

# The Communication and Comparison of Language and Culture in Hainan Island and its Surrounding Areas in the New Media Era

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**Abstract:** Hainan Island is an island in the northwest of our country. In the process of historical development, there used to be Miao nationality, Han nationality, Hui nationality and other ethnic groups using different languages in this community. The language characteristics of different ethnic groups have been handed down over time, forming the characteristics of a region of Hainan Island with multiple dialects. At present, we find that there are 14 dialects commonly used by Hainan residents. These dialects carry Hainan's history and culture, folk culture and city culture passed down from generation to generation. The preservation of culture is due to the spread of language. The emergence of the new media era and convenient information transmission have created a good environment for the spread of dialects and culture in Hainan Island. This paper briefly describes the characteristics of Hainan dialect and discusses the ways of its transmission.

**Keywords:** New media era; Hainan Island; Language and culture communication

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## 1. Characteristics of Hainan dialect

The uniqueness of Hainan dialect is so obvious that it is difficult for residents who do not often speak the same Hainan dialect to understand each other. Hainan dialect belongs to the Minnan dialect of Chinese-Tibetan language family. It has great particularity in pronunciation and language structure, and is also very different from the common Minnan dialect, which is often daunting to learners who are interested in Hainan dialect. Hainan Island is an immigrant region, and all ethnic groups retain their own language and culture, which fails to realize the integration of language and culture. As a result, Hainan residents can only master their own language, but cannot understand the ethnic dialects of other ethnic groups. The uniqueness of Hainan dialect determines its high exploration and dissemination value.

## 2. The communication value of Hainan dialect

Hainan is a famous tourist resort, tourism is the main economic lifeline of the local economy, to promote the development of tourism is of great importance to the local economic development. Hainan dialect is the carrier of Hainan culture as well as a language resource and tourism resource. As the saying goes, "the familiar place has no scenery", people choose to travel for the purpose of feeling different lifestyle, different cultural characteristics, Hainan locals use local dialect can increase the characteristics of Hainan, let tourists feel the "different" tourism cultural connotation of Hainan. In Hainan province, a scenic spot named after a dialect, "Ya Nuoda", is very popular in the local area, which is related to the unique Hainan-nationality characteristics and great attraction of the scenic spot. It can be seen that highlighting the Hainan dialect culture in the tourist spot can improve the commercial attraction, and spreading the Hainan dialect can highlight the local ethnic culture and promote the development of local tourism economy.

## 3. Communication channels of Hainan Dialect in the New media era

The dissemination and popularization of Hainan dialect is conducive to strengthening the local cultural identity of Hainan people and promoting the development of local tourism economy. Therefore, it is necessary to find effective communication ways to strengthen the dissemination of Hainan dialect. In the era of new media, the output of language and culture becomes faster and faster.

We should actively explore effective ways to spread Hainan dialect.

### **3.1 Spread Hainan dialect through online information platforms**

Under the background of information society, people are accustomed to using online social communication and learning. Online information platform has fast information transmission, easy storage, and can be consulted at any time, which greatly improves the efficiency of communication and learning. Using online social platform to spread Hainan dialect can achieve better results. Wechat is now a very widely used information transmission software, with powerful information transmission function, many enterprises with the help of wechat public number for corporate culture publicity, we can use wechat public number to spread Hainan dialect.

In this process, we need to collect a large amount of data first to understand the historical formation of Hainan dialect, the characteristics and value of Hainan dialect, the application of Hainan dialect, the relationship between Hainan dialect and historical celebrities and other elements. Only if we have enough characteristics of Hainan dialect can we create interesting and more readable public account articles. An excellent public account article should have the characteristics of small length, short and concise sentences, clear views, strong interest, and straight to the theme at the beginning. Therefore, when creating Hainan dialect publicity articles, it is necessary to start from the perspective of readers and use the elements of public interest or current social hot spots to introduce the Hainan dialect content. For example, Su Dongpo is a well-known historical celebrity, his life is also very legendary, a lot of twists and turns of bizarre experience can effectively attract readers' interest. When we write the article, we can start from Su Dongpo who was banished to Hainan. When he first came to Hainan, he said, "There is no meat to eat, no medicine to get sick, and no room to live in." It can be seen that Hainan was still a wild land in the Song Dynasty. For example, the word "life" is expressed as "living" in the dialect of most regions in China, while "eating" is expressed as "eating" in Hainan dialect. The origin of this word is related to the harsh living conditions in Hainan in history. In such an environment, people worked to eat and eat to work. We can establish public wechat accounts and make publicity plans for Hainan dialect, create and upload relevant articles regularly, and increase the exposure of Hainan dialect with the help of new media, so as to make more people interested in Hainan dialect.

