

Study on the Influence of Rural Culture on the Inheritance of Hakka Dialect in Gannan Area

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Abstract:

In the context of the rural revitalization strategy, the transformation of rural culture profoundly affects the inheritance of dialects. This study takes the Hakka dialect in southern Jiangxi as an example, and systematically analyzes the dual role of rural culture in its inheritance by comprehensively using literature, research and case methods. The results show that rural culture not only provides soil for dialects to survive and enhance cultural identity, but also faces challenges such as shrinking use fields and weak inheritance due to factors such as social structure changes, Mandarin promotion and intergenerational change. Specifically, the integration of culture and tourism and the revival of folklore have injected new vitality into dialects, while urban and rural mobility and changes in the educational language environment have weakened their use in daily life and family. To this end, this paper proposes strategies such as incorporating dialects into local curricula, expanding communication with the help of digital media, and promoting the combination of dialects and rural characteristic industries to promote their sustainable inheritance and innovative development. This study aims to provide reference for the protection of language resources, rural cultural revitalization and related education policies.

Keywords:

Vernacular Culture, Rural Culture, Language Resources, Hakka Dialect, Cultural Heritage

1. Introduction

The earliest and more systematic study of rural culture in China is Mr. Fei Xiaotong's *Native China*, which explains China's unique native culture in depth, and is of great significance to the understanding of the structure and culture of Chinese society, especially rural society. It is a glimpse of China's unique sociology and anthropology, which provides theoretical support and practical guidance for the process of social reform and modernization.

At the beginning of the 21st century, China's urbanization process accelerated, with a large number of rural populations flocking to the cities, and the rapid development

of the urban economy, which at the same time brought about problems such as hollowing out of the countryside, marginalization of agriculture, and ageing of farmers. For this reason, the country put forward the strategy of rural revitalisation. In October 2017, the report of the 19th Party Congress for the first time explicitly proposed the implementation of the strategy of rural revitalisation, and wrote it as a national strategy into the Party Constitution. In January 2018, the Central Committee of the Communist Party of China (CPC) and the State Council issued the Opinions on the Implementation of the Strategy of Rural Revitalisation, which clarified the overall requirements, main tasks and safeguards for the revitalisation of the countryside. The rural revitalisation strategy is conducive to the full development of rural culture, the realization of the common wealth of all people, and the comprehensive construction of a strong modern socialist country.

The Gannan Hakka dialect is an important branch of the southern Chinese dialects, distinguished from other dialects by its unique phonology, vocabulary and grammatical structure. It is not only a communication tool, but also an important part of Hakka culture, containing the historical memory, social customs and national identity of the Hakka region. With the rapid development of China's rural society and the advancement of urban-rural integration, rural culture is experiencing unprecedented changes, which undoubtedly has brought about far-reaching impacts on the inheritance of dialects.

On the one hand, the process of modernization and urbanization has brought about an increase in population mobility and cultural exchanges, and the promotion and use of Putonghua has become increasingly popular in rural areas, which has weakened the scene and frequency of the Hakka dialect to a certain extent. The younger generation is more inclined to use Putonghua for communication, and the use of Hakka dialect is gradually limited to the elderly and within the family, facing a crisis of inheritance.

On the other hand, the cultural changes in the countryside also provide new opportunities for the inheritance of Hakka dialect. With the rise of rural tourism and cultural industries, the Hakka dialect as a cultural resource is gradually being valued for its unique cultural value and cultural attraction [13]. Through dialect education, local theatre, folk art and other forms, the Hakka dialect has been able to be disseminated and displayed on a wider platform, enhancing its vitality and influence in modern society [5].

Rural cultural revitalisation refers to the process of promoting the overall revitalisation of the countryside by taking rural culture as the core, through excavating, protecting and inheriting rural cultural resources, promoting the innovation and development of rural culture, and upgrading the cultural soft power of the countryside. Rural cultural revitalisation has an important impact on the inheritance of Hakka dialect in Gannan area. On the one hand, rural cultural revitalisation can enhance local residents' cultural confidence and identity in the Hakka dialect, and increase their awareness and motivation to pass on the dialect. On the other hand, rural cultural revitalisation can promote the development of rural cultural industries and provide more carriers and platforms for the transmission of Hakka dialect, such as rural tourism and folklore activities. However, rural cultural revitalisation also faces some challenges, such as how to deal with the relationship between dialect standardization and the protection of local characteristics, and how to balance the conflict between traditional and modern culture.

Therefore, how to effectively inherit and develop the Gannan Hakka dialect in the context of rural cultural change has become an issue worthy of in-depth study. This study aims to propose targeted protection and development strategies by exploring the relationship between rural cultural change and the inheritance of Gannan Hakka dialect, so as to promote the inheritance and development of Hakka dialect in the context of the new era.

