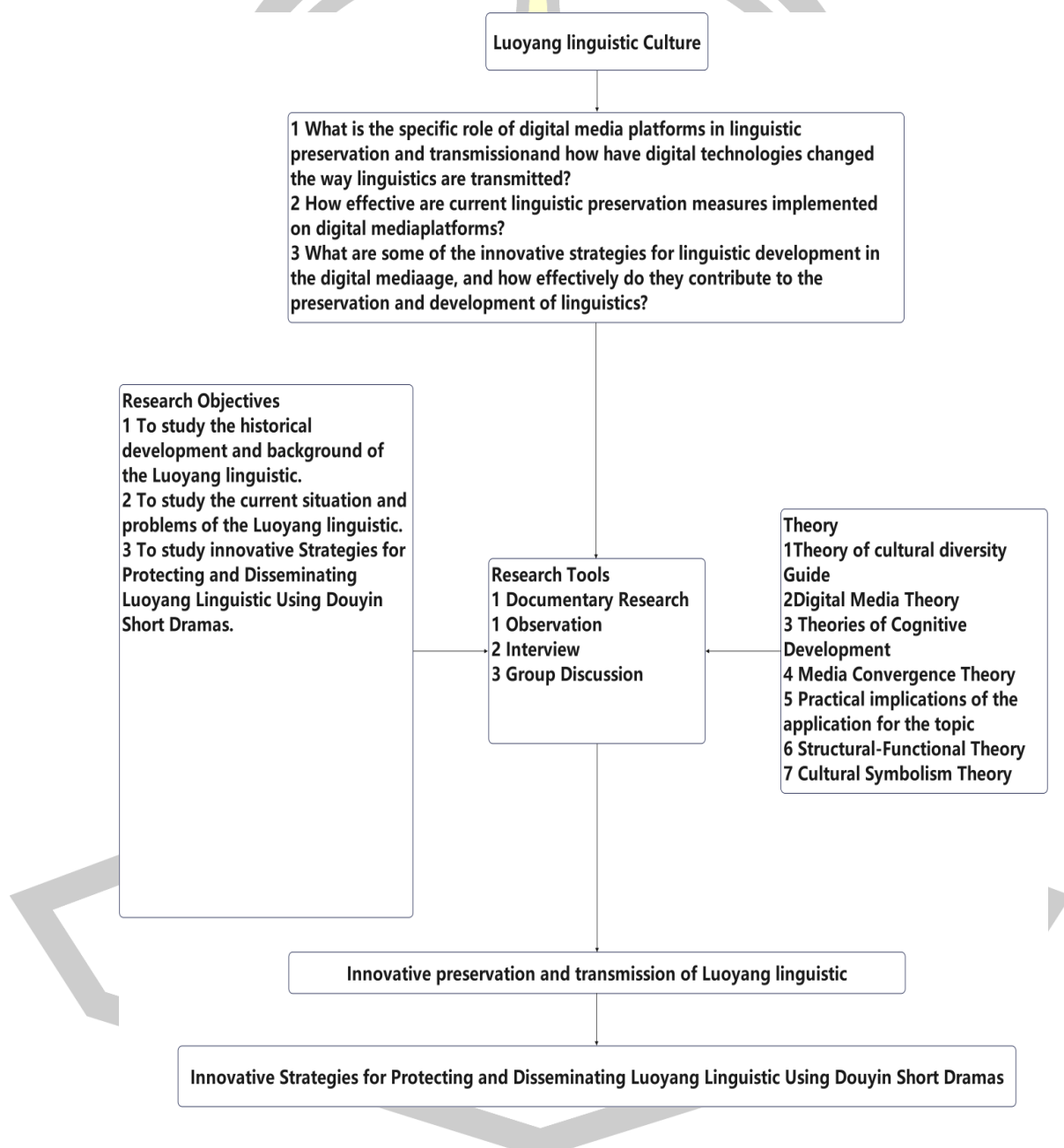


Figure 1 Conceptual Framework

Source: Guanhua Zhu(2024)

## CHAPTER II

### LITERATURE REVIEW

Luoyang linguistics a valuable treasure of Chinese local culture, with a long history and humanities. However, under the background of today's world economic integration, the inheritance and development of Luoyang linguistic have been subjected to unprecedented impacts and difficulties. Through collecting and combing the relevant literature, analyzing the existing research results and shortcomings, we conduct an in-depth discussion on the protection and inheritance of Luoyang linguistic, with a view to laying a solid theoretical foundation and practical guidance for the protection and inheritance of Luoyang linguistic, and to protect this valuable language resource.

#### 2.1 Chinese social culture and the cultural heritage of the Luoyang linguistic language

2.1.1 Overview of Chinese social culture

2.1.2 Cultural Value and Inheritance Significance of Luoyang Linguistic

2.1.3 The centrality of linguistic in cultural inheritance

#### 2.2 Linguistics

2.2.1 linguistic

2.2.2 Luoyang linguistic

2.2.3 Other linguistic linguistics

2.2.4 Current status of linguistic preservation

#### 2.3 Legal Policies

2.3.1 Relevant Legal Policies for Language Preservation and Cultural Heritage Protection

2.3.2 National Language Law and Its Impact

2.3.4 Local Language Policies and Regional Efforts

2.3.5 Digital Media and Language Protection Laws

2.4 Digital media and language preservation: theoretical framework and practical applications

- 2.4.1 Theoretical overview of linguistic diversity
- 2.4.2 Language preservation theory
- 2.4.3 Language transmission theory
- 2.4.4 The impact of digital media on language transmission
- 2.4.5 Media convergence theory
- 2.4.6 Cultural diversity theory
- 2.4.7 Linguistic Semiotic Theory
- 2.4.8 Linguistic Social Function Theory
- 2.5 Research Area
  - 2.5.1 Geographic Characteristics
  - 2.5.2 Social and Cultural Landscape
  - 2.5.3 Importance of Location in the Study
- 2.6 Related Research
  - 2.6.1 Domestic research
  - 2.6.2 Foreign research

## **2.1 Chinese social culture and the cultural heritage of the Luoyang linguistic language**

### **2.1.1 Overview of Chinese Social Culture**

China is a country with a rich and ancient cultural heritage, one that spans over thousands of years, making it one of the world's oldest continuous civilizations. The diversity and dynamism of China's social and cultural landscape are a testament to the country's ability to evolve while preserving its profound historical roots (Ge, 2018). The various cultures, languages, and traditions that have developed within its vast territory are not only essential for understanding the historical trajectory of Chinese society but also serve as the cornerstone for its future development. This diversity forms an integral part of the fabric of Chinese society, playing a central role in both its social cohesion and its ability to adapt to modern challenges (Fei, 2017).

As a multi-ethnic and multi-cultural nation, China encompasses more than 50 ethnic groups, each with its own distinct culture, language, customs, and traditions. This ethnic diversity is reflected in the variety of regional linguistics and linguistic

varieties that exist throughout the country (Yu & Li, 2021). Over millennia, the interaction between these various groups—through trade, migration, and shared cultural experiences—has shaped a society that values both its commonalities and differences. This linguistic diversity is more than a linguistic feature; it is a mirror of the country's history, encapsulating centuries of migration patterns, cultural exchanges, and political shifts (Sun et al., 2013).

In particular, China's regional linguistics (referred to as local linguistics) are not merely variations of the standard language, Putonghua (Mandarin). They serve as important markers of local identity and regional culture, with each linguistic carrying unique historical narratives, local myths, and cultural practices that are essential to understanding the everyday lives and traditions of its speakers. As Ganassin (2020) highlights, these linguistics are core carriers of cultural memory, reflecting the values, beliefs, and social structures that have evolved in different regions of China over centuries.

For example, the Luoyang linguistic—the local linguistic spoken in Luoyang, one of the ancient capitals of China—is deeply tied to the region's historical significance and its role as a center of political, economic, and cultural exchange for many dynasties (Xu, 2022). The linguistic traits of Luoyang, from vocabulary to phonetic nuances, embody the historical experiences of the local people, preserving linguistic markers of history that go beyond mere communication. These features provide critical insights into the regional identity of the people of Luoyang, encapsulating their distinct social practices and their sense of belonging to the broader cultural landscape of China (Zhu & Wechkama, 2024).

China's linguistic diversity extends to various dimensions of social and cultural life, ranging from art, religion, and lifestyle to cultural practices and social rituals. Language is not simply a tool for communication but is woven into the very fabric of Chinese culture, where it functions as a vital channel for cultural transmission (Wang, 2022). Through language, Chinese people have passed down not only stories and knowledge but also their wisdom, values, and ways of life across generations. From traditional oral histories, folk songs, and poetry to religious texts and festivals, the linguistic landscape is rich with cultural significance. In modern China, despite the dominance of Putonghua in official settings, these regional linguistics continue to play

an important role in maintaining the vibrancy of local cultures and providing insights into the evolving dynamics of Chinese society (Luo, 2014).

However, the rapid pace of globalization and modernization presents significant challenges to the preservation of this linguistic diversity. Putonghua, as the national language, has been promoted across all sectors of life—education, government, media, and business. While this has facilitated communication among people from different regions and backgrounds, it has also resulted in the erosion of local linguistics, especially among the younger generation (Zhou, 2018). Many young people, particularly those living in urban areas, no longer use their local linguistics in daily life. Instead, they increasingly prefer to speak Putonghua, which has become the dominant language in schools, workplaces, and public life (Magnusson, 2011).

This trend is concerning because local linguistics, such as the Luoyang linguistic, are not just languages; they are the repositories of local culture and regional identity. As Lou (2021) notes, language plays a crucial role in maintaining the cultural vitality of a region, and the gradual disappearance of these linguistics risks severing the link between modern generations and their historical roots. The loss of these linguistics can lead to a sense of cultural alienation, as people are no longer able to fully access the rich cultural resources embedded in their local language. Luoyang linguistic, for example, holds within it centuries of historical memory, local customs, and traditions, all of which are reflected in the linguistic's unique expressions, proverbs, and intonations.

The challenge for modern Chinese society is to find a balance between the promotion of Putonghua as the common national language and the preservation of local linguistics (Zhang, Shi, & Liu, 2024). There is growing recognition of the importance of safeguarding linguistic diversity, as it not only helps to preserve the cultural identities of various regions but also enhances the richness and plurality of Chinese civilization as a whole (Zhou, 2020). Recent efforts to incorporate local linguistics in media production, literature, and cultural activities are steps toward fostering a new appreciation for the country's linguistic heritage (Xiong, 2018). These efforts also serve as an important reminder of the crucial role that language plays in cultural continuity and intergenerational connections (Wang, 2017).

Moreover, the preservation of linguistic diversity is integral to maintaining cultural diversity in an increasingly globalized world. Globalization, while facilitating communication and commerce, also poses a threat to smaller languages and cultural practices that are at risk of being overshadowed by dominant global languages and cultures (Zhou & Zhou, 2019). The preservation of regional linguistics, such as the Luoyang linguistic, is an act of cultural resilience—a way of preserving regional heritage in the face of modernization while continuing to celebrate the vast diversity of Chinese social culture (Valentini, 2014). The protection of linguistic diversity in China is not only essential for preserving the country’s cultural fabric but also for sustaining its social identity as a multi-ethnic, multi-lingual society (Puthuval, 2017).

In conclusion, the linguistic diversity of China is a crucial aspect of its social culture. Local linguistics, such as the Luoyang linguistic, are essential for understanding the regional identity and cultural traditions of different communities (Hui, 2007). They carry within them the history, memories, and values that define the people who speak them. As China continues to modernize, it is imperative to ensure that these linguistics are not lost to the pressures of globalization (Lee & Li, 2012). By preserving linguistic diversity, China can maintain its rich cultural heritage and safeguard the local identities that have shaped the nation’s history for centuries.

#### 2.1.2 Cultural Value and Inheritance Significance of Luoyang Linguistic

As the ancient capital of many dynasties in Chinese history, Luoyang has a deep social and cultural accumulation, and the linguistic linguistic plays an important role in Luoyang culture. The Luoyang linguistic belongs to the Central Plains Official linguistic system, which integrates rich historical memories and local characteristics, and is not only an important tool for the daily communication of Luoyang people, but also an important carrier of its local culture (Gao & Ren, 2019). A large number of ancient Chinese words and expressions have been preserved in the Luoyang linguistic, such as “kemei” (beautiful) and “吃秒了” (eat), which are unique linguistic elements that not only have linguistic value but also reflect the social life and cultural practices of the Luoyang area (Park, 2022).



Figure 2 Mandarin is currently a compulsory course for Chinese teenagers

Source:Guanhua Zhu(2024)

The Luoyang linguistic exhibits significant local features at the phonological, lexical, and semantic levels. For example, it has a complex tonal system, a slower speech rate, and a certain rough texture, which is closely related to the natural environment of Luoyang and the character of its inhabitants (Xu, 2021). Such linguistic characteristics not only reflect the uniqueness of the local society, but also subconsciously enhance the cultural identity of community members (Wang, 2020).

However, under the double pressure of modernization and globalization, the inheritance and protection of Luoyang linguistic faces serious challenges. On the one hand, the popularization of Putonghua has led to a gradual decrease in the frequency of the Luoyang linguistic; on the other hand, the younger generation's interest in and identity with the linguistic has gradually weakened (Li & Zhuang, 2019). How to revitalize Luoyang's linguistic through innovative communication methods, especially with the help of digital media platforms, has become an important issue for the inheritance of local culture (Sun & Kwon, 2020).

Given these challenges, there has been a growing interest in finding new methods of preserving and passing on local languages and cultures. The rise of digital media platforms, such as Douyin (the Chinese version of TikTok), presents a new opportunity for the revitalization of regional languages. Douyin, with its vast user

base and widespread influence, offers a platform where local linguistics can reach a much larger audience, especially younger generations. The integration of the Luoyang linguistic into short video content not only helps to preserve the linguistic but also introduces it to a global audience, potentially fostering greater appreciation and engagement.

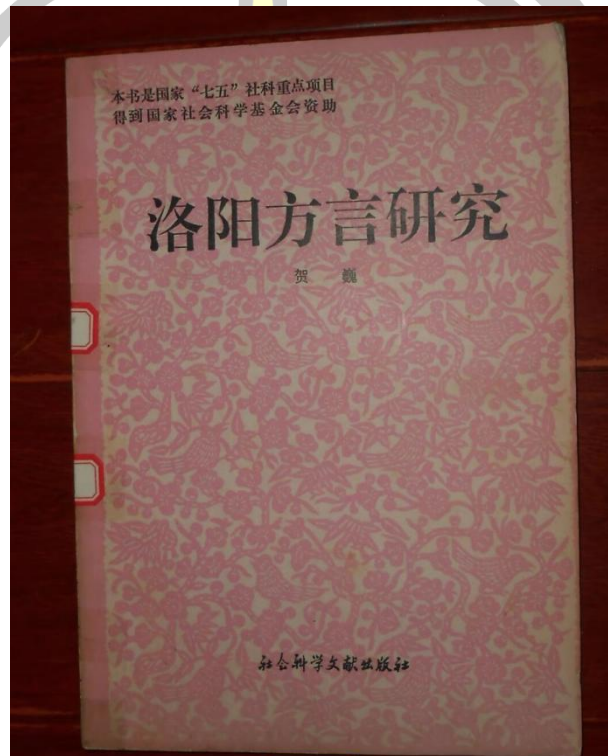


Figure 3 A Study of the Luoyang linguistic, by He Wei  
Source:Website:Baidu Wenku(2024)

### 2.1.3 The Centrality of Linguistic in Cultural Inheritance

The Luoyang linguistic is not just a linguistic phenomenon but also a core symbol of cultural identity in the Luoyang area. It records and transmits the social history and cultural connotations of Luoyang through everyday language, folklore, and local art (Shen & Gao, 2020). Protecting and passing on the Luoyang linguistic is not just preserving a form of language, but maintaining a living cultural memory. Especially in the context of globalization, the Luoyang linguistic, as a symbol of local culture, carries an important mission of cultural diversity and social cohesion (Yan, 2019).

In the context of rapid urbanization and globalization, the preservation of regional linguistics such as the Luoyang linguistic is crucial for maintaining cultural diversity. As global culture becomes more homogenized, local languages and linguistics provide an essential link to the past, offering insight into the historical and cultural development of specific regions. By protecting these languages, we are not just preserving words but also safeguarding the cultural practices, values, and social connections embedded in them.

This section provides a solid theoretical foundation for the subsequent research on the digital transmission of the Luoyang linguistic. The integration of the Luoyang linguistic with modern communication tools, such as digital media platforms, is essential for ensuring its continued relevance. Modern communication methods must not only preserve the linguistic form but also allow for the evolution and adaptation of the language in a way that maintains its cultural integrity. This balance of cultural preservation and innovation is central to the future of the Luoyang linguistic and its role in contemporary society.

In conclusion, the Luoyang linguistic is a critical component of the local cultural heritage that plays a central role in maintaining cultural identity and cohesion. As globalization and modernization continue to exert pressure on local languages, the preservation of regional linguistics like the Luoyang linguistic has become increasingly urgent. The use of digital media platforms, such as Douyin, offers a promising avenue for revitalizing these languages and ensuring their continued relevance in the modern world. The cultural significance of the Luoyang linguistic cannot be overstated, and its preservation requires a concerted effort to integrate it into contemporary society while maintaining its historical and cultural roots.

In modern society, the promotion of Putonghua has played a positive role in strengthening national identity and linguistic unity, but it has also led to the weakening of local linguistic linguistics in terms of their transmission and use. Many local linguistic linguistics are gradually losing their social functions, especially among the younger generation, and the frequency of use has decreased significantly. This change in linguistic ecology not only affects the expression of local culture, but also poses a potential threat to Chinese cultural diversity and local identity (Chen, 2020).

## 2.2 Linguistic linguistics

As a local variant of language, linguistic linguistics refers to the distinct forms of speech used by specific geographical or social groups, reflecting the unique cultural, historical, and social characteristics of a region. These linguistics or linguistic variations are deeply tied to factors such as geography, historical changes, social structures, and local customs. Linguistics are not merely a communication tool but also an essential carrier of cultural identity, memory, and local heritage. In this section, we will explore the definition and characteristics of linguistic linguistics, the uniqueness of the Luoyang linguistic, and the studies related to other regional linguistics.

### 2.2.1 Linguistics

Linguistics is a linguistic variant spoken by a particular geographic region or social group, often differing from the standard language or other linguistics in pronunciation, vocabulary, and grammar. According to Chambers and Trudgill (1998), a linguistic variant reflects not only social, geographical, or cultural differences but also evolves to meet the specific needs of the communities that speak it. In some instances, linguistic differences may be so pronounced that speakers find it difficult to understand one another, while in other cases, the differences between linguistics and the standard language are more limited to variations in vocabulary and pronunciation.

The formation of linguistic linguistics is influenced by several factors, including geographical isolation, historical developments, and social structures. For example, geographical isolation can lead to the divergence of a linguistic from its parent language, while social class differences can result in variations within the same geographic area. By studying the distribution and evolution of linguistics, linguists can uncover the cultural, historical, and social contexts that shape them (Trudgill, 2000). Additionally, linguistic linguistics play a critical role in cultural transmission, preserving local traditions, and reinforcing a sense of local identity in everyday interactions (Wolfram & Schilling, 2016).

As urbanization and globalization increase, however, the use of regional linguistics faces significant challenges. The rise of standardized languages, such as Putonghua (Mandarin), has caused many local linguistics to lose prominence. Yet,

these linguistics remain an important source of local identity, as they carry historical narratives and regional values that standardized languages cannot express.

### 2.2.2 Luoyang Linguistic

The Luoyang linguistic is a unique regional linguistic spoken in Luoyang city and its surrounding areas in Henan Province. As part of the Central Plains Official Linguistic system, it carries a distinct phonological, lexical, and syntactical structure that differentiates it from Mandarin and other local linguistics. Luoyang, being the capital of nine dynasties throughout Chinese history, holds a rich cultural and historical legacy that is deeply embedded in the linguistic characteristics of its people.

Phonologically, the Luoyang linguistic has a complex tonal system, which is richer compared to Mandarin. For example, the tonal differentiation between the ‘upper tone’ and ‘lower tone’ in the Luoyang linguistic is more pronounced, with the upper tone often being higher and more distinct compared to its counterpart in Mandarin. This reflects the region's unique linguistic development and its relationship with local social and environmental factors (Li, 2017).

The vocabulary of Luoyang linguistic preserves many ancient Chinese words and expressions that are no longer used in Mandarin. Words like “kemei” (beautiful) and expressions like “吃秒了” (eat) offer a glimpse into ancient Chinese life and culture, showcasing how language can be a living artifact of history (Wang, 2015). The preservation of these words within the linguistic gives the Luoyang linguistic immense historical value, linking modern-day Luoyang with its ancient cultural heritage.

However, the Luoyang linguistic, like many other regional linguistics, faces challenges in the modern era. The widespread use of Putonghua, combined with a decline in the younger generation's interest in regional linguistics, has led to a decrease in the frequency and use of the Luoyang linguistic. In particular, the younger population, exposed to the globalized world and the dominant cultural influences of mass media, often view their regional linguistic as less important. As a result, efforts to preserve and revitalize the Luoyang linguistic have gained increased attention, especially through the use of digital media platforms like Douyin (TikTok).

The digital age provides a promising avenue for the preservation and revitalization of regional linguistics. Platforms such as Douyin, with their massive reach and engagement, offer a space where local linguistics like the Luoyang linguistic can be showcased through short videos and online content. This not only helps maintain the linguistic but also introduces it to a broader audience, fostering a greater appreciation of regional linguistic diversity (He, 2020).

### 2.2.3 Other Linguistic Linguistics

China's linguistic diversity is vast, and each region has developed its own unique linguistic variations, with significant differences in phonology, vocabulary, and grammar. In addition to the Luoyang linguistic, there are several other regional linguistics that carry historical and cultural significance. Cantonese, Wu, and Minnan are prominent examples of linguistics that differ substantially from Mandarin and from each other.

Cantonese, spoken primarily in Guangdong Province and neighboring regions, is one of the most distinct linguistics in China. It is widely regarded for its complex tone system and rich syllabic structure. Cantonese not only preserves many archaic phonetic features of Chinese but also has a highly intricate tonal and syllabic system that allows for more nuanced expressions (Zhou, 2006).

Wu, spoken in Jiangsu and Zhejiang provinces, is another linguistic that has preserved a wealth of ancient Chinese vocabulary and pronunciation patterns. Wu's phonological structure is highly distinct from Mandarin, with more vowel sounds and a greater variety of tones. It is considered a critical linguistic for studying the historical evolution of the Chinese language and understanding the cultural practices of the ancient Wu region (Chappell, 2015).

Minnan, which is spoken in Fujian, Taiwan, and parts of Southeast Asia, is another important linguistic group. Minnan linguistics feature a unique vocabulary and tonal system that sets them apart from both Mandarin and Cantonese. The distinctiveness of Minnan offers valuable insights into the development of Chinese language in the coastal regions and beyond (Chappell, 2015).

With the advent of digital media, these regional linguistics are experiencing a resurgence in popularity. Platforms such as YouTube, Douyin, and WeChat have made it easier for local linguistics to be shared and appreciated by wider audiences

both within China and internationally. This has led to an increased cultural exchange, where local linguistics are no longer confined to their regions but are instead broadcast globally, often serving as a bridge for cultural exchange and preservation (Xu, 2018).

In recent years, linguistic programs, videos, and social media content have provided a platform for local linguistics to thrive. By incorporating these linguistics into popular culture and media, they become more than just regional linguistic features; they become symbols of cultural pride and heritage, preserving not only the linguistic forms but the traditions, values, and social practices of the communities they represent.

In conclusion, linguistic linguistics is a vital component of cultural identity, carrying with it the social, historical, and cultural narratives of a particular region. The uniqueness of the Luoyang linguistic, along with other regional linguistics such as Cantonese, Wu, and Minnan, underscores the richness of China's linguistic diversity. However, the challenges posed by modernization, globalization, and the dominance of standard languages such as Putonghua call for innovative efforts to preserve these linguistics. Digital media platforms offer new opportunities to revitalize and share regional linguistics with a global audience, ensuring that these linguistic treasures continue to thrive in the digital age.

#### 2.2.4 Current status of linguistic preservation

##### 2.2.4.1 Digital Media Dissemination and Linguistic Inheritance

In recent years, digital media platforms have emerged as critical tools for the dissemination and preservation of linguistic linguistics, particularly local ones. The rise of platforms like Douyin (the Chinese version of TikTok) has provided new opportunities for spreading regional languages like the Luoyang linguistic to a broader audience. With its vast user base, interactive features, and short-form video content, Douyin has proven to be a powerful platform for linguistic and cultural transmission, especially among younger generations (Wang & Zhang, 2021).

Douyin short dramas, a rapidly growing format of digital media, have captured the attention of millions, using short, engaging, and often humorous content to reach a diverse demographic (Xu & Weninger, 2025). These dramas are

particularly effective in reaching younger viewers, who may otherwise not engage with traditional forms of cultural transmission (Jing & Perumal, 2025). By blending entertainment with education, Douyin short dramas serve as a modern vehicle for the preservation and promotion of local linguistics like the Luoyang linguistic (Zhu & Wechkama, 2024).

Through Douyin's high engagement rates and viral potential, content creators have the opportunity to engage viewers emotionally and intellectually, making them more likely to appreciate and even adopt the linguistic features presented (Hu, 2023). This blend of education, entertainment, and community interaction ensures the vitality of the linguistic, especially as a living and evolving cultural tool (Li, 2024).



Figure 4 Luoyang linguistic sketch launch ceremony

Source: Website: Is Luoyang

#### 2.2.4.2 Principles for Selecting Short Dramas

When selecting content for short dramas aimed at promoting and preserving the Luoyang linguistic, several principles should guide the production process to ensure maximum cultural impact and educational value.

**Focus on Local Culture:** The primary goal of these short dramas should be to highlight local traditions, customs, and cultural practices that resonate with the community. By incorporating elements such as local festivals, folklore, historical narratives, and traditional ceremonies, short dramas can showcase the linguistic in real-life contexts. For instance, dramatizations of Luoyang's traditional weddings, farming practices, or the production of local specialties can vividly illustrate the everyday use of the linguistic, making it more relatable to viewers.

**Incorporate Traditional Art Forms:** Integrating traditional art forms like local music, dance, and opera into the short dramas can enhance the presentation of the Luoyang linguistic. By combining language with regional artistic traditions, such as the 'Heluo drums' or 'Luoyang cymbals,' these short videos can offer a richer cultural experience while highlighting the unique tonal and phonetic aspects of the linguistic. This approach can also foster greater cultural pride and interest in the language.

**Appeal to Emotions and Humor:** A key feature of successful short dramas is their ability to connect with the audience on an emotional level. The plot should be engaging and relatable, using humor and touching moments to capture the audience's attention. Additionally, creating content that resonates with younger generations is crucial for ensuring the long-term survival of the linguistic. Using humor, contemporary references, and interactive features on platforms like Douyin, the language can be made more appealing and approachable.

**Consider Audience Preferences:** Given the diversity of Douyin's audience, short dramas should take into account the age, interests, and cultural backgrounds of viewers. Content should be designed to attract young people, making them feel emotionally connected to the language and curious about learning it. By focusing on universal themes, the short dramas can bridge the gap between traditional language and modern sensibilities, fostering greater interest in the preservation of regional linguistics.



Figure 5 Filming location of the Luoyang linguistic sketch “Those Things in Our Village”

Source:Guanhua Zhu(2024)

#### 2.2.4.3 The Role of Douyin Short Drama in Promoting Luoyang Linguistic

Douyin short dramas have proven to be an effective medium for promoting the Luoyang linguistic, leveraging the platform's unique features to engage a large and diverse audience. By incorporating the linguistic into popular content formats like Short Dramas, comedic routines, and historical reenactments, content creators have managed to present the linguistic in a fun and approachable way. These short dramas serve not only as entertainment but also as powerful tools for educating the public about the Luoyang linguistic and its cultural significance.

For instance, some creators have used the Luoyang linguistic to produce humorous Short Dramas or slice-of-life scenes that reflect everyday conversations, thus giving viewers a natural and relatable introduction to the linguistic. This approach has successfully garnered attention from a younger demographic, who may otherwise be unfamiliar with the linguistic or uninterested in preserving it. The viral nature of Douyin videos further amplifies this exposure, enabling the linguistic to reach a much wider audience across China and even internationally (Liu & Chen, 2020).

#### 2.2.4.4 The Importance of Digital Media for Linguistic Preservation

Douyin short dramas play a crucial role in ensuring the continued vitality of the Luoyang linguistic by breaking down geographical barriers. Unlike traditional media, which may be limited by regional viewership, Douyin offers a platform where linguistic content can easily spread across the country and beyond. Through user interactions such as likes, shares, and comments, the reach of the linguistic can expand exponentially, allowing it to penetrate diverse social circles.

Additionally, Douyin's algorithm-driven content recommendation system ensures that users with specific interests in regional cultures and languages are more likely to encounter content featuring the Luoyang linguistic. This targeted dissemination allows for greater exposure to the linguistic, particularly among audiences who are actively seeking out local cultural content, thereby increasing the chances of successful preservation and revitalization (Xu & Li, 2019).

#### 2.2.4.5 Innovative Application of Douyin Short Drama in Linguistic Preservation

The innovative application of Douyin short dramas in the preservation of the Luoyang linguistic not only facilitates its spread but also creates a platform for its documentation and continued development. By producing and distributing content in the linguistic, creators are able to record and capture linguistic material that may otherwise be lost to time. This content serves as a valuable resource for future linguistic studies, educational programs, and community initiatives.

Moreover, the interactive nature of Douyin allows for real-time feedback from viewers, enabling content creators to refine and improve their productions based on audience input. This collaborative environment promotes the organic development of linguistic content and encourages greater user participation in the preservation process. Through these digital channels, the Luoyang linguistic is not just preserved in its current form but is continuously evolving, ensuring its relevance for future generations (Zhao & Wang, 2021).

The role of digital media in preserving regional linguistics like the Luoyang linguistic cannot be overstated. Platforms like Douyin have provided a new and innovative means of sharing and promoting local languages, especially through the medium of short drama. By combining entertainment with cultural education,

Douyin short dramas have successfully raised awareness of the Luoyang linguistic among young audiences, while also preserving its cultural significance. As digital platforms continue to evolve, they offer an increasingly vital role in ensuring that regional linguistics like the Luoyang linguistic thrive in the modern world, ensuring that cultural heritage is passed down through future generations.

## **2.3 Legal Policies**

### **2.3.1 Relevant Legal Policies for Language Preservation and Cultural Heritage Protection**

The preservation of local languages and cultural heritage in China, including the Luoyang linguistic, is not only a matter of academic interest but also one of legal and governmental concern. The Chinese government has enacted several policies and laws aimed at preserving linguistic diversity, protecting cultural heritage, and promoting the transmission of traditional languages and practices. This section examines the key legal frameworks that are relevant to the preservation and dissemination of local languages, focusing on their applicability to the Luoyang linguistic and similar linguistic forms.

#### **2.3.2 National Language Law and Its Impact**

The Law of the People's Republic of China on the Standard Spoken and Written Chinese Language (2000) plays a central role in the national policy for language usage and language preservation. The law aims to promote the standardization of the Chinese language, primarily through the use of Mandarin (Putonghua) as the national language. While it emphasizes the use of Mandarin for communication in official and educational settings, it also acknowledges the need to protect the country's linguistic diversity (Zhang, 2020). Although the law encourages the use of local linguistics in cultural and personal contexts, it has inadvertently contributed to the decline of regional languages such as the Luoyang linguistic by prioritizing Mandarin in education, government, and media.

#### **2.3.3 Law on Intangible Cultural Heritage Protection**

In 2011, China passed the Law on Intangible Cultural Heritage (ICH), which established a legal framework for the protection of cultural traditions, including oral languages, folk art, and rituals. The law defines intangible cultural heritage as the

practices, representations, expressions, knowledge, and skills that communities recognize as part of their cultural identity (Li, 2021). The Luoyang linguistic, with its unique vocabulary and historical significance, qualifies as part of China's intangible cultural heritage, making it eligible for protection under this law. Through this framework, local governments can apply for funding and resources to protect and promote the linguistic as part of the cultural identity of the Luoyang region.

Moreover, the law promotes the inclusion of intangible cultural heritage in educational systems and encourages local governments and cultural organizations to document and transmit traditional practices. This has led to initiatives where linguistics like the Luoyang linguistic are included in cultural projects and educational curricula aimed at preserving regional identities (Xu & Wu, 2022).

#### 2.3.4 Local Language Policies and Regional Efforts



Figure 6 The Luoyang Cultural Heritage Protection Conference focused on issues related to the protection of linguistics.

Source: Website: Baidu Wenku

At the regional level, some local governments have introduced policies to preserve and promote their unique linguistics. For instance, Henan Province, where Luoyang is located, has initiated programs aimed at documenting and preserving local linguistics through digital platforms and cultural events. In 2020, Henan launched a

province-wide initiative to protect its local linguistics by offering linguistic training programs and workshops for educators and community leaders (Wang, 2021). These initiatives focus on using modern digital tools, such as mobile apps and social media, to engage younger generations with local languages, which could be particularly beneficial for the Luoyang linguistic.

In addition, Henan's policies encourage the use of local linguistics in cultural tourism and media, supporting the creation of local linguistic-themed festivals and events. This approach has led to the promotion of linguistics not only as a means of communication but as cultural products that attract tourists and raise awareness of local traditions (Jiang, 2022).

#### 2.3.5 Digital Media and Language Protection Laws

In recent years, the Chinese government has acknowledged the role of digital media in both the spread and preservation of local languages. The Cybersecurity Law of the People's Republic of China (2017) includes provisions related to the promotion of cultural diversity and the protection of national identity in the digital realm. It encourages the use of the internet to promote traditional culture, including regional languages (Liu & Zhang, 2021). For the Luoyang linguistic, this has opened up new possibilities for digital preservation and dissemination through platforms such as Douyin (TikTok) and other social media sites, where short videos and online content can reach a wide audience. These platforms provide a space for younger generations to engage with the linguistic, creating a digital archive that can help preserve the language for future generations.

The Cultural Industry Promotion Law (2020) also supports the commercialization of traditional cultural resources, including local linguistics, by encouraging the development of cultural products such as films, documentaries, and digital media content that highlight regional languages. This policy helps to integrate the Luoyang linguistic into modern cultural industries, ensuring that it remains relevant and widely recognized (Zhou & Li, 2023).

#### 2.3.6 Challenges in Policy Implementation

Despite the legal frameworks and regional efforts aimed at preserving local languages like the Luoyang linguistic, several challenges remain. One of the key issues is the tension between the national priority given to Mandarin and the local

desire to preserve linguistics. Additionally, while the Intangible Cultural Heritage Law provides a strong foundation for preservation, it is often limited in its reach and implementation due to financial and logistical constraints at the local level. Moreover, there is a lack of consistent policies that integrate language preservation into formal education and media production (Liu, 2022). As a result, while there is a legal basis for protecting the Luoyang linguistic, effective preservation strategies require greater governmental commitment and a more comprehensive approach that includes both cultural policy and technological innovation.

## **2.4 Related Theory**

### **2.4.1 Theory of Linguistic Diversity**

Language is not just a tool for communication; it is the very vessel through which culture is transmitted. Each language encapsulates the values, philosophies, social norms, and historical narratives of a society. Linguistic diversity, therefore, is a reflection of the richness and complexity of human society, and it plays a vital role in preserving the cultural diversity of the world. As David Crystal (2000) pointed out in *The Death of Languages*, the extinction of a language is not merely the loss of a method of communication, but a blow to the cognitive diversity of humanity. A language is not just a set of words; it is a reflection of a particular worldview, and when it disappears, a unique perspective on history, philosophy, and social organization is also lost.

Each language carries within it the collective wisdom of generations, embedded in its vocabulary, grammar, idioms, and expressions. These linguistic elements reflect the environment, history, and values of the community that speaks them. Thus, preserving linguistic diversity is crucial not only for maintaining the richness of human expression but also for safeguarding a community's identity and cultural continuity. Local languages, in particular, serve as the foundation of cultural heritage, carrying irreplaceable knowledge that has been passed down through oral traditions, folklore, and everyday language use. Whether in the form of proverbs, folk songs, or traditional stories, these expressions are inextricably linked to the cultural fabric of their communities.

