



# Analysis of Language Maintenance and Dialect Program Broadcasting

Jiamei Ye 

Shanghai University of International Business and Economics, Shanghai, China.

**Type of Work:** Peer Reviewed.

DOI: <https://dx.doi.org/10.21013/jems.v20.n1.p5>

**Review history:** Submitted: Feb 19, 2024; Revised: March 06, 2024; Accepted: March 24, 2024

## How to cite this paper:

Ye, J. (2024). Analysis of Language Maintenance and Dialect Program Broadcasting. *IRA-International Journal of Education & Multidisciplinary Studies* (ISSN 2455-2526), 20(1), 80-90. <https://dx.doi.org/10.21013/jems.v20.n1.p5>

© IRA Academico Research.

 This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/) subject to a proper citation to the publication source of the work.

**Disclaimer:** The scholarly papers as reviewed and published by IRA Academico Research are the views and opinions of their respective authors and are not the views or opinions of IRA Academico Research. IRA Academico Research disclaims any harm or loss caused due to the published content to any party.

IRA Academico Research is an institutional publisher member of *Publishers International Linking Association Inc. (PILA-CrossRef), USA*. Being an institutional signatory to the *Budapest Open Access Initiative, Hungary*, the content published by IRA Academico Research is available under Open Access. IRA Academico Research is also a registered content provider under *Open Access Initiative Protocol for Metadata Harvesting (OAI-PMH)*.

This paper is peer-reviewed following IRA Academico Research's [Peer Review Program](#) .

Jiamei Ye  [/0009-0009-4956-0352](https://orcid.org/0009-0009-4956-0352)

### **ABSTRACT**

This paper analyzes the advantages and disadvantages of dialect programs in TV media, and explores how they can contribute to the preservation and protection of local language and culture. It argues that dialect programs have unique benefits in highlighting cultural diversity and maintaining linguistic heritage, but also face challenges in terms of language norms, intercultural integration, and media functions. It suggests that relevant departments and media workers should improve the supervision, management, innovation, and rationalization of dialect programs, and follow the basic principles of local language and culture promotion and protection. It concludes that dialect programs are an important medium for disseminating and safeguarding local language and culture, and should be given more attention and support in the process of language maintenance.

**Keywords:** Dialect Programs Language Maintenance Advantages and Disadvantages Value

## **1. Introduction**

The popularity of news programs in dialect is due to its unique advantages: dialects are passed down from one generation to the next and can be maintained to a certain extent, while highlighting the diversity of cultures. However, on the other hand, dialect programs have shortcomings that should not be underestimated, mainly: they do not conform to language norms; they easily cause emotional damage to outsiders; they are not conducive to the development of intercultural integration; and they affect the function of the media itself. The relevant departments should strengthen supervision and management, and media workers should also face up to the shortcomings, constantly innovate, change the program format, rationalize the program content, and enhance the service consciousness, so that TV dialect programs can enter the path of benign development.

## **2. Literature Review**

### **2.1 Language Maintenance**

Language maintenance is the continued use of the native language within and between generations of a given speech community and the maintenance of language proficiency (Winford, 2003). Most of the research on the factors influencing language maintenance has focused on family (Fishman, 1991; Collier et al., 2011; Guardado, 2002), society (Tannenbaum, 2003), culture (Schumann, 1976), and policy (Borland, 2006; 2006; Bianco, 2017) and other extrinsic environmental factors, with less research on individual learner factors. Motivation is one of the individual factors that has received the most attention in language learning research. It is "a state of cognitive and affective arousal" that "motivates learners to make efforts to achieve a set of goals over time" (Williams & Burden, 1997) and plays an important role in language retention.

### **2.2 Multi-local Dialects**

The culture of a people and a region includes two major aspects: living customs and language and writing. Of these, the influence of language and writing is crucial. The unique culture of a people and a region is mainly passed on and developed through the communication of language and writing. Therefore, whether it is the language of a nation or the dialect of a region, it is a huge

repository of information that carries the history of the nation and the region for hundreds or even thousands of years (Yansheng Wang, 2021).