Therefore, in the context of rural cultural revitalisation, how to effectively inherit and develop the Gannan Hakka dialect has become an urgent problem. In this paper, we will explore the impact of rural cultural revitalisation on the inheritance of Gannan Hakka dialect from both theoretical and practical levels, and put forward corresponding strategic suggestions to promote the inheritance and development of Gannan Hakka dialect in the context of the new era.

2. Literature Review

As an important branch of the southern Chinese dialects, Gannan Hakka dialect distinguishes itself from other dialects by its unique phonology, vocabulary and grammatical structure. It is not only a communication tool, but also an important part of Hakka culture, containing the historical memory, social customs and national identity of the Hakka region. With the rapid development of China's rural society and the advancement of urban-rural integration, rural culture is experiencing unprecedented changes, which undoubtedly has brought about far-reaching impacts on the transmission of dialects.

In the past decades, scholars have extensively studied the transmission and development of dialects from different perspectives. Some studies have focused on the social functions and cultural values of dialects, emphasizing their important role in maintaining community ties and passing on culture. These studies argue that dialects are not only a tool for communication, but also an important symbol of cultural identity and community cohesion.

Other studies focus on the challenges of modernisation and urbanisation on dialect transmission. With the promotion of Putonghua and the increase in population mobility, the scenes and frequency of dialect use have gradually decreased, and the younger generation's ability to master dialects has declined. These studies point out that the transmission of dialects is facing an unprecedented crisis, and effective measures need to be taken to protect and revitalise them.

In summary, the influence of rural culture on the inheritance of Gannan Hakka dialect is a complex and multidimensional process. The change of rural culture has brought challenges to the dialect inheritance as well as provided opportunities for the innovative development of the dialect. Therefore, how to effectively transmit and develop the Gannan Hakka dialect in the context of rural cultural change has become an issue worthy of in-depth study. Future research can further explore the interaction mechanism between rural cultural change and the inheritance of Gannan Hakka dialect, and propose corresponding protection and development strategies to promote the inheritance and development of Hakka dialect in the context of the new era.

3. The Realistic Basis for the Revitalisation of Rural Culture

3.1. China's vernacular culture

The basic concept of China's vernacular culture is mainly derived from Mr Fei Xiaotong's *Native China*, which provides an in-depth introduction to the unique sociological and anthropological characteristics of rural China [3]. This work is a collection of a series of essays written by Fei Xiaotong based on his own fieldwork and observations in the countryside during the War of Resistance Against Japanese Aggression. It attempts to explore the characteristics of traditional Chinese rural society and its transformation in modern society from a variety of perspectives, such as the rural community, cultural transmission, the family system, moral concepts, power structure, social norms, and social change. In *Native China*, Fei Xiaotong puts forward a number of influential concepts and theories, such as the concept of "differential order pattern", which describes the pattern of interpersonal relationships in traditional Chinese society, i.e., centred on the individual and expanding outwards like water ripples, with the closeness of relationships determining mutual moral obligations and patterns of interaction. In the concept of vernacular culture, earth is a very crucial concept. Chinese vernacular is different from the nomadic and capital trade culture that roams around Europe, it is a kind of interaction with the earth and attachment to the land itself. Chinese vernacular culture is the Chinese people's attachment to the land they were born in and grew up in. Chinese vernacular culture contrasts sharply with Europe's nomadic culture and capital trade culture. In Europe, nomadic culture emphasises the mobility of the population and its ability to adapt to different environments, while capitalist trade culture focuses on business transactions and maximising profits. In contrast, Chinese vernacular culture is a culture deeply rooted in the land, which is not only a material dependence, but also a spiritual support and emotional attachment.

China's vernacular culture is the result of long-term interaction between the Chinese people and Mother Earth. On this vast land, people have cultivated it for generations, sowing in the spring and harvesting in the autumn, and have established a deep emotional connection with the land [3]. This connection is not only reflected in the use and development of the land, but also in the respect and protection of the land. The vernacular culture contains reverence for the laws of nature, sensitivity to seasonal changes, and cherishing of the fertility of the land.

Chinese vernacular culture is the Chinese people's persistence and attachment to the land where they were born and grew up. This obsession and attachment is not only a longing for their hometown, but also an adherence to and inheritance of their history, culture, traditions and way of life. In the minds of Chinese people, the countryside is not only the place where they were born and grew up, but also the home of their souls and spirits. Wherever they go, Chinese people carry a deep attachment to the countryside, which has become an important source of their identity and cultural self-confidence.