However, with the forces of globalization and the increasing dominance of languages like English and Mandarin, many local languages are at risk of extinction. The spread of major global languages through media, education, and economic power has led to the marginalization of regional and minority languages. The linguistic landscape is changing rapidly, with local languages often reduced to secondary status, spoken mainly by older generations or in isolated communities. This process of linguistic homogenization threatens the preservation of cultural diversity, as languages are not only carriers of information but also the expressions of distinct ways of life.

In this context, the protection of linguistic diversity has become an urgent concern. Linguistic diversity is not only about safeguarding the sounds and structures of languages but also about preserving the historical and social context that they embody. The survival of local languages helps to maintain cultural heritage and reinforces community identities, which are crucial for sustaining the vibrancy of human society in an increasingly globalized world.

#### 2.4.1.1 Digital Platforms and the Protection of Local Languages

In recent years, the rise of digital platforms has opened up new opportunities for the protection and promotion of local languages. These platforms, including social media, short video services, and digital communities, offer unprecedented spaces for language transmission, bypassing the geographical and social constraints that have traditionally limited access to minority languages. Social media platforms, particularly short video platforms like Douyin (TikTok), are reshaping the way languages are learned, taught, and shared.

Digital platforms provide a unique advantage in that they enable language content to reach vast audiences across different regions and communities. This widespread reach is coupled with high levels of interactivity, allowing users not only to consume content but also to participate in its creation and dissemination. Through features like likes, shares, comments, and interactive video formats, users are not merely passive viewers; they can engage actively with content, adding their own voices to the linguistic landscape. This interaction has the potential to breathe new life into local languages, turning them into dynamic, living expressions that are relevant in contemporary society.

For example, Douyin has become a platform where local languages like the Luoyang linguistic can gain visibility among young audiences. Short dramas, musical performances, and Short Dramas incorporating regional linguistics not only introduce the language in an entertaining format but also promote a deeper understanding of the culture behind it. These digital formats, through their combination of visual and auditory elements, can convey the nuances of a language in ways that traditional language preservation methods—such as books or academic research—cannot. By weaving cultural context into daily interactions, digital platforms provide a new space for languages to thrive, especially among the younger generation.

#### 2.4.1.2 Interactive Functions and the Decentralization of Language Content

One of the most significant advantages of digital platforms is their ability to foster user-generated content. This decentralization of language dissemination means that the audience is no longer a passive recipient but an active participant in the preservation process. Users can create their own content in local languages, share it with a global audience, and even remix or respond to existing language-based content. This participatory culture helps ensure that the language remains dynamic and adaptable to new social contexts.

Moreover, digital platforms employ algorithmic recommendation systems that help language content reach users who are specifically interested in it. For instance, Douyin's algorithms are designed to recommend content based on user behavior and preferences, allowing local language content to find its target audience more efficiently. This means that speakers of regional languages, as well as enthusiasts of local culture, are more likely to encounter language content relevant to their interests, fostering a deeper connection between the language and its speakers. In this way, digital media not only broadens the audience for regional languages but also deepens the level of engagement with them.

#### 2.4.1.3 Risks and Challenges of Digital Language Preservation

Despite the many benefits that digital platforms offer for language preservation, there are also potential risks associated with their widespread use. One

of the key challenges is the potential for language standardization and homogenization. While digital platforms help preserve local languages by providing a space for them to be used, there is also a risk that these languages may become simplified or diluted in the process.

For example, when local linguistics are used in digital content, they may be adapted to fit the expectations of a broader audience, leading to the loss of important cultural and linguistic features. In an attempt to make the language more entertaining or widely accessible, creators may simplify expressions, omit cultural nuances, or blend the linguistic with more dominant languages, like Mandarin. This simplification could reduce the linguistic richness of the linguistic and make it more susceptible to assimilation into mainstream languages.

Additionally, there is a risk that the commercialization of local language content could lead to the exploitation of cultural elements for entertainment purposes. While short video platforms like Douyin help promote linguistic diversity, the entertainment industry's focus on profitability could reduce the cultural value of the language by commodifying it in ways that detach it from its historical and social context.

Thus, while digital media presents a valuable tool for language preservation, it is crucial to strike a balance between using these platforms to revitalize local languages and ensuring that their traditional, cultural, and social significance is not lost in the process. In promoting language protection on digital platforms, it is important to safeguard the cultural integrity of the language and prevent its reduction to a mere form of entertainment.

The theoretical framework of linguistic diversity highlights the profound cultural and cognitive importance of language preservation. As globalization accelerates, local languages are increasingly at risk, making their protection more critical than ever. Digital media platforms, such as Douyin, have emerged as powerful tools in the dissemination and revitalization of local languages. These platforms offer vast opportunities for language spread through their interactivity, reach, and user-generated content. However, the use of digital media in language preservation also presents challenges, such as language simplification and cultural commodification. As we move forward, it is crucial to develop strategies that maintain the linguistic

richness of local languages while leveraging the power of digital platforms for their preservation and dissemination.

#### 2.4.2 Language protection theory

The core objective of language protection is to ensure the survival and flourishing of languages. The survival of a language is not solely determined by the number of speakers but is also deeply connected to its social function and cultural identity. As Fishman (1991) argued in *Language Shift: Theoretical and Practical Aspects of Language Preservation*, the longevity of a language hinges on its functional use in society. Merely increasing the number of speakers is insufficient to sustain a language. It is the language's role in social interactions, cultural transmission, and its cultural significance that dictates whether it can endure across generations. This concept is particularly relevant for local languages, whose survival depends not only on the number of speakers but also on the vitality and cultural relevance of the language within the community, society, and everyday life.

In traditional language protection theory, the survival of a language was often viewed as the result of a combination of policy support and educational intervention. Governments, educational institutions, and cultural organizations have historically played a central role in safeguarding languages through formal language education, cultural transmission, and public policy initiatives. Through these means, the continuity of a language can be supported, and its presence can be maintained within the fabric of society. However, the rapid advancement of information technology, especially the rise of digital platforms, has brought about significant changes to the traditional models of language protection.

With the emergence of short video platforms such as Douyin, language preservation has moved beyond traditional teaching and cultural activities into the realm of digital media. These platforms have allowed languages to be disseminated more broadly and interactively, transforming language protection into an engaging and dynamic process. Rather than simply preserving a language as a static form, digital platforms allow local languages to thrive in contemporary contexts, bridging the gap between tradition and modernity. This shift has made language protection more vivid, interactive, and relevant to younger generations, who may be less engaged with conventional forms of cultural transmission.

Digital platforms offer distinct advantages over traditional methods of language protection. The wide reach of platforms like Douyin ensures that languages can be spread rapidly across large audiences. Additionally, these platforms offer a variety of media formats, such as short videos, music, and interactive content, that can be used to present linguistic and cultural materials in a compelling way. This flexibility in content production enables language to be integrated with modern entertainment and popular culture, making it more appealing and accessible to diverse age groups and cultural backgrounds. The interactivity of digital platforms allows users to engage with and contribute to the content, further promoting a sense of ownership and participation in the preservation of their local languages.

One of the most powerful aspects of digital platforms is their ability to attract the younger generation, who are often more attuned to online content and digital media. Through entertaining formats such as short dramas, memes, and interactive challenges, digital platforms can spark interest and pride in local languages. For instance, short video content not only showcases the language but also incorporates it into social trends and pop culture, helping to revitalize it. This transformation allows a local linguistic to become a lively part of modern life, rather than being confined to the domain of traditional education or rural communities.

However, while digital platforms present vast opportunities for language protection, they also pose certain risks and challenges. One of the main concerns is the selective nature of content dissemination. Digital platforms are driven by algorithmic recommendation systems, which can cause certain content to receive disproportionate exposure, while other content may be overlooked. This creates the potential for a narrow representation of language, limiting its exposure to only a segment of the population, and possibly distorting its full cultural and linguistic richness.

Another challenge is that the content produced on these platforms often lacks depth and systematization. Much of the language content on digital platforms tends to remain at the surface level of entertainment, with little attention paid to the deeper cultural, social, and historical context of the language. This simplification, while effective at attracting a broad audience, may lead to the dilution of the language's cultural significance. For language protection efforts to succeed, it is

essential to strike a balance between the entertainment value of digital content and the preservation of the language's cultural integrity.

To address these challenges, it is essential to focus on both content production and platform mechanisms. Content producers must prioritize creating language content that is culturally rich and respects the linguistic traditions of the language, while also making it engaging and relatable for contemporary audiences. This requires a thoughtful approach to content creation that values the depth and complexity of the language, while ensuring it remains accessible and enjoyable. Additionally, platforms themselves should strengthen the precision of their recommendation systems to ensure that diverse linguistic content reaches the appropriate audiences without falling into the trap of over-homogenization. Algorithms should promote content that accurately reflects the diversity and cultural significance of the language, avoiding the risk of trivializing it.

Moreover, the role of digital platforms in language protection extends beyond simply spreading content. These platforms offer opportunities for users to create their own language-based content, thereby promoting the decentralization of language production. This participatory model of content creation allows the language to evolve organically, as users adapt it to their own social contexts and cultural references. Such a model helps foster community-driven language revitalization efforts, making the process of language preservation more dynamic and inclusive.

In conclusion, the digital age presents both unprecedented opportunities and significant challenges for the protection of local languages. While platforms like Douyin offer innovative ways to disseminate languages, they also raise concerns about linguistic simplification and cultural commodification. For language preservation efforts to be truly effective, it is essential to ensure that digital platforms balance the need for broad reach and interactivity with the need to maintain the linguistic richness and cultural depth of the language. Only by fostering a culture of respect for linguistic diversity, while leveraging the power of digital media, can we ensure that local languages not only survive but thrive in the digital era.

#### 2.4.3 Language transmission theory

The process of language transmission is far more than the one-way transfer of linguistic structures. It is, on a broader level, the transmission of cultural identity and

the shaping of social identity (Romaine, 1994). Language, as a vehicle of culture, carries the history, social customs, cognitive models, and collective wisdom of a community. In this process, language is not just a tool for communication but a reflection of the way of thinking, the worldview, and the values of a group. Each language encapsulates the lived experiences, beliefs, and narratives of its speakers, thus providing insight into their culture, customs, and social organization. For local languages, this transmission is particularly crucial, as it represents the continuity of cultural identity and the persistence of social values across generations.

The formation and transmission of cultural identity rely on the continuous passing of language within a society, especially local linguistics. The transmission and inheritance of these languages are not simply about maintaining linguistic structures; they involve embedding social and cultural norms within the language itself. This is particularly true for local languages, whose expressions, idioms, and structures often reflect the unique worldview and cultural nuances of the community. Therefore, the preservation of these languages is vital for maintaining a connection to the past and for fostering a sense of belonging and identity in the present.

Historically, language transmission relied heavily on direct human interactions—face-to-face communication, oral storytelling, and localized media, such as radio or community broadcasting. These methods were often limited by geographical boundaries and social divisions, restricting the scope of language preservation to smaller, localized communities. In contrast, the rise of digital platforms, particularly short video platforms like Douyin (TikTok), has revolutionized language transmission, creating new possibilities for local language preservation and expansion.

Digital platforms have transcended the limitations of traditional transmission methods, enabling the rapid spread of languages across borders and cultures. The global reach of platforms like Douyin allows local languages to not only circulate domestically but also to extend to international audiences, providing a space for local cultures and languages to engage with a globalized world. The internet's borderless nature enables a unique form of cultural exchange, where languages and traditions can be shared and appreciated far beyond their place of origin. This unprecedented level

of access has opened up new avenues for the survival and promotion of local languages, allowing them to thrive in a global context.

Short video platforms, with their personalized recommendation algorithms, have particularly contributed to the transformation of language transmission. Unlike traditional forms of media, where language was typically transmitted through one-way channels, digital platforms foster a dynamic, multi-directional communication model. Viewers on platforms like Douyin are no longer passive recipients of language content; they actively participate by commenting, liking, sharing, and even creating their own language-based content. This interactivity fosters a sense of community and involvement, helping to sustain and promote the language in an organic, evolving manner.

Moreover, short videos, which are the cornerstone of platforms like Douyin, offer a unique way to present languages within rich socio-cultural contexts. Local language content on these platforms is not limited to mere spoken words; it is intertwined with visual and auditory elements, such as music, humor, and regional customs, which collectively showcase the social life and cultural heritage of the community. This approach makes language transmission more engaging and relatable, particularly for younger generations, who may not have been exposed to traditional forms of language transmission. The fusion of language with entertainment, culture, and modern digital trends provides a fresh, appealing way to engage with local languages, increasing their visibility and appeal.

In this new mode of language transmission, digital platforms serve as powerful tools for promoting cultural identity and linguistic diversity. They go beyond simply preserving a language to actively promoting and celebrating the cultural values embedded in it. By providing a space where local languages can be shared, explored, and appreciated by both speakers and non-speakers, these platforms are playing a key role in fostering linguistic pride and cultural appreciation. Local languages, once confined to small communities or rural areas, can now be appreciated by a global audience, enriching the cultural landscape on an international scale.

However, while digital platforms offer numerous advantages for language transmission, they also present certain challenges. One key issue is the potential oversimplification or homogenization of local languages. In the pursuit of

entertainment and viral content, creators may simplify linguistic expressions or dilute the cultural context, reducing the depth and richness of the language. There is also the risk that languages may be reduced to mere entertainment tools, divorced from their original cultural and social contexts. For language preservation to be effective, it is essential that digital platforms maintain the cultural integrity of the language, ensuring that its transmission is not just about spreading words, but about preserving its full cultural and social significance.

Moreover, while the interactivity of digital platforms promotes engagement, it also raises the question of whether the language is being transmitted meaningfully. The mere act of sharing or liking content does not guarantee that the audience is fully understanding or appreciating the cultural nuances embedded in the language. Language transmission, particularly of local languages, requires careful curation to ensure that it is not only shared but also comprehended and respected by the audience. This requires thoughtful content creation, where the cultural and linguistic richness of the language is emphasized, and where digital content goes beyond the surface level of entertainment.

In conclusion, language transmission theory emphasizes that the survival and continuity of a language are intrinsically linked to the way it is passed down through generations and the social, cultural, and cognitive contexts it reflects. The emergence of digital platforms, particularly short video platforms like Douyin, has transformed the way languages are transmitted, allowing local languages to be shared and appreciated on a global scale. However, the success of these platforms in promoting language transmission depends on maintaining the cultural integrity of the language while leveraging the interactivity and reach of digital media. By striking this balance, digital platforms can play a crucial role in ensuring the ongoing vitality and cultural richness of local languages in an increasingly globalized world.

#### 2.4.4 The impact of digital media on language transmission

Digital technology has fundamentally reshaped the way language is transmitted across societies. In particular, social media platforms and digital technologies have broken traditional barriers of time and space that once confined language communication. Thorne (2013) highlights that digital media have altered the paradigm of language transmission, allowing for a more immediate and expansive

exchange of linguistic and cultural content. While traditional language communication was predominantly one-to-many—through mediums like newspapers, radio, and television—the advent of digital platforms has given rise to interactive, user-generated communication models, fundamentally changing the speed, scope, and nature of language dissemination.

Traditional forms of language communication have indeed played pivotal roles in preserving and promoting languages over time, but they also face significant limitations. For instance, the transmission of language through radio or television is often passive and unidirectional, and constrained by geographical boundaries and broadcast schedules. These traditional methods, while effective in certain contexts, are limited in their ability to engage audiences interactively or on-demand. The digital age, particularly with the rise of platforms like Douyin (TikTok), has altered this model, offering a more dynamic, accessible, and decentralized approach to language transmission.

One of the key advantages of digital platforms, especially short video platforms, is their ability to break through the constraints of physical space and time. Digital platforms enable language transmission to occur in real-time and on a global scale. Content creators and users alike can access, share, and disseminate language content from anywhere in the world, making communication more instantaneous, versatile, and inclusive. Digital media platforms have effectively removed the need for traditional intermediaries, allowing anyone with an internet connection to contribute to the creation and circulation of language content. This transformation has expanded the potential reach of local languages, allowing them to spread beyond their traditional geographical and social boundaries.

Short video platforms, such as Douyin, bring unique strengths to the table in the context of language transmission. These platforms combine the power of algorithm-driven recommendations with social connectivity, allowing local language and cultural content to reach a highly targeted audience. Through these personalized recommendations, users are exposed to content that aligns with their interests, enabling local languages to gain exposure among individuals who may not have otherwise encountered them. Moreover, the platform's social attributes—such as the ability to like, comment, and share videos—foster an environment of active

participation. Viewers are no longer passive recipients of content; they can engage directly with creators and even contribute their own content, thereby amplifying the reach and influence of local languages.

Another major advantage of short video platforms is their interactivity. Unlike traditional one-way forms of communication, digital platforms allow for multi-directional communication between creators and audiences. Short video platforms provide users with the opportunity to engage in real-time conversations, share feedback, and create responses. This interactivity not only makes the language transmission process more engaging but also increases users' familiarity with and frequency of using local languages. Viewers can interact with content by commenting, liking, and sharing videos, which helps create a social presence for the language. Over time, these digital interactions lead to increased language use and awareness, contributing to the vitality of the language in a modern context.

Moreover, the visual nature of short videos makes them particularly effective for language dissemination. Visual media combine language with other forms of communication, such as body language, facial expressions, and visual context, which enhances the audience's comprehension and engagement. For local languages, this visual component is critical, as it allows the nuances, humor, and emotional expression embedded in the language to be fully conveyed. Language is not just about words; it's about culture, humor, tone, and gesture. Short video platforms can showcase these aspects of language in ways that text or audio alone cannot, thereby making the language more vivid, relatable, and accessible.

Short video platforms also have a major advantage in their ability to engage younger audiences, who are often more familiar with digital content than with traditional forms of language education. For young people, the entertainment value of short videos makes learning about local languages far more appealing than traditional language classes or cultural education. Local linguistics can be integrated into short video content in fun and interactive ways, such as through humorous Short Dramas, dramatizations, or storytelling. By embedding language into these formats, digital platforms create a deeper emotional connection with viewers, making the learning process enjoyable and engaging. This approach helps to foster not just passive exposure but active involvement and interest in the language.

In this way, short video platforms are not merely a channel for language dissemination, but a tool for language learning and cultural transmission. They provide a space for people to encounter, appreciate, and actively participate in local languages, facilitating language acquisition in a more immersive and participatory manner. Through entertainment, humor, and emotional engagement, short videos can create a sense of connection to the language, allowing users to learn in a natural, enjoyable way. This method of language transmission, centered on interactive digital media, is far more effective in reaching today's digitally savvy generation than traditional language learning models.

However, while the benefits of digital platforms for language transmission are clear, there are also challenges that must be addressed. One major concern is that digital platforms may sometimes simplify or trivialize language content in the pursuit of virality. In an effort to attract viewers, creators may strip local languages of their cultural and social depth, reducing them to mere entertainment or superficial representations. This could lead to the loss of linguistic richness and cultural context, which are essential for preserving the full meaning and significance of the language. As such, the transmission of language on digital platforms must be carefully managed to ensure that its cultural integrity is maintained.

Additionally, the sheer volume of content on digital platforms can sometimes make it difficult for more nuanced or culturally specific content to stand out. The algorithm-driven recommendations may prioritize content that is entertaining or sensational over content that is deeply informative or culturally rich, which can limit the diversity and depth of language content available. Therefore, while the reach and interactivity of digital platforms provide invaluable opportunities for language transmission, they also require thoughtful curation to ensure that the content transmitted reflects the full diversity and complexity of the language.

In conclusion, digital media, particularly short video platforms, have revolutionized the way language is transmitted and preserved. By breaking down the barriers of time and space, these platforms have expanded the scope of language dissemination and facilitated more dynamic and interactive forms of language learning and cultural exchange. However, to fully realize the potential of digital media

in language transmission, it is essential to balance entertainment with cultural and linguistic integrity, ensuring that the language retains its cultural significance while reaching a broader audience.

#### 2.4.5 Convergence theory

Convergence theory, as proposed by Jenkins (2006), offers a novel framework for understanding cultural communication and language preservation, particularly in the context of digital platforms. The theory highlights how the convergence of traditional and new media has created a more diverse, dynamic, and interactive communication environment. Media convergence refers to the integration of previously distinct media forms, breaking down the boundaries between traditional media (such as television and film) and emerging digital platforms (including social media, blogs, and short video services). This integration has revolutionized the way cultural content, including language, is disseminated, allowing for faster, broader, and more varied distribution. For the preservation and dissemination of local languages, media convergence offers an innovative platform that combines cultural heritage with contemporary technology, making local languages more accessible and appealing to modern audiences.

The fusion of traditional and digital media formats has radically transformed the way information is shared. Media convergence facilitates the presentation of language and cultural content in multiple forms, enriching the communication process. For instance, local languages can now be transmitted not just through text or audio, but also via video, sound, images, and interactive formats, enhancing the depth and engagement of language transmission. For local languages, this new mode of communication offers an exciting opportunity to diversify how the language is expressed. It is no longer confined to traditional educational settings or localized media; instead, it is being integrated into popular culture through digital platforms, enabling wider and more inclusive access to language content. These platforms also allow local languages to be recreated and reshaped in ways that resonate with contemporary audiences, especially younger generations who are more engaged with digital media.

One of the core features of media convergence is its ability to facilitate cross-media communication, a concept that greatly benefits the dissemination of local languages. Cross-media communication involves the integration of various forms of media to present content in a more holistic manner. For example, a short video in a local language might include not only text and visuals but also audio, music, and interactive elements such as audience polls or comment sections. This multimedia approach creates a richer, more immersive experience for the audience, increasing engagement and understanding. By combining different formats, media convergence enables local languages to be shared in ways that cater to diverse audiences, from text-based learners to those who prefer visual or auditory content. This multi-layered approach to communication helps local languages reach a wider audience, enhancing their cultural connotations and ensuring that the language is experienced in a more nuanced and vivid way.

Furthermore, media convergence has brought local languages closer to modern technology and popular culture, making them more relevant in the context of global digital trends. Traditionally, language content was confined to specific formats—such as books, radio programs, or local television shows—that were often limited in their appeal and reach. In contrast, the digital era has opened up new possibilities for local languages to be shared not only in traditional forms but also through social media, music, film, and digital art. Short video platforms like Douyin (TikTok) play a crucial role in this transformation, as they allow local languages to be integrated into widely recognized cultural trends. This could include the use of local linguistics in viral challenges, music videos, dance routines, or comedic Short Dramas that appeal to a global audience.

This blending of local languages with modern popular culture provides a unique way to revitalize language and culture. For example, local languages can be embedded in music, dance, television dramas, or film, creating new forms of cultural expression that are both entertaining and educational. Such integration brings fresh vitality to the language and makes it more appealing to younger generations, who are often drawn to content that reflects their everyday lives, social trends, and interests. By fusing the language with entertainment formats, these platforms make language learning and cultural engagement more accessible and enjoyable. This not only

promotes the language itself but also helps to enhance the social identity and pride associated with it.

Media convergence also facilitates cultural innovation by offering new avenues for creative expression. The fusion of different media forms allows local languages to evolve and adapt to contemporary contexts without losing their cultural roots. Through digital platforms, languages can be presented in innovative ways that combine traditional cultural expressions with modern formats. This fosters a dynamic cultural exchange, where local languages can be continuously reinvented to meet the needs and preferences of modern audiences while maintaining their original cultural significance. This dynamic interaction ensures that local languages remain relevant and vital, even in a rapidly globalizing world.

One of the key challenges, however, is ensuring that media convergence does not lead to the commercialization or simplification of local languages. While digital platforms offer exciting opportunities for language dissemination, there is also a risk that the language may be diluted or reduced to a form of entertainment, losing its cultural depth and significance. For example, local languages may be transformed into catchphrases or slogans for viral content, stripping away their original meaning and context. Therefore, it is crucial to strike a balance between the entertainment value of digital platforms and the cultural integrity of the language. Content creators must take care to preserve the authenticity and richness of the language while making it accessible and appealing to a global audience.

Moreover, while media convergence allows for the democratization of content creation, it can also create challenges in maintaining quality control. As language content becomes more widely produced and shared by users, there is a risk of inconsistency in how the language is represented, leading to potential misinterpretations or misunderstandings of cultural norms and values. Therefore, a concerted effort must be made to ensure that the cultural context of the language is preserved and that its transmission reflects the diversity and depth of the community it represents.

In conclusion, media convergence provides an exciting framework for the revitalization and transmission of local languages. By integrating traditional cultural expressions with modern digital technology and popular culture, media convergence

offers a platform for language preservation that is not only more accessible and engaging but also more relevant in today's globalized, digital world. This fusion of old and new media enables local languages to reach broader audiences and foster a deeper sense of cultural identity, while also encouraging creativity and innovation in language use. However, as with any technological advancement, it is important to navigate the potential risks and challenges, ensuring that the language's cultural and social significance is preserved while embracing the opportunities that media convergence brings.

#### 2.4.6 Cultural diversity theory

Cultural diversity has long been a central theme in sociology and cultural studies, encapsulating the existence and interaction of different cultures within a society. It reflects the differences and coexistence of languages, art, religions, and other cultural expressions. However, cultural diversity is not confined to these visible aspects; it permeates all facets of life, influencing everything from individual behaviors and values to social structures, customs, and societal norms. As Yang (2022) asserts, cultural diversity profoundly shapes human cognition, social behavior, and global perspectives through its expressions in language, lifestyle, art, and religious beliefs. This diversity highlights the richness of human experience and the complex web of influences that shape our understanding of the world.

Despite the undeniable benefits of cultural exchange facilitated by globalization, cultural diversity is increasingly under threat. The rapid spread of global culture and the dominance of major languages such as English and Mandarin risk overshadowing smaller, local cultures and languages, pushing them to the margins. This phenomenon is referred to as cultural homogenization, where local customs, traditions, and languages become diluted or lost in the face of a global, standardized culture. As cultural differences become less pronounced, the unique contributions of smaller cultural groups risk being overlooked or even erased.

In this context, cultural diversity theory provides essential theoretical support for the protection of local languages. The theory advocates for the equal respect and protection of all cultures, emphasizing that cultural diversity is not a threat, but rather a vital element of human development. It challenges the idea that a single, dominant culture should dictate the global cultural landscape. Instead, it promotes the idea that

all cultural entities—whether they are large or small, widespread or localized—should be valued and preserved. This theoretical framework offers a strong basis for defending the existence and continuity of local languages, which are often seen as the very essence of a community's cultural identity.

As globalization intensifies, local languages face the dual challenge of surviving in an increasingly globalized world and maintaining their distinctiveness. The protection of these languages goes beyond simply preserving linguistic structures; it is an effort to safeguard the very essence of local cultures. Cultural diversity theory suggests that preserving traditional languages is not only an expression of cultural self-awareness but also a social responsibility. In a globalized world, maintaining the vitality of local languages is essential for promoting mutual respect, understanding, and appreciation of diverse cultural identities. Local languages carry with them a wealth of knowledge, traditions, and worldviews that are irreplaceable and crucial for the sustainability of cultural diversity.

In this regard, digital platforms—especially social media and short video platforms—have emerged as powerful tools for fostering cross-cultural communication and preserving linguistic diversity. These platforms provide vast spaces for cultural interaction, offering local languages the opportunity to transcend geographical, political, and cultural boundaries. By providing a platform for these languages to be shared globally, digital platforms help ensure that local languages remain vibrant and relevant in the face of globalization. Through short video platforms like Douyin (the Chinese counterpart of TikTok), content creators can upload videos in local languages that reach global audiences. Through algorithmic recommendations and the social sharing features of these platforms, local language content can engage users from diverse cultural backgrounds, enabling a new form of cultural exchange that was previously unimaginable.

The interactivity inherent in digital platforms significantly contributes to the spread and preservation of local languages. Unlike traditional media, where communication is typically one-way, digital platforms create spaces for two-way communication and active participation. Users can interact with content through likes, comments, shares, and even create their own content using the same local language. This participatory model fosters a sense of ownership and engagement, allowing

viewers to feel like active contributors to the preservation and transmission of cultural knowledge. Such interactivity not only increases language usage but also empowers users to reshape the language content in ways that are personally meaningful, which can amplify its impact.

Moreover, the ability to target specific audiences through algorithmic recommendations ensures that local language content reaches people who are most likely to engage with it. Platforms like Douyin, for instance, tailor content to users based on their viewing history, interests, and behaviors, ensuring that local language videos reach younger, tech-savvy audiences who may be disconnected from traditional forms of language education. This personalized approach helps overcome geographical and cultural barriers, allowing the language to thrive across diverse demographic groups.

An essential aspect of cultural diversity theory is its emphasis on the coexistence of cultures and the integration of different cultural identities. Through digital media, local languages can become part of a larger cultural conversation that includes influences from all over the world. These platforms allow local languages to not only survive but also flourish by integrating them into popular culture. For example, local languages can be incorporated into viral trends, dance challenges, or humorous sketches that appeal to global audiences. Such integration helps local languages reach broader groups, and in turn, increases their prestige and visibility in the global cultural landscape. The fusion of local languages with popular culture also makes them more attractive to younger generations, ensuring that these languages remain relevant and appealing in the digital age.

However, the growing popularity of digital platforms also raises concerns about the commercialization of local languages. While these platforms provide vast opportunities for cultural exchange and language dissemination, there is a risk that languages may become commodified, reduced to mere tools for entertainment or marketing purposes. In this context, the cultural significance of local languages may be undermined, with their deeper meanings and social functions overshadowed by their role as entertainment commodities. Therefore, it is essential that efforts to promote local languages on digital platforms balance commercial interests with a commitment to preserving the cultural and social value of the language.

In conclusion, cultural diversity theory offers a vital framework for understanding the importance of protecting local languages in the context of globalization. It highlights the need to preserve linguistic and cultural diversity as a key aspect of human progress and social cohesion. Digital platforms, especially short video services, provide innovative opportunities for the transmission and preservation of local languages, fostering cross-cultural exchange and participation. By maintaining the cultural integrity of the language while embracing the connectivity and interactivity of digital media, local languages can continue to thrive in the globalized world, helping to promote cultural diversity and strengthen social identity.

#### 2.4.7 Language as a cultural symbol theory

Language is not merely a functional tool for communication; it is also a powerful symbol of cultural identity and a vital carrier of social memory. Geertz's (1973) cultural symbol theory emphasizes that language is a symbolic system that conveys the collective history, traditions, values, and identity of a society. In this sense, language becomes a conduit for expressing the unique worldview of a community and embodying its cultural legacy. As a cultural symbol, language carries meanings that transcend the words spoken, encompassing a deep connection to the past and the shared experiences of a group.

In the case of local languages, the symbolic role of language becomes even more profound. Local languages are not just tools for communication; they are powerful markers of regional identity and cultural heritage. For example, the Luoyang linguistic is more than just a way for people in Luoyang to converse in their daily lives. It is a vessel for the history, customs, and social identity of the region. The vocabulary, sentence structures, and phonetic characteristics of the language reflect the historical evolution, social practices, and cultural traditions of Luoyang, making it a living embodiment of the area's cultural identity.

In modern society, the role of local languages as cultural symbols has gained even more prominence. The digital age, with the rise of social media and short video platforms, has provided new ways for local languages to be disseminated and reimagined. The symbolic meanings embedded in these languages can now be shared across broader audiences, far beyond the local communities where they originate.

Digital platforms, especially short video platforms like Douyin (TikTok), offer the unique opportunity to combine traditional cultural symbols with modern forms of entertainment and technology, revitalizing the cultural significance of these languages. By infusing local languages with elements of modern culture—such as humor, music, and popular media—these platforms not only help preserve the cultural essence of the language but also make it appealing to younger generations who might otherwise be disconnected from traditional cultural forms.

For example, the Luoyang linguistic used in short videos may not only be limited to daily conversations but also be integrated with modern pop culture, humor, and creative expressions. The linguistic's rich cultural symbols are reframed through Short Dramas, dance challenges, and comedic content, allowing the language to maintain its traditional roots while becoming more relevant and relatable in contemporary society. This fusion of old and new allows the language to transcend the limitations of traditional communication methods, attracting a diverse audience and helping to preserve and propagate the cultural symbolism associated with the language.

The interactivity and decentralization inherent in digital platforms are key factors in enhancing the role of local languages as cultural symbols. Through platforms like Douyin, users from different cultural backgrounds can engage with and reinterpret these cultural symbols, creating a more inclusive and dynamic form of cultural transmission. The participatory nature of digital platforms encourages users to create their own content, adding new layers of meaning to the language and contributing to its global spread. For instance, young people across the world can interact with local languages by sharing their own interpretations, participating in challenges, and creating content that reflects their understanding of the cultural symbols embedded in the language.

This level of engagement allows for a more active and decentralized process of cultural symbol reconstruction. The creativity of digital users can lead to the evolution of language symbols, as they remix and adapt them to reflect their personal experiences or global cultural trends. Whether it's through humorous videos, catchy phrases, or artistic representations, the language becomes a dynamic cultural symbol that continuously evolves with the times. This transformation also enhances the

cultural relevance of local languages, ensuring that they remain vibrant and engaging for younger generations who are heavily influenced by digital media.

Moreover, digital platforms allow these language symbols to be transmitted globally, breaking down geographical, cultural, and linguistic barriers. What was once a local language confined to a specific region can now reach a global audience, allowing people from different parts of the world to engage with and appreciate the language's cultural significance. Whether it is through the humor embedded in the language, the expression of local customs, or its portrayal in the form of Short Dramas, music, or drama, digital platforms provide a powerful space for these symbols to gain new vitality in a modern, interconnected world.

The symbolic power of language is further enhanced by the cross-cultural interactions that take place on these platforms. Users from various cultural backgrounds can participate in the dialogue surrounding local languages, contributing their own perspectives and interpretations of the language's cultural symbols. This type of cultural exchange not only helps to preserve the language but also promotes a deeper understanding of its significance in a global context. The shared experience of interacting with local language content fosters a sense of community and cross-cultural identity, strengthening the bonds between users from different cultures and enhancing the global appreciation of linguistic diversity.

However, the role of local languages as cultural symbols on digital platforms is not without challenges. One concern is the commercialization of cultural symbols, as local languages may be appropriated or simplified for entertainment purposes, losing their deeper cultural meanings in the process. There is also the risk that these languages may become reduced to trends or memes, disconnected from their original cultural and social context. Therefore, it is important to strike a balance between using digital platforms to promote local languages and ensuring that their cultural significance is not diluted or misrepresented.

In conclusion, the theory of language as a cultural symbol emphasizes the deep connection between language and cultural identity. Through the digital age, platforms like Douyin provide new opportunities for local languages to function as cultural symbols on a global stage. By merging traditional cultural expressions with modern technology and entertainment, these platforms help preserve and enhance the cultural

significance of local languages. At the same time, the participatory and interactive nature of these platforms ensures that language remains a dynamic and evolving symbol of cultural identity, one that can adapt to the demands of modern society while preserving its cultural richness and social importance.

#### 2.4.8 Theories of the social function of language

The social function of language as a communication tool has been thoroughly examined within the framework of Parsons' (1967) structural functional theory, which emphasizes that language is not only a means of conveying information but also serves as the foundation for social integration and the maintenance of cultural identity. According to structural functionalism, language plays a crucial role in the smooth functioning of society by facilitating communication, promoting understanding, and ensuring cohesion among its members. Language is integral to creating and maintaining social bonds, as it enables individuals to express their shared experiences, norms, and values. Thus, language is not merely a tool for transmitting facts but is an essential social institution that facilitates the construction of meaning within a community.

In the context of local languages, this social function becomes even more pronounced. Local languages are not just practical tools for communication; they are vital to community identity and cultural continuity. For example, the Luoyang linguistic is more than a means of daily communication for the residents of the Luoyang area—it is an important marker of their collective identity, history, and cultural heritage. The preservation and transmission of the Luoyang linguistic is not merely about saving a set of words and grammatical structures; it is about ensuring the continued existence of the cultural memories, practices, and shared social understandings that the language carries. In this sense, the inheritance of language is inextricably linked to the survival of the community's cultural and social memory, which includes everything from folklore and traditions to customs and shared values.

