Study on the Power Effect of Nanchang Dialect on the City Brand Image

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Abstract. Nanchang dialect refers to the dialect within the administrative area of Nanchang, is a branch of Jiangxi language dialect, belongs to the prosperous section of Jiangxi language, is a representative branch of Jiangxi language. Article of Nanchang city brand construction in the process of difficulties, study the Nanchang dialect in the power of the construction of urban cultural image, interpret its application value, to expand the Nanchang dialect application in the urban cultural image, for the protection and inheritance of Nanchang dialect to do some exploration, let dialect really live.

Keywords: Nanchang Dialect; City Brand; Brand Image; Intangible Cultural Heritage.

1. Introduction

At present, the phenomenon of "homogenization" of China's urban cultural brand image is very prominent. How to find the urban culture with distinctive characteristics and reflect the differentiation of urban brand with its unique advantages is the fundamental place to solve these problems.[1]And each area of dialect, often embodies the region unique historical culture and humanistic spirit, but also reflects the region crowd unique habits of thinking, temperament and temperament, dialect as a kind of historic cultural resources, and regional characteristics, in the changing era, with its unique influence, become the only way to shape the city brand image.[2]

2. Nanchang Dialect Culture

(1) Overview of the dialect

Dialect is a variant of language and the product of linguistic differentiation. Dialect is no longer a simple cultural inheritance, but also used to convey thoughts and feelings. People use "vernacular", "vernacular" and "local language" to convey information, which is not only the need of human survival, but also the continuation of human culture.[3]

The causes of our dialect is very complex, the most important reason of this phenomenon is due to the social, political, economic, development of imbalance, according to the Ministry of Education in 2021 version of the Chinese language profile, Chinese dialect is usually divided into mandarin dialect, jin dialect, wu dialect, Fujian dialect, hakka dialect, Guangdong dialect, Hunan dialect, Jiangxi dialect, hui dialect, flat dialect the top ten dialect. There are several dialects and many "local languages" in each dialect area.[4]

(2) Features of Nanchang dialect

The characteristics of Nanchang dialect can be roughly divided into two categories: one is the characteristics of the language itself mainly expressed by the characteristics of pronunciation, vocabulary and grammar, and the other is the feeling, understanding, understanding and evaluation of the language produced in the actual use of the language. The former can be said to be a rational feature of a language, while the latter can be said to be a perceptual feature.

The most obvious feature of Nanchang dialect is that there are more gas tones in the voice, resulting in the Nanchang dialect and the characteristic of vowels, the other subdialects of Jiangxi dialect are not as prominent as Nanchang dialect, which also makes many syllables in Nanchang dialect more high and short, sounding loud, clear and clear, giving people more vivid and vivid feeling.[5]

3. Urban Brand Image

(1) Definition of city brand image

The study of city brand image emerged in the 1990s. Because of the rise of the city brand, scholars at home and abroad draw lessons from David, and Kevin Ryan keller theory, the city brand image research and interpretation, think the city brand image can be seen as " the public gradually formed in the process of urban brand communication, the overall impression of the city and judgment, is the city spirit, urban culture and other intangible factors and urban economy, urban environment, urban construction and other external information of the comprehensive embodiment of the influence to the public."[6]

The city brand image usually contains tangible material content and intangible spiritual content. The tangible material content mainly displays the city image in a visual form, including city signs, propaganda videos, landmarks, public facilities design, etc.; the intangible spiritual connotation, including urban culture, spirit, values and other characteristics that can be recognized by the public, such as cultural characteristics, climate characteristics, food and drink characteristics. These intangible content is difficult to simply summarize, need to feel personally.

(2) City brand image characteristics

1) Uniqueness; the function of the city brand image is to distinguish the city from other cities through the core value of the city brand, thus forming different selling points from other cities. The successful city brand image is difficult to copy and replace, with recognition, providing sustainable added value for city residents, tourists, investors and other city brand image consumers.

2) Coordination of stability and development; because a city brand establishes a good image, it can continuously accumulate intangible wealth in the development of the city. However, the continuous changes of the internal and external environment of the city indicate that a city brand image with certain stability must conform to the new development trend and meet the needs of social development.

3) Objectivity and subjectivity are unified; objectivity refers to the objective material carrier of city brand image, while subjectivity is the image of city brand image in the eyes of the public. The display of a city's brand image requires the public to perceive, understand and associate. The objective existence of the city brand image material carrier will lead to the different results of its subjective reaction.