Chinese vernacular culture is an important part of Chinese society and culture, which shapes the values and behaviours of Chinese people and influences the stability and development of Chinese society. In the process of modernisation, how to protect and pass on the vernacular culture, and how to integrate the vernacular culture with the modern society have become important issues before us. Only by truly understanding and respecting the vernacular culture can we better understand and respect the Chinese people and better promote the overall development of Chinese society. It is an important part of the traditional culture of the Chinese nation, carrying a long historical memory and rich folk customs. Vernacular culture has a deep foundation and wide influence in Chinese society. It is embodied not only in tangible

cultural heritage, but also in intangible cultural heritage, which includes many aspects such as language and dialects, folk art, festival customs, food culture, architectural styles, folk beliefs and religions, and social organisations and ethics. With modernisation and urbanisation, China's vernacular culture faces the challenge of preservation and transmission. The Government and all sectors of society are endeavouring to promote and protect these valuable cultural treasures through the protection of intangible cultural heritage, education in traditional culture and the development of rural tourism.

3.2. Contemporary concept of rural revitalisation

The term “rural revitalisation” is a contemporary concept, mainly related to the rural revitalisation strategy. The content of rural revitalisation includes the revitalisation of rural culture. And rural culture is also an important part of China's vernacular culture. As a material carrier for the formation of vernacular culture, the countryside is an important part of vernacular culture, as are its way of life, social structure, traditional customs and so on. Vernacular culture includes both the human groups in the rural society and the overall cultural environment of the rural society. Vernacular culture is a concept with rich connotation and wide extension, which is not only limited to human groups in rural society, but also includes the overall cultural environment of rural society. This cultural environment is created and accumulated by rural human groups over a long period of time in the practice of production and life, and encompasses the material, spiritual and institutional cultures of rural society.

Vernacular culture is first and foremost embodied in rural human groups. Rural human groups are the creators and inheritors of vernacular culture, and their ways of production and life, values, moral norms, religious beliefs, language and customs are all important components of vernacular culture. These cultural elements have been passed down from generation to generation among rural human groups, forming a unique tradition of vernacular culture.

Secondly, vernacular culture is also reflected in the overall cultural environment of rural society. This cultural environment includes the natural environment, historical and cultural relics, social system, level of economic development, education and scientific and technological conditions of the rural society and many other aspects. These aspects influence and constrain each other, and together they shape the cultural atmosphere and characteristics of rural society.

Vernacular culture is a comprehensive cultural phenomenon that encompasses both the cultural heritage of rural human groups and the overall cultural environment of rural society. This cultural phenomenon has a deep foundation and wide influence in rural society, and it influences the economic development, social progress and overall human development of rural society. Therefore, the study and protection of vernacular culture not only helps us to better understand rural society, but also helps us to promote the overall development and progress of rural society [8].

Rural revitalisation is a comprehensive strategy that involves not only the recovery of the rural economy and the upgrading of industries, but also covers the revitalisation and upgrading of rural culture, society, ecology and many other aspects [12]. In the process of promoting rural cultural revitalisation, the inheritance of dialect is particularly important, which is the key to the continuation of rural cultural roots. Dialect is not only a tool for communication, but also an important carrier of cultural identity and regional characteristics.

Due to the differences in geographical environment and economic development level between villages and cities, the popularity of Putonghua also shows obvious differences between urban and rural areas. Cities, as centers of economic and cultural exchanges, have a wider popularity and use of Putonghua, while the countryside, because of its relative geographical isolation and economic lag, provides a more closed language environment for the survival and transmission of dialects, and fertile ground for the transmission of dialects [10].

The countryside is an important area for the oral transmission of the dialect, and the residents here naturally use the dialect in their daily exchanges, which keeps the dialect alive in rural life [11]. However, with the advancement of modernization and the deepening of urban-rural exchanges, the inheritance of dialects is facing challenges. Therefore, the inheritance and dissemination of dialect resources and culture not only need to be nourished by the natural environment, but also need to be correctly guided and supported.

In order to better inherit and promote the dialect culture in the countryside, relevant departments and experts should take a series of measures. Firstly, the importance of dialects can be strengthened through the education system by incorporating dialects into the content of vernacular education so that students can understand and master local dialects [9]. Secondly, experts can be organized to systematically collect, collate and study dialects, publish dialect dictionaries and monographs, and preserve dialect materials. Once again, activities such as dialect culture festivals and dialect competitions can be organized to raise society's awareness of and attention to dialect culture. Finally, new media and online platforms can be used to promote dialect culture, making it a bridge connecting the past and the future, the countryside and the city.