The importance of local languages in shaping and reinforcing social identity is particularly significant in modern society, where many communities face pressures to conform to broader, more dominant cultural narratives. Local languages serve as anchors of identity for communities, providing individuals with a sense of belonging and connection to their historical and cultural roots. This social function is even more

pronounced in an age of globalization, where local languages risk being marginalized in favor of dominant global languages such as Mandarin or English. In such a context, the protection and promotion of local languages becomes an act of cultural resilience, helping communities to resist cultural assimilation and maintain their distinct social identities.

In contemporary society, the social function of language has taken on new dimensions, particularly with the rise of digital media. Digital platforms—such as social media, video-sharing sites, and short video platforms—have created vast new spaces for local languages to be used, shared, and celebrated. Unlike traditional media, which often limits language dissemination to specific geographic regions or social groups, digital media platforms offer an unprecedented level of accessibility and interactivity. Platforms like Douyin (the Chinese equivalent of TikTok) provide a dynamic environment for local languages to flourish, allowing them to transcend regional boundaries and connect with a wider, often global, audience.

The interactive and decentralized nature of digital platforms has further enhanced the social function of local languages. Through short video content, users can engage with language not only as passive consumers but as active participants. The ability to comment, share, and create content fosters a sense of community and collective ownership over the language. For example, when a viewer watches a short video in the Luoyang linguistic, they are not just absorbing information; they are contributing to the dissemination of local culture by liking, commenting on, and sharing the video. This creates a virtuous cycle where language use becomes a social act that strengthens connections between community members and promotes a shared sense of identity.

Furthermore, digital platforms help to bridge the gap between the local and the global. Through the creation and sharing of short video content, local languages have become not only tools for communication within communities but also vehicles for cross-cultural exchange. The global reach of platforms like Douyin allows users from diverse cultural backgrounds to interact with and appreciate languages that may be geographically distant from their own. This cross-cultural interaction enriches the language by incorporating diverse perspectives and expanding its use beyond its traditional boundaries. In this sense, digital platforms do not just help preserve local

languages; they promote their cultural diffusion, making them a vehicle for global cultural dialogue.

For younger generations, the use of local languages on digital platforms is often seen as both a way of preserving traditional culture and an opportunity to infuse new meaning and vitality into these languages. Young people are increasingly using social media to express themselves and engage with culture, and local languages are no exception. Rather than seeing local languages as an outdated or irrelevant mode of communication, digital platforms present them as modern, dynamic, and deeply connected to contemporary culture. For example, short videos incorporating local languages often blend humor, music, dance, and popular culture, which allows young people to relate to the language in new and exciting ways. This shift in how local languages are perceived helps to rejuvenate them, making them more appealing to a younger generation that might otherwise be inclined to abandon them in favor of more dominant languages.

Digital platforms also allow local languages to act as a bridge between individual expression and collective cultural identity. Through the interactive features of these platforms, individuals can contribute to the language's ongoing evolution, remixing content, and infusing it with their own personal and cultural perspectives. This participatory model of language dissemination allows local languages to remain living languages, constantly adapting and evolving in response to the needs and creativity of their speakers. This dynamic and participatory model of language use strengthens the social function of language, as it fosters a sense of belonging and identity among users.

However, the rise of digital platforms also introduces new challenges for the social function of local languages. The potential for cultural commodification and simplification of local languages is a growing concern. As languages become part of viral trends and entertainment culture, there is a risk that their deeper social, historical, and cultural meanings will be lost. In an effort to make content more widely accessible and entertaining, creators may reduce the linguistic richness of local languages, stripping away important cultural nuances. Thus, while digital platforms provide valuable opportunities for language dissemination, it is crucial that the cultural integrity of local languages is maintained.

In conclusion, the theories of the social function of language emphasize the critical role that language plays in maintaining social cohesion, fostering cultural identity, and facilitating social interaction. In the digital age, the social function of local languages has found new expression through the interactivity and reach of digital platforms. These platforms not only help preserve local languages but also enhance their social function by fostering community identity, cross-cultural exchange, and creative engagement. By leveraging the power of digital media, local languages can continue to serve as vital tools for communication and cultural expression in a rapidly changing world.

#### 2.4.9 Language innovation and inheritance in the digital media era

In the digital media era, local languages are experiencing a transformation in how they are preserved, inherited, and innovated. Thanks to the support of digital platforms, local languages are no longer confined to passive preservation; rather, they are actively integrated with modern cultural elements, leading to the revival and rejuvenation of these languages. Short video platforms like Douyin (TikTok) exemplify how local languages can be fused with contemporary culture to appeal to younger audiences. By embedding local languages into entertainment, social issues, cultural trends, and even humor, language moves away from being viewed as a relic of the past to becoming a vibrant and creative medium for modern expression. As Li and Wang (2023) suggest, the innovative communication formats of short video platforms offer new ways to protect and promote traditional languages, allowing them to regain vitality by connecting with modern popular culture.

The integration of local languages into digital media has not only helped preserve them but has also allowed for dynamic forms of cultural expression. Digital platforms like Douyin provide a vast canvas for creativity, allowing local languages to transcend their traditional role as mere tools for oral communication and to become integral components of artistic expressions. From short plays, Short Dramas, and dances to visual arts, music, and even memes, local languages have become intertwined with various cultural forms, creating new cultural symbols. These innovative formats provide opportunities for local languages to evolve, making them more appealing to younger, digitally engaged generations. The artistic possibilities on

these platforms give local languages new channels for expression, allowing them to participate in the multidimensional cultural landscape of the digital era.

Moreover, the interactivity of short video platforms has significantly expanded the ways in which local languages are innovated and disseminated. On traditional media, language transmission was typically a one-way process, with content produced by a few and consumed by many. In contrast, the interactivity of digital platforms fosters collaborative language innovation. Users are not just passive recipients of content; they are active participants who can create, share, and modify content in local languages. Through comments, shares, and personalized responses, users contribute to the continuous innovation of language use. They push the boundaries of traditional linguistic expression, reinterpreting and adapting the language to fit contemporary social contexts, cultural trends, and individual identities.

This socialized spread of local languages through digital platforms has led to their broader and more inclusive circulation. The democratization of content creation means that local languages are no longer confined to specific geographic areas or communities; instead, they are being shared across diverse cultural contexts and geographical boundaries. Whether through humorous Short Dramas, short stories, or viral challenges, local languages are being presented in fresh, accessible ways that resonate with a global audience. This new form of language dissemination allows for the fluid exchange of cultural ideas and expressions, creating a more interconnected global community.

In addition to the traditional functions of language as a means of communication, language innovation on digital platforms also includes the transformation of forms of expression. The use of local languages in digital content creation goes beyond simple updates to the language's vocabulary or syntax. It involves the creation of new linguistic forms, such as internet slang, digital metaphors, and hashtags, which blend traditional linguistic elements with modern communication styles. This kind of language innovation is particularly significant for the long-term survival and development of local languages, as it allows them to adapt to the needs and preferences of modern society. These new forms of expression also contribute to the cultural relevance of local languages, ensuring that they remain meaningful in the context of globalization and digital culture.

The role of digital media in language inheritance is a departure from the conventional notion of language preservation. Instead of focusing solely on preserving the language in its original form, digital media platforms are creating spaces for language to evolve and thrive in new ways. The process of inheritance has now expanded into a stage of dynamic development, where local languages are reimagined through creative expression, cultural integration, and digital participation. These new modes of communication allow local languages to meet the challenges posed by modernization and globalization, while simultaneously ensuring that they continue to resonate with younger generations who might not have engaged with them through traditional means. The ability of local languages to adapt and flourish in the digital era is a testament to their resilience and relevance.

Digital media also provide new opportunities for local languages to become global cultural ambassadors. Through the viral nature of platforms like Douyin, local languages can reach audiences far beyond their traditional borders, making them a part of global cultural conversations. As local languages gain wider exposure, they not only promote linguistic diversity but also facilitate cross-cultural exchange. This fosters a deeper understanding and appreciation of different cultures, helping to bridge divides between communities and regions. The use of local languages in digital content can contribute to the promotion of multiculturalism, ensuring that local languages are seen as an integral part of the global cultural tapestry, rather than as remnants of an isolated past.

In conclusion, the role of digital media in the innovation and inheritance of local languages marks a significant shift in how languages are preserved and developed in the digital era. Local languages, such as the Luoyang linguistic, have found new vitality through their integration with modern cultural elements and innovative digital expression. The interactivity and diversity of short video platforms enable these languages to not only survive but also thrive in new forms, ensuring that they remain meaningful, relevant, and vibrant in the globalized world. As local languages continue to evolve, they will play a critical role in shaping cultural identity and promoting linguistic diversity on the global stage.

## 2.5 Research Area

### 2.5.1 Geographic Characteristics

Luoyang, located in the central plains of China, is one of the most historically significant cities in Chinese civilization, often considered a cradle of culture and history. Serving as the capital of nine ancient dynasties, Luoyang has long been a key political, economic, and cultural hub. The city's geographic location, positioned at the intersection of major rivers and trade routes, has played a pivotal role in shaping its diverse cultural and linguistic landscape. Historically, Luoyang's geographic position allowed it to act as a meeting point for various cultures, facilitating the exchange of ideas, goods, and customs, which has left an indelible mark on the local linguistic, known as the Luoyang linguistic variant (Yuan et al., 2023). This linguistic variant not only carries historical significance but is also a reflection of the blending of local traditions with influences from various regions across China and beyond.

The city's strategic location near the Yellow River, one of China's major waterways, has had a profound influence on both the region's development and its linguistic characteristics. The Yellow River has served as an essential channel for trade and cultural exchange for centuries, and this is mirrored in the linguistic diversity of the region. As merchants, scholars, and travelers passed through Luoyang, they brought with them new linguistic features that were incorporated into the local linguistic. The geographical features—such as mountains, rivers, and valleys—also shaped how people interacted with their environment and with one another, further influencing the tone, rhythm, and speed of speech. For example, the flow of the Yellow River, a major physical landmark, is reflected in the steady, clear tone of the local linguistic, which can often sound more deliberate and measured compared to the rapid, sometimes indistinct flow of urban linguistics found in larger metropolitan areas like Beijing or Shanghai (Luo, 2019).

In addition to the Yellow River, the Luoyang region is surrounded by important mountain ranges, such as the Songshan Mountains, known for their historical and religious significance. These geographic features have influenced the speech patterns and rhythms of the Luoyang linguistic. The natural topography of the region, including its mountainous terrain, has historically shaped the rhythms of everyday life, including the agricultural work cycles of local people. The pronunciation and

tone of the Luoyang linguistic are often linked to the need for clarity and practicality in communication, reflecting the rhythms of agriculture, where clear and efficient communication is key. The speed of speech in the Luoyang linguistic is notably slower compared to other urban linguistics, allowing for greater articulation and better comprehension in rural and farming communities, where much of the population has traditionally been engaged in agriculture (Xu, 2022).

Moreover, Luoyang's position as an ancient crossroads of commerce and culture has made it a melting pot for various cultural and linguistic influences. As a significant trade hub for over two millennia, Luoyang witnessed the influx of various linguistics and languages, which contributed to the development of a distinct local linguistic form. The socioeconomic structure of Luoyang, with its diverse population of merchants, scholars, and artisans, played a critical role in shaping the city's language and culture. Over time, these cultural and economic exchanges contributed to the evolution of a unique linguistic identity in the city, blending features from different regions and peoples (Yuan et al., 2023).

The climate of Luoyang, characterized by hot summers and cold winters, has also shaped the social behavior and speech patterns of its people. The climate affects daily activities, festivals, and seasonal rituals, which are often reflected in the language. For example, certain local expressions or metaphors related to the weather, agriculture, and the changing seasons are often embedded in the local linguistic. The city's agricultural rhythms, based on the cycle of planting and harvesting, are embedded in the speech patterns of the people and help influence their linguistic tone and use of terminology. In this way, the geography and climate not only shape the physical environment but also impact how language is spoken, perceived, and utilized in daily life.

Additionally, Luoyang's historical significance as the capital of several dynasties has further solidified its status as a cultural and linguistic hub. As the capital during the Eastern Zhou, Han, Tang, and other dynasties, Luoyang has long been at the center of political, cultural, and educational development. This history has left a lasting impact on the city's linguistic, which incorporates ancient linguistic features not often found in other modern Chinese linguistics. Many words, phrases, and

pronunciations unique to Luoyang have survived through centuries of cultural and linguistic evolution, keeping the city's rich history alive in its linguistic identity.

In summary, Luoyang's geographic characteristics—its location at the confluence of major rivers, surrounded by mountains and fertile plains, and its role as a trade and cultural crossroads—have profoundly influenced both the development of its language and the sociocultural identity of its people. The Luoyang linguistic variant reflects the unique interplay between the city's geography, climate, historical significance, and socioeconomic development. The tone, speed, and vocabulary of the linguistic are deeply embedded in the natural environment and historical context of the region, making it not just a tool of communication, but a cultural artifact that embodies the city's historical legacy, agricultural traditions, and sociocultural dynamics.



Figure 7 Geodata of Luoyang

Source: Guanhua Zhu(2024)

### 2.5.2 Social and Cultural Landscape

The local linguistic variant of Luoyang serves not only as a means of communication but also as a powerful marker of community identity and solidarity. According to Ge et al. (2024), the use of the local linguistic fosters a sense of belonging and pride among its speakers, reinforcing cultural ties and connecting people to their heritage. In many rural and suburban areas of Luoyang, the language plays a critical role in maintaining intergenerational continuity, transmitting historical narratives, traditions, and local knowledge that are vital to the community's social fabric. The linguistic, in this sense, is much more than a tool for everyday conversation; it is a repository of local history and culture, reflecting the deep-rooted connections between language and place. These elements of identity are closely tied to the landscape, agricultural practices, and social organization that have historically shaped the region.

One of the most distinctive features of the Luoyang linguistic variant is its retention of ancient Chinese language structures, which makes it an invaluable resource for historical and cultural studies. The linguistic preserves several archaic vocabulary items, phonetic patterns, and grammatical structures that have long since disappeared from Standard Mandarin. Li (2023) argues that this linguistic treasure offers scholars a glimpse into the evolution of the Chinese language, allowing them to trace the development of regional expressions, idioms, and linguistic traditions that have been vital to the construction of Chinese culture over millennia. In this respect, the Luoyang linguistic serves as a living document, offering a link between past and present, and preserving the unique linguistic heritage of one of China's ancient capitals.

Moreover, Luoyang's status as a cultural hub has helped maintain the prominence of its local linguistic variant, particularly through the hosting of festivals and cultural events that showcase the linguistic. These events, such as traditional Lantern Festivals, Dragon Boat Races, and local operas, provide vital spaces for the oral transmission of the linguistic. In these settings, the local linguistic is used not only for casual conversation but also as the medium for storytelling, music, and performance, making it a core element of the cultural experience. These festivities, often passed down through generations, serve as an embodiment of local traditions,

where language becomes a bridge between the past and future, strengthening the cultural continuity of the community. Through these celebrations, language is more than just spoken—it is performed, celebrated, and revitalized, reinforcing its importance in maintaining a sense of community identity.

However, the use of the local linguistic has been increasingly challenged in the face of modernization and migration. With the growing influence of Mandarin as the official language, the frequency of use of the Luoyang linguistic has diminished significantly, especially in urban areas. As migrants from other regions of China move to Luoyang in search of better opportunities, the social pressure to conform to the national language has led to a gradual decline in the local linguistic's use in daily communication. According to Dong et al. (2024), Mandarin, being the dominant language of education, media, and government, has overshadowed local linguistics, causing younger generations to shift towards Mandarin for practical reasons, such as accessing better educational resources, securing employment, and participating in mainstream culture. This trend of language shift is particularly prominent in younger people, who see the use of Mandarin as an essential skill for social mobility and integration into broader societal structures.

At the same time, the influence of mass media and digital communication technologies has further reinforced the preference for Mandarin over local languages. Television programs, films, and online platforms primarily use Mandarin, making it the dominant linguistic mode of communication in the digital age. The exposure to Mandarin on a daily basis has contributed to the diminishing status of the local linguistic in informal and formal contexts. While local linguistics like the Luoyang linguistic remain deeply embedded in the everyday lives of certain communities, their presence in public and formal settings has significantly dwindled.

Despite these challenges, the preservation and revitalization of the Luoyang linguistic remains a significant cultural goal. Local initiatives and cultural projects are working to reclaim the linguistic by promoting it through digital media, educational programs, and public performances. The rise of social media platforms and short video services such as Douyin has created new opportunities for the revitalization of local languages, allowing the younger generation to engage with their heritage in innovative ways. Online content creators are using the local linguistic in creative

formats, such as Short Dramas, musical performances, and educational videos, which not only appeal to younger viewers but also encourage them to engage with their cultural roots. Through these platforms, the Luoyang linguistic has the potential to be re-contextualized as part of modern pop culture, giving it new relevance and increasing its appeal to a wider audience.

In conclusion, the Luoyang linguistic is not only an important cultural and historical resource, but also a vital symbol of community identity and social cohesion. As the city of Luoyang continues to evolve in the face of globalization and migration, the preservation of the linguistic remains an essential task for safeguarding its local heritage. Through the integration of the local linguistic into modern cultural platforms, such as social media and digital video content, there is a growing opportunity to revitalize the linguistic and secure its place in the future of the region. By linking the linguistic to contemporary forms of communication and cultural expression, the Luoyang linguistic can continue to serve as a marker of community solidarity, offering a bridge between the past and the present while helping to maintain the region's rich cultural identity in the digital era.

### 2.5.3 Importance of Location in the Study

Understanding the geographic and social context of Luoyang is crucial for developing effective strategies for the preservation and dissemination of its linguistic variant. The city's historical prominence as one of the oldest capitals in Chinese history provides a strong foundation for cultural initiatives, making it a cultural epicenter of traditional Chinese heritage. Luoyang, as the capital of multiple dynasties and a cultural crossroads, is not only significant for its ancient monuments and artifacts but also for its linguistic legacy. The Luoyang linguistic variant, shaped by centuries of political, social, and cultural developments, carries the echoes of diverse influences from across China and beyond, reflecting the city's role in facilitating communication and exchange over time.

However, in the modern era, Luoyang faces a set of contemporary challenges that necessitate a rethinking of traditional language preservation methods. These challenges include the processes of urbanization, which have led to shifts in demographic composition, as well as the global pressures of globalization and the dominance of Mandarin. Urbanization has led to an influx of people from various

regions, and the younger generation, in particular, increasingly sees Mandarin as the key to social and economic mobility. While the urban landscape of Luoyang continues to expand, the use of the local linguistic in everyday life has gradually declined, as Mandarin has become the dominant language for education, government, and media. As a result, the local linguistic variant is at risk of being marginalized, especially as globalization promotes a unified linguistic culture that often marginalizes regional linguistics (Wang, 2022).

Given these pressures, it is essential to adopt innovative strategies that integrate modern communication tools with cultural heritage preservation. One of the most promising solutions is the use of digital platforms to overcome geographic and social barriers. Platforms such as Douyin (TikTok), WeChat, and other social media networks provide dynamic and far-reaching tools for promoting local languages, allowing them to reach not only regional but also global audiences. The geographic limitations that once restricted the transmission of the Luoyang linguistic—tied to specific locations and communities—are now bypassed by the global reach of digital media. This has opened new avenues for the language to thrive, engage a broader audience, and participate in a global conversation about cultural identity and linguistic diversity.

The location data of Luoyang highlights the region's unique blend of historical significance and modern-day challenges. Understanding this context is vital for designing preservation initiatives that leverage the city's rich cultural heritage while addressing the complexities of urban growth and global cultural trends. For example, the development of cultural heritage initiatives, such as the digital preservation of oral traditions, could use both augmented reality and interactive platforms to make the local language more engaging for younger generations. These technologies can bring local cultural narratives, festivals, and historical contexts alive, allowing for a multisensory experience that links the past with the present.

Furthermore, the integration of Luoyang's unique cultural identity into digital media can help raise awareness about the importance of linguistic diversity in the face of globalization. Through digital storytelling, video content, and social media challenges, the Luoyang linguistic can be revitalized as part of contemporary culture, attracting the interest of younger audiences who might not engage with traditional

forms of language preservation. The interactivity of these platforms, where users can comment, remix, and share content, adds a participatory dimension to language preservation, turning it into a living, evolving process rather than a static act of cultural conservation.

Importantly, the location data also underscores the need for targeted strategies that consider both historical and contemporary influences. Luoyang's position as an ancient capital means that it carries significant cultural weight, which can be harnessed in promoting the local linguistic. The city's heritage sites, including ancient temples, the Longmen Grottoes, and other historical landmarks, provide a physical space where language can be connected to tangible cultural experiences. These locations can serve as cultural hubs where the local language is spoken and shared in guided tours, workshops, and cultural exhibitions, offering both locals and tourists an opportunity to engage with the linguistic in a meaningful context.

While the physical geography and historical importance of Luoyang provide a solid foundation for cultural preservation, the city's engagement with digital technologies is key to ensuring that the local linguistic variant remains relevant in an increasingly globalized world. Digital platforms not only expand the reach of local languages but also offer a medium where language and culture can interact dynamically. Through creative content production—such as interactive videos, digital storytelling, and language-based games—Luoyang's linguistic heritage can be preserved in ways that resonate with modern sensibilities, allowing it to adapt and thrive amidst global challenges.

In conclusion, the geographic and social context of Luoyang offers both opportunities and challenges for the preservation and dissemination of the Luoyang linguistic variant. While the city's rich historical background provides a strong cultural foundation, the pressures of urbanization and globalization necessitate innovative approaches that combine cultural heritage with modern technologies. Digital platforms offer an invaluable tool for overcoming geographic limitations, reaching new audiences, and revitalizing the local language. By leveraging these platforms, Luoyang can ensure the continued vitality of its linguistic variant, while maintaining its unique cultural identity in a globalized world.

## 2.6 Related Research

### 2.6.1 Domestic Research

Recent years have witnessed growing academic interest in the preservation and dissemination of local languages, including the Luoyang linguistic, within China. Scholars have increasingly acknowledged the importance of language as a carrier of cultural identity and heritage, emphasizing the need for systematic efforts to protect and revitalize regional linguistics. Studies have explored the linguistic characteristics, historical background, and cultural significance of the Luoyang linguistic, highlighting its essential role in the regional identity of Henan Province (Mei, 2024).

One prominent research focus is the diminishing use of local linguistics, particularly among younger generations, as a result of the growing dominance of Putonghua (Mandarin) in education, media, and daily communication. While the widespread adoption of Putonghua has facilitated nationwide communication, it has also contributed to the erosion of regional identities and the gradual decline of local languages such as the Luoyang linguistic. Scholars have raised concerns that the intergenerational transmission of these linguistics is at risk, necessitating innovative preservation strategies.

Another key area of study is the use of digital platforms to promote linguistic preservation. Researchers have highlighted the potential of new media tools like Douyin (TikTok) to integrate local languages into popular culture, thereby increasing their visibility and appeal among younger audiences. This digital approach has been particularly praised for its ability to break geographical and generational barriers, fostering renewed interest in regional linguistics.

In addition, policy-oriented research has addressed the inclusion of regional linguistics in school curricula and community programs. Scholars argue that education systems can play a pivotal role in promoting local languages, not only as a subject of study but also as a medium of cultural engagement. Community-based initiatives, such as linguistic workshops and cultural festivals, have also been suggested as effective means of sustaining the use and appreciation of linguistics like the Luoyang dialect.

Additional studies have provided further insights into the dynamics of linguistic preservation in China:

Integration with Local Tourism: Zhang and Liu (2022) examined how the integration of regional linguistics into local tourism can enhance both cultural preservation and economic development. Their study highlighted successful examples of tourism-driven language promotion in Guangxi and Yunnan provinces.

Role of Traditional Media: Li et al. (2021) analyzed the role of television and radio in promoting regional languages, using the case of Hakka programming in Guangdong Province. Their research emphasized the importance of blending traditional media with digital tools for comprehensive language preservation.

Community Participation: Wang and Sun (2023) conducted fieldwork in rural areas of Shanxi Province, focusing on community-driven efforts to document and teach regional linguistics. Their findings underscored the value of grassroots initiatives in maintaining linguistic vitality.

Educational Technology: Chen et al. (2020) explored the application of digital learning platforms for teaching regional linguistics in primary and secondary schools. They found that gamified learning tools significantly increased student engagement with local languages.

Legislation and Policy Analysis: Gao and Ren (2019) reviewed the impact of China's Intangible Cultural Heritage Protection Law on local language preservation. Their study identified gaps in implementation and proposed actionable recommendations for strengthening legal frameworks to support linguistic diversity.

These contributions collectively underscore the multifaceted approaches required to ensure the survival and revitalization of regional linguistics in the face of modernization and globalization. By addressing linguistic decline through innovative technologies, policy reforms, and community engagement, domestic research provides a comprehensive foundation for practical strategies in linguistic preservation.

#### 2.6.2 Foreign Research

Foreign research on linguistic preservation tends to focus on the broader, global context of language revitalization and the impact of globalization on local languages. International scholars have explored the intersection between language, culture, and identity, with a particular focus on how minority linguistics are often threatened by the dominance of national or global languages.

One prominent theme in foreign research is the effect of globalization on linguistic diversity. As global media platforms, such as Netflix, YouTube, and TikTok, become more influential, the dominance of major languages like English and Mandarin poses a threat to smaller, regional languages. Many researchers argue that while digital platforms create opportunities for cultural exchange, they also contribute to the cultural homogenization of the world's languages. Language death is a significant concern, especially for languages with fewer speakers or those with limited institutional support.

In this context, foreign scholars have studied how technology, particularly social media platforms like Facebook and Instagram, has been used to revitalize and preserve local languages. Research has highlighted case studies from various parts of the world where language communities have utilized digital platforms to share their linguistic heritage through videos, podcasts, and language apps.

Some studies also focus on the role of public policy and governmental support in the preservation of local languages. Many European and North American countries have established legal frameworks to protect minority languages, and researchers argue that China could benefit from similar approaches, especially as the country strives to balance national unity with cultural diversity.

In recent years, the research of Linguistic and local culture has gradually received attention. Domestic scholars have begun to pay attention to the social, historical, cultural and other multiple factors behind this integration phenomenon, and have also carried out many studies related to the protection and transmission of Linguistic. Some of these studies focus on exploring the inheritance and development of Linguistic and local culture, such as exploring the use of Linguistic in local operas, songs, radio and television programmes. These studies have revealed the close connection between Linguistic and local culture and their important role in the transmission of local culture; Linguistic, as carriers of regional culture, carry a wealth of local cultural information. China has a long history of research on Linguistic and local culture, with early studies focusing on the classification, origin and evolution of Linguistic (Qian Boquan, 1992; Zhao Yuanren, 1956). With the deepening of research, scholars gradually focused on the close connection between Linguistic and local

culture, such as the relationship between Linguistic and folklore, and the relationship between Linguistic and regional culture (Zhang Bojiang, 2003; Hu, 1921).

In the context of urbanization and globalization, the necessity and importance of preserving Linguistic has become a consensus. Huang, X. T. (2016) argues that 'Linguistic' are both part of the regional culture and a reflection of linguistic diversity. The extinction of Linguistic is the disappearance of a unique culture, so the urgency of protecting Linguistic cannot be ignored.

Studies have shown that the impact of digital media on linguistic preservation is evident. Zhao Li (2019) found in the Multi-Local linguistic Conservation Project that the use of digital media for linguistic recording and dissemination can effectively slow down the demise of Linguistic. Through the medium of social media and video platforms, the content of "Linguistic" has been disseminated to a greater extent, enhancing public attention and participation in "Linguistic".

In her research, Li Jie (2018) pointed out that the introduction of linguistic programmes in school teaching can increase students' interest in learning Linguistic as well as enhance their sense of cultural identity. The effectiveness of linguistic preservation can be improved through cultural activities and local festivals.

According to Chen Qiang (2020), the use of interesting digital content, such as short videos and virtual reality, can attract more people's attention and learning. Especially among the youth group, the use of digital content for the creation of linguistic novels and Short Drama is conducive to expanding the use and influence of the linguistic.

Zhang Wei (2021) points out that policy support and multi-party co-operation are important means to maintain linguistic diversity. On this basis, new ideas that are targeted and sustainable are proposed. At the same time, a favourable atmosphere for the protection of Linguistic is created with the joint efforts of the government, academia and the community.

In addition, there are some studies that focus on the integration of Linguistic with modern society. For example, some scholars have studied the use of Linguistic in movies, TV dramas, and Internet popular culture, and analyzed the impact of this fusion on the cultural identity of the younger generation. These studies show that the fusion of Linguistic not only enhances people's sense of identity with local culture,

but also promotes the innovation and development of local culture, and the fusion of Linguistic and local culture is a complex process that involves a variety of factors such as language, culture and society. Some scholars have explored the integration of linguistic and local culture from the perspective of language contact, arguing that language contact is an important factor in promoting linguistic integration (Zhou Zhenhe, 1999; Wang Shiyuan, 1985). In addition, some scholars have also studied the phenomenon of linguistic-local culture integration from the perspectives of cultural transmission and cultural change (Chen Baoya, 2007; Dong Xiufang, 2005).

As a new cultural phenomenon, innovative fusion has gradually attracted the attention of scholars in recent years. Some scholars believe that innovative fusion is the process of interaction, communication, and fusion between linguistic culture and local culture through new ways in the context of modern society ( Wang Han, 2016; Li Jingzhong, 2014). Scholars have explored the connotations, forms, dynamics and influencing factors of innovative fusion from different perspectives, providing rich theoretical resources for the research of this phenomenon (Meng Qinghua, 2012; Huang Yongming, 2010).

The research of cultural phenomena focuses on the manifestations and laws of evolution of culture within a specific historical period and geographical scope. Some scholars believe that the research of cultural phenomena should focus on the interaction between the elements within culture, as well as the association between culture and external factors such as society, politics and economy (Marx, 1859; Engels, 1884). In addition, there are scholars who emphasise the comparative perspective of the research of cultural phenomena, revealing the universality and particularity of cultural phenomena through cross-cultural comparative analysis (Fei Xiaotong, 1997; Liang Shuming, 1987).

Through explicit policy support, Linguistic have been properly protected at the legal level and corresponding resources have been adequately supplied. Together, these measures towards language preservation and promotion have helped to ensure the continued use of Linguistic and the transmission of cultural traditions. Røyneland, U. & Lanza, E. (2023) point out that as the wave of globalization sweeps across the globe and standardized languages are widely disseminated, there has been a sharp decline in the frequency of linguistic use. This trend has not only weakened the

vitality and diversity of traditional cultures, but has also led to a certain extent to the danger of the disappearance of many local languages, putting these precious local voices at risk of fading out of our lives and becoming a piece of memory in the long river of history.

Cladis, A. E. (2020) found that digital technology plays a crucial role in language preservation. It has greatly contributed to the survival and dissemination of Linguistic and endangered languages by digitising phonetic, lexical and grammatical information, creating databases and developing online platforms. These technological tools not only provide linguists and scholars with valuable research resources, but also make these cultural treasures more accessible to the general public.

Zhao, S. M., & Flewitt, R. (2019) showed that social media platforms such as Facebook and Twitter provide spaces for linguistic speakers to display and communicate, enhancing the cohesion and vitality of linguistic communities.

Karacan, C. G., & Akoglu, K. (2021) explored the application of virtual reality and augmented reality in language learning and linguistic preservation. With the continuous advancement of technology, virtual reality (VR) and augmented reality (AR) have been widely used in education. For language learners in particular, these technologies provide immersive learning environments that enable them to immerse themselves more effectively in different language environments, including learning and using Linguistic. By simulating real-world scenarios and interactive experiences, users can have a richer and deeper language learning experience.

Morita-Mullaney, T. (2021) This research examines the positive impact of bilingual education on linguistic transmission. The results show that the adoption of a bilingual education model not only effectively promotes the living transmission of local Linguistic, but also significantly improves students' language use and identification with local culture in the process. This educational strategy provides students with an immersive language environment by integrating the teaching contents and methods of the two languages, thus enabling them to better understand and respect their respective languages and the cultures behind them while mastering Putonghua.

Burke, M., Zavalina, O. L., Phillips, M. E., & Chelliah, S. (2020) emphasized the importance of language archives in preserving endangered languages. Their

research points out that language archive, as a precious documentary heritage, is not only a place where many linguistic materials are collected, but also an important repository for linguists to research the evolution of languages, explore linguistic diversity, and promote linguistic and cultural revival. It records the use and development of languages in all periods of history and is a window to understanding and passing on the essence of languages.

Rigo, A. C. (2021) analyzed the language policies of different countries and found that effective language policies and legislations are crucial for linguistic preservation. Through clear policy support, Linguistic are able to be properly protected at the legal level, as well as receive sufficient appropriate resources. Together, these measures contribute to the preservation and promotion of languages and help to ensure the continued use of Linguistic and the transmission of cultural traditions.

Gorter, D., Cenoz, J., & der Worp, K. V. (2021) proposed the concept of linguistic landscape for linguistic learning to research the visibility of language in public places and its impact on language use and identity. Their research showed that increasing the visibility of Linguistic in public places helps to increase the frequency of linguistic use and social identity.

Lee, R. (2021) studied the role of community participation in language preservation and found that proactive community participation and grassroots movements are important for linguistic preservation and revitalization. With the power of community organizations and the collaboration of local associations, linguistic preservation has achieved remarkable results. Through these platforms, Linguistic have not only been thoroughly researched and documented, but have also become more widely used in the community, effectively contributing to the preservation and transmission of linguistic diversity.

Tzudir, M., Sarmah, P., & Prasanna, S. R. (2021) explored innovative strategies for digital content creation in linguistic preservation, pointing out that by creating and producing engaging digital content, such as video content, gaming interactions, and apps, we can greatly inspire young people to learn and use Linguistic. This approach not only enhances their understanding of Linguistic, but also promotes the

dissemination and development of linguistic culture, thus injecting new life and vigour into this ancient language.

As a new cultural phenomenon, the innovative integration of linguistic and local culture deserves in-depth research. On the basis of previous research, this research will further explore the connotation, form, dynamics and influencing factors of the innovative fusion of linguistic and local culture, with a view to providing new theoretical perspectives and practical paths for the research of cultural phenomena in China. Although the phenomenon of the fusion of linguistic and local culture has been studied to a certain extent, there are still many issues that need to be further explored and researched. For example, how to understand the inner mechanism of this fusion phenomenon more deeply? How to assess the long-term impact of such integration on social and cultural development? These are all questions that deserve in-depth research.

Linguistic diversity, preservation, and dissemination have been the focus of scholarly attention both at home and abroad, particularly in the context of the digital era. The increasing prominence of digital technologies has introduced both challenges and opportunities for the preservation and dissemination of local linguistics and languages. Scholars worldwide have approached this topic from various angles, contributing valuable insights into how languages can be safeguarded in a rapidly globalizing world.

International scholars tend to emphasize the global protection of languages and the importance of cross-cultural communication. They focus on the need for multilingualism, advocating for the recognition and protection of languages that are at risk of extinction due to the dominance of global languages like English and Mandarin. These scholars highlight the importance of global cooperation and the role of international frameworks—such as the UNESCO conventions and other global linguistic initiatives—in preserving linguistic diversity. They argue that in order to maintain the richness of human heritage, it is essential to protect languages that carry unique ways of thinking, histories, and cultural practices. Many also explore how digital technologies can aid in this global effort, enabling languages to be shared, taught, and learned across cultural boundaries.

On the other hand, domestic scholars tend to focus more on the preservation of local languages within the context of national identity and cultural continuity. They examine how traditional linguistics, such as the Luoyang linguistic, play a key role in maintaining local cultural heritage, social cohesion, and community identity. These scholars argue that local languages are not merely tools for communication but are also carriers of social memory, local history, and traditional knowledge. Moreover, with the rise of digital media, domestic scholars are particularly interested in the impact of digital technologies on the survival and dissemination of local languages. They explore how platforms like Douyin (TikTok), WeChat, and other digital spaces can be leveraged to revitalize local linguistics by making them accessible to younger generations and a wider, often global, audience. This focus on the digital era represents a shift from traditional preservation methods towards more innovative, interactive, and technology-driven approaches to language transmission.