But with the advent of the information age, the younger generation tends to embrace the influential modern culture, including Mandarin for all. Undoubtedly, as a multi-ethnic country, the implementation of Mandarin is extremely important and must be given high priority. This will not only bridge the gap between the different cultures of different regions, but will also deepen the diversity of Chinese culture, which will continue to enrich and prosper together. In this regard, while promoting Mandarin, we should also pay attention to the preservation and transmission of ethnic languages and local dialects from the perspective of protecting ethnic cultural diversity. Nowadays, we have a very good mechanism for the protection of national languages, but we still need to form a perfect mechanism for the protection of local dialects (Jiubao Wei, 2021) .

### **2.3 Dialect Programs**

The country is a multi-ethnic and regionally culturally diverse country. The country is a multi-ethnic nation and a regionally culturally diverse nation. Over the course of thousands of years of development, due to social changes and ethnic migrations, the Chinese culture has manifested itself in the uninterrupted integration of different ethnic groups as well as different regional cultures. At the same time, the process of intermingling different ethnic groups and different regional cultures has also formed a distinctive cultural diversity (Yao Xu, 2015) .

On the screen, the host, dressed simply, sometimes with a paper fan, uses the local "vernacular" familiar to the audience, commenting on the city's parents, which makes people unconsciously close to watch. When you turn on local stations, you can find such dialect programs everywhere. As a part of TV programs, dialect programs are full of grassroots culture from content to format. The hosts comment on people's livelihood in dialects familiar to local viewers, disclose news in a light-hearted and flirtatious way, and briefly comment on events from a civilian point of view, revealing the wisdom of the people and their philosophy of life in simple and plain words. home talk programs have become a common phenomenon, however, under the bright and shiny appearance, such programs have also revealed a lot of shortcomings and shortcomings, how to deal with the bottleneck, so that it goes further, but also become a TV program should think about the subject (Yifan Zhou, 2019) .

## **3. Empirical Study**

### **3.1 Research Design**

#### **3.1.1 Objects**

The survey was administered to students in SUIBE Linguistics Class 2201. A total of 30 first-year graduate students, including 26 female students and 4 male students, participated in a mini-survey of their home dialect broadcast program. They came from several different provinces to ensure that the survey targets were highly representative in scope and characteristics.

#### **3.1.2 Instrument**

Considering that students may not watch TV programs for a longer period of time, absolute questions can be asked to local relatives and friends. The options provided in the questionnaire

were designed to be as balanced as possible in terms of number and objective in terms of attitude. Instead, the options are likely to confuse the students. In this case, the questionnaire appears to be more effective, while the options set can compensate for the limitations of the students' awareness in terms of topics, scope and occasions. To some extent, dialect programs interact with dialect maintenance and can effectively examine the class's attitudes and perceptions of this phenomenon. It helps to analyze the attitudes and opinions of viewers from different regions towards dialect programs and make some feasible suggestions.

### **3.2 Questionnaire Design**

The format of the questionnaire was single-choice and multiple-choice questions and a small number of opinion questions. The questionnaire consisted of six sub-questions, including a survey of the students' hometown area, a general survey of whether their hometown TV station has dialect programs, and a survey of the types of dialect programs in their hometown. It included a survey of approval or disapproval of dialect broadcast programs, and a survey of opinions on the advantages and disadvantages of dialect programs.

Each question is linked to the context. Students need to choose the option that best fits their viewpoint from multiple options, and some questions also allow them to write down their own viewpoint.

From the point of view of questionnaire design, these questions were divided into three types, aiming to investigate the attitudes and opinions of the students in the class about dialect programs, leading to a reflection on the opinions between dialect programs and dialect maintenance.

### **3.3 Result Analysis**

According to the collected questionnaires, the students' attitudes and opinions towards the hometown dialect programs are shown below. Analysis based on the data from the questionnaires. In general, the students in this class come from many different provinces, cities, and regions and are widely distributed. The percentage of students whose hometown TV stations retained dialect broadcasts was 63.64%. Among them, local livelihood news accounted for the highest percentage, over 50%, followed by mediation programs (regulating family trivialities, neighborhood relations, etc.), followed by interview programs, cultural programs, food programs, and matchmaking programs in that order. (To add to this, there are variety shows, funny shows and lifestyle shows). Nearly 95% of the students were in favor of the dialect broadcasting format.

