

# *Research Progress of 'Internet + Dialect' Based on Language Poverty Alleviation and Industry*

**Kai Fan**

*Tianjin Foreign Studies University, Tianjin 300450*

**Keywords:** Dialect, Language Poverty Alleviation, Language Industry

**Abstract:** The diversity of language and its economic effects have been discussed recently. We summarize the existing research on 'Internet + Dialect' from three aspects: language poverty alleviation, language industry and dialect database. Studies have shown the importance of dialect diversity has gradually increased, and its positive economic effects on poverty should be fully utilized. However, there are some limits to connote language poverty alleviation. The problems existing in the language industry need to be solved urgently. Relevant research puts forward corresponding improvement measures. This paper has the following three purposes. First, to put forward the development direction and suggestions for 'Internet + dialect' in policies, platforms and funds. Second, to provide new ideas for targeted poverty alleviation and the establishment of dialect archives. Third, to raise national cultural consciousness and cultural confidence through dialect inheritance.

## **1. Introduction**

Since 2005, “*National General Language Law of the People's Republic of China*” has stipulated that Mandarin is a national common language and then Mandarin promotion has been vigorously carried out. With the increase of Mandarin penetration, dialects decline to some extent. At the same time, most areas have not formed a dialect database. The use of dialects is not conducive to the improvement of Chinese cultural confidence. For most backward areas, there are local dialect users. But most of them do not combine their dialects with the Internet to make their dialects enter the public view. That is to say language poverty alleviation has not been well applied. Some dialect apps only stay in translating dialect into mandarin, and do not involve how to enter the market of dialect culture through the Internet. They are not involved in the field of poverty alleviation, and the language industry has not been sufficiently developed.

Based on this situation, in January 2013, China officially promulgated the “*National medium and long-term language reform and development plan outline (2012-2020)*”. It clearly put forward the relevant provisions for the protection and inheritance of dialects, and emphasized the importance of building language database and further exploring the value behind the use of dialect language. If we can better establish the innovative language industry of 'Internet + dialect' and make good use of the new connotation of language poverty alleviation, it will not only bring certain income to backward areas, but also help to form a dialect database and activate national cultural confidence in China's local culture.

Therefore, it is important to clarify the research progress of 'Internet + Dialect' language poverty

alleviation and its industry, and analyze the current situation of its language industry.

## **2. Research Progress of 'Internet + Dialect' Based on Language Poverty Alleviation and Industry**

### **2.1 Research progress on language poverty alleviation**

#### ***2.1.1 Relationship between linguistic diversity and poverty***

The meaning of linguistic diversity and its relationship with poverty have been discussed in China. Giles Grenier and Liu Guohui (2018) studied the economic value of language diversity. A common language will improve communication and improve economic efficiency, but the diversity of languages also has its economic and cultural values. Language is a form of cultural expression, so it is also valuable to maintain linguistic diversity.

In terms of the relationship between language and poverty, Wang Hailan (2019) explained in detail that language diversity affects economic development through various mechanisms. China is a multi-dialect country with strong linguistic diversity. Although it hinders the development of relatively poor areas to some extent, the positive role of linguistic diversity cannot be ignored.<sup>[1]</sup> Dialect increases the cost of communication, but its diversity means the integration of different cultures, which is likely to increase industry and employment. We should use the positive role of dialect to make it contribute to economic development.

#### ***2.1.2 Theoretical analysis of language poverty alleviation in China***

The theory and practice of language poverty alleviation have also been elaborated. Based on the analysis of history and policy directions, Wang Chunhui (2018) studied the role of language factors in tackling poverty. Wang proposed that language, as a capital, can play an important role in changing the disadvantages of education, then helping to change employment and economic disadvantages, so as to achieve the purpose of poverty alleviation. While promoting mandarin and implementing language targeted poverty alleviation strategy, we should pay attention to the maintenance of dialect diversity and build a multilingual society.<sup>[2]</sup> From diachronic and synchronic perspectives, Wang (2019) pointed out the role of language poverty alleviation practice in China's anti-poverty vision is increasing. The connotation of language targeted poverty alleviation is becoming more and more clear. The scarcity theory also provides many inspirations for language poverty alleviation. The characteristics of the previous stage of language poverty alleviation in the 70 years (1949-2011 and 2012-2019) of China are as follows. The effect of former stage poverty alleviation is indirect and the model is a partial force. The effect of the latter stage is direct and the model is systematic. China's poverty alleviation and language poverty alleviation in the post-poverty period will also face new challenges.<sup>[3]</sup>