By synthesizing both domestic and international perspectives, this study aims to contribute to the ongoing discourse on language preservation in the digital age. It combines theoretical frameworks related to linguistic diversity, cultural identity, language revitalization, and digital communication, providing a holistic understanding of the challenges and opportunities presented by new media. The study will specifically focus on the Luoyang linguistic variant, exploring strategies for its protection and dissemination in a rapidly changing world. Through a thorough examination of both the historical significance of the linguistic and the modern technological landscape, this research will propose practical strategies for safeguarding the linguistic heritage of Luoyang while ensuring its relevance in a globalized world. Ultimately, this study aims to provide both theoretical support and practical guidance for the revival of local languages, offering insights into how they can be integrated into the digital media ecosystem to promote cultural preservation, community engagement, and cross-cultural exchange.

In doing so, it will contribute to the broader goal of preserving linguistic diversity in the digital era, ensuring that local languages continue to thrive alongside the rapid advancements of technology and globalization.

## CHAPTER III

### RESEARCH METHODOLOGY

This paper adopts a qualitative research method, focusing on how to protect and pass on Luoyang linguistic culture. This chapter introduces the research methodology used in this research, which mainly covers two major parts: research content, research methodology, research time, research area, research population and sample, research tools, and research data. It mainly involves research content, research method, research time, research field, research population and sample, research tools, data and sample, research tools, data collection, data processing and analysis, and research conclusions and recommendations. Specifically, the following information is included:

#### 3.1. Scope of the research

3.1.1 Research Scope

3.1.2 Research methodology

3.1.3 Research period

3.1.4 Research areas

3.1.5 Population and sample

#### 3.2. Research Administration

3.2.1 Research tools

3.2.2 Data collection

3.2.3 Data processing and analysis

3.2.4 Research results and presentation

#### 3.3. Design Process

Detailed descriptions of each topic are provided below:

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### 3.1 Scope of the research

#### 3.1.1 Research Scope

This research takes Luoyang city and its neighbouring areas as the main research scope, mainly covering the linguistic usage in Luoyang city and its neighbouring counties. The research object is the Douyin user group in Luoyang City, especially those who pay attention to and watch Luoyang linguistic Short Dramas. By analyzing the specific application and impact of the Douyin Short Drama in the protection and dissemination of the linguistic 9in Luoyang city and its surrounding areas, the research explores its dissemination methods and strategies on digital media platforms. The purpose of this research is to identify effective communication methods and innovative strategies to promote the inheritance and development of the Luoyang linguistic through a detailed understanding of the specific practices of Douyin short dramas in the protection and dissemination of the Luoyang linguistic.

#### 3.1.2 Research Methodology

The following data collection methods will be used to explore the Luoyang linguistic in its natural context, emphasizing its cultural value, use in digital media, and role in community life. These qualitative methods are designed to gather in-depth insights into the social and cultural dynamics surrounding the Luoyang linguistic.

##### 3.1.2.1 Documentary Research

Documentary research is employed to review existing literature, historical documents, and digital archives related to Luoyang linguistic and its cultural significance. This method involves:

**Historical Analysis:** Examining records of Luoyang linguistic evolution, including its phonetics, vocabulary, and expressions.

**Policy Review:** Analyzing national and local policies on linguistic preservation and digital media usage.

**Comparative Studies:** Reviewing case studies of similar projects in other regions or cultures to identify best practices and transferable strategies.

By integrating documentary research, this study ensures that the analysis is grounded in historical, cultural, and theoretical contexts. It also provides a strong foundation for understanding the significance and challenges of preserving Luoyang linguistic in the digital age.

### 3.1.2.2 Observation

Observational data will be collected in various community and digital media contexts to capture the use of Luoyang linguistic in natural settings. The researcher will engage in participant observation at community events, public gatherings, and screenings of Douyin Short Drama. Observing these real-world settings will provide insights into how the Luoyang linguistic is used informally, and how it contributes to cultural practices and identity. Key observation points include:

**Natural Language Use:** The researcher will observe the frequency, context, and purpose of Luoyang linguistic in daily interactions. Particular attention will be paid to informal settings such as family gatherings, street interactions, and community events.

**Audience Participation in Short Drama:** Observation of audience reactions during Douyin Short Drama screenings will provide insight into the emotional and cultural impact of the Luoyang linguistic in media. This includes noting how viewers respond to the language, whether they engage with it through comments or discussions, and their perceived appreciation of the linguistic as a cultural symbol.

**Cultural Practices:** The role of Luoyang linguistic in cultural events (such as local festivals, traditional storytelling, or performances) will be examined. The researcher will observe how language is used to express local cultural values and traditions, focusing on the social functions it serves in these contexts.

Through these observations, the study aims to understand the natural usage of the language in community life and how it is perceived by different social groups, providing a holistic view of its cultural significance.

### 3.1.2.3 Interviews

Interviews will be conducted with three key groups: creators of Douyin Short Drama, active viewers, and language and cultural experts. These interviews will allow for detailed, qualitative insights into the use of Luoyang linguistic in digital media and its implications for language preservation. The open-ended nature of semi-structured interviews will encourage participants to share their personal experiences, professional opinions, and emotional connections to the language. The flexibility of the interview format will enable the researcher to explore unexpected themes that emerge from participants' responses. Key areas of focus in the interviews will include:

The motivation behind using Luoyang linguistic in Douyin Short Drama and its perceived cultural significance.

Participants' personal experiences with Luoyang linguistic in daily life and its role in shaping cultural identity.

The perceived challenges of using a local linguistic in digital media and the potential for its preservation through online platforms.

The qualitative data gathered through these interviews will provide rich, nuanced insights into the attitudes and beliefs of key stakeholders involved in the creation and consumption of Douyin Short Drama content.

#### 3.2.1.4 Focus Group Discussions

Focus group discussions will be organized with 4-6 participants from each of the target groups (creators, active viewers, and experts). These discussions will foster dialogue and interaction, encouraging participants to share their views on the role of Luoyang linguistic in contemporary culture and its future prospects for preservation. The objectives of the focus group discussions include:

Gaining insights into how different groups view the cultural relevance of Luoyang linguistic today.

Exploring potential strategies for language preservation, and how the language might be promoted through digital platforms.

Understanding the social dynamics surrounding the use of local linguistics in the modern era, and how these dynamics affect the transmission and inheritance of language.

Focus groups provide an opportunity for participants to build on each other's ideas, leading to a collective exploration of the language's role in cultural heritage and its potential for revitalization. These discussions will serve as a forum for understanding different perspectives and deepening our understanding of the challenges and opportunities associated with Luoyang linguistic preservation.

In conclusion, these qualitative methods—observation, semi-structured interviews, and focus group discussions—are designed to capture the richness and complexity of the Luoyang linguistic in its cultural, social, and digital contexts. By focusing on first-hand experiences, personal narratives, and community dynamics, the

study aims to provide a deep, contextual understanding of the linguistic's cultural significance and its potential for revitalization in the digital media era.

### 3.1.3 Research Period

The research was divided into six phases over a period of 12 months 2023-2024. On this basis, this systematic approach ensured a comprehensive exploration and analysis of the preservation and dissemination of the Luoyang linguistic through digital media. The following table lists the specific objectives and activities of each phase:

Table 1 Research Period

point	Duration (months)	instructions
Preparatory work and literature review	October 2023	Initial preparation and literature review. Definition of research objectives and organization of academic papers, publications and reports.
Data collection design	November to December 2023	Design data collection methods and tools, including questionnaires and interview outlines. Clarify collection objectives and sample sizes and obtain cooperation from relevant organizations and platforms.
Data collection	January to April 2024	Interviews was conducted in Luoyang, and data on the dissemination effects of

		Luoyang linguistic were collected from online platforms.
Data analysis	April to July 2024	Data were analyzed using mathematical and statistical methods. Interviews were coded, themes were analyzed and the effectiveness of the Luoyang linguistic application was assessed.
Findings and Discussion	July to September 2024	Compare and contrast the existing research results and analyse the current situation, challenges and impact of digital media on the protection and transmission of Luoyang linguistic.
Writing and revising papers	September to October 2024	Write and revise papers. Completes first draft, reviews and finalises report for submission and publication.

#### 3.1.4 Research areas

This research covers a wide range of fields, including linguistics, cultural studies and communication studies, and focuses on the use of digital media in linguistic preservation. The research not only explores the status and changes of Linguistic as an important research object in linguistics in modern society, but also

examines the significance of Linguistic as an important carrier of cultural transmission and identity in cultural studies. In addition, the communication effects and strategies of digital media, especially the emerging media form of Douyin Short Drama, on Linguistic are thoroughly analyzed from the perspective of communication studies. This interdisciplinary research approach aims to comprehensively understand and assess the role and effects of digital media in the preservation and promotion of the Luoyang linguistic, thereby providing valuable insights and guidance for policy makers, cultural preservationists and content creators.

### 3.1.5 Population and Sample

The research population for this study will focus on the users of Douyin in Luoyang and surrounding areas, specifically those engaged with the Luoyang linguistic short dramas. Given the qualitative nature of the study, the sample selection will be guided by the principle of theoretical saturation, where the goal is not to achieve statistical representation but to ensure that diverse perspectives are captured to explore the social and cultural dynamics of the Luoyang linguistic in the context of digital media. The sample will focus on individuals with direct experience or knowledge about the Luoyang linguistic and its role in cultural preservation. Here are the key steps for selecting the sample:

#### 1) Sample Size and Selection

In qualitative research, the sample size is typically smaller than in quantitative studies, as the focus is on depth rather than breadth. Based on the principles of qualitative inquiry, approximately 30-50 participants will be selected across three main groups: linguistic and cultural experts, creators of Douyin short dramas, and active viewers of the Luoyang linguistic content. The goal is to gather rich, in-depth data that allows for a comprehensive understanding of the various perspectives surrounding the linguistic and its role in digital media. Data collection will continue until theoretical saturation is reached, meaning no new insights are emerging from additional interviews or discussions.

#### 2) Population sample for Interviews

The interview portion will involve the following types of population samples:

1)The first group (Key Informants): Linguistic and cultural experts 7 persons in the fields of linguistics, cultural studies and communication are invited to obtain their professional insights and evaluations on the role and impact of Douyin Short Drama in linguistic preservation through professional interviews.

2)The second group (Casual Informants):Creators of Douyin Short Drama creators 20 persons of Luoyang linguistic short dramas were invited to learn more about their motivations, strategies, challenges encountered in the process of creation, and their views on linguistic preservation through in-depth interviews.

3)The third group (General Informants):Active Audience 10 persons active audience members who regularly watch Luoyang linguistic Short Drama will be invited to learn about their viewing experience, their evaluation of the content of the Short Drama, as well as their attitudes and suggestions for linguistic preservation. These viewers will come from different ages, occupations, and educational backgrounds to ensure diversity in the interview results.

### **3.2. Research Administration**

#### **3.2.1 Research Tools**

In this qualitative study, several research tools will be utilized to gather rich, in-depth data from different perspectives. The tools chosen are aimed at capturing the lived experiences, perceptions, and attitudes of participants regarding the Luoyang linguistic in Douyin short dramas and its role in cultural preservation. The tools are designed to explore the phenomenon in a holistic manner, providing valuable insights into the cultural significance and challenges of preserving the Luoyang linguistic in the digital age.

##### **3.2.1.1. Documentary Research**

Documentary research is employed to provide a historical and theoretical foundation for the study, involving the review of existing literature, historical documents, and digital archives related to Luoyang linguistic. This method includes the examination of records detailing the evolution of Luoyang linguistic, such as its phonetics, vocabulary, and unique expressions, as well as an analysis of national and local policies on linguistic preservation and digital media utilization. Additionally, comparative studies of similar linguistic preservation projects in other regions or

cultures are reviewed to identify best practices and applicable strategies. This comprehensive approach ensures the study is deeply rooted in historical, cultural, and policy contexts while offering insights into effective methods for digital linguistic preservation.

#### 3.2.1.2 Observation

Observation will be the primary qualitative tool to understand the natural use of the Luoyang linguistic in different cultural and social settings. The researcher will engage in participant observation to immerse themselves in environments where the Luoyang linguistic is used. Observations will be made during:

**Community events:** These include traditional festivals, local gatherings, and cultural performances where Luoyang linguistic is actively spoken. The focus will be on how often the linguistic is used, the context in which it is spoken, and the social significance it holds during these events.

**Audience engagement with Douyin short dramas:** The researcher will observe viewers' interactions with Douyin short dramas featuring the Luoyang linguistic. This will involve noting how participants respond to the use of the linguistic, including their reactions during and after viewing, as well as their emotional engagement and perceptions of the linguistic's role in cultural preservation.

**Cultural practices and performances:** The researcher will observe how the linguistic is used in storytelling events, performances, and local cultural rituals. This will provide insight into the role the linguistic plays in preserving cultural traditions and its symbolic significance in the community.

These observations will help build a comprehensive understanding of how the Luoyang linguistic is used in both everyday life and cultural contexts, and how it is perceived by community members.

#### 3.2.1.3 Interviews

Semi-structured interviews will be conducted with three main groups of participants: creators of Douyin short dramas, active viewers, and linguistic and cultural experts. The purpose of the interviews is to gather in-depth qualitative insights into the experiences, views, and professional perspectives of participants regarding the use of the Luoyang linguistic in Douyin short dramas and its potential for language preservation.

KI:Linguistic and cultural experts 7 persons: These experts will provide professional perspectives on the cultural significance of the Luoyang linguistic, its historical value, and its role in contemporary society. They will also provide their views on how Douyin short dramas contribute to the revitalization and preservation of regional linguistics in the digital media landscape.

CI:Creators of Douyin short dramas 20 persons: These participants will provide insight into their creative motivations, challenges faced during content production, and their perceptions of the role of Douyin short dramas in the preservation and promotion of the Luoyang linguistic. Interviews will explore how they use the linguistic creatively and whether they see it as a tool for cultural expression and revitalization.

GI:Active viewers 10 persons: These participants are individuals who regularly engage with Douyin short dramas featuring the Luoyang linguistic. The interviews will explore their viewing experiences, how they perceive the Luoyang linguistic in the content, and how they understand its role in language preservation. In particular, the interviews will focus on viewers' engagement with the linguistic in digital media and their overall attitudes towards the linguistic's place in modern society.

The interview format allows for flexibility, enabling participants to express their views freely while focusing on key areas related to cultural identity, language use, and digital media.

#### 3.2.1.4 Focus Group Discussions

Focus group discussions will be organized with 4-6 participants from each of the three groups (creators, active viewers, and experts). These discussions will facilitate dialogue and interaction among participants, allowing for the exchange of diverse perspectives on the Luoyang linguistic and its role in cultural preservation. Discussions will provide a platform for participants to build on each other's ideas, leading to a deeper understanding of the social dynamics surrounding language use and its potential for revitalization.

Key areas of focus in the group discussions include:

The role of Douyin in language preservation: Participants will discuss how Douyin short dramas contribute to the promotion and preservation of the

Luoyang linguistic, and whether they see digital media as a viable tool for language revitalization.

**Perceptions of linguistic loss:** Participants will explore how they perceive the decline of regional linguistics in the face of globalization and mainstream media, and what strategies they believe could help revive and protect local languages.

**Suggestions for improving language preservation:** Participants will share their ideas on how Douyin and other digital platforms could enhance their role in language preservation, and what additional steps could be taken to increase public engagement with the Luoyang linguistic.

The focus groups will provide a space for collective insight, where participants can reflect on their shared experiences and collaboratively generate ideas for the future of language preservation.

In summary, the qualitative research tools—observation, semi-structured interviews, and focus group discussions—will allow for a deep, contextual understanding of the Luoyang linguistic and its role in both cultural preservation and modern digital media. These tools will facilitate the exploration of personal experiences, professional insights, and cultural dynamics surrounding the linguistic, providing a rich foundation for the study's findings.

### 3.2.2 Data Collection

In this qualitative study, data collection will be organized around two key methods: online and offline. These methods are designed to gather rich, in-depth insights from a variety of participants, focusing on their personal experiences, perceptions, and cultural engagement with the Luoyang linguistic in the context of Douyin short dramas and language preservation.

#### 1) Online Data Collection

While traditional surveys are typically used for quantitative research, the online data collection in this qualitative study will focus on gathering qualitative insights through more flexible, open-ended approaches. Online platforms such as Douyin and other social media channels will be used to engage with a diverse group of participants, especially those who are active on digital platforms and engaged with Douyin short dramas featuring the Luoyang linguistic. The online data collection will focus on two main aspects:

Open-ended questions posted through online platforms will encourage participants to reflect on their experiences with Luoyang linguistic short dramas, their emotional responses to the use of the linguistic, and their perceptions of its cultural significance in the modern digital context.

Interaction with digital content: Participants will be invited to share comments, engage in discussions, or respond to prompts related to the role of digital media in language preservation. This will allow for the collection of spontaneous insights from individuals who are engaged with the content, as well as a better understanding of how younger audiences perceive the Luoyang linguistic in digital media.

The online data collection process will be open-ended and flexible, allowing participants to share their views and experiences freely. The goal is not only to gather personal narratives but also to explore community attitudes toward language preservation through digital media.

## 2) Offline Data Collection

Offline data collection will primarily consist of semi-structured interviews with key participants in the local community. These interviews will focus on individuals who have in-depth knowledge and personal experience with the Luoyang linguistic in both traditional and modern contexts. The Interviewers will include language experts, cultural practitioners, local residents, and educators who are familiar with the historical significance of the Luoyang linguistic and its role in local culture.

Interviews will be conducted with the following groups:

KI:Linguistic and cultural experts (7 persons): These experts, including scholars in linguistics, cultural studies, and communication, will provide professional insights on the Luoyang linguistic as a cultural asset and its role in language preservation in the digital era. The interviews will delve into their views on digital media's potential to revitalize regional linguistics and the broader implications for linguistic diversity.

CI:Local residents and educators (20 persons): These interviews will focus on understanding the personal experiences and perceptions of people who interact with the Luoyang linguistic daily. Local educators and residents will share

their views on how language use is evolving, the role of the linguistic in community identity, and its relevance in modern cultural settings.

GI:Cultural practitioners (10 persons): These participants, such as local artists, performers, and storytellers, will be interviewed to understand how the Luoyang linguistic is used in cultural performances, festivals, and storytelling traditions. The interviews will explore the connection between the language and cultural practices and how these practices are adapting in the face of modernization and globalization.

The semi-structured interviews will provide a rich, nuanced understanding of the Luoyang linguistic's role in the cultural fabric of the community and its potential for preservation. The open-ended format allows for flexibility in responses, encouraging participants to provide detailed descriptions and personal reflections on their experiences and views.

### 3) Integration of Online and Offline Data

Combining online data collection with offline interviews allows for a comprehensive approach to understanding the Luoyang linguistic in the digital era. The online engagement will capture the broader public's views and digital engagement with Luoyang linguistic content, while the offline interviews will provide deeper insights from those with direct involvement in the language and culture. Together, these methods will enable a thorough exploration of how the Luoyang linguistic is perceived, used, and preserved across different social and cultural contexts.

In conclusion, this qualitative research will employ online and offline methods to gather rich, contextually deep data on the Luoyang linguistic and its role in digital media, language preservation, and community identity. Through these methods, the research will provide valuable insights into the social dynamics, cultural significance, and challenges of preserving local linguistics in a modern, globalized world.

#### 3.2.3 Data processing and analysis

In this qualitative study, the data processing and analysis will focus on systematically organizing and interpreting the qualitative data to uncover deeper insights into the role of the Luoyang linguistic in Douyin short dramas and its

potential for language preservation. The following steps outline the qualitative data processing and analysis approach:

### 1) Data conclusion

The first step in processing qualitative data involves collating all collected materials, including interview transcripts, field notes from observations, and any comments or responses from participants engaged in online discussions. These will be organized and stored in digital format, ensuring that all data is complete and accurate. The researcher will then begin the data cleaning process, which involves reviewing the transcripts and observation notes to remove any irrelevant or incomplete information.

For qualitative data, a crucial step is to perform verbatim transcription of all interviews and focus group discussions. This will ensure that all spoken responses are fully captured for further analysis. The researcher will also compile field notes from observations to provide additional context to the interview data.

### 2) Qualitative Data Coding and Categorization

Once the data is collated and cleaned, the next step will be coding the qualitative data. Open coding will be applied to the interview transcripts, field notes, and other qualitative data sources. The aim is to identify key themes, patterns, and concepts that emerge from the participants' experiences and insights about the Luoyang linguistic. Key themes may include language use in digital media, cultural significance, language preservation strategies, and viewer engagement.

After the open coding process, the researcher will organize the codes into categories based on common topics or ideas. These categories will help in grouping related ideas, making it easier to identify overarching themes across the data. For example, themes might include cultural identity, digital media's role in language preservation, language revitalization strategies, and attitudes toward modernization. This process will also involve cross-referencing interview data with observation notes and online interactions to ensure a comprehensive understanding of the data.

### 3) Thematic Analysis

The primary method of analysis will be thematic analysis, a qualitative technique used to identify, analyze, and report patterns (themes) within the data. The researcher will conduct a thematic analysis of all interview data, including responses

from creators of Douyin short dramas, active viewers, and linguistic experts. This analysis will focus on extracting detailed insights regarding how the Luoyang linguistic is used in digital media, its role in language preservation, and how it is perceived by various groups.

The thematic analysis will be guided by several key research questions, including:

What are the participants' attitudes toward the preservation of the Luoyang linguistic in the digital media era?

How do Douyin short dramas influence the cultural significance of the linguistic and its potential for revitalization?

What strategies do creators and viewers believe could enhance the effectiveness of Douyin or other digital platforms in promoting the linguistic?

#### 4) Interpretation and Contextualization

The final phase of data analysis will involve contextualizing the identified themes within the broader cultural and social dynamics of Luoyang. This means interpreting how the Luoyang linguistic fits within local identity, modernization processes, and digital media trends. The researcher will analyze how different social groups (creators, viewers, experts) understand the role of language in cultural preservation, and how digital media might serve as a tool for linguistic revitalization. The interpretation will also provide insights into the challenges of maintaining a local linguistic in the face of globalization and the widespread use of Mandarin.

#### 5) Synthesis of Findings

The researcher will synthesize the findings from the thematic analysis to provide an in-depth narrative that ties together the various themes identified across the interviews, observations, and online interactions. This synthesis will aim to offer a comprehensive understanding of the Luoyang linguistic in the digital media context, particularly with respect to its cultural significance, perceived threats, and the potential strategies for its preservation.

The qualitative data processing and analysis will provide rich, detailed insights into the role of the Luoyang linguistic in Douyin short dramas and its potential for cultural preservation. The use of thematic analysis, coding, and contextual interpretation will ensure that the data is rigorously processed and analyzed

to reveal patterns, trends, and personal narratives that are central to understanding how the Luoyang linguistic is perceived, used, and preserved in the digital age.

#### 3.2.4 Research results and presentation

Based on the results of the data analysis, the research will Summarize the specific roles and impacts of the Douyin Short Drama in the protection and dissemination of the Luoyang linguistic, and put forward corresponding recommendations and strategies for improvement. These recommendations will serve as references for relevant departments and cultural institutions when formulating linguistic protection policies and promotion strategies. Specific conclusions and recommendations include:

The effectiveness of jittery Short Dramas in linguistic communication: through data analysis, assess the specific effects of jittery Short Dramas in increasing the popularity of Luoyang linguistic, enhancing the sense of cultural identity and promoting linguistic learning. Summarize the advantages and shortcomings of the Short Drama in linguistic communication, and put forward suggestions for further optimization.

Improvement and optimization of dissemination strategies: based on user feedback, suggestions are made to optimize the content creation and dissemination methods of Douyin Short Drama in order to enhance audience acceptance and participation. Examples include increasing interactive content, improving the quality of short dramas, and promoting diverse linguistic content. Suggestions include using user-generated content, enhancing community interaction, and organizing offline activities to further promote Luoyang linguistic.

Policy recommendations: Provide policy recommendations to government and cultural institutions on linguistic preservation and dissemination, such as strengthening the use of digital media in linguistic preservation, supporting linguistic content creators, and organizing linguistic cultural activities. The policy recommendations will include the development of special programmes for linguistic preservation, the provision of funding for creative work, and the establishment of educational programmes on linguistic culture in order to systematically promote the preservation and transmission of the Luoyang linguistic.

Through this research, it is hoped that it can provide new ideas and methods for linguistic preservation in the digital media era, further promote the inheritance and development of Luoyang linguistic, and at the same time provide a reference for the preservation and dissemination of other local Linguistic. This not only helps to enrich and diversify local culture, but also provides strong empirical support for the application of digital media in cultural heritage.

### 3.2.5 Thinking about Design Luoyang Linguistic Using Douyin Short Drama

With the rapid rise of short video platforms like Douyin (known globally as TikTok), there is an exciting opportunity to design and promote the Luoyang linguistic in innovative ways. These platforms offer a dynamic space for creative expression and have proven effective in connecting younger audiences with local traditions and cultural heritage. The following section explores the potential for integrating the Luoyang linguistic into Douyin short dramas, focusing on the strategies and design elements that can effectively promote the linguistic while making it appealing to a broad audience.

#### 1) Understanding the Potential of Douyin as a Platform for Linguistic Promotion

Douyin's popularity among younger generations, particularly those between 18 and 35 years old, has transformed how cultural content is consumed. With its algorithm-driven content recommendations and viral video potential, Douyin offers a unique platform for linguistic and cultural promotion. The interactive nature of Douyin allows creators to experiment with various forms of storytelling, including humor, drama, song, and dance, making it a perfect medium for showcasing the Luoyang linguistic in a modern, relatable way.

Douyin's short-form video format encourages creativity while ensuring content is digestible for the fast-paced digital world. This is crucial in attracting young audiences, who may not engage with traditional cultural preservation methods but are more likely to connect with digital media that reflects their interests and lifestyles. In particular, Douyin short dramas offer an opportunity to blend local linguistic with contemporary entertainment, allowing viewers to experience the Luoyang linguistic in engaging, authentic contexts.

## 2) Designing Luoyang Linguistic Content for Douyin: Key Principles and Approaches

To effectively design content that integrates the Luoyang linguistic into Douyin short dramas, creators must consider several key principles that will enhance both the appeal and educational value of the videos. These principles focus on engagement, creativity, and authenticity, ensuring the linguistic is presented in a way that resonates with a diverse audience while maintaining cultural integrity.

### a) Emphasizing Relatability and Humor

One of the most effective ways to engage younger audiences is by incorporating humor and relatable situations in short video content. By using the Luoyang linguistic in humorous Short Dramas, everyday scenarios, or comedic situations, creators can make the linguistic more approachable and less intimidating to viewers who may not be familiar with it. For example, creating a comedic short drama where local characters use the linguistic to solve daily problems or interact with tourists can create a sense of local pride and intrigue for outsiders.

In one focus group discussion, a young viewer shared, “I didn’t know much about the Luoyang linguistic, but after watching some funny short videos, I started to notice how much charm the linguistic has. It felt like a fresh and fun way to learn about my own culture.” This sentiment highlights the potential of humor and relatability to foster a deeper appreciation for the linguistic.

### b) Leveraging Cultural Elements and Regional Pride

Integrating elements of local culture, traditions, and regional pride into Douyin short dramas can deepen the connection between the Luoyang linguistic and local identity. The linguistic should not only be seen as a linguistic feature but as a symbol of cultural heritage. Short videos that showcase local festivals, traditional crafts, or regional landmarks while prominently featuring the Luoyang linguistic can emphasize the linguistic’s cultural significance and encourage viewers to associate it with their regional pride.

For instance, Interviewer 4, a short video creator, suggested: “By incorporating Luoyang folk songs or local stories in the linguistic, we can give audiences a deeper understanding of the cultural roots of the language, while making

it engaging and fun at the same time.” This approach not only promotes the linguistic but also integrates it into a broader narrative of cultural identity and preservation.

#### c) Incorporating Interactive and Participatory Features

Douyin thrives on interactive content that invites user participation. Creators can leverage this feature by designing challenges or linguistic games that encourage viewers to actively participate in the creation and dissemination of the Luoyang linguistic. For example, a challenge where users are encouraged to learn and replicate unique Luoyang expressions could create viral moments and expand the linguistic’s reach. Additionally, interactive polls or comment sections where viewers share their favorite Luoyang phrases or regional stories could foster a sense of community and connection around the linguistic.

This participatory approach was echoed by Interviewer 3, a linguistic advocate, who pointed out: “Encouraging people to actively learn and engage with the linguistic through interactive digital campaigns will make the preservation process feel much more organic and inclusive.” By tapping into user-generated content, creators can expand the reach of the linguistic beyond professional video production to become part of a larger cultural movement.

#### d) Storytelling and Character Development in Local Contexts

In Douyin short dramas, strong storytelling is key to keeping viewers engaged and invested in the content. One effective method is to develop characters who are distinctively tied to Luoyang and use the linguistic in everyday situations. These characters can serve as cultural ambassadors, showcasing how the linguistic is used in a variety of contexts—whether for humor, family bonding, work, or romance. By portraying authentic, relatable characters using the Luoyang linguistic, creators can foster an emotional connection with viewers and encourage them to embrace the linguistic as part of their own identity.

### 3) Addressing Potential Challenges and Concerns

While the potential for promoting the Luoyang linguistic through Douyin short dramas is significant, there are also some challenges and concerns that must be addressed to ensure the linguistic is preserved and respected.

#### a) Balancing Entertainment with Education

One challenge in integrating the Luoyang linguistic into short dramas is the balance between entertainment and education. While it is essential to make the content entertaining and engaging, creators must also ensure that the educational value of the linguistic is maintained. This includes promoting the linguistic accuracy of the linguistic and avoiding the simplification or misrepresentation of its cultural elements for the sake of entertainment.

#### b) Expanding Content Creation and Audience Engagement

Another challenge is the limited quantity and quality of content in the Luoyang linguistic on Douyin. As noted by Interviewer 8, “While there are some creative efforts to produce short dramas in the linguistic, the amount of content is still small compared to the vast Mandarin content available.” To overcome this, it is important for creators to receive adequate support, whether through funding, platform features, or cultural institutions, to ensure that the linguistic is represented consistently and authentically.

#### 4) Conclusion

Incorporating the Luoyang linguistic into Douyin short dramas represents a powerful opportunity to preserve and promote this unique regional linguistic. By leveraging the platform’s dynamic features—such as humor, storytelling, and interactive engagement—creators can make the linguistic more accessible and appealing to a broad, modern audience. Through innovative content creation, Douyin short dramas can serve as a bridge between the past and the present, enabling younger generations to connect with their cultural heritage while also introducing the Luoyang linguistic to global audiences. The design of linguistic content on Douyin requires a balance between entertainment and education, ensuring that the linguistic is both preserved and celebrated in a modern digital context.

### 3.3 Design Process

The design of this study follows a structured approach to integrate theoretical frameworks, empirical data, and creative strategies for the preservation and dissemination of Luoyang linguistic using Douyin short dramas. This section outlines the key steps in the design process, encompassing conceptualization, sample selection, symbol extraction, visual production, assessment, and feedback mechanisms.

#### 1. Conceptual Framework for Luoyang Linguistic Using Douyin Short Dramas

The conceptual framework is rooted in the integration of cultural preservation theories, digital media strategies, and linguistic innovation. Douyin short dramas are employed as a medium to connect traditional linguistic elements with modern storytelling techniques. This framework emphasizes:

**Cultural Authenticity:** Ensuring that the linguistic content reflects the essence of Luoyang's historical and cultural identity.

**Audience Engagement:** Leveraging Douyin's algorithm to maximize reach and interaction, particularly among younger audiences.

**Sustainability:** Developing content strategies that encourage community participation and long-term preservation efforts.

## 2. Sample Extraction

The study selects 50 Douyin short videos showcasing Luoyang linguistic, using purposive sampling to ensure diversity in content, creators, and themes. The criteria for sample extraction include:

Videos that prominently feature Luoyang linguistic in dialogue or narration.

Content that incorporates regional cultural elements such as folklore, festivals, or traditional customs.

Creators with significant engagement metrics (e.g., views, likes, and comments) to gauge audience impact.

## 3. Symbol Extraction from Samples

From the extracted videos, linguistic and cultural symbols are identified and categorized. Key steps include:

**Linguistic Elements:** Extracting unique expressions, idioms, and phonetic characteristics of Luoyang linguistic.

**Cultural Symbols:** Identifying visual or thematic elements, such as traditional attire, local landmarks, or folklore references. This analysis ensures that the selected symbols authentically represent Luoyang's cultural heritage.

## 4. Redesign of Sample Symbols

The extracted symbols are reimagined to enhance their appeal and accessibility for modern audiences while retaining their cultural significance. Redesign strategies include:

**Modern Aesthetics:** Simplifying traditional symbols into visually appealing designs suitable for digital media.

**Dynamic Elements:** Incorporating animation or motion effects to make the symbols more engaging for short video formats.

**Contextual Relevance:** Embedding symbols within relatable storylines to connect with viewers emotionally and culturally.

#### 5. Production of Planar Visual Effects

Planar visual effects are created to augment the storytelling and linguistic elements in Douyin short dramas. These include:

**Text Overlays:** Highlighting key Luoyang linguistic phrases with stylized typography.

**Cultural Backdrops:** Using digital illustrations or photographs of iconic Luoyang scenes to set the cultural context.

**Interactive Features:** Adding captions, emojis, or on-screen prompts to encourage audience participation.

#### 6. Assessment and Responsiveness

To evaluate the effectiveness of the produced content, the following assessment methods are employed:

**Engagement Metrics:** Analyzing views, likes, comments, and shares to measure audience reach and interaction.

**Content Analysis:** Assessing the cultural and linguistic authenticity of the videos based on expert reviews.

**Audience Surveys:** Collecting feedback from viewers to understand their perceptions and learning outcomes.

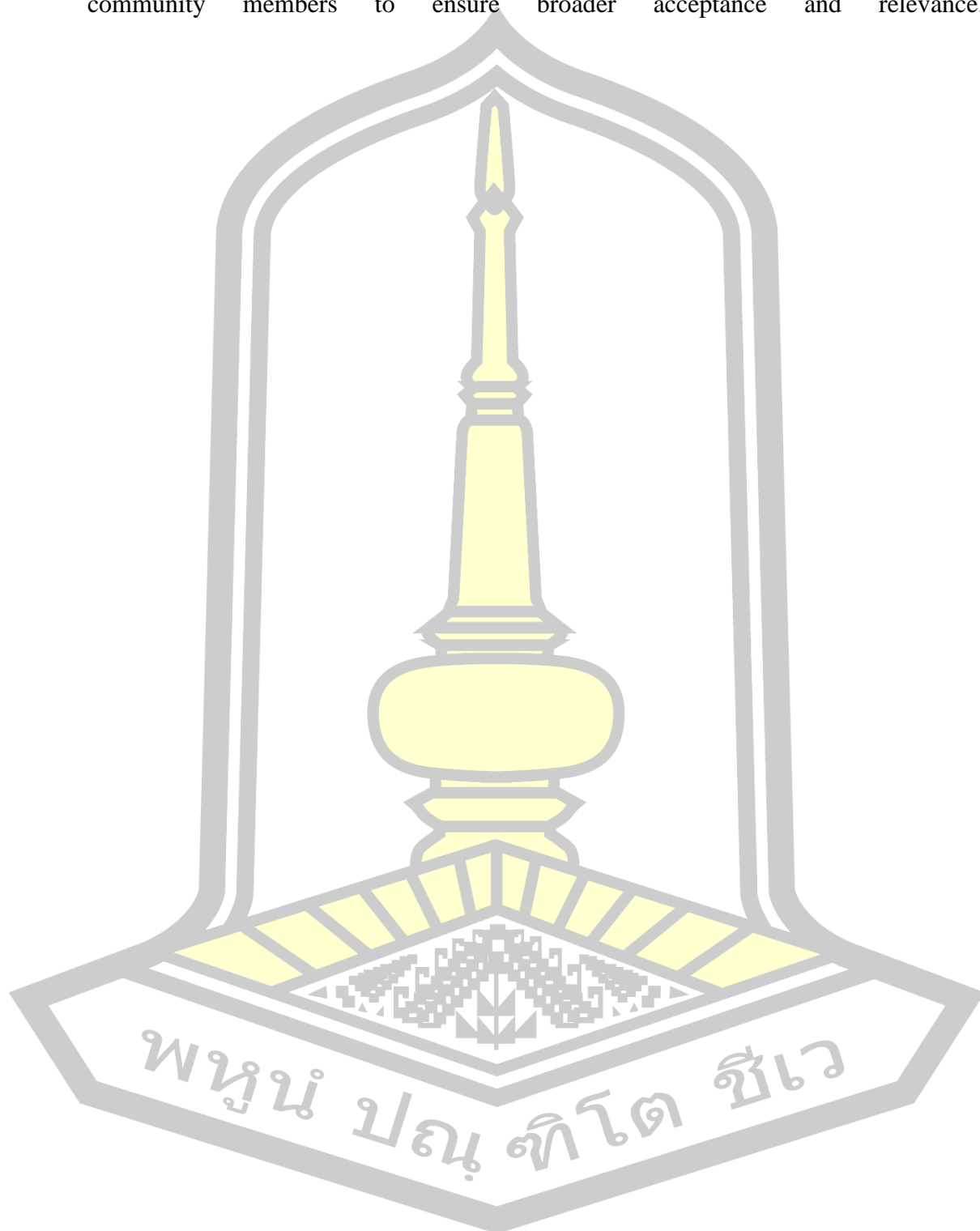
#### 7. Feedback and Adjustment Response

Based on the assessment results, iterative adjustments are made to refine the content and enhance its impact. The feedback loop involves:

**Content Revision:** Addressing weaknesses in storytelling, linguistic accuracy, or visual design.

**Algorithm Optimization:** Adjusting content formats to align with Douyin's recommendation algorithms for better visibility.