Regarding the advantages of dialect broadcasting, more than half of the students agreed that dialect programs are more accurate in terms of audience, more friendly and easy-going in format, and have their own style. The dialect program is the new media's recognition and support of regional culture, which will form competition in the program, thus improving the quality of the program, passing on the human body identity of local culture, and can achieve language maintenance (dialect maintenance) and interesting dialect broadcasting.

At the same time, regarding the disadvantages of dialect programs, more than half of the students agree that foreign hosts cannot master the dialect broadcast format, and secondly, most of them think that dialect programs will impact the use and promotion of standardized language,

and even affect the language discrimination of foreigners, which is not conducive to cultural integration and common development. A few students also believe that too much news about people's livelihood will exaggerate negative emotions, and that the quality of the program is not high enough, without breadth and depth. Dialect programs have a tendency to be overly entertaining, with too many trivia broadcasts.

### **3.4 Summary**

Most of the students participating in the survey retain dialect programs in their hometowns, and most of them tend to support the dialect broadcast format. This tendency reflects, to some extent, the approval of dialect programs.

The relatively uniform attitude of the students suggests that dialect programs are somehow necessary for social media and are worthy of being retained, and that dialect programs have their positive effects. The students saw more advantages of dialect broadcasting, such as accurate audience targeting and friendly and easy-going format, as a way for new media to support and recognize regional culture, to create language retention, and as a way for dialect maintenance. It is also a window and platform for local culture.

At the same time, dialect programs also have a series of shortcomings, such as the program quality is not high enough, there is no breadth and depth, the program overly pursues entertainment, too much trivia broadcasting, etc. Therefore, there is a need to further improve the series of problems of dialect broadcasting in order to get a better foothold for dialect programs in TV programs.

## **4. Dialect Programs and Language Maintenance**

### **4.1 The Relationship between Dialect Programs and Language Maintenance**

Dialects are carriers of regional language and culture, and in the process of rapid development of modern society, dialects not only belong to a tool for people to communicate with each other, but also transform into a symbol that represents certain regions. In this context, dialect programs play an important role in the process of maintaining regional language and culture, mainly because dialect programs contain social and livelihood topics related to the lives of people in the region, the content of the programs is close to people's lives, and the language has the characteristics of people-friendly, so that social and livelihood topics can be used to show the social and folk customs of the region in a comprehensive manner, and can also effectively inherit regional dialect culture. In this process, mass media can also balance the maintenance, protection and dissemination of dialect culture, which has a good function of passing on social language and culture.

With the functional advantages of mass media, dialect programs can make people have comprehensive contact with dialects and regional language and culture, and make dialects permeate people's lives and play a role in the inheritance and preservation of regional language and culture.

### **4.2 The Relationship between Dialect Programs and the Preservation of Local Language and Culture**

Currently, dialect programs play an important role in the preservation of local culture in China,

mainly because of the accurate information about local language and culture involved in dialect programs. As a mass media with authority, dialect programs can ensure the accuracy of dialect contents in the programs, so that the local culture people are exposed to will not have deviation and error problems, which can not only effectively spread local culture, but also form a good form of local language and culture maintenance by protecting the role of local language and culture.

## **5. The Strengths, Weaknesses and Values of Dialect Programs**

### **5.1 Strengths of Dialect Programs**

First of all, it is the emotional needs of the audience that make dialect programs. Traditional programs feel serious, but in life, audiences prefer to watch programs that make them have fun, relieve stress from life and work, communicate and interact with each other. Dialect programs are easy to resonate with as they broadcast the local city life in dialect and focus on the lives of ordinary people.

The unique resource that local TV stations have is their regional characteristics, which makes localization a competitive tool among TV media. Since TV media is mainly audience group of local people, and local people are more accustomed to and easily accepted by dialect. The emergence of dialect news programs not only fills a gap in the TV market and makes the programs fresh and unique, but also allows dialects to be maintained to a certain extent, and the presentation of dialects on TV is also a form of expression and heritage.

Dialect programs have gained the love of audiences and quickly cultivated a stable group of viewers. With such unique linguistic charm, coupled with the program's civilian perspective, lifelike content and diverse presentation, dialect news programs have advantages in accessibility and affinity that other news programs cannot match, and can easily resonate with local audiences.

