

Reflections on the Promotion of National Standard Spoken and Written Languages in Minority Areas by Short Videos under the Background of New Media

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Keywords: Internet Short Video, Popularization of Standard National Spoken and Written Language, Language Poverty Alleviation, Rural Revitalization

Abstract: As one of the working languages of the United Nations, Mandarin is of great significance in the language communication of Chinese people. The promotion of Putonghua in ethnic minority areas plays an important role in poverty alleviation. In the context of new media and Internet +, it is not only feasible to promote Putonghua in ethnic minority areas with the help of short video platforms, but also has incomparable advantages in other ways. Based on the ethnic minority areas, this paper carries out the thinking and research of the popularization of the national standard language.

From the perspective of historical development, the spread of human culture has experienced three stages: spoken language, written language, printing and electronic media. The exhibition of Internet technology and development has caused great changes in the way of cultural communication. In the era of new media, watching and creating short video platforms has become an inseparable part of People's Daily life. According to the 49th Statistical Report on the Development of Internet in China released by CNNIC, as of December 2021, the scale of short video users in China was 934 million, and the usage rate of short video among netizens reached 90.5%. At present, the current short video platforms include Douyin, Kuaishou, Toutiao, wechat, QQ, Miaopai, Meopai, NetEase, and e-commerce platforms. Short videos have already penetrated into the daily learning, entertainment and communication of the public. Correspondingly, short video platforms have a huge user base, and people use mobile phones to shoot and produce short videos. This paper takes Douyin short video platform as an example to explore the necessity, feasibility and practical path of short video platform to help promote Putonghua in minority areas.

1. Necessity and Significance of Promotion in Ethnic Minority Areas

High-quality popularization of standard Chinese is the language foundation for building a high-quality education system, a new agricultural tool for rural revitalization, an important way to solidify the sense of community of the Chinese nation, and plays an important role in social and economic development. [1] TuiPu boost rural revitalization plan, the three areas, three states, for

example, it contains numerous ethnic minority autonomous areas, there are many common problems, ethnic minority areas and social development, because of the large here interregional differences between education popularity is not high, the natural environment resources endowment, the same ShuXieShi and traditional education work for poverty alleviation is not big, This is the most difficult "hard bone" for the country to finish building a moderately prosperous society in all respects. How to ensure that ethnic minority areas do not return to poverty and do not fall behind in revitalization? High-quality promotion and popularization of standard national spoken and written languages is a good poverty-alleviation method for the revitalization of ethnic minority villages. There are several reasons:

First, it is conducive to improving the language and cultural literacy of ethnic minority rural talents and increasing their individual competitiveness. The embodiment of human capital includes the degree of language mastery. A good command of the common national language can increase individual labor income and individual employment opportunities. According to Gonzalez, on average, low or limited English proficiency in the United States can lead to a loss of 3.8 percent to 38.6 percent in wages and 6.5 percent in job opportunities. The same is true for Chinese minority workers, and the Chinese level of minority workers is often positively correlated with the level of income. For example, Yingji Zhuoma and Zhang Junhao's empirical study on the relationship between Tibetan college students' bilingual ability and income found that the correlation between Chinese proficiency and income was very significant, which showed that the income level of local Tibetan college graduates increased with the improvement of their Tibetan-Chinese bilingual proficiency.

Second, it is conducive to helping the revitalization of minority rural industries, promoting industrial upgrading and extending the industrial chain. Minority village has beautiful pastoral scenery, more chic amorous feelings of rural construction, the unique humanistic features such as resources, promotion of national common language, can better help minority areas investment promotion and capital introduction, developing local Internet +agriculture, handicraft industry tourism kang, cultural creative industries, promote the local traditional single farming and animal husbandry to the secondary and tertiary industrial upgrading, Rationally extend local industrial chain and promote coordinated economic development.