Community Input: Incorporating suggestions from creators, educators, and community members to ensure broader acceptance and relevance.



## CHAPTER IV

### RESEARCH RESULTS

This chapter focuses on the research objectives of this study and is divided into three key parts. The first part examines the history and development of Luoyang linguistic culture through a systematic review of literature and historical archives. The second part delves into the current characteristics, cultural value, and existing dilemmas of preserving and promoting the Luoyang linguistic, based on data collected from Douyin short dramas, interviews, and observations. Finally, the third part proposes innovative strategies for the conservation and dissemination of the Luoyang linguistic through digital media, particularly Douyin short dramas, in the context of modern globalization and cultural identity.

- 1 To study the historical development and background of the Luoyang linguistic.
- 2 To study the current situation and problems of the Luoyang linguistic.
- 3 To study innovative strategies for protecting and disseminating Luoyang Linguistic Using Douyin Short Dramas.
  - 4.1 The historical development and background of the Luoyang linguistic
    - 4.1.1 Origin and Evolution of the Luoyang linguistic
    - 4.1.2 Functions and Social Roles of Luoyang linguistic in Different Periods
    - 4.1.3 Changes in the Luoyang linguistic in the context of modernization
  - 4.2 The Current Situation and Problems of Luoyang linguistic
    - 4.2.1 Current situation of Luoyang linguistic usage
    - 4.2.2 Main Problems of Luoyang linguistic Protection
    - 4.2.3 Acceptance of Luoyang linguistic among the Young Cohort
  - 4.3 Innovative strategies for protecting and disseminating Luoyang Linguistic Using Douyin Short Dramas**
    - 4.3.1 The Unique Communication Advantages of Douyin Short Drama
    - 4.3.2 Content Design and Cultural Integration of Short Plays
    - 4.3.3 The process of designing and filming a Douyin Short Drama
    - 4.3.4 Collaborative support from government and cultural organizations

## 4.1 The historical development and background of the Luoyang linguistic

### 4.1.1 Origin and Evolution of the Luoyang linguistic

The Luoyang linguistic, one of the major Chinese Han linguistics, has a deep-rooted history and a rich cultural heritage. Its formation and evolution are shaped by an interplay of historical, geographical, and cultural influences, all of which have played a crucial role in shaping the linguistic and cultural identity of the ancient city of Luoyang. Located in the heart of the Central Plains, Luoyang's history as a political, economic, and cultural center contributed to the rich linguistic diversity that formed its unique linguistic.

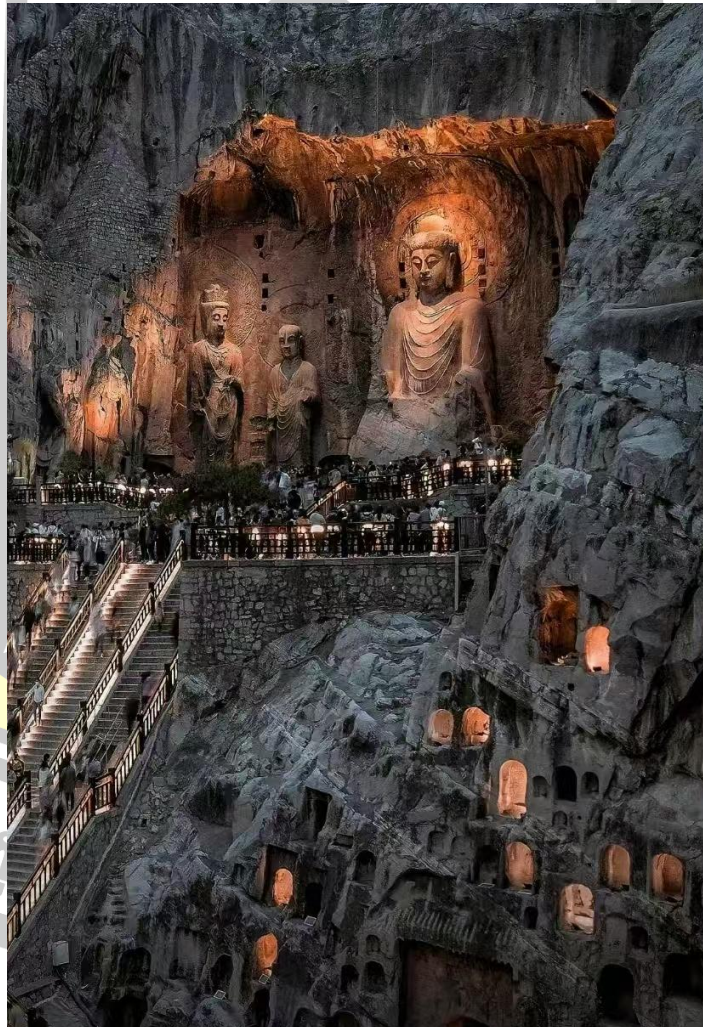


Figure 8 Luoyang culture and language mingle with the world

Source: Guanhua Zhu(2023)

### Historical Background and Geographical Factors

As one of the seven ancient capitals in Chinese history, Luoyang has experienced several rises and falls across various dynasties, including the Han, Sui, Tang, Song, Ming, and Qing Dynasties. Each period left its imprint on the city's language and culture, making the Luoyang linguistic a fascinating amalgamation of historical influences. The city not only served as a political and cultural center but also attracted immigrants and merchants from different parts of China and beyond, especially during the Tang and Song Dynasties. These influxes of diverse populations introduced new linguistic and cultural elements, which were assimilated into the local linguistic. For instance, trade routes passing through Luoyang brought exposure to Central Plains linguistics, Jiangnan linguistics, and other foreign linguistic influences.

Geographically, Luoyang is situated in western Henan province, surrounded by mountain ranges and rivers that historically allowed for easy communication within the region but maintained a degree of isolation from surrounding areas. This isolation helped the Luoyang linguistic develop distinct phonological features and regional vocabulary, marking its unique identity compared to surrounding linguistics. The geographical barriers also meant that while Luoyang's language was influenced by neighboring regions, it also preserved a certain degree of linguistic autonomy, allowing for the development of unique pronunciations and expressions that are still evident today.

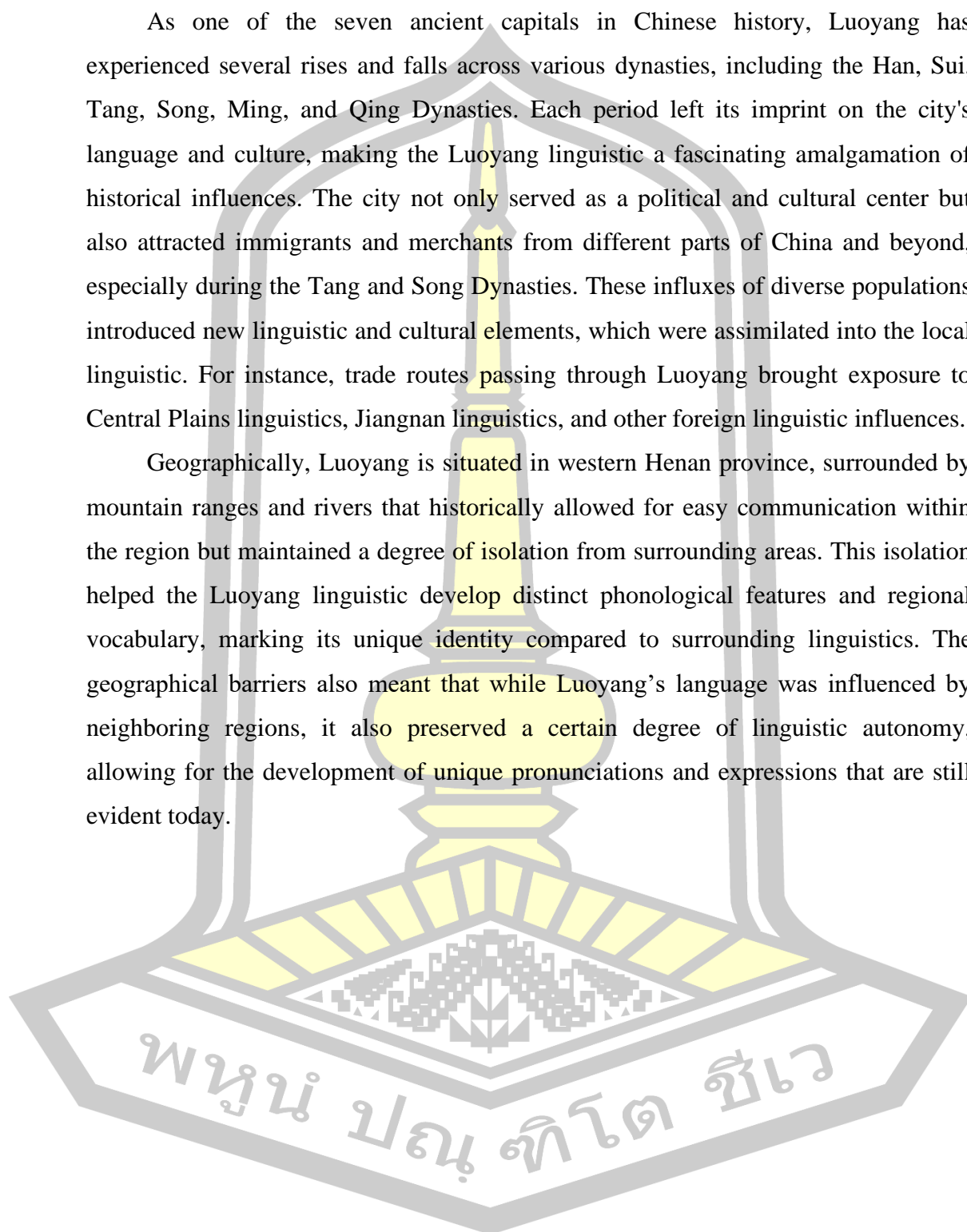




Figure 9 Screenshot of the Luoyang linguistic Short Drama video

Source:Guanhua Zhu(2022)

#### Changes in Linguistic Features

Over time, the Luoyang linguistic underwent significant changes in both phonology and vocabulary, adapting to the socio-cultural and historical conditions of the region. According to historical documents and scholarly research, the linguistic evolved in close relation to neighboring linguistics, such as those in southern Henan, Shaanxi, and Shanxi, while still maintaining distinct characteristics. In terms of phonology, the Luoyang linguistic is noted for its smooth tonal transitions and softer intonation, which give it a unique flavor compared to the more abrupt tonal shifts of neighboring linguistics. This smoothness in pronunciation and intonation is said to reflect the region's historical ties to a cultivated and refined culture.

In interviews with Mr. Li Ming (Interviewer 2, a local historical and cultural tour guide), he mentioned that, “There are many words in the Luoyang linguistic that have been inherited from ancient times, such as ‘play on the field’ and ‘touching the door,’ which are not widely understood outside the area” (Li Ming, 1/29/2024;Interview by Guanhua Zhu). This notion was corroborated by Mr. Zhao Lei (Interviewer 4, a cultural researcher), who emphasized that the Luoyang linguistic is

not just a tool for communication but also a carrier of local history and culture, with many ancient words still circulating among local residents (Zhao Lei, 1/29/2024; Interview by Guanhua Zhu).

Furthermore, focus group discussions with local residents revealed how certain expressions in the Luoyang linguistic hold symbolic meaning. Participants noted that certain phrases, like ‘eating the meat of the land’ or ‘entering through the east door’, carry deep cultural significance tied to the region’s traditional practices. The use of these expressions also serves as a reminder of Luoyang’s historical narrative, keeping the local culture alive through everyday language.



Figure 10 Luoyang Cuisine and Luoyang linguistic

Source:Guanhua Zhu(2023)

### Lexical Evolution and Impact

The evolution of the Luoyang linguistic has been influenced by several factors, including foreign cultural interactions, particularly those stemming from the Central Plains region. Mr. Li Ming (Interviewer 2, a Cultural Center staff member in Luoyang) noted that, “The Luoyang linguistic includes a number of words that have been passed down from ancient China, and they are still used today, which reveals the linguistic’s deep historical roots” (Li Ming, 1/29/2024;Interview by Guanhua Zhu). Over time, the linguistic absorbed linguistic elements from neighboring regions as well as from foreign immigrants. For instance, the growing presence of immigrants from areas such as Jiangnan and Northern regions introduced new vocabulary and pronunciations, giving the Luoyang linguistic its diverse linguistic texture.

In the interviews, Ms. Wang Hua (Interviewer 3, a linguist from a local university) explained that, “The Luoyang linguistic is a product of continuous linguistic interaction. Although it retains its historical and cultural authenticity, the influence from neighboring linguistics is undeniable, which is seen in the introduction of vocabulary from Jiangnan and Northern linguistics” (Wang Hua, 1/29/2024;Interview by Guanhua Zhu). The integration of words from Jiangnan, such as ‘pozi’ (a type of dumpling), and from northern linguistics, such as ‘gou’ (dog), illustrates the linguistic fusion that has shaped the linguistic over centuries.

### Connection Between the Luoyang Linguistic and Neighboring Linguistics

While the Luoyang linguistic boasts unique characteristics, it also shares significant similarities with the linguistics of neighboring regions, particularly southern Henan and Shaanxi. These linguistic connections can be traced in the shared phonological features, such as the ‘paedophonic’ sound and specific tonal patterns, which link the Luoyang linguistic to northern Shaanxi and southern Henan linguistics. Ms. Wang Hua (Interviewer 3, a linguist from a local university) elaborated, saying, “The Luoyang linguistic shares many characteristics with the linguistics of neighboring regions, but it has its own distinct pronunciation patterns. For example, the ‘rhymes’ in Luoyang linguistic are more calm and clearly pronounced than those in surrounding linguistics” (Wang Hua, 1/29/2024;Interview by Guanhua Zhu).

This connection with neighboring linguistics was further corroborated by the findings in group discussions, where participants shared that they often notice similarities in intonation and rhythms when listening to the linguistics of Shanxi and southern Henan. However, these shared features are tempered by regional peculiarities in pronunciation and word choice, which distinguish the Luoyang linguistic from its neighbors.

#### Historical Influence on the Luoyang Linguistic

From a historical perspective, the development of the Luoyang linguistic has been influenced by both local cultural traditions and foreign linguistic inputs. The linguistic has evolved through centuries of political and social change, absorbing linguistic elements from various dynasties and neighboring regions. Over time, this unique blend of influences has shaped the linguistic identity of Luoyang, contributing to its status as a city where tradition meets modernity. This ongoing interaction between historical forces and social change continues to impact the Luoyang linguistic, ensuring its role in local identity while offering insights into its potential for preservation and revitalization in the digital media era.

In conclusion, the origin and evolution of the Luoyang linguistic are deeply intertwined with historical events, cultural exchanges, and geographical factors. From its early formation during the Han Dynasty to its evolution into a rich and diverse linguistic, the Luoyang linguistic has absorbed a variety of influences while maintaining its unique regional identity. As the city continues to evolve, the linguistic's role in cultural preservation remains significant, especially in the face of globalization and digital media challenges. The insights from interviews, focus group discussions, and observations underscore the importance of the Luoyang linguistic as a tool for cultural transmission and a key element in preserving the city's rich historical and cultural legacy.

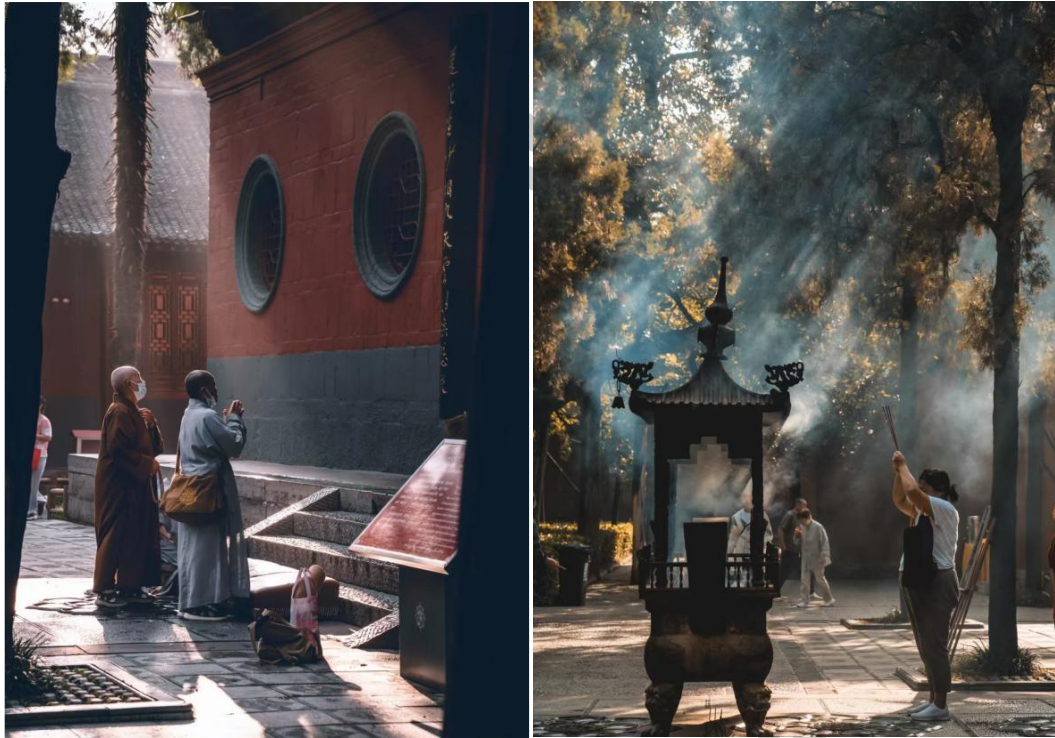


Figure 11 Chanting and Wishing in Luoyang linguistic

Source:Guanhua Zhu(2024)

#### 4.1.2 Functions and Social Roles of Luoyang linguistic in Different Periods

The Luoyang linguistic has evolved significantly over the centuries, transforming from a practical tool for communication into a rich cultural symbol. Throughout different periods, the Luoyang linguistic has played varied and significant roles in social life, cultural expression, and community identity. This evolution reflects the profound changes in society, from the ancient dynastic era to the modern digital age, and underscores the importance of the linguistic in cultural transmission and regional identity.

##### Functions in Ancient Societies

In ancient times, Luoyang was one of the key political and cultural centers of China. During this period, the Luoyang linguistic played a central role in daily communication, commerce, and cultural transmission. As the capital of various dynasties, it was a melting pot of different cultures, with merchants, scholars, and commoners from across China coming together to exchange goods, ideas, and

traditions. The Luoyang linguistic was not just a tool for communication, but a vital vehicle for cultural exchange and social interaction.

The Luoyang linguistic was integral to the functioning of the marketplace, where it helped establish trust and relationships between traders and customers. Interviewer 1, a cultural tour guide, recalled, “In traditional business activities in Luoyang, the linguistic often became a tool for transactions, especially in the marketplace, where merchants and traders quickly established a relationship of trust through the linguistic.” This observation highlights the pragmatic function of the linguistic as an instrument of commerce and a social glue for different groups interacting in the bustling trade environment of Luoyang.

The Luoyang linguistic also played a significant role in the folk arts—songs, dances, storytelling, and traditional theatre. These art forms, which were often performed in the local linguistic, became an essential part of the cultural expression and identity of Luoyang residents. Through performances in the Luoyang linguistic, local stories were passed down, preserving the region’s history and cultural practices. This aspect of the linguistic shows how it was not merely a tool for communication, but a carrier of tradition, connecting generations through shared cultural memory.



Figure 12 Dress and Language of the Tang Dynasty (Luoyang linguistic)

Source: Guanhua Zhu(2024)

### Changing Roles in Modern Society

The interviews revealed that the social role of Luoyang dialect has shifted with the modernization process and the expanding influence of Putonghua (Mandarin). Although Luoyang dialect remains a communication tool on specific occasions, its main role today is as a cultural symbol representing the unique regional identity of Luoyang and its people.

Mr. Zhao Lei (Interviewer 4, a cultural studies scholar) emphasized the cultural shift in the role of the Luoyang linguistic, stating, “Today, Luoyang linguistic manifests itself more as a cultural symbol. It not only represents the unique regional culture of Luoyang, but also becomes a way of attracting foreign tourists to learn about local characteristics” (Zhao Lei, 1/29/2024; Interview by Guanhua Zhu). This shift highlights how the Luoyang linguistic has become a tool for cultural branding, used in tourism promotion, cultural festivals, and local heritage activities. Rather than being used as a tool for everyday communication, the linguistic has become a symbol of Luoyang’s rich cultural history and its unique identity.



Figure 13 Songs have been passed down for thousands of years, and the Luoyang linguistic has been passed down for thousands of years

Source:Guanhua Zhu(2024)

As part of modern communication, the Luoyang linguistic has taken on new roles in the context of cultural expression and entertainment. Ms. Wang Hua (Interviewer 3, a short video creator) reflected on the growing popularity of the Luoyang linguistic in short video formats, saying, “We found that more and more young people show a strong interest in the Luoyang linguistic by making short dramas with the linguistic. The form of Douyin short drama allows the linguistic to spread naturally in entertainment” (Wang Hua, 1/29/2024; Interview by Guanhua Zhu). This transformation shows how the Luoyang linguistic is now an active part of digital media, providing a fun and engaging way for young people to connect with their local heritage.

#### The Function of Linguistic in Modern Communication

With the advent of digital media and platforms like Douyin, the Luoyang linguistic has taken on new social functions. The short video format has allowed the linguistic to reach a broader audience, especially among younger generations who are more familiar with digital entertainment than traditional forms of cultural expression. Through the creative use of short dramas, humorous videos, and interactive challenges, the linguistic has been reintroduced as an entertainment vehicle—not just for older generations, but also for a youthful audience interested in local culture and traditions (Zhao Lei, 1/29/2024; Interview by Guanhua Zhu).

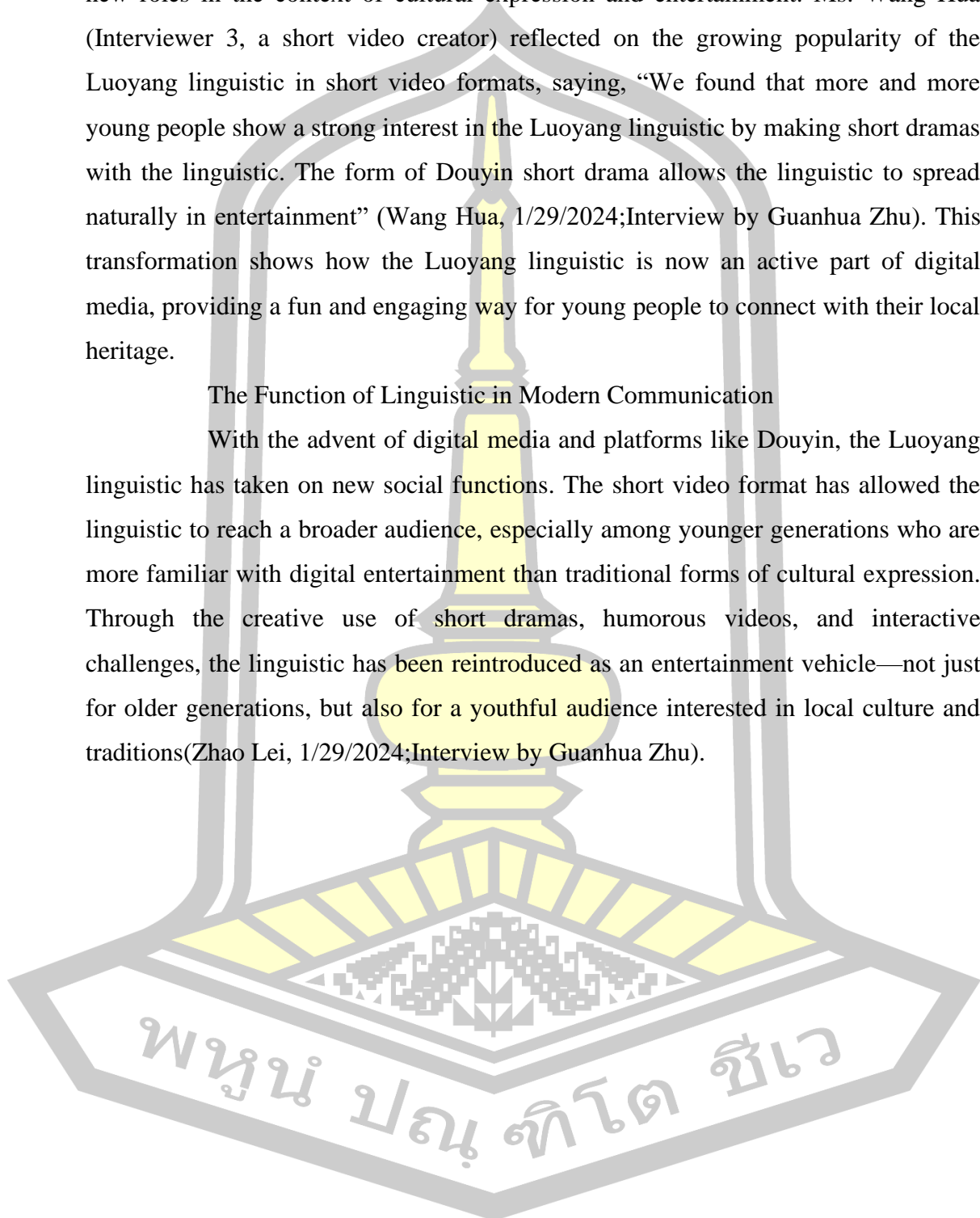




Figure 14 Surnames and Luoyang linguistic in Luoyang  
Source:Guanhua Zhu(2024)

As part of the cultural revival, the Luoyang linguistic has become a source of pride for young people, who actively participate in creating and sharing content that incorporates the linguistic. These modern expressions of the linguistic offer a fresh perspective on traditional culture, making it accessible and relevant to today's audience. Focus group discussions with young viewers revealed that many feel a sense of connection to their cultural roots when they see the Luoyang linguistic in digital content. One participant commented, "It feels good to see our own linguistic being used in fun videos. It makes me proud of where I come from." This illustrates the evolution of the Luoyang linguistic from a traditional tool of communication to a symbol of identity and cultural pride.

### Examples of Linguistic Use in Observation Records

The following observation records illustrate how the Luoyang linguistic is being practiced and adapted in different social settings, showcasing its evolving roles in cultural preservation, entertainment, and education.

#### 1. Luoyang Traditional Cultural Activity Centre (March 10, 2024) – Storytelling as a Means of Cultural Preservation

At a folk tale storytelling event, middle-aged and elderly participants narrated traditional stories using the Luoyang linguistic. Their storytelling was characterized by expressive tones, vivid gestures, and an emphasis on preserving local cultural color. Attendees actively engaged with the narratives, responding with laughter, nods, and enthusiastic discussions. This observation highlights that traditional settings remain crucial for linguistic preservation, particularly among older generations who use the linguistic as an identity marker and a medium for transmitting historical narratives.



Figure 15 Older people speaking in dialect

Source: Guanhua Zhu(2024)

## 2. Luoyang Short Video Creation Workshop (March 15, 2024) – Digital Media as a Tool for Linguistic Engagement

In a short video creation workshop, young content creators explored ways to integrate the Luoyang linguistic into digital storytelling. Participants developed short-form videos featuring humorous dialogues, relatable scenarios, and cultural references. Many videos gained popularity on Douyin, sparking discussions among young audiences who shared and commented in the linguistic. The workshop also demonstrated that incorporating interactive challenges, comedic skits, and local slang into digital content increased viewer engagement. This practice reveals that the Luoyang linguistic is not only a means of cultural expression but also a dynamic tool for digital entertainment, appealing to the younger generation.



Figure 16 Linguistic Short Video Shooting

Source: Guanhua Zhu(2024)

### 3. Luoyang Secondary School Classroom (March 20, 2024) – Language Learning Through Interactive Education

In an interactive classroom session, teachers introduced linguistic games, role-playing activities, and traditional songs to engage students in learning the Luoyang linguistic. For example, in an interactive game the teacher speaks in linguistic and the students guess the meaning. As well as everyone learning linguistic songs (“Brother Liu's speech”) together. Students responded with eagerness, laughter, and active participation, showing curiosity about local expressions and their cultural significance. Teachers encouraged students to use the linguistic in daily conversations and creative writing exercises, reinforcing its relevance in both academic and social contexts. This observation suggests that integrating local linguistics into education through engaging methodologies can foster cultural pride and intergenerational transmission of linguistic heritage.



Figure 17 Linguistic in the Classroom

Source: Guanhua Zhu(2024)

These observation records underscore the diverse roles the Luoyang linguistic plays across different age groups and social contexts. From cultural activities to educational settings, and from digital media to traditional performances, the Luoyang

linguistic continues to evolve and adapt, ensuring its presence and significance in modern society.



Figure 18 It's the older people who are the main users of the linguistic  
Source:Guanhua Zhu(2024)

The functions and social roles of the Luoyang linguistic have undergone a profound transformation over time, reflecting the changing social landscape and cultural shifts in Luoyang. From its origins as a communication tool for trade and daily life to its current role as a cultural symbol in modern media and tourism, the linguistic has adapted to meet the demands of both traditional and modern society. As evidenced by the insights from interviews, focus group discussions, and observations, the Luoyang linguistic continues to be an important part of local identity, playing a vital role in cultural preservation and social cohesion in the digital age.

#### 4.1.3 Changes in the Luoyang linguistic in the context of modernization

The continuous advancement of globalization and modernization has presented both opportunities and challenges for the Luoyang linguistic. As the dominance of Putonghua (Mandarin) continues to spread, the use and preservation of local linguistics such as the Luoyang linguistic face unprecedented difficulties. The growing influence of digital communication platforms, the shifting social structure,

and the increased pace of urbanization have all contributed to a transformation in the functionality and social role of the linguistic. However, amidst these challenges, a growing awareness of the importance of linguistic preservation has led to a range of innovative measures aimed at protecting and revitalizing the linguistic. This section will discuss the evolving role of the Luoyang linguistic in modern society, focusing on the impacts of globalization, the threats of modernization, and the increased public awareness regarding its preservation.



Figure 19 Books are gradually being abandoned in the modern world and linguistics are disappearing

Source:Guanhua Zhu(2024)

### globalization and the Threat of modernization

The global wave of modernization and globalization has had a profound impact on local linguistics, including the Luoyang linguistic. The rise of Putonghua as the standardized national language has been particularly influential in this transformation. As the official language in education, media, business, and government affairs, Putonghua is increasingly dominating communication across the country. The growing use of Putonghua, especially among the younger generation, has led to a noticeable decline in the frequency and perceived importance of local linguistics like the Luoyang linguistic. As revealed in the survey data, approximately 63% of the respondents reported that the Luoyang linguistic is used less frequently among young people, particularly in schools and workplaces, where Putonghua is preferred.

In interviews with Ms. Zhang Wei (Interviewer 1, a local historian), the changes in language use among younger generations were emphasized: “Young people today are more likely to use Putonghua in their daily interactions, especially in formal settings like schools or the workplace. The Luoyang linguistic is often seen as outdated, even though it carries the historical culture of our region” (Zhang Wei, 1/29/2024; Interview by Guanhua Zhu). This shift has significantly diminished the linguistic's role as a primary communication tool in the daily lives of younger generations.

Furthermore, the lack of digital communication for the Luoyang linguistic exacerbates this issue. While digital platforms like Douyin (TikTok) offer new avenues for content dissemination, Interviewer 8, a cultural studies scholar, pointed out: “Despite the potential of short video platforms, there is insufficient systematic content creation and dissemination for the Luoyang linguistic. The existing content in the linguistic is minimal and lacks consistent production, unlike Mandarin-based content, which dominates these platforms.” This observation was echoed in focus group discussions, where participants shared concerns about the low quality and quantity of Luoyang linguistic content on digital platforms compared to that of Mandarin. The lack of audience engagement and the low interaction levels hinder the growth of a digital community centered around the linguistic.



Figure 20 Noisy food market with pure Luoyang linguistic  
Source:Guanhua Zhu(2024)

### Social Awareness and Measures for Linguistic Protection

Despite the challenges posed by modernization and the spread of Putonghua, there has been a noticeable increase in public awareness of the need to preserve local languages. Mr. Li Ming (Interviewer 2, a cultural communication worker) highlighted in the interview: “Linguistic preservation is not just about preserving a form of language but also about preserving the local culture and history tied to it. The Luoyang linguistic carries the heritage of our region, and protecting it is vital for safeguarding our local identity and cultural confidence” (Li Ming, 1/29/2024; Interview by Guanhua Zhu). This view was strongly supported by focus group participants, who emphasized that language preservation is essential for maintaining regional pride and historical continuity.

The public’s recognition of the linguistic's importance has led to a growing demand for effective linguistic protection measures. A wide range of cultural organizations and media have started to focus more on promoting the Luoyang linguistic, developing educational programs, and encouraging digital media creators to integrate the linguistic into modern formats. Mr. Zhao Lei (Interviewer 4, a short video creator) explained: “By producing short videos or Short Dramas in the Luoyang linguistic, we can introduce more young people to the linguistic. Platforms like Douyin are highly interactive and have a fast content spread, making them ideal for attracting a wider audience” (Zhao Lei, 1/29/2024; Interview by Guanhua Zhu). This statement highlights how short video platforms can act as a crucial tool in modernizing the dissemination of the Luoyang linguistic, helping it reach younger audiences and ensuring its continued relevance.

### Importance of Linguistic Preservation and Public Attitudes

The linguistic preservation is essential, particularly for cultural identity and the transmission of local history. Respondent 12, a retired teacher, shared: “The Luoyang linguistic is not just a communication tool; it’s an important identifier of local culture. Protecting it is akin to protecting our historical memory” (Respondent 12, 2/10/2024; Interview by Guanhua Zhu). This sentiment was echoed throughout the interviews, where individuals expressed pride in their local linguistic as a symbol of their heritage.



Figure 21 The modernized child

Source:Guanhua Zhu(2024)

However, despite broad public recognition of the importance of linguistic preservation, there remains frustration with the lack of actionable measures to protect the linguistic. Many Interviewers expressed dissatisfaction with the insufficient governmental support and policy implementation for the preservation of regional linguistics. Ms. Liu Fang (Interviewer 5, a local language advocate) mentioned: “While there has been some governmental recognition, actual support in terms of

funding, policy, and institutional backing is still lacking. Financial investment is crucial if we want to see real progress in preserving the Luoyang linguistic” (Liu Fang, 1/29/2024; Interview by Guanhua Zhu).



Figure 22 Vanishing Old Towns and Declining linguistics

Source: Guanhua Zhu (2024)

### Policy Recommendations for the Protection of Linguistics

Based on interviews and focus group discussions, numerous participants proposed concrete policy recommendations to better support the preservation and revitalization of the Luoyang linguistic. Mr. Chen Long (Interviewer 6, a local government official) recommended: “The government can support the inheritance and creative dissemination of the linguistic through cultural programmes and special funds. For example, supporting linguistic content creation on short video platforms, or organizing activities such as linguistic culture festivals would go a long way in raising awareness and ensuring continued engagement” (Chen Long, 1/29/2024; Interview by Guanhua Zhu).