#### ***2.1.3 Mechanisms and practices for language poverty alleviation***

Academic circles have made relevant explorations on the mechanism and practice of language poverty alleviation. Li Zhiling (2020) clearly points out the realistic needs of multilingual poverty-stricken areas, as well as the economic value and social benefits that language poverty alleviation can produce. We support the adoption of the three-level language poverty alleviation mechanism of general language, native language and foreign language. On the basis of the main work of popularizing poverty alleviation, we explore the local construction role of non-universal languages (mainly national languages, Chinese dialects and foreign languages), focusing on three core issues, namely, accurate implementation of language problem identification, language resource supply and demand, and complete exit mechanism.

## 2.2 Research progress on language industry

### 2.2.1 *The economic nature of language and the language industry*

Many scholars began to study the economic nature of language and apply it to promote the development of the language industry.

Zhang Weiguo (2008) demonstrated the economic nature of language from the perspective of human capital, public goods and institutions, and put forward three propositions of language economics: language is a kind of human capital. Language is a public product. Language is a system. As human capital, language is one of the important factors that determine employment in the labor market and people's labor income, which is closely related to social and economic activities and people's economic status. As a public product, language itself can directly affect the choice and formulation of language policies. As a system, language not only affects transaction costs, but also affects the efficiency of other institutional arrangements. <sup>[4]</sup>

According to the present situation of language industry, Huang Shaoan, Su Jian and Zhang Weiguo (2012) interpreted the economic definition of language, the connotation and extension of language industry. They believe that the language industry is a kind of production and service activities. The language industry adopts market-oriented management to produce language products or language services to meet the multi-level needs of various language products or services. The extension of language industry includes language promotion, training and education, language translation, etc.

Based on the existence and form of language industry, Li Yuming (2019) interprets the unique role of language industry in popularizing linguistics and language conditions, cultivating social language awareness, developing language services and improving the quality of language life. With the coming of the era of artificial intelligence, the pace of development of the language industry has accelerated rapidly. The research on the language industry must also develop rapidly to keep up with the pace of economic development in the new era. <sup>[5]</sup>

### 2.2.2 *The present situation of language industry in China*

While China's language industry has made great progress, there are also some problems.

Shao Haiyan (2020) introduces the status of language poverty alleviation and language industry development in China, and explains the relationship between language poverty alleviation and language industry development. Language poverty alleviation and language industry started late in China, but have developed to a large extent. However, China's language industry lacks special management institutions and the overall strategy of language industry development.

Chu Xin (2019) pointed out the problems existing in China's language industry from the perspective of economics: First, the lack of industry norms and brands. Second, Chinese character information technology needs to be improved. Third, the degree of industrialization in the process of Chinese international output is insufficient.

### 2.2.3 *Development strategy of Chinese language industry*

In order to solve the existing problems of China's language industry, the academic circles put forward the development strategy of China's language industry. Huang Shaoan, Su Jian and Zhang Weiguo (2012) pointed out that the development of language industry in China needs to formulate language industry strategy based on the overall strategy of national economic and social development as soon as possible. Attention should be paid to the popularization of linguistic economics research and its achievements. Pay attention to relevant personnel training and technical support. Formulate and improve relevant laws and policies. Establish a database around the relevant statistical indicators of the language industry. <sup>[6]</sup>

## 2.3 Research progress on dialect database

### 2.3.1 Present situation of dialect database establishment in China

Academic circles have conducted in-depth research on the current situation of the establishment of dialect database in China.

Li Zhenghong (2016) conducted research and analysis from multiple perspectives on the known dialect database in China, and summarized some existing problems and shortcomings. First, the dialect database is not open to the public. Furthermore, the construction of dialect database does not fully mobilize the wide participation of users.<sup>[7]</sup>

Tonglaga (2020) investigated the construction of dialect database from comprehensiveness, regionality and minority dialects. He pointed out that the achievements of dialect database in China were scattered and unsystematic. The diachronic and consensus research on dialects did not achieve the desired results. He believes that it is necessary to carry out the digital research on regional dialects and protect and inherit regional dialects through multiple channels.