Third, it is conducive to the construction of rural governance system. To improve the Putonghua communication ability of grassroots cadres of ethnic minorities and Han nationality as the breakthrough point, better communicate with the masses, serve the people, improve the overall popularization and level of Putonghua in rural areas, improve the efficiency of village governance, and help the construction of rural governance system.[1]

Fourthly, it is conducive to the prosperity of the traditional language and culture of ethnic minority villages and the interactive transmission of information. Putonghua is the common language of the country. Mastering this language skill will enable ethnic minority villagers to communicate with other ethnic compatriots more conveniently and directly through the Internet. In sichuan Tibetan web celebrity Ding Zhen, for example, Ding Zhen unique natural endowment, environment resources, livelihood way on the basis of "natural personality" and features a national character, diet, marriage si based on the cultural differences of "humanities character" made him the trill of the short video platform "appearance", gain the attention of a large number of Internet users, While propagating the traditional language and culture of our own nation, we can also better communicate with the outside world to obtain information and promote cultural exchanges between different nationalities. Poverty alleviation FuZhi first, FuZhi first language, learning to use a good national common language is the ethnic minority areas out of poverty is not Chinese, the basis of rural revitalization action TuiPu tackling tough problems in national minority, to consolidate the poverty prison crucial achievement, serve the community of the Chinese nation consciousness and

the high quality durable development of the ethnic minority areas is of great significance.

2. The Feasibility of Short Video Platform Promotion in Ethnic Minority Areas

Short video platforms have a huge user base. The current short video platforms include Douyin, Kuaishou, Toutiao, wechat, QQ, Miaopai, Meopai, NetEase, and e-commerce platforms. People use mobile phones to shoot and produce short videos. Take Douyin as an example. Douyin Short Video is a social software for creative music videos for all ages, which was launched in 2016. Users can select songs and shoot music works to form their own works through this software.

According to the "2021 Douyin Data Report" released by Douyin, Douyin's knowledge dissemination has begun to take shape. In 2021, colleges and universities broadcast 14,463 shows on Douyin. The Douyin public classes of Tsinghua University and other universities enable more and more people to experience the charm of knowledge across time and space. At the same time, Douyin has far surpassed traditional methods in the dissemination of traditional culture. Users have viewed museum-related videos on the platform 38 billion times in 2021, which is 70 times the total number of museum visitors in China in 2020. In 2021, rural related videos were praised more than 2.4 billion times on Douyin platform. More and more treasure rural products came into people's view due to the promotion of short videos, and 9.793 million agricultural products were sold to the whole country through Douyin e-commerce. It can be seen that Internet Plus is the trend of The Times. It is not only feasible but also has incomparable advantages to promote Putonghua in minority areas by means of short video platform.

There are five advantages of Toupu in minority areas:

First, short video creation participation threshold is not high. In terms of the platform, Douyin network We-media platform has relatively loose conditions for users to enter. In addition to enterprises, individuals can also carry out we-media services through simple identity authentication. From the perspective of Pupu video creation, short video creation only takes a certain amount of time and energy, which can be achieved by recording short videos and promoting them online. This means that the trial and error cost of relevant departments or individuals is low, and the practical road of short video popularization can be explored continuously.

Second, short videos are expressive. Compared with text, pictures and other media, short video is more expressive in communication. It can be used as a medium to popularize common language in minority areas. On the one hand, it can put Putonghua teaching in the "hidden curriculum", which can add more interesting space for teaching and make things more delicate and silent. On the other hand, it can make language learning more suitable for life and the learning basis of minority learners, which is more acceptable.

Third, short videos have strong social attributes. The social nature of short videos can stimulate participatory expression and create a learning atmosphere and enthusiasm within the scope.[2] One of the important communication characteristics of short video is the strong transmission and high production behavior of users themselves. The core action of short video users is to review comments. This social attribute of short videos stimulates various forms of emotional expression. Short videos are pushed to villagers in nearby areas by algorithms, and villagers in the same village may generate learning consensus by commenting or brushing comments.