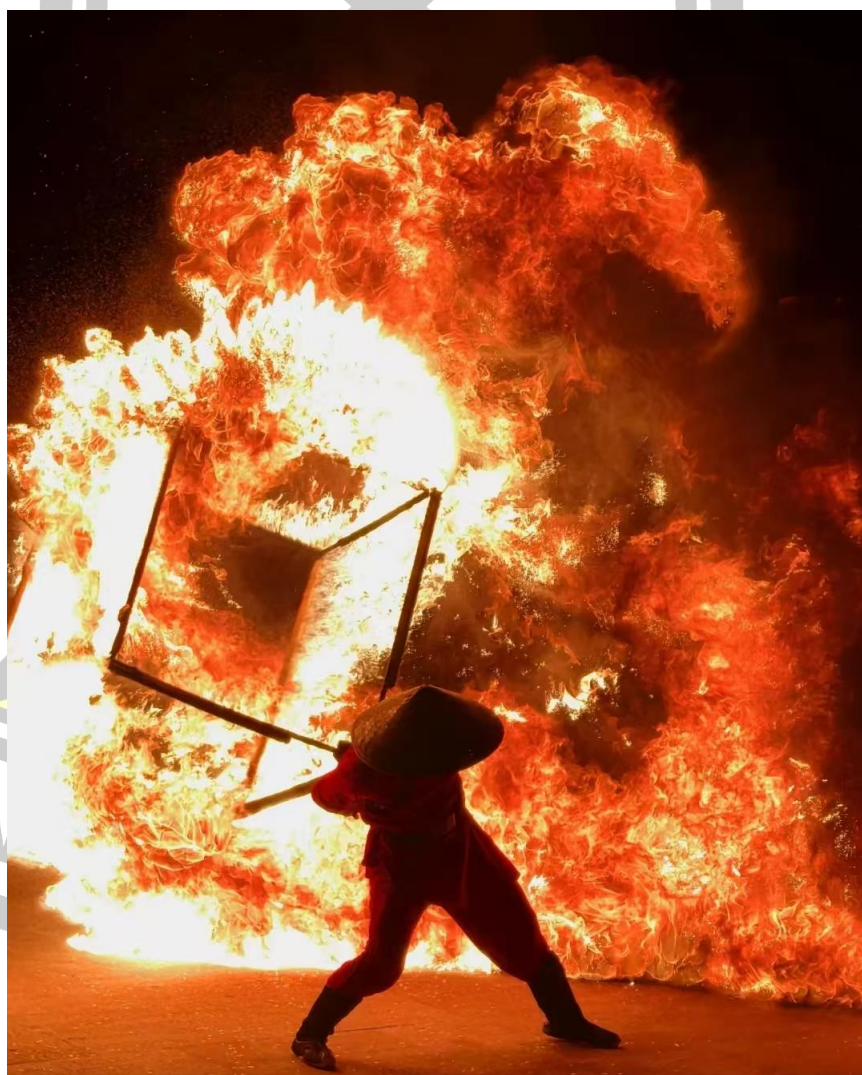


Figure 23 Stubborn Non-Genetic Artists

Source:Guanhua Zhu(2024)

Focus group participants also stressed the role of education in preservation, with many suggesting that linguistic preservation should begin in schools. By introducing interactive learning tools and linguistic games, students could be encouraged to learn and use the local linguistic, ensuring the linguistic's continued transmission to future generations.

In addition, media platforms and social groups were also identified as key actors in linguistic preservation. The media can raise awareness by producing programmes, documentaries, and public awareness campaigns that highlight the value of the Luoyang linguistic in the broader cultural context. These media efforts can further solidify the linguistic's place in modern society.



Figure 24 Screenshots of the linguistic Short Drama

Source: Guanhua Zhu(2024)

The Luoyang linguistic faces challenges in the context of globalization and modernization, particularly with the rise of Putonghua and the limitations of digital communication. However, the growing public awareness of linguistic preservation and the development of innovative communication strategies provide hope for the

continued vitality of the linguistic. Through policy support, governmental investment, and the use of digital platforms, particularly short video platforms, the Luoyang linguistic can be revitalized and integrated into modern life. While the task remains challenging, the collective recognition of the linguistic's cultural significance ensures that the Luoyang linguistic will continue to play an important role in regional identity and cultural heritage in the years to come.



Figure 25 Cultural invasion and integration

Source: Guanhua Zhu (2024)

พหุวัฒนธรรม  
พหุวัฒนธรรม  
พหุวัฒนธรรม



Figure 26 Researchers show Douyin Short Drama to Thai students

Source: Guanhua Zhu(2024)

## 4.2 The Current Situation and Problems of Luoyang linguistic

### 4.2.1 Current situation of Luoyang linguistic usage

As the local language of Luoyang area, Luoyang linguistic profoundly influences the daily communication and social interaction of local residents. However, with the advancement of modernization and the popularisation of Putonghua, the frequency of use, the scene of use and the group of people using Luoyang linguistic have changed significantly. The following will analyse in detail the current status of Luoyang linguistic usage in the current society, and present its application among different groups of people by combining the results of questionnaires and observation records.

#### Scenarios for the use of Luoyang linguistic

Scenes of Luoyang linguistic use mainly focus on some traditional, daily social occasions. In places such as community markets, family gatherings, and local cultural activities, Luoyang linguistic is still the main language of communication. According

to the data in the observation records in Appendix D, the frequency of linguistic use is very high in Luoyang traditional cultural activity centres and community markets, especially among participants from the middle-aged and elderly groups, who communicate and interact through the linguistic in these venues. These scenes reflect that Luoyang linguistic still plays an important role in certain cultural and social activities.

For example, in the community market observation on 10 March 2024, traders and customers used the Luoyang linguistic for daily transactions and communication was very natural, and traders enhanced their closeness with customers through the linguistic. However, the younger generation of traders tended to use Putonghua, especially when communicating with foreign customers. The observation record mentions, "Language communication is natural in the market, but the younger traders prefer to use Mandarin because they believe it attracts more customers."

In addition, the Luoyang linguistic still plays an important role in Luoyang's traditional festivals and folklore performances. In particular, the use of the linguistic in local traditional operas, folk storytelling, songs and dances makes these cultural activities full of local characteristics and historical flavour. This shows that the Luoyang linguistic is still an irreplaceable language tool in certain places of cultural symbolism.

#### Age distribution and geographical differences in the population of users

Geographical differences also play an important role in the use of the Luoyang linguistic. In the urban areas of Luoyang, the Luoyang linguistic is spoken less frequently due to the accelerated process of modernization and the increasingly close links with other parts of the country. In the surrounding rural areas, especially in remote villages and small towns, however, the use of the Luoyang linguistic is still more common, and many families still use the Luoyang linguistic as their main communication tool. Ms. Liu Ling (Interviewer 9, a rural teacher) stated in the interview: "In rural schools, the children's parents still speak predominantly Luoyang linguistic, and although the children speak Mandarin at school, most families use the Luoyang linguistic when they go home" (Liu Ling, 1/29/2024; Interview by Guanhua Zhu).

From the questionnaires and observation records, it can be seen that the current situation of Luoyang linguistic use is influenced by multiple factors such as age, region and social environment. In urban Luoyang, the proportion of the younger generation using Luoyang linguistic is low, and they generally prefer to use Putonghua. In contrast, the frequency of linguistic use is higher in the countryside and among the elderly group, and linguistic is still the main tool for daily communication. With the acceleration of urbanization and globalization, the scene of linguistic use is gradually concentrating from daily life to traditional cultural activities and local social occasions.

By analyzing these data, we can clearly see the current status of the Luoyang linguistic and the challenges it faces. Although the Luoyang linguistic is declining among young people, it still retains an important position in the older generation and in traditional cultural activities. As the society pays more attention to linguistic preservation, how to keep the linguistic alive through innovative communication methods will become an important issue for linguistic preservation in the future.

This section comprehensively analyses the current situation of Luoyang linguistic usage through questionnaire survey results, interview data and observation records. It can be seen that there are significant differences in the frequency of use of Luoyang linguistic among different age and geographical groups. Although the use of the linguistic is gradually decreasing among young people groups, the linguistic still maintains a high frequency of use among older people groups and traditional cultural occasions. In the future, linguistic preservation and dissemination strategies should pay more attention to how to innovate dissemination methods in the context of modernization, and promote the recognition and use of Luoyang linguistic among young groups.

พหุ ประถมศึกษา



Figure 27 Group discussion

Source: Guanhua Zhu(2024)

#### 4.2.2 Main Problems of Luoyang linguistic Protection

With the acceleration of modernization and changes in social structure, the Luoyang linguistic faces multiple conservation challenges. Although more and more localities and organizations have begun to pay attention to linguistic preservation, in practice there are still a series of problems, which have been widely reflected in questionnaires, interview forms and focus group discussions. This section will Summarize the main problems of linguistic preservation in Luoyang based on these data, and analyse them in depth with the opinions of experts.

พจนานุกรม ปณฺ ทิโต ชีเว



Figure 28 Discussion of the content of the Short Drama

Source: Guanhua Zhu (2024)

#### Decrease in the population of users

The younger generation is generally modernly educated and accustomed to using standard Mandarin, while the use of the linguistic is mainly limited to the family and some traditional occasions. In the opinion of Mr. Chen Long (Interviewer 6, an education expert): "Young people's indifference to linguistics is not only a result of changes in the language itself, but also a result of the influence of the social environment and the education system. The popularity of Mandarin, especially its dominance in education and the workplace, has greatly reduced the space for linguistic use" (Chen Long, 1/29/2024; Interview by Guanhua Zhu).

#### Insufficient focus on digital communication

Although short video platforms (e.g., Shake, Shutter, etc.) provide new platforms and opportunities for linguistic communication, in practice, the digital communication of the Luoyang linguistic is inadequate. A number of experts in the interview table pointed out that although some creators introduce Luoyang linguistic

through short plays or videos, the overall quality, quantity, and influence of the content is still weak. Mr. Zhao Lei (Interviewer 4, a short video creator) said: "Although we occasionally see some interesting short dramas on Luoyang linguistic, these works lack systematicity and continuity, making it difficult to create a wide dissemination effect" (Zhao Lei, 1/29/2024; Interview by Guanhua Zhu).

In addition, the threshold for creating linguistic content is high, and most of the creators lack professional language background and cultural depth, making it difficult to grasp the balance between entertainment and education in the content. Focus group participants also generally agreed that the role of digital platforms in the dissemination of linguistics has not yet been fully developed, and that "many short dramas and videos are just fragmented entertainment clips that lack the depth of linguistic culture."

#### Decline of traditional communication channels

The use of the Luoyang linguistic has gradually declined in traditional communication channels. In the past, the transmission of the linguistic relied mainly on oral methods, such as family exchanges, neighbourhood interactions and local cultural activities. However, with the changes in family structure and the decrease in community activities, the channels of linguistic transmission have become more limited. According to the observation records in Appendix D, the use of the Luoyang linguistic is mainly concentrated in traditional markets, community gatherings, and local cultural activities, which are mostly dominated by middle-aged and elderly people, with less participation by young people. With the change in traditional socialization, the natural transmission channels of the linguistic are also constrained. For example, although the linguistic is used frequently in traditional festivals, as the younger generation's interest in these events wanes, the transmission of the linguistic is at risk of being marginalized.

#### Insufficient policy support in protection

Although some governments and cultural institutions have recognized the importance of linguistic preservation, actual policy support and funding remains inadequate. Experts in the focus group discussions pointed out that existing linguistic preservation projects often lack long-term planning and effective implementation mechanisms. For example, government funding support for linguistic preservation is

relatively limited, and many local linguistic projects are difficult to sustain due to a lack of adequate funding and policy support. Ms. Li Xia (Interviewer 7, cultural centre staff) mentioned: "Although we have made some efforts to carry out linguistic preservation, we often lack sufficient long-term planning and financial support, resulting in many good linguistic preservation projects not being able to get off the ground" (Li Xia, 1/29/2024; Interview by Guanhua Zhu).

#### Lack of systematic protection mechanisms

At present, linguistic preservation lacks systematic and scientific approaches, and many preservation measures are fragmented, lacking an effective mechanism for integration and promotion. Ms. Liu Fang (Interviewer 5, a linguistics expert) mentioned in the interview: "Linguistic preservation is not only about recording and transmitting the language, but also includes many levels of work, such as education, dissemination, and community participation. Currently, most of the protection measures are only at the level of language recording and basic research, lacking cross-disciplinary cooperation and overall planning" (Liu Fang, 1/29/2024; Interview by Guanhua Zhu). Focus group discussions further pointed out that while some linguistic and cultural activities have been effective in the short term, most preservation initiatives are not systematic and lack continuity and broad community support.

#### Neglect of cultural connotations of linguistics

In addition to the preservation of the linguistic itself, the cultural connotations carried by the linguistic are also at risk of being neglected. In many linguistic preservation discussions, the survival of the language is often prioritized, while the historical, traditional, and local cultural elements associated with the linguistic are neglected. Ms. Wang Hua (Interviewer 3, a cultural studies expert) stated: "Luoyang linguistic is not just a pile of accents and vocabulary, it carries a rich cultural connotation behind it. When we promote the linguistic, we should pay attention to its connection with local history, folklore, and traditions, and linguistic protection is not just language protection, but also cultural identity protection" (Wang Hua, 1/29/2024; Interview by Guanhua Zhu). This point was further emphasized in the focus group discussions, where participants generally agreed that the dissemination of linguistics should not stop at the surface of the language but should dig deeper into the cultural values behind them to promote the revival of traditional culture.

#### 4.2.3 Acceptance of Luoyang linguistic among the Young Cohort

With the acceleration of modernization and changes in social structure, the Luoyang linguistic faces multiple conservation challenges. Although more and more localities and organizations have begun to pay attention to linguistic preservation, in practice, a series of problems still exist, which have been widely reflected in interview forms and focus group discussions. This section will summarize the main problems of linguistic preservation in Luoyang based on these data, and analyse them in depth with the opinions of experts.

##### Decrease in the population of users

From the results of the questionnaire survey, the frequency of use of the Luoyang linguistic shows a clear downward trend, especially among the young people group. About 50 percent of the respondents said that the Luoyang linguistic is hardly used by young people, particularly in the age group of 18-24 years old, where the frequency of use is almost zero. Behind this phenomenon is the language substitution effect brought about by globalization, urbanization, and the spread of Mandarin. The younger generation is generally modernly educated and accustomed to using standard Mandarin, while the use of the linguistic is mainly limited to the family and some traditional occasions. In the opinion of Mr. Chen Long (Interviewer 6, an education expert): "Young people's indifference to linguistics is not only a result of changes in the language itself, but also a result of the influence of the social environment and the education system. The popularity of Mandarin, especially its dominance in education and the workplace, has greatly reduced the space for linguistic use" (Chen Long, 1/29/2024; Interview by Guanhua Zhu).

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effect." In addition, the threshold for creating linguistic content is high, and most of the creators lack professional language background and cultural depth, making it difficult to grasp the balance between entertainment and education in the content. Focus group participants also generally agreed that the role of digital platforms in the dissemination of linguistics has not yet been fully developed, and that "many short dramas and videos are just fragmented entertainment clips that lack the depth of linguistic culture."

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	<p>The historical development and background of the Luoyang linguistic</p>
	<p>The Current Situation and Problems of Luoyang linguistic</p>
	<p>Innovative Dissemination of Luoyang linguistic Using Douyin Short Drama</p>

Figure 29 QR codes for three short plays

Source: Guanhua Zhu(2024)

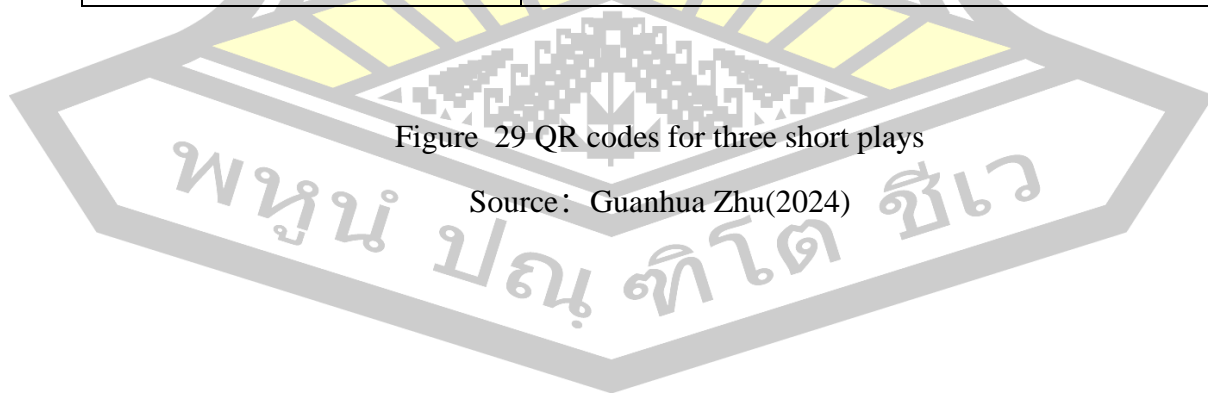


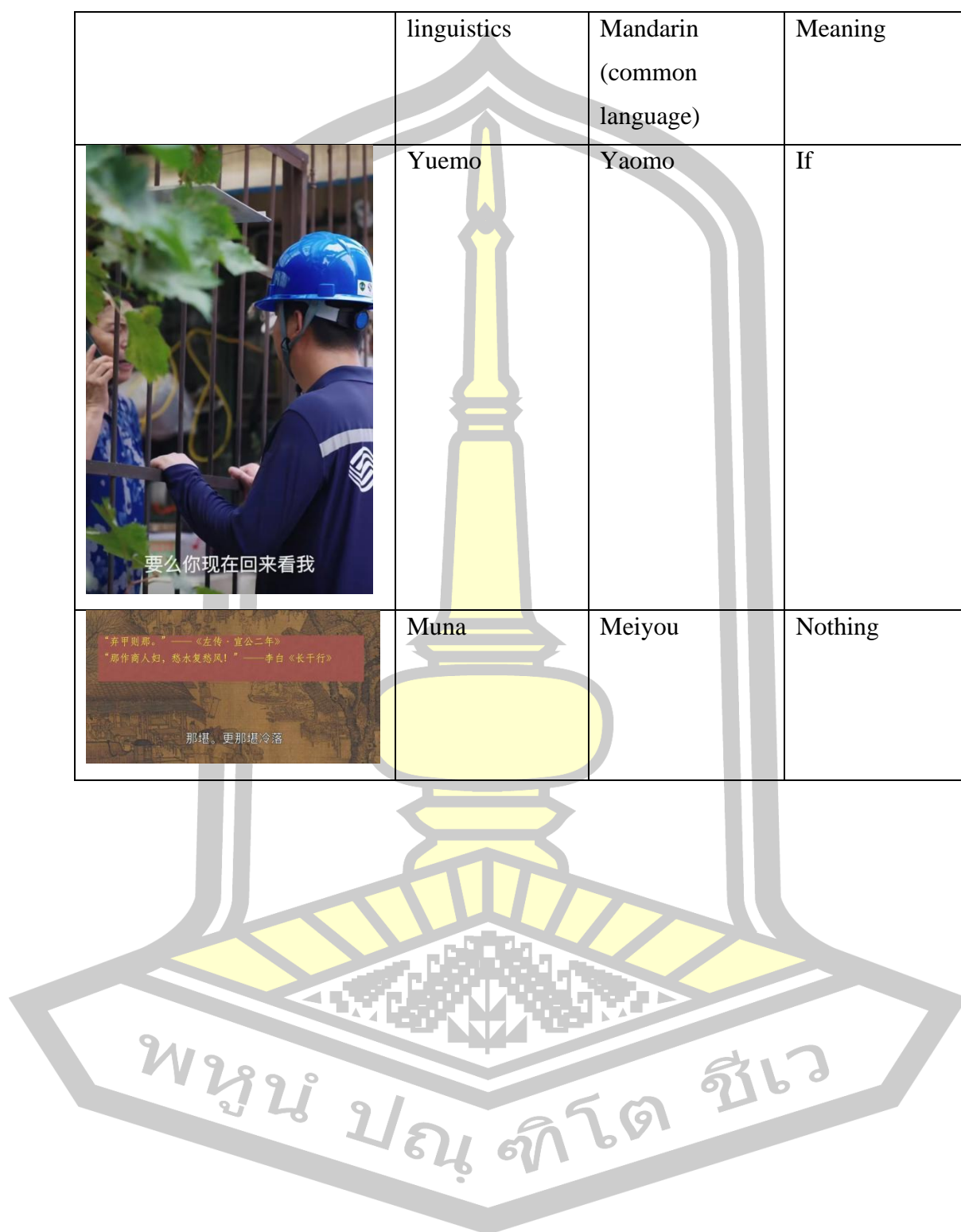


Table 2 The difference between linguistic and Mandarin in the Short Drama

	linguistics	Mandarin (common language)	Meaning
	Yuemo	Yaomo	If
	Muna	Meiyou	Nothing



 <p>看见你我就想嘍</p>	Yue	Tu	vomiting
 <p>妈，咱家锅都薈了</p>	Yu	Yi	overflows
	Liao	Feng	stitching



 	Fan	Xia	lay eggs
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### **4.3 Innovative strategies for protecting and disseminating Luoyang Linguistic Using Douyin Short Dramas.**

#### 4.3.1 The Unique Communication Advantages of Douyin Short Drama

With the rapid rise of short-video platforms, Douyin, as the world's leading short-video platform, provides a unique advantage for the innovative dissemination of Luoyang linguistic. Its algorithmic recommendation, high interactivity and fragmented content format make Douyin Mean an important medium for attracting young people's attention and promoting local culture. Feedback from interviews and focus groups shows that Douyines short plays have demonstrated significant advantages in the preservation and dissemination of the Luoyang linguistic.

#### Distribution characteristics of the Douyin platform

The algorithmic recommendation mechanism of the Douyin platform is one of its core competencies. Through big data analysis and precise recommendation, Douyin is able to push relevant content to the target audience based on users' interests, viewing habits and interactive behaviour. This personalized communication model has greatly increased the exposure rate of Luoyang linguistic short plays, making it easy for more young users to access linguistic content.

Mr. Zhao Lei (Interviewer 4, a short video creator) mentioned in the interview: "Douyin's algorithm allows our short linguistic dramas to quickly find the right audience, such as young people who are interested in local culture, or local residents" (Zhao Lei, 1/29/2024;Interview by Guanhua Zhu).Focus group participants also agreed that Douyin's recommendation system lowered the threshold for linguistic dissemination, enabling content creators to quickly reach a wider audience, especially young users who are potentially interested in traditional culture and local languages.

In addition, the interactivity of Douyin is also an important feature of linguistic communication. Viewers are not only passive recipients of the content, but also participate in linguistic communication through comments, likes and retweets. This two-way interaction not only enhances the user's engagement with the content, but also provides a feedback mechanism for creators to help them optimize the content design. For example, it was mentioned in the focus group discussion that many users would interact in linguistic in the comment section and even try to imitate the

linguistic lines in the short drama. This mode of participation significantly enhances the fun and impact of linguistic communication.

The popularity effect of short videos among young people

As an innovative form of communication, Douyin short drama is particularly suitable for attracting young people's attention to Luoyang linguistic. The short video content is short, concise and fast-paced, which can convey the linguistic characteristics and cultural connotations of the linguistic in a short time. According to the questionnaire survey, about 68% of the young respondents believe that Douyin short dramas are "one of the best ways to learn and understand the Luoyang linguistic". Among them, more than 70% of the respondents mentioned that they preferred content forms that focus on humour and entertainment.

Ms. Li Xia (Interviewer 7, a college student) mentioned in the interview: "Through Douyin, I learned some interesting expressions in Luoyang linguistic, such as 'what do you do' and 'come and drop it,' which are not only interesting, but also help me understand more about the Luoyang culture" (Li Xia, 1/29/2024; Interview by Guanhua Zhu). This entertaining way of communication not only reduces the difficulty for young people to learn the linguistic, but also allows them to naturally come into contact with and remember linguistic expressions in entertainment.

Evaluation of the way short plays are disseminated

Douyin's short dramas have a variety of content forms that can meet the needs of different audience groups. In the interview schedule, several short video creators and cultural researchers mentioned that the diversity of short drama forms is the key to their success. For example, some Short Dramas show the humorous qualities of the Luoyang linguistic through comedy, while others incorporate local cultural elements, such as Luoyang's traditional festivals, cuisines and folk stories. This diversified form of creation not only enhances the fun of the linguistic content, but also increases its cultural depth.

Ms. Liu Ling (Interviewer 9, a cultural research expert) stated: "The form of short dramas not only attracts the audience, but also allows them to understand the cultural stories behind the linguistic. For example, the historical celebrities and legends of Luoyang are told in the linguistic, in a way that makes young people feel

that the linguistic is no longer boring, but full of stories and fun" (Liu Ling, 1/29/2024;Interview by Guanhua Zhu).

The light-hearted and humorous style of the short plays was also mentioned in the focus group discussions as an important factor in attracting young audiences. Participants generally agreed that humorous content is more likely to impress the audience, especially through everyday scene design and life-like dialogues, allowing the audience to feel the charm of the linguistic in familiar scenes. For example, some creators would recreate trading scenes in the local market in Luoyang in linguistic, or simulate interesting dialogues in the family, and these contents often resonated with the audience.

#### The Unique Value of Douyin Short Drama in linguistic Communication

Through algorithmic recommendation, high interactivity and diversified content design, the Douyin short drama has made the dissemination of Luoyang linguistic easier and more efficient. This mode of communication not only expands the audience of the linguistic, but also enhances young people's interest in and identification with the local culture. Observation records show that in the short video creation workshop on 15 March 2024, the creators used the form of Douyin Short Drama to combine the linguistic with daily life scenes, and successfully attracted the attention of a large number of young viewers through humorous expressions.

At the same time, the dissemination of the Douyin Short Drama is not only limited to Luoyang localities, but also gives foreign audiences the opportunity to understand and appreciate the Luoyang linguistic. Through the platform's algorithmic recommendation, the linguistic content can spread to a wider geographical range, further enhancing the popularity and influence of Luoyang linguistic in the country.

#### 4.3.2 Content Design and Cultural Integration of Short Plays

As one of the most popular forms of communication on the Douyin platform, the uniqueness of the content design of short dramas lies in its ability to show local culture and linguistic in a simple and intuitive way. For Luoyang linguistic, short drama is not only the expression of language, but also the transmission carrier of local culture. By combining Luoyang linguistic with traditional festivals, folk stories, food culture and other elements, the Short Drama can effectively enhance the attractiveness

of the linguistic content and help young people better understand and identify with the local characteristics of Luoyang.

#### Combining Luoyang linguistic and cultural elements

As a famous historical and cultural city in China, Luoyang is rich in traditional festivals, folk stories and food culture. These cultural elements provide a broad creative space for the content design of short plays. Incorporating these cultural elements into the short drama not only enhances the regional characteristics of the story, but also stimulates the audience's interest in the Luoyang linguistic through the transmission of culture.

Traditional festivals are one of the most representative elements of Luoyang culture. Traditional festivals in Luoyang, such as the Spring Festival, Lantern Festival, Qingming Festival and Dragon Boat Festival, have unique celebrations and folk activities. These festivals are not only the cultural identity of local residents, but also full of linguistic characteristics. By combining these festivals with the linguistic through the Short Drama, the audience is able to learn about the traditional culture of Luoyang in a light-hearted entertainment. For example, in the Spring Festival scene, the Short Drama can show linguistic expressions through traditional activities such as family reunions, making dumplings and posting Spring Festival couplets, allowing young viewers to feel the natural charm of the linguistic in a daily context.

Folk stories are also an important aspect of the content design of short plays. Luoyang has a long history, and many historical stories and legends related to Luoyang such as the stories of ancient famous generals and folk legends in the *Dayuan Da Yi Tong Zhi* can be used as materials for short plays. By telling these stories in Luoyang linguistic, it can reflect the characteristics of the linguistic and enhance the dissemination of history and culture. For example, short dramas can be designed to tell historical events or legends with local characteristics against the background of historical figures or famous places in Luoyang, making the stories more intimate and infectious by expressing them in linguistic.

In addition, Luoyang's food culture is also an important part of local culture. Luoyang's traditional cuisines such as water mats, hot and spicy soup, and Luoyang fried cold noodles are very popular among the locals. Showing these cuisines through a short drama not only lets the audience feel Luoyang's culinary characteristics, but

also reflects the local people's eating habits and lifestyles through the linguistic. The Short Drama can set up a restaurant or street stall with Luoyang characteristics and show these cuisines through dialogue between the characters, while using the linguistic to bring a stronger sense of place.

#### Focus group recommendations for content design

During the focus group discussions, participants offered some valuable suggestions on the design of the content of the Short Dramas, especially in terms of how to attract young audiences. Most participants felt that the content of the Short Dramas should be concise, interesting and educational, able to quickly engage the audience in just a few minutes and convey the essence of the local culture.

Mr. Li Ming (Interviewer 2, a cultural communication expert) suggested: "Short dramas should try to incorporate linguistic and local culture with young people's points of interest, such as campus life, social networks, and popular trends. These contents can bring entertainment as well as convey linguistic and culture in a relaxed atmosphere" (Li Ming, 1/29/2024; Interview by Guanhua Zhu). This was strongly endorsed by the focus group, with participants generally agreeing that short dramas should allow the transmission of linguistics to be naturally integrated into daily life by combining local linguistics with familiar life scenarios for young people.

In addition, focus group participants mentioned that the pace of short plays should be compact, avoiding excessive explanations and lengthy scenes, so that the audience can maximize their viewing experience and cultural awareness in a shorter period of time. At the same time, by increasing interactivity, such as allowing viewers to participate in linguistic mimicry or commentary, the viewers' sense of engagement and belonging can be further enhanced. Ms. Liu Fang (Interviewer 5, a short video creator) emphasized: "Allowing viewers to interact or challenge in Luoyang linguistic can greatly increase their enthusiasm for participation and motivation for dissemination" (Liu Fang, 1/29/2024; Interview by Guanhua Zhu).

Table 3 Comparison of the meanings of Mandarin and linguistics

Mandarin(common language)	linguistics	Meaning
Niú	Ou	Cow
Shé	Chang Chong	Snake
Bíhú	Xiehuzi	Geckos
Mǎyǐ	Yiyang	Ants
Tiáozǎo	Guozao	Spring flea
Wūyā	Laogua	Crows
Láng	Mahu	Wolf
Zhuōmùniǎo	Sendamozi	Woodpecker
Tàiyáng	Ritou	Sun
Jīntiān	Jinmen	Today
Yuèliang	Yuemingnainai	Moon
Zuótiān	Yegen	Yestarday
Zhōngwǔ	Shangwu	Noon
Wǎnshàng	Her	Ningt
Piàoliang	Paichang	Nice
Xíng	Zhong	Can
Hēisè	Wuqimahei	Black
Yánsè	Hualihushao	Color
Lǜsè	Lu	Green
Xigōngshì	Yangshizi	Tomatoes
Yùmǐ	Yushushu	Corn
Xiǎohuixiāng	Yansui	Cumin
Làjiāo	Qinqiao	Capsicum
Húlù	Wogua	Cucurbit
Mandarin(common language)	linguistics	Meaning
Niu	Ou	Cow
She	Chang Chong	Snake

Bihu	Xiehuzi	Geckos
Mayi	Yiyang	Ants
Tiaozao	Guozao	Spring flea
Wuya	Laogua	Crows
Lang	Mahu	Wolf
Zhuomuniao	Sendamozi	Woodpecker
Taiyang	Ritou	Sun
Jintian	Jinmen	Today
Yueliang	Yuemingnainai	Moon
Zuotian	Yegen	Yesterday
Zhongwu	Shangwu	Noon
Wanshang	Her	Night
Piaoliang	Paichang	Nice
Xing	Zhong	Can
Heise	Wuqimahei	Black
Yanse	Hualihushao	Color
Lvse	Lu	Green
Xigongshi	Yangshizi	Tomatoes
Yumi	Yushushu	Corn
Xiaohuixiang	Yansui	Cumin
Lajiao	Qinqiao	Capsicum
Hulu	Wogua	Chain hoist

#### Feedback from interviews and questionnaires on cultural elements

In the interviews, many Interviewers suggested that cultural elements such as Luoyang festivals, historical stories, and local cuisine should be included in the short dramas to enhance the attractiveness and cultural depth of the linguistic content. Mr. Chen Long (Interviewer 6, a cultural research expert) mentioned: "By showcasing the traditional festivals and folk stories of Luoyang, it not only attracts viewers, but also

helps young people better understand the historical and cultural background of Luoyang" (Chen Long, 1/29/2024;Interview by Guanhua Zhu).

In addition, the feedback in Question 17 of the questionnaire also indicated that respondents generally believed the content of the short drama would be more interesting to the audience if it could be combined with Luoyang's historical attractions and traditional food. Respondent 8 (a young viewer) said in the interview: "I would be more willing to watch the Short Drama if it featured traditional festivals and celebrations in Luoyang or stories set in Luoyang's historical figures, especially when the Short Drama also incorporates the Luoyang linguistic, a combination of localisation that makes me feel close to the audience" (Respondent 8, 2/10/2024;Interview by Guanhua Zhu).

#### Balancing cultural depth with entertainment

To sum up, the key to the content design of short dramas lies in how to effectively integrate Luoyang linguistic and local cultural elements. By combining Luoyang's traditional festivals, folk stories, local cuisine and other cultural features, the short drama can not only enhance the communication effect of the linguistic, but also help young people better understand and identify with Luoyang's culture. As for the design of the content, it is important to maintain a light-hearted and humorous style while ensuring the transmission of cultural connotations, so that the dissemination of the linguistic is both entertaining and educational.