In conclusion, cultural revitalisation in rural revitalisation cannot be separated from the inheritance and promotion of dialect culture [14]. Only through multifaceted efforts can we ensure that the dialect, a valuable cultural heritage, is effectively protected and inherited in the context of the new era, and inject vitality into the revitalisation of rural culture.

4. The Current Situation of Hakka Dialect in Gannan Area

In recent years, there have been rich studies on Hakka dialects, among which the studies on Hakka dialects in Gannan area have been more detailed. The study of Hakka dialects in Gannan area focuses on the division of Hakka dialects with local characteristics by counties and districts, which has better preserved the regional characteristics of Hakka dialects, and thus maintained the diversity of Hakka dialects. The Gannan area is one of the important distribution areas of Hakka dialects, where the Hakka dialects have the commonalities of the Hakka language, but are also influenced by local geography, history and culture, forming unique local colors. Through an in-depth study of the Hakka dialects of the counties and districts in Gannan area, it can be found that the Hakka dialects of the counties and districts have their own distinctive features in terms of phonology, vocabulary, grammar, etc., which are precisely the embodiment of the diversity of the Hakka dialects.

Thanks to the positive dialect and language environment in the counties and districts and the government's support for dialect preservation and dissemination, the inheritance and development of Hakka dialect in Gannan area has shown a positive and favourable situation. As an important local language, Hakka dialect in Gannan

area carries rich historical, cultural and folklore information and is an important part of Hakka culture. With the joint efforts of the local government and the people, many colloquial expressions in Hakka dialect are still widely used in contemporary society and have become an important tool for people's daily communication.

In order to better preserve and pass on the Hakka dialect, local governments and relevant departments in the Gannan area have also taken a series of measures. They have systematically collected, organised and researched the Hakka dialect and restored and preserved a number of canonical books on the culture of the Hakka dialect, which has enabled the research results of the Hakka dialect to be preserved and disseminated. These books not only record the phonetic, lexical and grammatical features of the Hakka dialect, but also contain a large number of dialect stories, proverbs and ballads, which provide valuable information for future generations to understand and study the Hakka dialect.

In addition, in certain areas of Ganzhou, the government and education departments are actively carrying out popular study programmes on Hakka culture, incorporating Hakka dialect culture into the content of school education, so as to enable students to understand and master the Hakka dialect from an early age. At the same time, some tourist attractions and public places have also set up bulletin boards with vivid and detailed introductions to Hakka culture, including the Hakka dialect. For example, in the Wei Family Courtyard scenic spot in Zhanggong District, Ganzhou City, visitors can learn about the origin and development of the Hakka dialect and its relationship with Hakka folklore, thereby increasing their knowledge of and interest in the Hakka dialect and culture.

In conclusion, thanks to the attention and support of local governments and people, the inheritance and development of the Hakka dialect in Gannan area has shown a favourable trend. Through education, research and publicity, the Hakka dialect culture has been widely disseminated and promoted in contemporary society, adding rich connotations to the cultural diversity and regional characteristics of the Gannan area.

5. The Influence of Rural Culture on the Inheritance of Hakka Dialect in Gannan Area

The influence of rural culture on the inheritance of Gannan Hakka dialect is multifaceted. First of all, the simple characteristics of the farmers in the rural culture foretell the stable and long-lasting inheritance of the dialect nurtured in it. The peasants' deep affection for the land and their firm adherence to traditions make the dialect as unchanging and perfectly inherited as the land they have guarded from generation to generation. This stable inheritance environment provides a solid foundation for the preservation of the Gannan Hakka dialect.

However, the influence of rural culture on the transmission of Gannan Hakka dialect also has certain limitations. On the one hand, because the rural culture focuses on the spoken environment and neglects the arrangement and preservation of written resources, the written dialect resources cannot be further retained and disseminated. In this case, the dialect culture is often limited to certain areas and is difficult to be transformed in writing. Such dialects are unable to develop and spread in a more comprehensive way, and thus fall into an endangered situation.

On the other hand, the closed and regional characteristics of rural culture also limit the spread of the Gannan Hakka dialect. The relative closeness of the rural society and

the low level of communication with the outside world have led to the restriction of the dialect's scope of use and prevented it from spreading and developing in a wider area. At the same time, the lack of formal education and promotion of the dialect in rural culture also makes the transmission of the dialect face certain difficulties.

In summary, the influence of rural culture on the transmission of the Gannan Hakka dialect has both positive aspects and certain limitations. In order to better pass on and develop the Gannan Hakka dialect, it is necessary to strengthen the written record and preservation of the dialect in the rural culture and to promote the formal education and promotion of the dialect. There is also a need to break the closed nature of rural culture and promote the spread and development of the dialect in a wider social environment. Only with the positive influence of rural culture can the Gannan Hakka dialect be fully and effectively transmitted and developed.