Fourthly, the fragmented learning mode of short video. The length of most short videos is controlled from 10 seconds to 5 minutes. The time limit of short videos, in turn, promotes the removal of the miscellaneous contents of Putonghua promotion teaching, which is more suitable for the learning and life pace and acceptance ability of minority farming and animal husbandry areas.

3. Exploring the Practice Path of Short Video Platform Promotion in Ethnic Minority Areas

First, local governments and relevant departments in minority areas. First of all, it is necessary to strengthen the support and guarantee, and encourage relevant departments and individuals to carry out short video promotion projects. Strengthening Internet TuiPu work organization guarantee, was set up by language professionals, related functional department heads and other staff members for the Internet short video TuiPu working group, a working group to association led the region as a whole Internet short video TuiPu work, formulate detailed rules for the implementation of the supervision supervision, to ensure that the Internet short video TuiPu the effective implementation of the work. We will improve the working mechanism for promoting Internet short videos, and establish and improve the evaluation and incentive mechanism for promoting Internet short videos. For the communication effect is outstanding, the masses like the creation of short video and its creation team and staff, we should give economic and spiritual encouragement, introduce feasible evaluation rules, and effectively put the Internet short video promotion evaluation incentive work into practice. Secondly, we should organize the Internet short video promotion propaganda. Strengthen scientific research on Internet short video popularization, publicize and promote the Internet short video popularization project, encourage and support more teams and individuals to join the popular short video popularization project.

Second, for short video creators. First of all, ethnic minority myopic frequent writers can cooperate with interested bloggers who have strong ability to use Putonghua to jointly create short videos about cultural promotion in ethnic minority areas, so as to promote the national standard language on the basis of local residents' interest and dissemination of ethnic culture. Secondly, the creators of short video editing can edit the films and television works that local residents are interested in and add standard Mandarin dubbing and explanation with Chinese subtitles to achieve the effect of promoting short videos. Finally, professional Chinese language teachers can provide a boost to poverty alleviation in minority areas through live broadcasting on short video platforms, transcending regional restrictions. During the live broadcast, two-way communication should be strengthened to answer questions and improve the proficiency and quality of the national standard spoken and written language of residents in ethnic minority areas. Through the above three creative methods, [3] can not only expand the popularization scope of standard Mandarin in ethnic minority areas to a certain extent, but also improve the standard usage degree of ethnic minority people in the process of two-way communication.

Third, under the background of rural revitalization in ethnic minority areas, the goal of Internet short video promotion in ethnic minority areas should be inseparable from the development and construction of local industries. Therefore, in the creation of video content, the effectiveness should be fully reflected, and the promotion of featured products, ecological conditions and other factors should be combined. [4], for example, according to the agricultural products and handicrafts export demand, can be in TuiPu short video, the key to join to the general public product marketing, communication, interaction and language expression ability of mandarin instruction, help ethnic minority residents by mandarin effective expression products window, make the local residents to adapt to new forms, new rural environment faster, Provide sufficient internal driving force for rural revitalization.

4. Conclusions

As a common communication tool between Chinese people, the common national language plays an important role in promoting national identity, building value consensus and strengthening national unity. [5-6] According to the 13th Five-Year Plan for the National language industry, "We will promote language learning, language services and language management by means of big data

and cloud computing. This study explored the promotion of Mandarin in ethnic minority areas on short video platforms represented by Douyin. Judging from the video creation of the promotion of Mandarin in ethnic minority areas, although the promotion of Mandarin on Douyin platforms faces certain challenges, However, it is of great practical significance to expand employment channels for residents in minority areas, promote economic growth in minority areas, promote ethnic exchanges and promote the construction of the sense of community of the Chinese nation. The promotion of Putonghua should firmly rely on the power of the people, with the help of the power of the Internet, do the people's popular language promotion products.

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