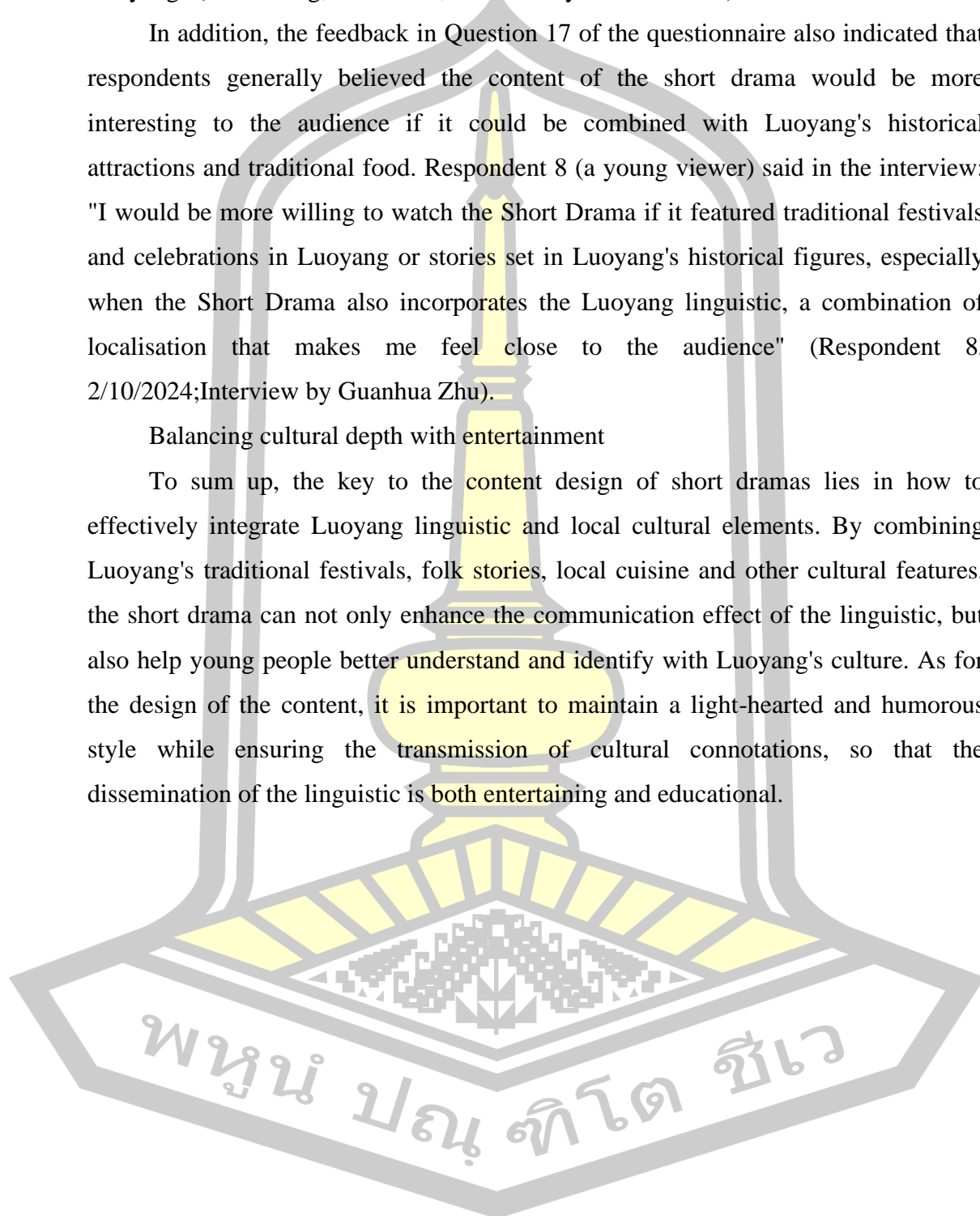


Table 4 Douyin for Showcasing the Luoyang Linguistic

Strategy Category	Specific Methods	Target Audience	Expected Outcomes
Content Creation	Create short dramas and folk story videos featuring the Luoyang dialect, incorporating cultural symbols such as local festivals and traditional attire.	Young audience, culture enthusiasts	Increase audience interest and identification with the Luoyang dialect.
Community Engagement	Encourage user-generated content (UGC) by inviting users to upload daily short videos in the Luoyang dialect.	General TikTok users	Enhance interactivity and foster participation in language preservation.
Educational Function	Explain grammar, pronunciation rules, and cultural background of the Luoyang dialect through entertaining videos.	Students and language learners	Improve audience understanding and usage of the dialect.
Algorithm Optimization	Utilize TikTok's recommendation algorithm to target user groups interested in local culture and push relevant content.	Potential cultural promoters and enthusiasts	Expand the reach and audience base of the Luoyang dialect.
Collaborative Promotion	Collaborate with local cultural institutions, government departments, or NGOs to co-organize themed events and promotional campaigns.	Local government, cultural institutions	Increase official support and enhance the authority and influence of cultural promotion.
Data Analysis	Analyze user data on TikTok to optimize content formats and dissemination strategies.	Content creators, cultural researchers	Provide data support to improve dissemination efficiency and content quality.

#### 4.3.3 The process of designing and filming a Douyin Short Drama

To effectively integrate the Luoyang linguistic into Douyin short dramas, a structured design and shooting process is essential. The workflow includes the following steps:

1 **Concept Development:** Define the theme of the short drama, ensuring it aligns with the cultural essence of Luoyang linguistic. This involves selecting specific linguistic expressions, idioms, or cultural stories that resonate with the target audience.

2 **Scriptwriting:** Develop engaging scripts that seamlessly incorporate Luoyang linguistic. The scripts should balance cultural authenticity with modern storytelling techniques, making the content relatable and entertaining.

3 **Casting and Rehearsals:** Select actors or influencers familiar with Luoyang linguistic to maintain linguistic accuracy. Conduct rehearsals to ensure the dialogues and expressions are delivered naturally.

4 **Scene Design:** Choose locations and props that represent Luoyang's regional culture, such as iconic landmarks, traditional attire, or local festivals. This enhances the visual appeal and cultural relevance of the short drama.

5 **Shooting:** Use high-quality equipment and lighting to capture visually appealing content. The shooting process should emphasize clear delivery of linguistic elements while ensuring dynamic and engaging visuals suitable for Douyin's platform.

6 **Post-Production:** Edit the footage to include subtitles highlighting key phrases in Luoyang linguistic. Add visual effects, animations, or music to enhance the storytelling and maintain viewer interest.

7 **Content Optimization and Publishing:** Tailor the final video to Douyin's format, focusing on short, impactful content. Utilize the platform's trending hashtags, algorithms, and interactive features (e.g., challenges or polls) to maximize reach and engagement.

By following this systematic approach, the short dramas can effectively promote the Luoyang linguistic while appealing to a wide and diverse audience.



Figure 30 Researchers conduct fieldwork

Source: Guanhua Zhu(2023)

#### 4.3.4 Collaborative support from government and cultural organizations

The preservation and dissemination of Luoyang linguistic not only relies on the efforts of the community and creators, but also requires policy support and resource input from the government and cultural organizations. Through policy guidance, financial support, promotion of cultural projects, and collaboration with new media platforms such as Douyin, the government and cultural organizations are able to provide strong support for the innovative dissemination of the linguistic. The following proposes how to promote the protection and innovative dissemination of Luoyang linguistic through collaboration between government and cultural organizations.

##### Government policy support and funding

Linguistic protection and inheritance require long-term planning and financial security, which necessitates full support from the government at the policy level. First, the government can clarify the protection status of linguistics by formulating special cultural heritage protection policies. For example, the local government of Luoyang can introduce policies to establish linguistics as part of the local cultural heritage and

provide financial support for linguistic protection projects. Mr. Chen Long (Interviewer 6, head of the cultural centre) mentioned: "If the government can introduce special funds for linguistic protection or provide preferential policies such as tax breaks for linguistic-related projects, it will greatly encourage social forces to invest in linguistic protection and dissemination" (Chen Long, 1/29/2024; Interview by Guanhua Zhu).

The government can also support linguistic-related cultural projects, such as the organization of linguistic lectures, cultural festivals and linguistic literature creation, to help raise social awareness of linguistic protection. Through the establishment of a local cultural fund, it can provide financial support for innovative linguistic-related projects, such as the creation of short dramas, documentaries, and cultural promotion activities related to the Luoyang linguistic.

#### Collaboration with Douyin platform

As one of the most influential short video platforms at present, Douyin has a wide user base and strong communication ability. The cooperation between the government and the Douyin platform can greatly enhance the dissemination of the Luoyang linguistic. Ms. Wang Hua (Interviewer 3, a local culture expert) said in the interview: "The government can cooperate with platforms such as Douyin to regularly organize activities such as linguistic short drama creation competitions or linguistic culture festivals to encourage more creators to participate in the production and dissemination of linguistic content" (Wang Hua, 1/29/2024; Interview by Guanhua Zhu).

Through cooperation with the Douyin platform, the Government has been able to directly engage with young people and use Douyin's algorithmic recommendations and interactivity to effectively push linguistic content to target audiences. One successful example is the "Luoyang linguistic Creation Competition", which encourages short video creators to submit creative short plays or sketches featuring the Luoyang linguistic. This type of activity not only increases the exposure of the linguistic, but also stimulates creativity and promotes the diversity and innovation of linguistic content.

In addition, the government can provide financial support and policy incentives to linguistic creators on these platforms. For example, it can provide creators with

production capital subsidies or provide platform promotion resources for those creators who produce quality linguistic content. In this way, creators can be incentivised to create more high-quality linguistic content, and a virtuous circle can be formed on short-video platforms to promote the dissemination of linguistics.

#### The role and support of cultural organizations

The role of cultural organizations in linguistic preservation cannot be ignored. Cultural organizations can not only provide professional cultural support, but also help develop specific plans and projects for linguistic preservation. For example, cultural organizations can conduct linguistic and cultural lectures, linguistic preservation projects, and local cultural exhibitions to increase people's understanding and recognition of the Luoyang linguistic through diverse forms.

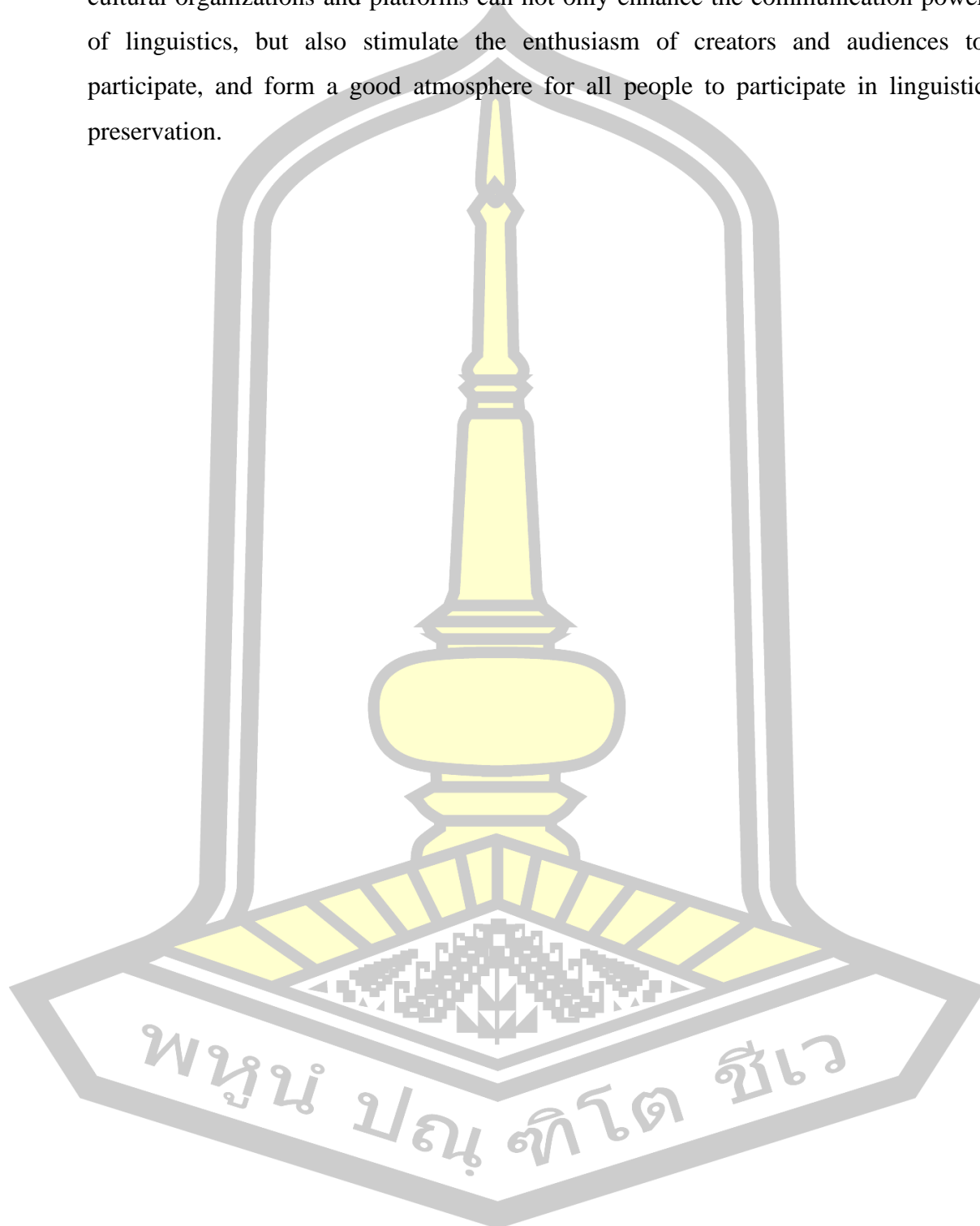
Ms. Liu Fang (Interviewer 5, a cultural scholar) pointed out in the interview: "Cultural organizations should play a bridging role in the process of linguistic preservation, focusing not only on the dissemination of the linguistic itself, but also on the transmission of the culture behind the linguistic. They can help more people understand the deeper cultural background of the Luoyang linguistic by writing local cultural teaching materials and producing linguistic documentaries" (Liu Fang, 1/29/2024; Interview by Guanhua Zhu).

In addition, cultural organizations can develop linguistic education programmes through cooperation with schools, integrating the history, culture and application scenarios of the Luoyang linguistic into school curricula and fostering a sense of identity and interest in the linguistic among the younger generation. Through the combination of educational and cultural activities, the preservation of the linguistic can enter daily life and increase its social impact.

#### Cases of co-operation and inspiration

Some local governments and cultural organizations have undertaken similar collaborative projects in linguistic preservation. Ms. Li Xia (Interviewer 7, a local government official) mentioned: "In some places, the government has launched activities such as linguistic explanation videos and linguistic singing contests through cooperation with platforms, which have achieved good responses. These activities not only promote the transmission of linguistics, but also provide impetus for the revitalization of local culture" (Li Xia, 1/29/2024; Interview by Guanhua Zhu).

These cases of cooperation show that collaboration among governments, cultural organizations and platforms can not only enhance the communication power of linguistics, but also stimulate the enthusiasm of creators and audiences to participate, and form a good atmosphere for all people to participate in linguistic preservation.



## CHAPTER V

### CONCLUSION, DISCUSSION AND SUGGESTIONS

This chapter provides a comprehensive overview of practical recommendations and future research directions based on the findings of this study. It begins by addressing actionable strategies to preserve and promote the Luoyang linguistic through innovative means such as digital media platforms, particularly Douyin short dramas. These suggestions are tailored for educators, policymakers, and community organizations to ensure cultural sustainability and linguistic revitalization. The chapter also highlights areas for further exploration, including the integration of digital tools, long-term assessment of preservation strategies, and deeper cultural studies to strengthen the theoretical and practical frameworks for the preservation of regional languages. Through these efforts, this chapter aims to contribute to the ongoing discourse on linguistic heritage preservation and its adaptation in the digital era.

#### **5.1 Conclusion**

##### 5.1.1 Historical development and background of Luoyang linguistic

The origin and evolution of the Luoyang linguistic are closely related to the region's profound historical background, rich cultural factors and unique geographical environment. As one of the birthplaces of Chinese civilization, Luoyang has gone through many dynasties and cultural interactions, and its linguistic has naturally developed and evolved with the changes of the times. From the ancient Han Dynasty to modern times, Luoyang's linguistic carries many historical and cultural imprints. At different stages of history, Luoyang linguistic was not only a tool for local residents' daily communication, but also evolved into an important cultural symbol with the economic and cultural integration. In this process, the historical memory and cultural characteristics embodied in Luoyang linguistic have injected a deep cultural heritage into its uniqueness and social value. For example, the phonological system and grammatical structure of the Luoyang linguistic occupy a place among the surrounding linguistics, reflecting the many cultural and linguistic exchanges that have taken place in the region throughout history (Lei et al., 2023).

### 5.1.2 The current situation of the Luoyang linguistic and its protection issues

With the modernization and globalization of society, the frequency of use of the Luoyang linguistic is gradually decreasing among the young population, especially in the context of accelerated urbanization and the wide dissemination of modern media, and the preservation of the linguistic is facing a number of challenges. Although the linguistic is still a part of residents' daily life in some places, its use is on the verge of disappearing among the younger generation. The lack of digital communication platforms and the inadequacy of traditional linguistic education have made the preservation and transmission of linguistics more difficult. In addition to the fact that young people no longer use linguistics, the popularity of modern media, especially the rise of Internet culture, has led to the gradual replacement of linguistics in daily life by standard languages such as Putonghua. In order to effectively protect and pass on the Luoyang linguistic, scholars have argued that there is a need to strengthen the cooperation between the government, the media, and the community, to enhance the attractiveness of the linguistic among young people, and to explore new ways of communication in order to ensure the long-term inheritance and development of the linguistic (Palermo, 2023).

### 5.1.3 Innovative Strategies for Using Douyin Short Drama to Communicate Luoyang linguistic

Short video platforms, especially Douyin short dramas, have become one of the main channels of cultural dissemination in modern society. Through this platform, Luoyang linguistic has been able to be presented to a wide range of audiences in an innovative way. By taking advantage of its entertainment and convenience, Douyin Drama is not only able to attract the attention of young viewers, but also to enhance viewers' interest in and identification with the Luoyang linguistic by incorporating local cultural elements. The short video platform provides a unique media environment, which breaks through the communication limitations of traditional TV programmes and films, and with its high interactivity and speed of communication, the dissemination of the linguistic is no longer restricted by traditional media. The popularity of the Douyin platform has greatly expanded the communication channels of Luoyang linguistic, especially through the content of short dramas combining local characteristics, which can effectively increase the exposure of the linguistic. The

study points out that with the help of multimodal communication methods (e.g., video, audio, text, etc.), the short-video platform not only enhances the communication power of the linguistic, but also allows the linguistic to gain more cultural value and identity in modern society (Giron Portilla, 2020).

## 5.2 Discussion

### 5.2.1 Discussion of Objective 1: Historical Development and Background of Luoyang Linguistic

#### Research Findings for Objective 1

This study confirms that the Luoyang linguistic is a historically rich and culturally significant dialect that serves as a repository of local heritage and social identity. The research findings align with the study's objective by providing empirical evidence that Luoyang linguistic's unique vocabulary ("kemei," "吃秘了") and tonal structures reflect regional history, community interactions, and shared cultural values. Additionally, the study reveals that younger generations exhibit a deeper detachment from the linguistic than previously recognized, influenced not only by Putonghua's dominance but also by urbanization and digital culture. These findings highlight the shifting role of the linguistic, emphasizing both its historical importance and the challenges it faces in modern society.

The results of this study are strongly supported by Linguistic Social Function Theory, which explains how language operates as a social tool for communication, identity formation, and cultural continuity. The continued use of Luoyang linguistic in traditional storytelling, family interactions, and local customs aligns with the theory's assertion that language reinforces community bonds. Additionally, Cultural Symbol Theory supports the argument that language carries cultural significance, functioning as a marker of local identity and historical continuity. The study's findings also indicate that while the linguistic still holds cultural value, its role is shifting due to the influence of digital communication, an aspect that requires further theoretical exploration.

Compared to previous studies (Gao & Ren, 2019; Wang, 2020), which primarily focused on language decline due to the dominance of Putonghua, this study introduces additional contributing factors such as urbanization, digital homogenization, and

changes in cultural engagement. While earlier research largely emphasized policy interventions and intergenerational transmission as solutions, this study broadens the discussion by incorporating digital influences, showing that young people's disinterest in local dialects is not only due to formal language policies but also the diminishing presence of the linguistic in everyday digital interactions.

A key difference between this study and prior research is its focus on the role of digital media in reshaping linguistic perceptions. While previous scholars have highlighted Putonghua's spread through education and public discourse, they have not fully explored how social media and online entertainment contribute to linguistic detachment. This study fills that gap by demonstrating that digital platforms both marginalize and provide opportunities for linguistic preservation. The study calls for new strategies that leverage digital tools for cultural retention, such as embedding dialects into short-form content, social media storytelling, and interactive cultural programs to ensure that Luoyang linguistic remains relevant in contemporary society.

#### 5.2.2 Discussion of Objective 2: Current Situation and Challenges of Luoyang Linguistic

##### Research Findings for Objective 2

This study identifies several critical challenges facing the Luoyang linguistic, directly addressing the research objective of understanding its current situation. The findings confirm that intergenerational transmission is weakening, formal education systems marginalize the linguistic, and there is a lack of systematic policy support. Moreover, the study reveals a previously underexplored issue: the influence of digital media algorithms. Platforms like Douyin prioritize high-engagement entertainment content, which, while increasing visibility for regional dialects, often simplifies or alters linguistic authenticity to fit viral trends. These findings indicate that the Luoyang linguistic is not only endangered by societal shifts but also by the way digital platforms structure content visibility and engagement.

The results align with Language Transmission Theory, which posits that the survival of a language depends on effective intergenerational transfer and consistent societal use. As fewer young speakers learn or use the Luoyang linguistic, the risk of linguistic attrition increases, confirming the theory's core argument. Additionally, Convergence Theory supports the study's findings by explaining how digital

platforms blend cultural and entertainment content, creating both opportunities and risks for linguistic preservation. While convergence allows for greater accessibility and digital representation, it also leads to content homogenization, where linguistic authenticity is compromised to fit platform-specific engagement metrics.

Compared to prior research (Liu, 2022), which highlights the decline of local languages due to policy gaps and educational marginalization, this study introduces a new factor—algorithmic influence in digital media. While earlier studies suggested that state policies and Mandarin’s dominance in schools were the primary threats, this study expands the discussion by examining how digital entertainment platforms alter linguistic perceptions. The study also provides empirical evidence showing that while digital media can amplify linguistic reach, the prioritization of entertainment over authenticity dilutes its cultural integrity.

Unlike previous studies that viewed digital media primarily as a positive force for language preservation, this research highlights the dual impact of digital platforms. While social media can increase visibility for regional languages, platform algorithms prioritize content that maximizes engagement, which often favors humor, exaggeration, or simplified dialect usage over linguistic depth and authenticity. This study suggests that algorithmic reform is necessary—rather than allowing entertainment-driven trends to dictate linguistic representation, digital platforms should implement cultural preservation initiatives, such as authentic language content promotion and collaborations with local educators. By bridging entertainment with educational and policy-driven approaches, Luoyang linguistic can be revitalized without compromising its cultural essence.

### 5.2.3 Discussion of Objective 3: Innovative Strategies for Protecting and Disseminating Luoyang Linguistic

#### Research Findings for Objective 3

This study identifies short video platforms, particularly Douyin, as highly effective tools for engaging younger audiences and promoting the Luoyang linguistic. By combining local linguistic features with visual creativity, such as regional music, folklore, and historical narratives, short dramas enhance audience interest and strengthen cultural resonance. The research further highlights the importance of multi-stakeholder collaborations, emphasizing that government agencies, media platforms,

and local communities must work together to ensure sustainable linguistic preservation efforts. These findings directly align with the research objective by demonstrating practical and innovative approaches to revitalize the linguistic in contemporary digital spaces.

The study's findings are supported by Media Convergence Theory, which explains how digital platforms integrate various media forms to create engaging and immersive content. By incorporating visual storytelling, music, and interactive elements, short dramas serve as effective vehicles for language promotion in the digital age. Additionally, Cultural Diversity Theory reinforces the argument that linguistic preservation requires multi-channel efforts, where digital tools complement offline cultural engagement. These theoretical perspectives highlight the necessity of blending entertainment with education, ensuring that the Luoyang linguistic remains relevant across generations.

Compared to previous studies (Lei et al., 2023), which explored digital platforms as tools for cultural revitalization, this study provides more empirical evidence on multimodal approaches. While past research primarily focused on the potential benefits of digital media, this study goes further by analyzing the effectiveness of different content strategies, such as interactive storytelling, humor, and audience engagement tactics. Additionally, while Palermo (2023) raised concerns about content fragmentation in digital spaces, this study proposes integrated strategies that involve various stakeholders, ensuring long-term sustainability rather than isolated digital initiatives.

Unlike prior studies that focused predominantly on digital platforms as standalone solutions, this research emphasizes the importance of combining online tools with offline initiatives. While short videos can generate interest in the Luoyang linguistic, they alone cannot guarantee linguistic sustainability. This study argues that hybrid models—where digital media campaigns are complemented by local events, educational programs, and community-led initiatives—offer a more holistic approach to language preservation. Furthermore, it highlights the need for algorithmic reform, advocating for platform-driven incentives that prioritize culturally rich content rather than purely viral entertainment. Moving forward, balancing online engagement with

offline reinforcement will be crucial for ensuring the Luoyang linguistic's survival and continued relevance in the digital age.

### 5.3 Suggestions

1 For educators: Incorporate Luoyang language into local curriculum: Develop specific lesson plans and activities for primary and secondary schools that focus on storytelling, local idioms, and proverbs in Luoyang language. Use culturally relevant examples such as traditional folk songs and local stories to make learning relevant and engaging.

2 Host regular language events: Organize regular events at local libraries or community centers, such as "Language Story Night," where elders tell stories or share folk tales in Luoyang language. Work with schools to host competitions such as "Language Talent Show" for students, rewarding students for creative expression in Luoyang language.

3 Collaborate with local influencers and artists: Work with TikTok influencers, musicians, and artists to incorporate Luoyang language into their content, such as comedy Short Dramas, songs, or short films. Create a social media campaign with a hashtag to promote Luoyang language and encourage residents to share their own content.

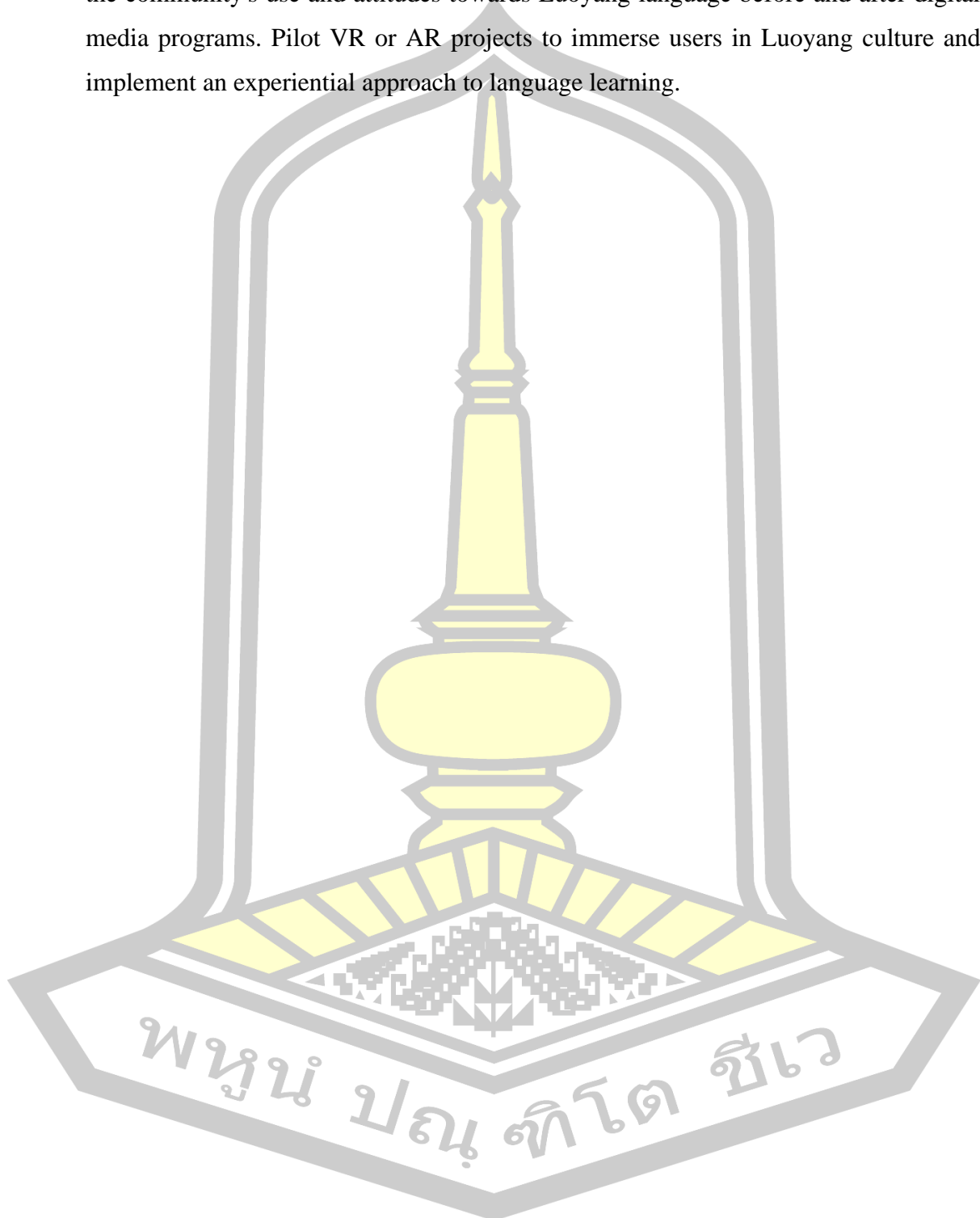
#### 5.3.2 Suggestions for future research

To extend the findings of this study and improve the language preservation strategy in Luoyang, the following areas should be prioritized:

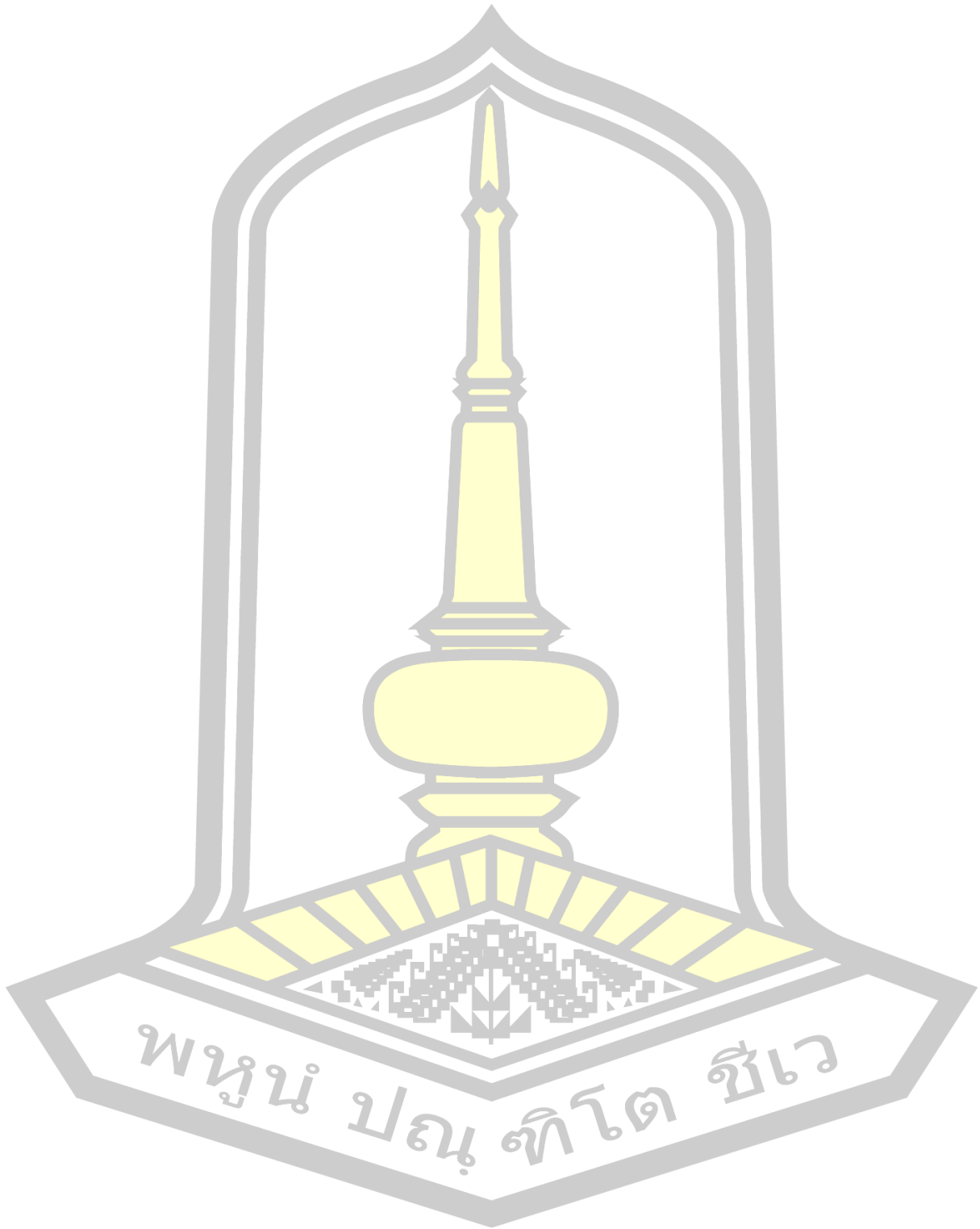
1. Explore enhanced digital tools: Develop user-friendly language learning tools, such as AI chatbots for Luoyang language conversation practice or simple speech recognition applications for pronunciation correction. Study the impact of animated videos or interactive audiobooks as a medium for teaching Luoyang language to young learners.

2. Investigate cultural integration models: Analyze successful case studies of language preservation projects in other regions around the world to identify lessons that can be learned for Luoyang language. Develop specific cultural projects, such as recording oral histories or digitizing traditional songs, to deepen the integration of language heritage and cultural expressions.

3. Conduct measurable impact research: Design and implement surveys to track the community's use and attitudes towards Luoyang language before and after digital media programs. Pilot VR or AR projects to immerse users in Luoyang culture and implement an experiential approach to language learning.



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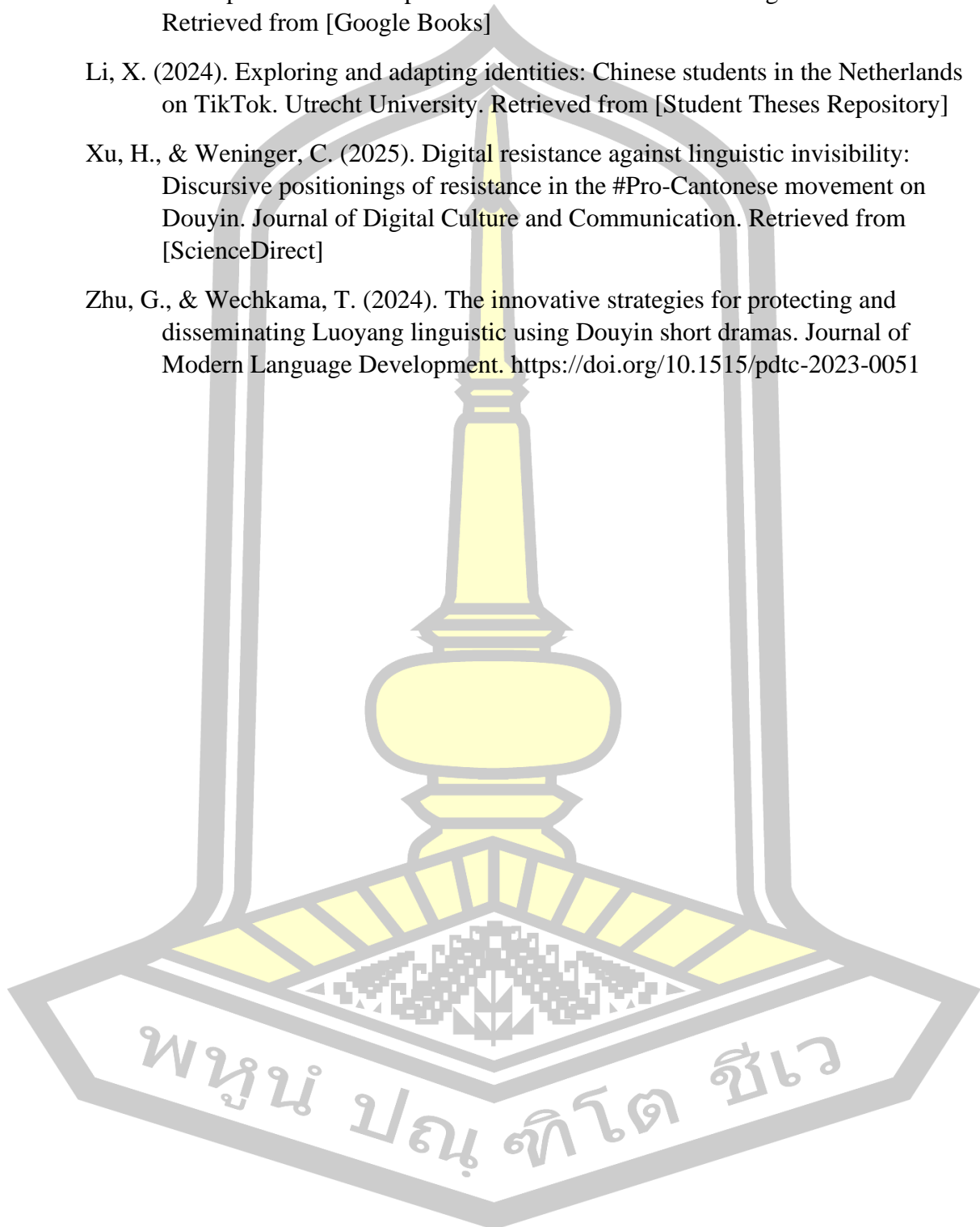
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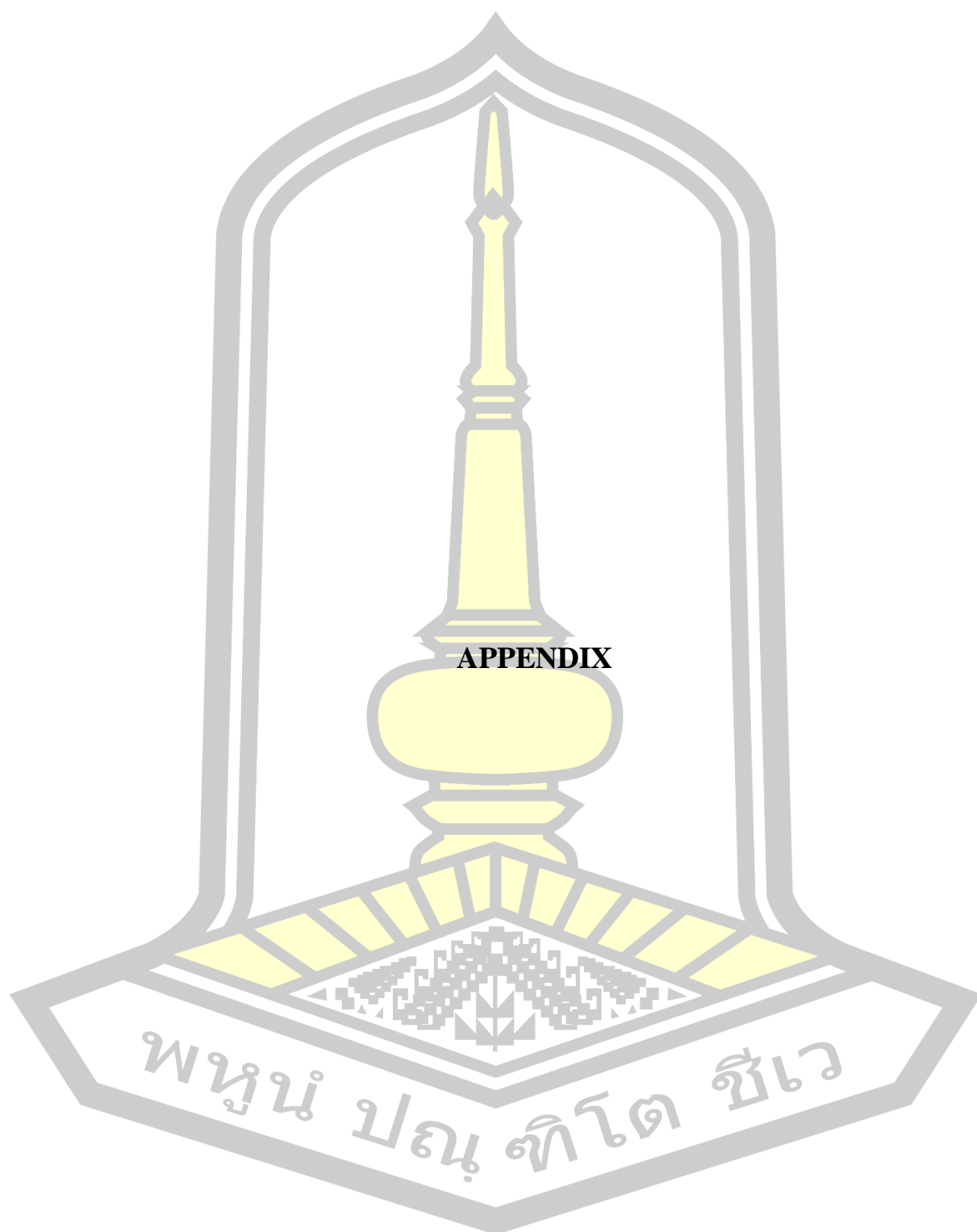
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**Appendix A**  
List of Interviewers

**KI(7 Interviewers):**

Ms. Zhang Wei, an Interviewer, a resident of Qingshan Village, District 1, Luoyang, interviewed on January 29, 2024.