### **5.2 Weaknesses of Dialect Programs**

The first contradiction exists with the popularity of Mandarin. There may not be many barriers to communication between neighboring dialect areas, but communication between different dialect areas can be much more difficult. As a news medium facing the general public, television media should use standardized language that is acceptable to the public to ensure the unimpeded dissemination of information.

The second is the relative limitation and exclusivity of the audience. The target of mass communication is the general public, while dialect programs are targeted at specific regional audience groups, which belong to the category of niche communication. However, today's society is highly mobile and a large number of foreigners are gathered in cities. At this time, local dialects not only deprive these audiences of their right to know, but also make them feel left out in social activities because they do not speak the local dialect.

The excessive pursuit of entertainment has also weakened the credibility of the dialect programs themselves. The media plays an upward and downward role between the government and the audience. On the one hand, the news media is the "mouthpiece" of the Party and the government, and the government's decisions need to be publicized to the audience through the media; they should reflect the real situation and living conditions of the audience in the programs,

listen to their voices, and provide a scientific and reasonable basis for the Party and the government to make decisions.

And in the form of communication, it is almost in the form of pure entertainment for communication and interpretation. In this way, dialect programs began to gradually tend to be entertaining and story-oriented. The effect of this approach is good in the short term, but in the long run, the program will easily fall into a situation of non-ass, non-horse and self-contradiction.

### **5.3 Values of Dialect Programs**

It is not an accident that many places have consciously introduced dialect broadcasting. This phenomenon shows that local dialects have been highly valued as an important element of local culture. People are maintaining their own language and culture through the power of the media, and now local dialect broadcasts have been launched in places such as Jiangxi, Shanghai, Guangdong, Fujian, Hunan, Jilin, etc.

According to relevant survey data, the ratings of these dialect broadcasts have been considerable, and dialect broadcasts have become an important means for the older generation to ask the new generation to pass on local culture. The dialect broadcast has given us an important insight into how radio and television, as media with an important influence on the public, play a vital role in preserving local dialects and take on the important responsibility of preserving local dialects and their local culture. It is this media power that provides the most compelling reason for the older generation to influence the new generation to preserve and pass on the culture of local dialects, and it also shows that the significance of local media in launching dialect broadcasts goes far beyond satisfying the needs of the audience and is well placed to take on the historical responsibility of preserving the cultural diversity of our country.

#### **5.3.1 Enhancing the Social Status of Local Dialect Culture**

In the process of dialect program development, mass media with authority can be used to disseminate dialects, broaden the dissemination channels of dialects, and give certain recognition to dialects, which can not only inherit and promote dialect culture and maintain local dialect culture with the help of TV programs, but also enhance the recognition of local dialect culture by audience groups and improve the status of local dialect culture in the society.

#### **5.3.2 Enhancing People's Awareness of Maintaining and Protecting Local Dialect Culture**

At present, people lack the concept of maintaining dialects and do not have the correct awareness of preserving local dialect culture in terms of language perception.

The dialect programs have given the dialect TV status, which contains many language examples that help to change people's conceptual cognition, and the TV programs have a certain function of changing people's cognition. To a certain extent, it can also mobilize people's enthusiasm to protect dialect culture and local culture, so that they can establish the correct concept.

At the same time, dialect programs can also create a better media carrier and spatial environment for dialects. For example, the Zhejiang dialect radio program "Qian Tang Lao Niang Jiu" creates a media carrier for Zhejiang dialects and creates a good environment for spreading



Hangzhou dialect and local culture, which can guide people to form the concept of maintaining dialect culture and enhance the consciousness of protecting local dialect culture through the media form.

## **6. Measures for Dialect Programs in Language Maintenance**

### **6.1 Comprehensive Integration of Local Cultural Resources**

In order to preserve and transmit language and culture more deeply through dialect programs, the integration of local language and culture should be carried out to give full play to the positive role of dialect programs in the preservation and transmission of local languages. In the process of producing dialect programs, local language and culture should be effectively read and analyzed, filtered and integrated to make them into programs for audiences. For example, dialect programs can be used to introduce local festival customs and introduce people to the process of making food and the way of making food in different festivals, so that people can fully understand and grasp the meaning and connotation of traditional festival food while watching dialect programs.