6. Conclusions

Through in-depth research and analysis, this paper reveals the profound influence of vernacular culture on the transmission of Gannan Hakka dialect. The results of the study show that vernacular culture plays a key role in the transmission of Gannan Hakka dialect and provides a fertile soil for the preservation and development of the dialect.

Since the influence of vernacular culture on the Gannan Hakka dialect is both favourable and unfavourable, we should continue to carry forward the favourable points of vernacular culture, and effectively pass on and develop the Gannan Hakka dialect in the new socio-cultural context by strengthening the dialect education, promoting the integration of the dialect with the local culture, and promoting the dialect through the use of new media.

Firstly, the vernacular culture provides a rich linguistic environment and social foundation for the Gannan Hakka dialect. The vernacular culture of Gannan, with its unique regional characteristics and ethnic styles, has nurtured rich and diverse ways of language expression and communication. This linguistic environment and social foundation provide important support and guarantee for the inheritance of Hakka dialect.

Secondly, vernacular culture has a positive influence on the inheritance of Hakka dialect in Gannan area. The values, customs and traditions embedded in the vernacular culture strengthen the local residents' sense of identity and pride in the dialect. This sense of identity and pride prompts residents to pay more attention to and actively pass on the Hakka dialect, which maintains the vitality of the dialect and the momentum of its transmission.

In addition, the educational heritage and community activities in the vernacular culture have also played a positive role in promoting the transmission of the Hakka dialect in Gannan area. Through vernacular education, cultural exchanges and language activities, the Hakka dialect has been passed down and spread among the younger generation. Such educational transmission and community activities not only increase young people's knowledge and mastery of the dialect, but also enhance their sense of identity and transmission of Hakka culture.

However, vernacular culture also faces some challenges to the transmission of the Hakka dialect in Gannan area. With the advancement of modernisation and the deepening of urban-rural exchanges, some vernacular cultural traditions and dialect

expressions have been gradually marginalised or disappeared. Therefore, more efforts and measures are needed to protect the vernacular culture and inherit the Hakka dialect.

Dialect can play a positive role in the promotion of rural tourism. The use of dialect to enhance the color of rural tourism publicity, which can not only allow potential tourists to efficiently obtain destination information, but also can change the potential tourists to the destination of the local sentiment. Dialect culture is an important cultural capital in the development of the countryside, representing the characteristic regional culture and folk customs, and is a powerful driving force in the development of the countryside.

Gannan Hakka dialect, as an important part of Hakka culture, has been deeply integrated into the bloodline of Hakka culture with its unique flavor and expression. Among the rich and colorful expressions of Hakka culture, Gannan Hakka Mountain Songs and Gannan Tea Picking Opera are particularly prominent. These two art forms, with their unique styles and charms, vividly show the essence of Hakka culture.

Gannan Hakka Mountain Songs express the Hakka people's yearning for a better life and their attachment to their hometown. In the songs, the tones and rhymes of Hakka dialect are closely combined with the lyrics, making the songs melodious and rich in local characteristics. These songs are not only widely sung in the Hakka area, but also enjoy a good reputation at home and abroad, and have become an important carrier for spreading the Gannan Hakka dialect. Gannan Tea Picking Opera is a kind of local drama integrating songs, dances and plays. It uses Hakka dialect as the performing language, and through humorous and witty performances and vivid storylines, it shows the life style and customs of the Hakka people. The inheritance and development of Gannan Tea Picking Opera not only enriches the connotation of Hakka culture, but also provides vivid and graphic samples for the dissemination of Gannan Hakka dialect.

It is these diverse cultural forms that enable the Gannan Hakka dialect to shine uniquely in the Hakka culture. They are expressed in Hakka dialect, allowing more people to understand and feel the charm of Hakka culture, and providing a solid foundation for the inheritance and development of Gannan Hakka dialect. In the context of the new era, we should cherish these valuable cultural heritages and let Gannan Hakka dialect play a greater role in the inheritance of Hakka culture.

To sum up, vernacular culture has an important influence on the inheritance of Hakka dialect in Gannan area. In order to protect and pass on this valuable cultural heritage, it is necessary to strengthen the attention to and research on vernacular culture, and at the same time, take effective educational and publicity measures to improve the social recognition of the dialect and the awareness of its inheritance. Only in this way can the Gannan Hakka dialect be inherited and developed under the nourishment of vernacular culture and contribute to the cultural diversity of the Chinese nation.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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