### 2.3.2 Optimization of Chinese Dialect Database

For the optimization of dialect database establishment, Chinese scholars continue to explore new ways of dialect preservation. They put forward a dialect database optimization method combining dialect with computer, communication and other disciplines.

Zhou Yang (2007) pointed out that linguistics in the information age requires the full use of computer technology to promote the development of disciplines. Computer aided Chinese dialect research has greatly promoted the development of this discipline.

Shao Huijun and Qin Lvye (2008) discussed the basic idea and framework of using computer to build Cantonese phonetic database to save more dialect data in the future. And it can lay the foundation for further theoretical research such as dialect type comparison, geographical distribution of dialect characteristics, dialect phonetic data analysis.<sup>[8]</sup>

Zhou Yifan (2020) combines linguistics and communication from the perspective of interdisciplinary research. She investigates the dialect communication landscape and dialect communication mode, and expands the preservation method of dialect database through communication means.

## 3. Conclusion and prospect

Studies have interpreted the relationship between language diversity and poverty and the connotation of language poverty alleviation. The economic meaning of language economy and the problems of language industry are explained in detail. The current situation and development of dialect database are discussed. From the above combing we can get the following conclusions and prospects.

Both society and research have realized the importance of dialect diversity. Dialects and poverty interact with each other. We should give full play to the positive role of dialects to promote the economic development of relatively poor regions. However, at this stage, most of the understanding of language poverty alleviation only stays in the following three points: First, popularizing mandarin in relatively poor areas to improve their employment opportunities. Second, grassroots service personnel should master relevant dialects and communicate with the people in poor areas to help regional economic development. Third, the connotation of language poverty alleviation can be summarized as catchwords, native language, foreign language learning.

Although the cultural connotation of dialect diversity is not denied, it is only regarded as one of the factors hindering economic development. The cultural value of dialect diversity is not displayed.

In view of the language industry, China's current language industry market lacks clear market orientation and norms. The industry is also relatively limited. It only stays in a small range of language translation and education and training, and fails to give full play to the economic value of dialect diversity. At the same time, China's language culture industry in terms of export has a larger room for improvement.

Based on the study of dialect database, we can see that there are two main problems in the dialect database of our country: First, the establishment of dialect database is scattered and not systematic. Second, the public has no sense of participation in the establishment and retrieval of dialect databases. In this regard, the study concluded that the combination of communication and computer new ways to improve the establishment of dialect database.

In the future, according to the relevant support policies formulated by the state and the market orientation of the dialect industry, the research on the language poverty alleviation and its industry of 'Internet + dialect' can integrate dialect linguistics, communication science, computer science and other disciplines. Building a dialect platform and use dialect to protect Chinese traditional culture through Internet will work. The benefits of the platform are used to promote the economic development of relatively poor areas. At the same time, the public can participate in establishing dialect database. It not only greatly reduces the cost of collecting dialects, but also raises the cultural consciousness and cultural confidence of the people.

## Acknowledgments

This work was funded by Tianjin University Students' Innovation and Entrepreneurship Training Program (Project No. 202010068019)

## References

- [1] Wang Hailan. *Present situation and thinking of language and poverty research from the perspective of domestic economics* [J]. *Language strategy research*, 2019, 4 (01): 34-43.
- [2] Wang Chunhui. *On the role of language factors in poverty alleviation* [J]. *Jiangnan Academic*, 2018, 37(05): 92-100.
- [3] Wang Chunhui. *Theory and practice of language and poverty* [J]. *Language strategy research*, 2019, 4 (01): 12-21.
- [4] Zhang Weiguo. *Language as human capital, public goods and institutions: a basic analytical framework of linguistic economics*. [J] *Economic research*, 2008, (02): 144 – 154.
- [5] Li Yuming. *Some problems of language industry research* [J]. *Journal of Jiangsu Normal University (Philosophy and Social Sciences)*, 2019, 45 (02): 12 – 19 + 123.
- [6] Huang Shaoan, Su Jian, Zhang Weiguo. *The meaning of language industry and the development strategy of language industry in China* [J]. *Economic dimension*, 2012, (05): 24-28.
- [7] Li Hongzheng. *Research on the construction status of Chinese dialect resource database in China - Taking three resource databases as examples* [J]. *Journal of Qujing Normal University*, 2016, 35 (02): 92-96.
- [8] Shao Huijun, Qin Lvye. *On the Construction of Cantonese Speech Database* [J]. *Academic Research*, 2008, (04): 147-150.