4. Nanchang City Brand Construction is Facing the Realistic Dilemma

In order to understand the audience's cognition of Nanchang dialect and their views and evaluation of Nanchang city image, the researchers used random sampling and distributed questionnaires. The questionnaire was designed with the theme of "Survey of Nanchang dialect Perception and city brand cognition". The questionnaire was designed with 25 questions and 55 items. The Kronbaha coefficient (Cronbach'S Alpha) was 0.906. Through research and analysis, it is found that in the past ten years, all walks of life in Nanchang pay close attention to the urban image of Nanchang, and participate in and promote the urban construction and development of Nanchang in different ways. But there are also some problems and shortcomings:

(1) The city image positioning is not clear

In 2022, On the basis of the city positioning of "the world hero City" established in 2017, Nanchang released the slogan of Nanchang: "Natural treasures, outstanding people, the world hero City -- Nanchang". Although Nanchang is a provincial capital city with rich historical and cultural resources, and the famous August 1 Nanchang Uprising in the history of the Chinese revolution made it known as the "City of Heroes", few people can clearly explain the characteristics and charm of Nanchang. Nanchang's city brand construction is "complete but not fine", resulting in the vague and unstable city image of Nanchang.[7]

(2) The city's image is a bit more conservative

According to the author's research on this topic, In a " Please imagine Nanchang as a specific character image, And the conformity of the following adjectives " in the audience attitude matrix scale, "Prosperity", "charm" and "innovation" are the three items (with a total score of 6 points), Scores of 4.1,4.15,4.33, It can be seen that most of the respondents have a relatively positive attitude towards the city image of Nanchang on the one hand, But in the "modern", "fashion" projects, 3.94 and 3.68 (total 6 points), It can be seen that Nanchang has always been represented by the red culture, Not only does it give people a sense of conservatism, It will also make the public form the stereotype that Nanchang only has a red culture, While noring the profound cultural and historical deposits, Not conducive to Nanchang city brand to the young development.

Table 1. Audience Attitude Analysis Matrix (source: author survey)

option	Attitude (1-6 points, 6 points in total)						
	Very do not agree	I don't agree	Slightly disagree	Slightly agree with	Compare with	strongly endorse	average
flourishing	14	14	83	86	67	60	4.1
modern times	15	19	82	97	75	36	3.94
glamour	24	11	66	89	61	73	4.15
bring forth new ideas	12	13	40	118	74	67	4.33
vogue	19	18	123	81	53	30	3.68
subtotal	84	75	394	471	330	266	4.04

(3) Weak in external publicity and lack of audience participation

At present, there are two outstanding problems in Nanchang brand construction: one is the communication subject and object; the other is the feedback of the audience. Although Nanchang festival activities are rich, but the audience range is small, there are not many, the international famous festival brands are very few. Most of the festivals are held by the government with strong official color, and the degree of public participation within the city is low. Most of the activities are spread through newspapers, TV stations, news websites, public accounts and other media, and the public lacks a sense of participation and identity in the festival activities. The degree of marketization of festival activities is also low, and the lack of vitality and competitiveness. In addition, the content of the festival activities is more standing on the standpoint of the organizer, with a high degree of content homogeneity, and the publicity awareness of mass communication is still relatively weak. Lack of investigation of local audiences and docking with the local culture. The main role of brand image communication has not yet been fully played, and the communication consciousness of mass communication is still weak.[7]

(4) Cultural lack of confidence due to the characteristics of dialects

In the Song Dynasty, a large number of characters (books, letters and poems) used the pronunciation and usage of Nanchang dialect (for examples below). It can be said that Nanchang dialect is the living fossil of Song language. Nanchang dialect is an ancient language, which is characterized by many short notes and many oblique tones (Mandarin is based on northern dialect, which was greatly influenced by the northern minority languages in history, leading to the complete disappearance of the incoming tones). In the book Nanchang Dialect, Professor Shao Baiming has a detailed interpretation of the pronunciation characteristics of Nanchang dialect, which is mainly reflected in the more gas tones of Nanchang dialect, the vowels of the round lip [o] and [ɔ], and the short tones in the tone. These characteristics make many syllables of Nanchang dialect high and short, sound imposing, clear and clear, very much like debate and argument. Do you like Nanchang dialect?"Among the questions, accounting for 20.68%, 51.23%, 28.09%;" You don't like or feel Nanchang dialect "(multiple choice), 44.14%, 38.27%, 40.43%, Mandarin 43.21%;" What do you think are the characteristics of Nanchang dialect?"(Multiple choice) In the topic, humorous 28.7%, smooth personality 32.8%, tough and straightforward 38.8%, slightly quarrel 68%, slightly rustic 24.6%, other 5.3%. Through research, found that in most of the audience in life don't use Nanchang

dialect, and the attitude of Nanchang dialect research also tend to negative evaluation, even many Nanchang people agree with this negative evaluation, daily life, avoid Nanchang dialect, use mandarin communication, but this is not confidence for culture can lead to a variety of consequences, is not conducive to cultural heritage, also conducive to their own value.