This will not only lead people to form a deep understanding of local culture, but also use the diversified content of the program to mobilize people's interest in learning and maintaining the interest of local language and culture.

### **6.2 Creating Dialect Programs of Local Art and Culture**

In the process of producing dialect programs should pay attention to the inheritance and protection of traditional local language and culture, inserting promotional films of festivals in dialect programs during the time of traditional festivals, and shooting promotional films according to the costumes and costumes of traditional festivals to create refreshing and good programs for audiences.

In recent years, the use of dialects in several regions of China has become increasingly rare, and the introduction and promotion of dialect programs in folk arts can use TV programs as a platform for the dissemination of dialects to attract more local young people to watch and better spread and maintain the local language. In creating local dialect programs, we should integrate various regional language elements, record high-quality dialect-related videos, and also produce dialect programs and propaganda programs involving local people, etc. We can use diversified program contents and formats to mobilize the audience's interest in watching, create a better environment for local dialect propaganda, and enhance the effect of dialect programs in language maintenance and cultural transmission. This will enhance the effectiveness of dialect programs in language maintenance and cultural transmission.

### **6.3 Follow the Key Points of Dialect Program Production**

As a niche dialect program, in order to attract audiences and adapt to the development of society in the long run, it should follow the relevant principles of transformation and development, and produce dialect programs in accordance with the needs of maintaining and passing on local dialect culture, and follow the relevant program production points:



### **6.3.1 Follow the Basic Point: Content is King**

In the process of producing dialect programs, we should follow the basic point that content is king, set attractive local dialect culture content, and attract more people to watch with interesting dialect program content. The content of dialect programs should be set to preserve the dialect culture and inherit the local dialect culture, which is attractive while being close to people's lives. Consider setting up some traditional festival games and traditional festival dress-ups in dialect programs to introduce the stories of traditional festivals for people and attract them to watch them.

### **6.3.2 Follow the Basic Points: Branding**

Branding is the main measure for TV programs to maintain a stable audience. At present, some dialect programs do not decrease in viewership after a period of time, although the quality of the programs has decreased, which is the effect of the brand effect. Therefore, during the production of dialect programs, they should develop in the direction of branding, attract and maintain audience groups with the power of branding, and improve the viewership of dialect programs. In the process of creating a brand image, work should be carried out with the help of local culture, and as far as possible, cultural customs and other local characteristics should be taken as the brand promotion points of dialect programs, so as to not only create a good brand image of dialect programs, but also to promote the good development of dialect programs and give full play to the positive role of inheriting and protecting local culture.

### **6.3.3 Follow the Basic Points: Refinement**

During the dialect program inheritance and preservation of local dialect culture, the basic points of refinement should be followed, and the content of the program should no longer be roughly produced, but the production work of the program should be carried out in a refined manner, for example, during the production of local dialect drama can be adopted in a refined manner, focusing on the integration of creativity and technology, focusing on innovative activities, mining localized program materials, ensuring that in the process of producing relevant programs and the audience's. For example, during the production of local dialect dramas, a refined approach can be adopted to focus on creativity, technology integration, innovative activities, and the exploration of localized program materials to ensure that the process of producing relevant programs and the local cultural needs of the audience fit each other, and to meet the spiritual and cultural needs of the audience while promoting good development and progress of dialect programs.

## **7. Conclusion**

The unique format of dialect news programs and their appeal will continue to attract the appropriate local audience and have a positive impact on the maintenance of local dialects. On the other hand, we must also see that dialect programs have obvious shortcomings, and the relevant departments should strengthen supervision and management, and media workers engaged in dialect news programs should establish a sense of mission and historical responsibility of mass media, face their own shortcomings, continue to innovate, change the program format, rationalize the program content, and enhance service awareness. Only in this way can TV dialect programs

enter a healthy development path and contribute to language maintenance.

To sum up, in the process of local language preservation and protection, dialect programs have an important heritage and protection significance, and can be used to disseminate local cultural knowledge and protect local language culture through authoritative mass media, which is an important carrier of local language heritage and protection. Therefore, in the process of inheriting and maintaining local language and culture, we should pay attention to the production of dialect programs, comprehensively integrate and gather local cultural contents, pay attention to the promotion and protection of local language and culture, follow the basic points, and give full play to the role and advantages of dialect programs.