Mr. Li Ming, an Interviewer, a resident of Hongshui Village, District 2, Luoyang, interviewed on January 29, 2024.

Ms. Wang Hua, an Interviewer, a resident of Chengdong Village, District 3, Luoyang, interviewed on January 29, 2024.

Mr. Zhao Lei, an Interviewer, a resident of Nanhe Village, District 4, Luoyang, interviewed on January 29, 2024.

Ms. Liu Fang, an Interviewer, a resident of Beiyuan Village, District 5, Luoyang, interviewed on January 29, 2024.

Mr. Chen Long, an Interviewer, a resident of Xihe Village, District 6, Luoyang, interviewed on January 29, 2024.

Ms. Li Xia, an Interviewer, a resident of Dongfang Village, District 7, Luoyang, interviewed on January 29, 2024.

**CI (20 Interviewers):**

Ms. Zhao Yihan, an Interviewer, a resident of Shuangfeng Village, District 8, Luoyang, interviewed on February 2, 2024.

Mr. Li Zhiyong, an Interviewer, a resident of Yongqing Village, District 3, Luoyang, interviewed on January 28, 2024.

Ms. Wang Lihua, an Interviewer, a resident of Chunfeng Village, District 9, Luoyang, interviewed on February 5, 2024.

Mr. Sun Jian, an Interviewer, a resident of Chengxi Village, District 6, Luoyang, interviewed on January 30, 2024.

Ms. Zhang Xue, an Interviewer, a resident of Daming Village, District 5, Luoyang, interviewed on January 27, 2024.

Mr. Zhou Lin, an Interviewer, a resident of Pingyuan Village, District 7, Luoyang, interviewed on February 1, 2024.

Ms. Liu Yueqing, an Interviewer, a resident of Baihe Village, District 10, Luoyang, interviewed on February 3, 2024.

Mr. Chen Jianfei, an Interviewer, a resident of Honghua Village, District 4, Luoyang, interviewed on January 29, 2024.

Ms. Li Min, an Interviewer, a resident of Nanyuan Village, District 2, Luoyang, interviewed on January 31, 2024.

Mr. Wang Jincheng, an Interviewer, a resident of Xinhe Village, District 1, Luoyang, interviewed on February 6, 2024.

Ms. Zhao Hui, an Interviewer, a resident of Baishan Village, District 22, Luoyang, interviewed on February 6, 2024.

Mr. Wang Lei, an Interviewer, a resident of Xincheng Village, District 21, Luoyang, interviewed on February 3, 2024.

Ms. Chen Yan, an Interviewer, a resident of Shuangxi Village, District 23, Luoyang, interviewed on February 12, 2024.

Mr. Sun Wei, an Interviewer, a resident of Mingyue Village, District 24, Luoyang, interviewed on February 1, 2024.

Ms. Li Jiayi, an Interviewer, a resident of Xinghe Village, District 25, Luoyang, interviewed on January 27, 2024.

Mr. Zhou Yuan, an Interviewer, a resident of Tianyuan Village, District 26, Luoyang, interviewed on February 2, 2024.

Ms. Liu Ling, an Interviewer, a resident of Yulong Village, District 27, Luoyang, interviewed on January 29, 2024.

Mr. Zhang Yuchen, an Interviewer, a resident of Heping Village, District 28, Luoyang, interviewed on January 31, 2024.

Ms. Wang Fangfang, an Interviewer, a resident of Haoyue Village, District 29, Luoyang, interviewed on February 5, 2024.

Mr. Chen Zhi, an Interviewer, a resident of Xiangyang Village, District 30, Luoyang, interviewed on February 9, 2024.

**GI (10 Interviewers):**

Ms. Zhao Meiyu, an Interviewer, a resident of Anshan Village, District 12, Luoyang, interviewed on February 10, 2024.

Mr. Sun Feng, an Interviewer, a resident of Qingxi Village, District 15, Luoyang, interviewed on February 8, 2024.

Ms. Liu Xianghua, an Interviewer, a resident of Huaxin Village, District 11, Luoyang, interviewed on February 9, 2024.

Mr. Zhang Qiang, an Interviewer, a resident of Jinyu Village, District 16, Luoyang, interviewed on February 4, 2024.

Ms. Wang Shufen, an Interviewer, a resident of Fuyuan Village, District 18, Luoyang, interviewed on January 25, 2024.

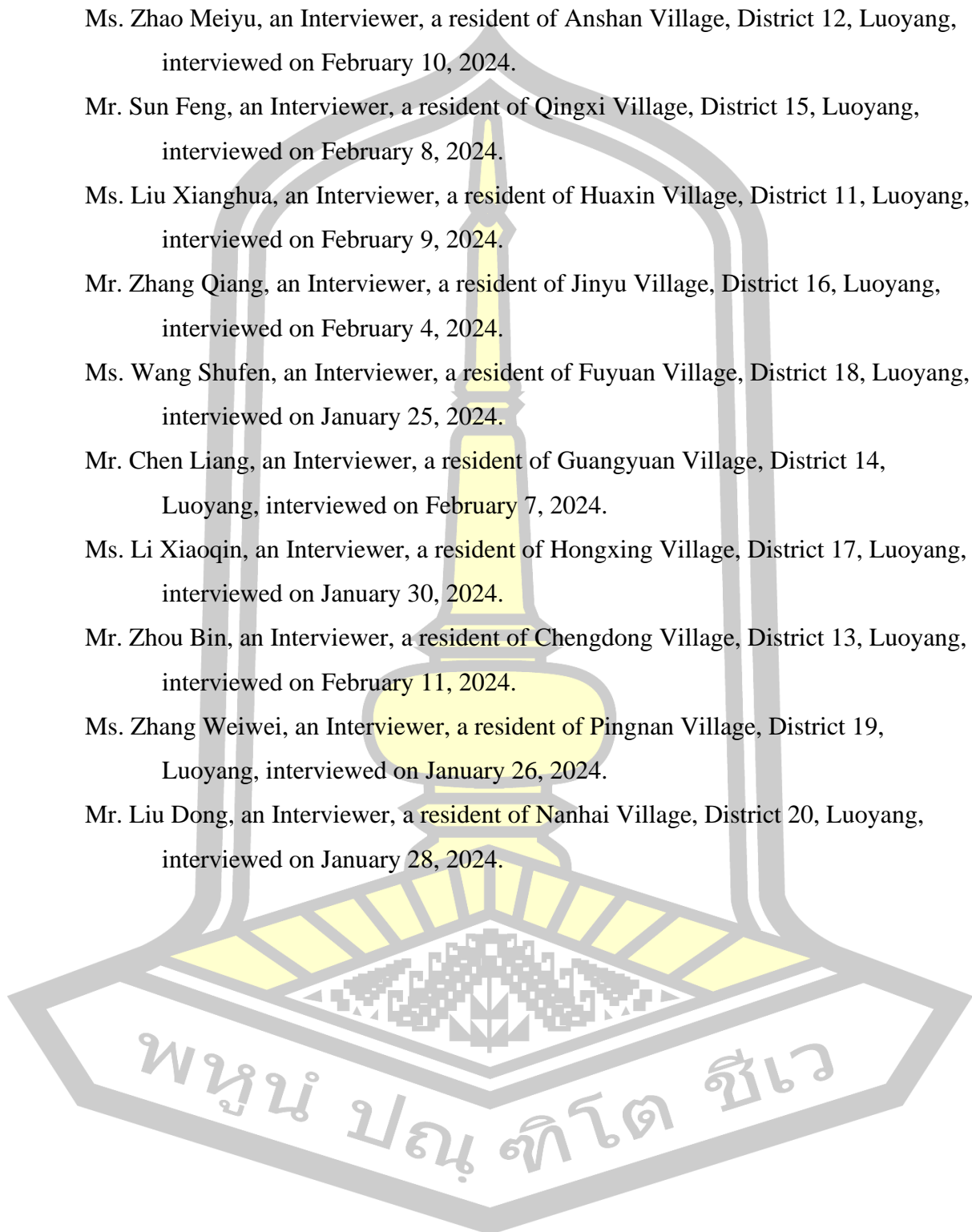
Mr. Chen Liang, an Interviewer, a resident of Guangyuan Village, District 14, Luoyang, interviewed on February 7, 2024.

Ms. Li Xiaoqin, an Interviewer, a resident of Hongxing Village, District 17, Luoyang, interviewed on January 30, 2024.

Mr. Zhou Bin, an Interviewer, a resident of Chengdong Village, District 13, Luoyang, interviewed on February 11, 2024.

Ms. Zhang Weiwei, an Interviewer, a resident of Pingnan Village, District 19, Luoyang, interviewed on January 26, 2024.

Mr. Liu Dong, an Interviewer, a resident of Nanhai Village, District 20, Luoyang, interviewed on January 28, 2024.



## Appendix B

### KI Interview Form

#### Outline of the Interviews on the Historical Development and Cultural Background of the Luoyang Linguistic

Date: \_\_\_\_\_ Year \_\_\_\_\_ Month \_\_\_\_\_ Day

Name of Respondent: \_\_\_\_\_

Age: \_\_\_\_\_ years

Phone Number: \_\_\_\_\_

Address: Province: \_\_\_\_\_ City: \_\_\_\_\_ District: \_\_\_\_\_ Village: \_\_\_\_\_

#### 1. Background of the Interview

1.1 How did you first learn about the Luoyang linguistic? Can you describe any personal or community experiences related to its usage?

1.2 Are you familiar with the history of the Luoyang linguistic? Can you share any stories or knowledge about its origins or evolution?

1.3 In your opinion, what makes the Luoyang linguistic unique compared to other languages or dialects in the region?

#### 2. Cultural Context and Historical Significance

2.1 How do you think the Luoyang linguistic reflects the history and cultural identity of the region? Can you provide examples?

2.2 Are there specific cultural traditions or events where the Luoyang linguistic plays a key role?

2.3 Do you think the Luoyang linguistic is an important part of preserving local cultural heritage? Why or why not?

#### 4. Relationship between Modernization and the linguistic

4.1 What specific threats do you think modernization and globalization pose to the Luoyang linguistic?

#### 3. Influence of Social and Historical Changes

3.1 How has the use of the Luoyang linguistic changed over time, in your view? What historical or social factors might have influenced these changes?

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3.2 Are there specific periods in history where the Luoyang linguistic was more prominent or experienced decline? Please elaborate.

---



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3.3 Do you think modernization has impacted the historical role and significance of the Luoyang linguistic? If so, how?

---



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#### 4. Current Perceptions of Historical Value

4.1 Do you believe the history of the Luoyang linguistic is being adequately recorded or preserved? If not, what gaps do you see?

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4.2 What role do you think historical documentation plays in the preservation and promotion of the Luoyang linguistic?

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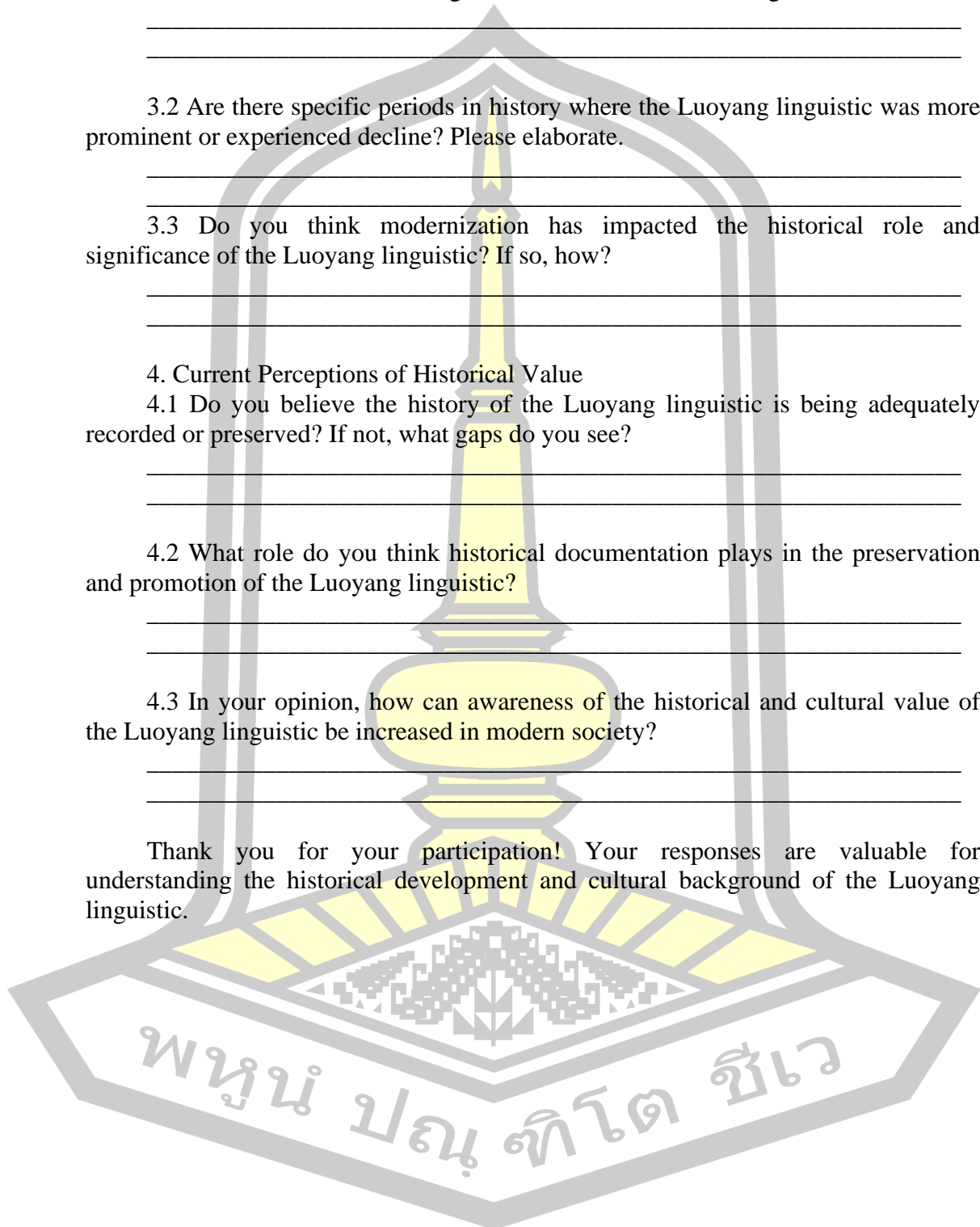
4.3 In your opinion, how can awareness of the historical and cultural value of the Luoyang linguistic be increased in modern society?

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Thank you for your participation! Your responses are valuable for understanding the historical development and cultural background of the Luoyang linguistic.



## Appendix C

### CI Interview Form

Outline of the Interviews on the Characteristics, Value, and Current Challenges of the Luoyang Linguistic

Date: \_\_\_\_\_ Year \_\_\_\_\_ Month \_\_\_\_\_ Day

Name of Respondent: \_\_\_\_\_

Age: \_\_\_\_\_ years

Phone Number: \_\_\_\_\_

Address: Province: \_\_\_\_\_ City: \_\_\_\_\_ District: \_\_\_\_\_ Village: \_\_\_\_\_

#### 1. Background of the Interview

1.1 How would you describe the key characteristics of the Luoyang linguistic (e.g., pronunciation, vocabulary, expressions)?

---

1.2 In your opinion, what makes the Luoyang linguistic valuable in terms of culture, identity, or communication?

---

1.3 How do you think the Luoyang linguistic is perceived by different generations in the community?

---

#### 2. Current Usage of the Luoyang Linguistic

2.1 How often do you or others around you use the Luoyang linguistic in daily life? In what contexts (e.g., home, work, community events)?

---

2.2 Do you think younger generations are interested in learning and using the Luoyang linguistic? Why or why not?

---

2.3 Are there any specific situations where you feel the Luoyang linguistic is being replaced by other languages or dialects?

---

### 3. Challenges in Preserving the Luoyang Linguistic

3.1 What are the biggest challenges you think the Luoyang linguistic faces today (e.g., urbanization, education, modernization)?

---

3.2 How do you think Mandarin or other dominant languages have affected the use of the Luoyang linguistic?

---

3.3 Do you think there are enough efforts being made to preserve the Luoyang linguistic? If not, what is missing?

---

### 4. Social and Cultural Implications

4.1 How do you think the decline of the Luoyang linguistic affects the cultural identity of the region?

---

4.2 In your view, how does the use of the Luoyang linguistic contribute to a sense of community or social cohesion?

---

4.3 Are there specific cultural values or traditions tied to the Luoyang linguistic that you think are at risk of being lost?

---

### 5. Suggestions for Addressing Challenges

5.1 What measures do you think could help address the challenges facing the Luoyang linguistic today?

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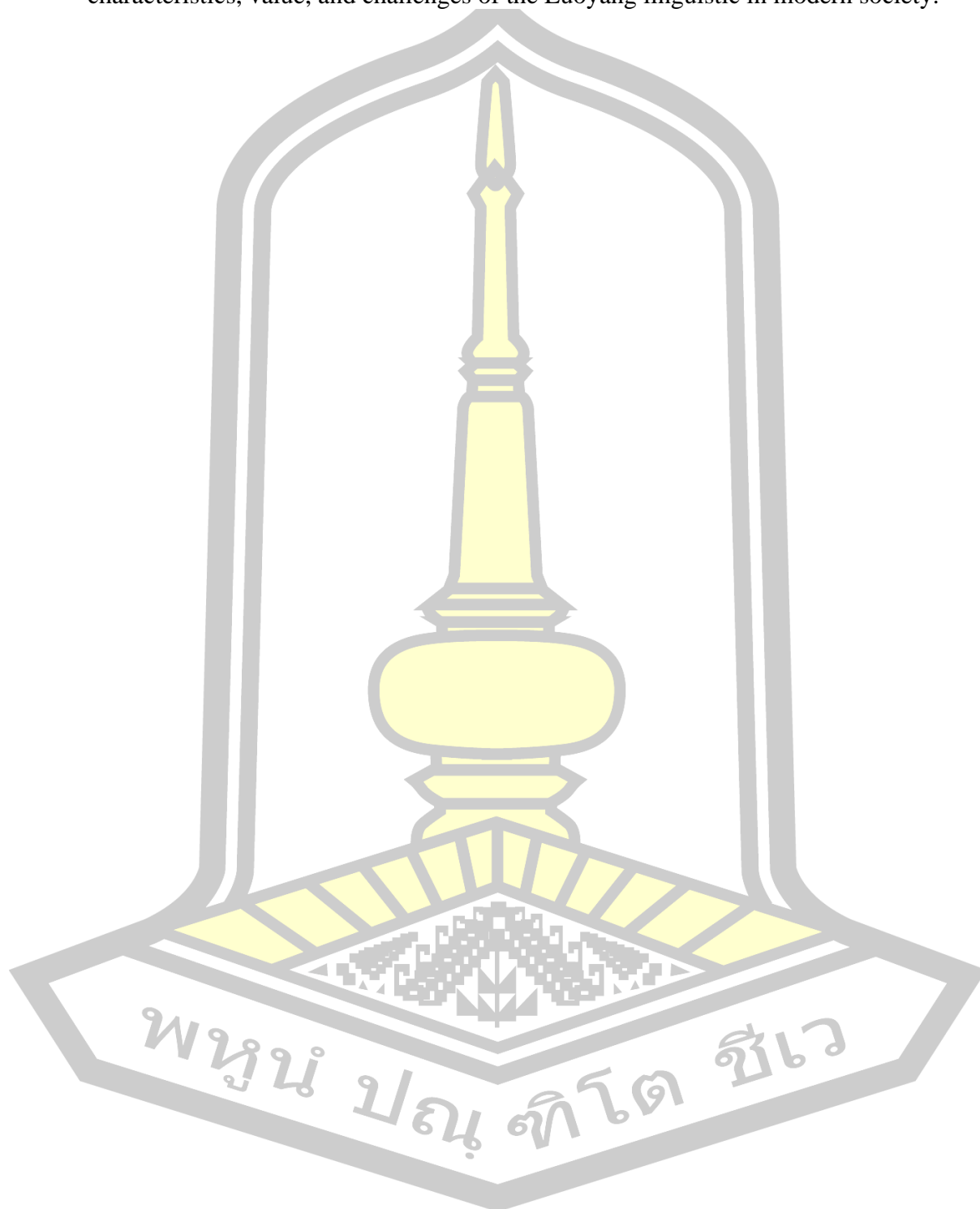
5.2 How can the government, schools, or community organizations contribute to preserving and promoting the Luoyang linguistic?

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5.3 What role do you think digital platforms (e.g., Douyin) can play in addressing these challenges?

---

Thank you for your participation! Your responses are crucial for understanding the characteristics, value, and challenges of the Luoyang linguistic in modern society.



## Appendix D

### GI Interview Form

#### Outline of the Interviews on Innovative Strategies for the Protection and Dissemination of the Luoyang Linguistic Using Douyin Short Dramas

Date: \_\_\_\_\_ Year \_\_\_\_\_ Month \_\_\_\_\_ Day

Name of Respondent: \_\_\_\_\_

Age: \_\_\_\_\_ years

Phone Number: \_\_\_\_\_

Address: Province: \_\_\_\_\_ City: \_\_\_\_\_ District: \_\_\_\_\_ Village: \_\_\_\_\_

#### 1. Background of the Interview

1.1 Have you ever watched Douyin short dramas? If so, how often do you watch them?

---

1.2 Have you seen any Douyin short dramas that include the Luoyang linguistic? If yes, what was your impression?

---

1.3 Do you think short dramas on Douyin can help people learn or become more interested in Luoyang linguistic? Why or why not?

---

#### 2. Entertainment and Cultural Engagement

2.1 What type of Douyin short drama content do you enjoy the most (e.g., comedy, storytelling, lifestyle, history, or others)?

---

2.2 If a Douyin short drama used Luoyang linguistic, would you be more interested in watching it? Why or why not?

---

2.3 What elements (e.g., humor, local traditions, music, subtitles) do you think would make Luoyang linguistic short dramas more engaging?

---

### 3. Cultural Integration and Digital Participation

3.1 How do you feel about using traditional cultural elements (such as festivals, folklore, or historical events) in short dramas to showcase the Luoyang linguistic?

---

3.2 Would you participate in Douyin challenges or comment on videos if they involved the Luoyang linguistic? Why or why not?

---

3.3 What challenges do you think might arise in using Douyin short dramas to promote local languages?

---

### 4. Support and Future Impact

4.1 Do you think local governments or cultural organizations should support the promotion of Luoyang linguistic on digital platforms like Douyin? If so, how?

---

4.2 If schools or community groups organized Douyin video contests featuring Luoyang linguistic, would you be interested in participating or watching? Why or why not?

---

4.3 In your opinion, what are the long-term benefits of using digital platforms like Douyin to promote regional languages?

---

Thank you for your participation! Your responses are crucial for developing innovative strategies to preserve and promote the Luoyang linguistic using Douyin short dramas.

พหุบัณฑิต ชีวะ

## Appendix E

### Focus Group Transcripts

#### Discussion on Strategies for the Preservation and Dissemination of the Luoyang Linguistic Through Digital Media

Date: \_\_\_\_\_ Month: \_\_\_\_\_ B.E. \_\_\_\_\_

Location: House No. \_\_\_\_\_ Village No. \_\_\_\_\_

House: \_\_\_\_\_

Subdistrict: \_\_\_\_\_ District: \_\_\_\_\_

Province: \_\_\_\_\_

#### Conversation Participants:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### Discussion Questions

1. What are the current practices and strategies for preserving and promoting the Luoyang linguistic in your community?  
\_\_\_\_\_

2. What role do you think digital platforms like Douyin can play in enhancing the visibility and usage of the Luoyang linguistic?  
\_\_\_\_\_

3. What challenges or obstacles do you foresee in using digital media for the dissemination of the Luoyang linguistic?  
\_\_\_\_\_

4. What cultural elements or traditional aspects should be emphasized in digital content to effectively represent the Luoyang linguistic?

5. How can the government, community organizations, and educational institutions collaborate to support these efforts?

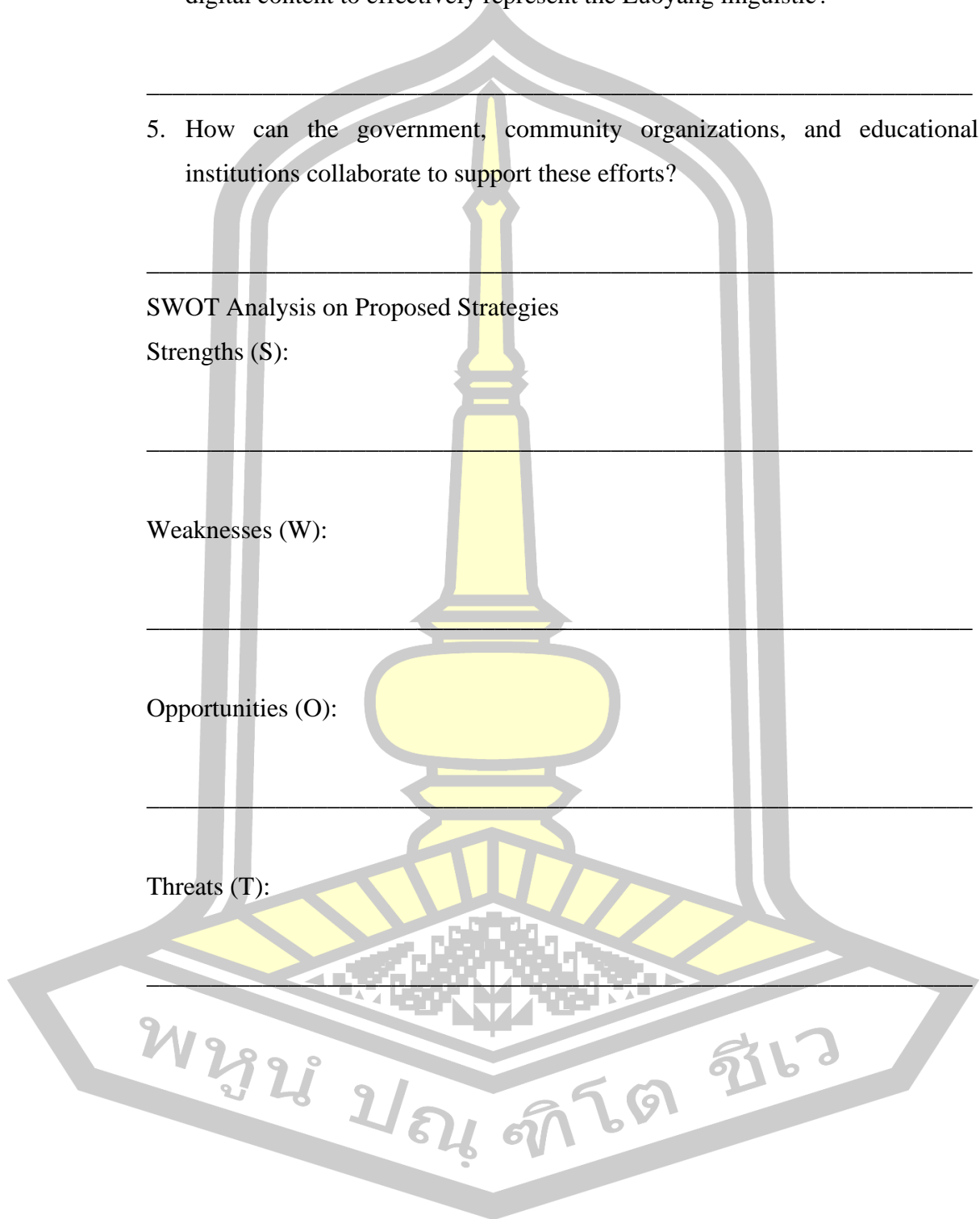
SWOT Analysis on Proposed Strategies

Strengths (S):

Weaknesses (W):

Opportunities (O):

Threats (T):



## APPENDIX F

Observational type

Local wisdom and knowledge on the use of Isan aromatic herbs in drying clothes For application

Northeastern perfume wisdom for commercial product development

Note on date.....month.....B.E.....

1. Observe the lifestyle and daily activities of individuals in the community.

Record the findings:

---

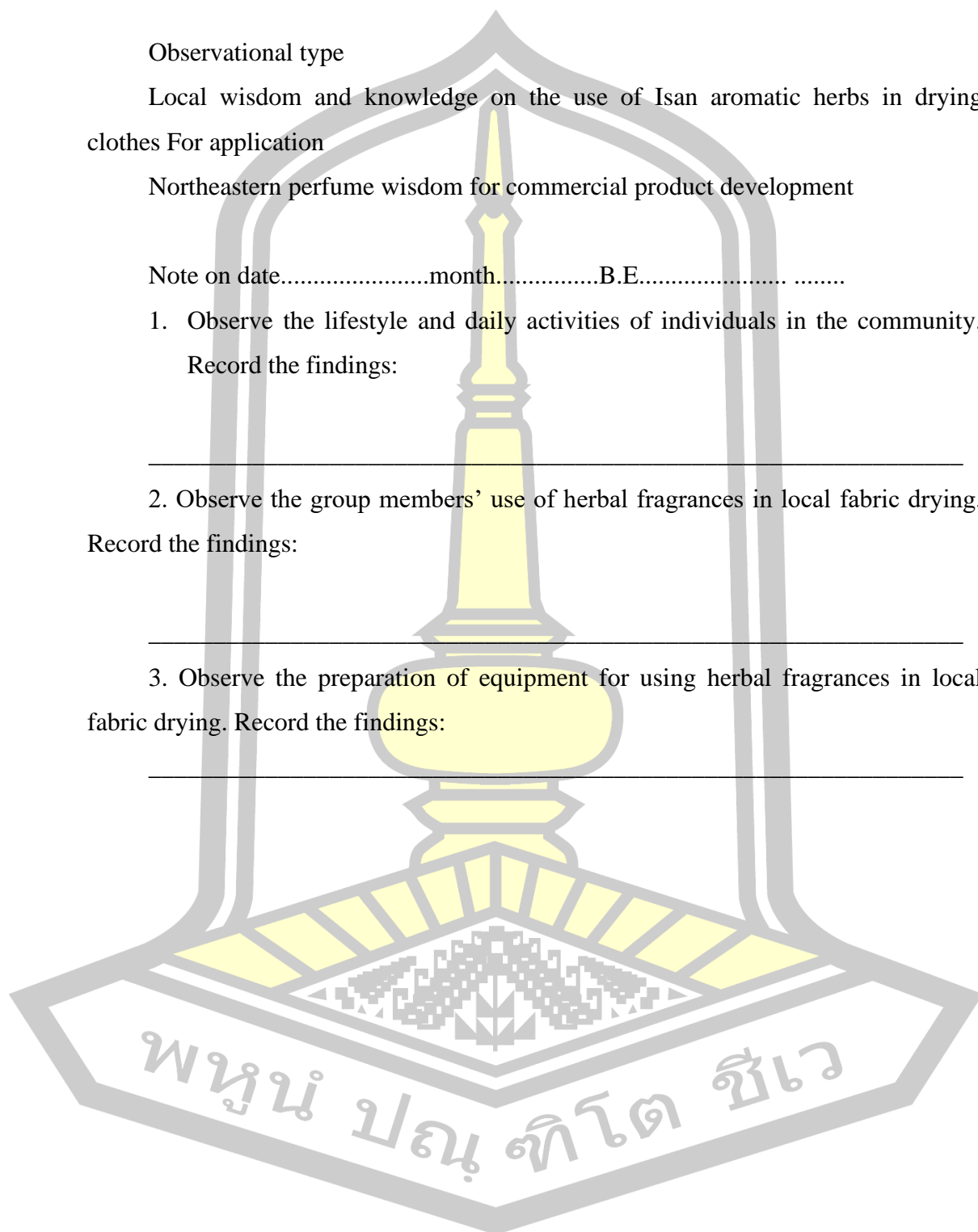
2. Observe the group members' use of herbal fragrances in local fabric drying.

Record the findings:

---

3. Observe the preparation of equipment for using herbal fragrances in local fabric drying. Record the findings:

---



## BIOGRAPHY

<b>NAME</b>	Guanhua Zhu
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<b>ADDRESS</b>	8-5-302, Wangcheng Yayuan, Xigong District, Luoyang City, Henan Province
<b>POSITION</b>	Teacher
<b>PLACE OF WORK</b>	Luoyang City , Henan Province
<b>EDUCATION</b>	2007 Sichuan Conservatory of Music (undergraduate) 2022-2025 Master of Arts Program in Cultural Science Faculty of Fine - Applied Arts and Cultural Science Mahasarakham University, Thailand.