5. Strategy and Path of Nanchang Dialect to Help Nanchang City Image Construction

(1) Help to build Nanchang city differentiation positioning

In the context of the increasingly significant homogenization of the city image, the city managers are trying to create a unique competitive advantage of the city in order to gain the favor of investors, tourists, talents and other stakeholders. At present, the shaping of the city image is faced with many problems such as fuzzy urban positioning and lack of urban characteristics, which leads to many problems such as the city image of "one thousand cities once" and "the memory disappears". And the dialect has its own character, in fact, it is the character of the people living in this land. Using Nanchang dialect, combined with local folk skills and regional characteristics, can create a differentiated image of Nanchang city. In addition, in the visual design, the original objectivity of regional culture and elements should be fully respected, making full use of dialects and representative regional elements, so that people can receive the cultural information of the city more quickly.

(2) Dialect helps to engage a younger audience

City main body must actively with new mode of communication to guide new mainstream audience, most cities still use city spokesperson or anthropomorphic city mascot to shape the city propaganda, but the mainstream after 80,90,00 audience already focus from the traditional TV media spread city propaganda, city mascot and city image to the Internet under the short video platform of short video, variety, animation and other new modes of communication. For example, the Yangtze River Delta Dialect Conference broadcast on Shanghai City Channel, Best TV has implanted the inheritance of dialect culture into the program, allowing more people to participate in the inheritance in the way of edutainment, and set up a model of the ground channel to carry forward the national culture. Although there are similar dialect programs in Nanchang, such as Nanchang Jiangxi language sitcom "Ten Thousand Families in Pine and Pine Lane" and "Jiangxi School Comedy", they are mainly spread unilaterally and do not let more people participate. As the main body of publicity, the city should, on the one hand, choose the characteristics of the city (such as dialect) to create the characteristics of the city, on the other hand, should play the leading role of the city in various new ways of communication.

(3) Dialect is conducive to the positive guidance of urban value orientation

A city is an organic whole composed of people and external material environment. The city image includes two aspects: urban spiritual image and urban material landscape. Various kinds of culture, culture, spirit, style, speech and morality in a city reflect an important part of a city's cultural characteristics. In the question "You think the influence of Nanchang dialect on the cultural image of Nanchang city" in the questionnaire, 50.62% of the audience think it has a strong promoting effect, can improve the local city cultural image, 35.8% of the audience think it has a certain influence, 7.41% of the audience think it is two parallel lines, with no influence, and 6. 17% of the audience think it will have a negative impact, which can be seen that Nanchang dialect is a more intuitive expression of the spirit and value orientation of Nanchang people. The dissemination of this expression plays an important role in the cultural atmosphere of a city and the psychological feelings of citizens. The spread of Nanchang dialect has brought a good public effect to condense the centripetal force of urban residents and transfer the positive energy of the city.[8]

(4) The media role of dialect in the protection of intangible cultural heritage

It is recorded in the History of the Yuan Dynasty Geography Annals that most of the residents of Jiangxi were from zhong. The language and culture of the Central Plains blended with the local

culture and language, thus producing the Jiangxi dialect, which is characterized by Nanchang dialect. The Nanchang dialect retained the language appearance of the Song and Yuan dynasties.

For example, the "shuttle shuttle" in Nanchang dialect actually refers to the "running around" in Mandarin, while the "shuttle" here refers to the "shuttle" used in ancient weaving. Nanchang dialect vividly uses the nouns in ancient Chinese."Dialect has precipitated a lot of ancient culture, especially the Nanchang dialect, which continues a lot of ancient culture and is one of the best and most fully preserved dialects.

Nanchang dialect is the living fossil of language in the Song and Yuan dynasties. Only as Nanchang people who have a sense of identity with their local culture and pride in dialect can they spread Nanchang dialect and inherit Nanchang dialect.

6. Conclusion

City brand image is an important part of the development strategy of urban culture. The analysis and interpretation of the connotation of Nanchang dialect is conducive to the accurate positioning of the city brand, so as to lay a solid foundation for shaping and promoting the city brand. In the process of city development, how to enhance the city's brand and enhance the competitiveness of the city is a very important issue, but also contributes to the development and publicity of the city's brand image, especially in the new era, the emergence of new media such as mobile phones, network and network, has created a broad space for the development and publicity of the city.

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