## Reference

- Borland, Helen (2006). Intergenerational Language Transmission in an Established Australian Migrant Community: What Makes the Difference? *International Journal of the Sociology of Language*, 2006(180), -. doi:10.1515/ijsl.2006.038
- John H. Schumann (1976). SOCIAL DISTANCE AS A FACTOR IN SECOND LANGUAGE ACQUISITION., 26(1), 135-143. doi:10.1111/j.1467-1770.1976.tb00265.x
- Tannenbaum, M. (2003). The Multifaceted Aspects of Language Maintenance: A New Measure for its Assessment in Immigrant Families [J]. *International Journal of Bilingual Education & Bilingualism*.
- Winford, D. (2003). *An Introduction to Contact Linguistics* [M]. United Kingdom: Blackwell Publishing.
- Janie Rees-Miller (Marietta College, U.S.A). (2002). Language Shift, Death, and Maintenance of Native American Languages. *Foreign Languages (Journal of Shanghai International Studies University)* (06), 18-34.
- An Mei. (2011). Minority Language Maintenance in a Bilingual Environment. *Guizhou Ethnic Studies* (04), 185-190. doi:10.13965/j.cnki.gzmzyj10026959.2011.04.006.
- Chen, S. D. & Zhang, J. (2021). Precision Communication of Local Radio and Television Programs in the Context of Media Convergence: An Example of Fuzhou TV's Dialect Program "Climbing to Speak". *Journal of Chinese Radio and Television* (04), 42-45.
- Guo, Hee. (2008). Some Issues of Mother Tongue Maintenance in a Multilingual and Cultural Context: The Case of Singapore. *Language and Literature Applications* (04), 2-11. doi:10.16499/j.cnki.1003-5397.2008.04.001.
- Wei Jiujiu Newspaper. (2021). A Study of Factors Influencing the Maintenance of Ancestral Language Proficiency - A Case Study of Chinese Adolescents in Japan. *Language and Literature Applications* (04), 104-115. doi:10.16499/j.cnki.1003-5397.2021.04.007.
- Wang, Lieqin. (2012). Language Endangerment and Language Maintenance. *Journal of Hebei University (Philosophy and Social Science Edition)* (05), 111-113.
- Wang, Shengyan. (2017). The Status Quo and Hidden Worries of Urban Broadcasting Dialect Programs-Taking Yangzhou TV's Today's Life as an Example. *Contemporary Television* (05), 64-65. doi:10.16531/j.cnki.1000-8977.2017.05.031.

- Wang, G. X. & Hu, Liangjie. (2012). On the Mutual Constraints of Language Planning and Language Maintenance. *Qinghai Ethnic Studies* (01), 72-74. doi:10.15899/j.cnki.1005-5681.2012.01.007.
- Xu, Yao. (2015). The Inheritance of regional Culture by TV Dialect Programs. *Contemporary Television* (11), 31-32. doi:10.16531/j.cnki.1000-8977.2015.11.104.
- Zhou, G. Y. & Zhu, D. K. (2016). A Study on the Language Maintenance Pattern of Ethnic Minority Migrants in the Upper Reservoir Area of the Pearl River Water System. *Journal of Central University for Nationalities (Philosophy and Social Science Edition)* (01), 150-155. doi:10.15970/j.cnki.1005-8575.2016.01.021.
- Zhou, Yi-Fan & Qiao, Quan-Sheng. (2019). The Evolution of Dialect TV Programs and Cultural Reflection: Living Survival and Value Symbiosis. *Modern Communication (Journal of Communication University of China)* (06), 86-92.
- Zhang, Xianliang & Wang, Min. (2013). Dialect Programs and the Construction of Linguistic Harmony in the Process of New Urbanization--A Case Study of Hangzhou TV's "A Liutou Speaks News". *Zhejiang Social Science* (09), 135-141+160. doi:10.14167/j.zjss.2013.09.004.
- Zheng Yi. (2015). Linguistic Localization Strategies of TV Dialect Program Hosts--Taking Enshi TV's "News in Six Sips of Tea" as an Example. *Journal of Hubei College of Nationalities (Philosophy and Social Science Edition)* (02), 122-125. doi:10.13501/j.cnki.42-1328/c.2015.02.023.
-