### **3.2 Spread Hainan dialect through short videos**

Short video is the mainstream communication mode in the new media era, and it is also the main information browsing knowledge of modern people. It has become the habit of most people to browse one or more short videos every day. In the communication process of Hainan dialect, we should make use of the flow mode of short video platform to spread Hainan language. Short videos mainly attract audience's attention by visual and auditory means. Now Hainan is a tourist resort with excellent scenery and pleasant climate. We can make short videos containing Hainan dialect and full of humorous factors by taking advantage of the excellent scenery in Hainan, and upload them to the short video platform. Short video production is similar to the creation of wechat public account articles. In the first second of the video, it is necessary to catch the audience's eye, so that they can watch the whole video and understand the content.

Hainan dialect retains a large number of ancient Chinese words, which can reflect the earlier human civilization. For example, in Hainan dialect, rice is still called "wo", "run" is called "walk", and chopsticks are called "chopsticks". When designing short video copy, we can integrate the ancient Chinese elements into it. For example, "Grandma Liu enters the Grand View Garden" is a humorous video material. We can take the video of people making fun of Grandma Liu when they eat, and add the dubbing "Grandma Liu picks up chopsticks and says that the chickens here are also handsome and the eggs are small." In general, when making short videos of Hainan dialect communication, we should take into account the public's expectation and preference for short videos (the public likes easy and pleasant short videos), and naturally integrate Hainan dialect into them.

### **3.3 Add Hainan dialect education to local school education**

The report of the 20th National Congress of the Communist Party of China clearly states that it is necessary to increase people's cultural confidence and realize the rejuvenation of Chinese culture. Hainan culture and Hainan dialect culture are part of traditional Chinese culture and crystallization of the wisdom of ancestors. All human beings are able to multiply and develop their civilization because of the invention of language. It is very necessary to increase the education of Hainan dialect in local schools to strengthen students' understanding and recognition of the local language and culture and enhance their cultural confidence. The university has a very large group base and a strong advantage in information communication. We should make good use of this advantage to do a good job in the communication of Hainan dialect. Taking our school as an example, although teachers in our school attach great importance to cultural and language education, the whole teaching plan of the major has already been completed, so it is inconvenient and unnecessary to add special Hainan language education courses. We can try to communicate with language teachers, so as to

integrate Hainan language teaching into the teaching process of the major. In addition, we can actively apply to the school for the establishment of Hainan Dialect Study Association to attract groups interested in communication and increase the spread of Hainan dialect. In addition to our campus, we can also seek opportunities to cooperate with other local schools to spread Hainan dialect in each school, and make use of the advantages of campus communication and student group communication to strengthen the spread of Hainan dialect.

### **3.4 Use scenic spots to spread Hainan language and culture**

Hainan is a famous tourist mecca in China. Every year, a large number of people from outside pour into Hainan for sightseeing or vacation, which provides a good condition for us to carry out the communication of Hainan language and culture. People come to Hainan for tourism to experience the culture and lifestyle of Hainan people. We are willing to learn about Hainan dialect, Hainan history, Hainan stories and other elements in Hainan. Integrating Hainan dialect, Hainan stories and Hainan history into tourist attractions or tourism activities can improve tourists' travel experience and expand the transmission channels of Hainan dialect. For example, we can actively strive for communication and cooperation with well-known scenic spots nearby, and propose that the scenic spots integrate Hainan dialect culture into the scenic spots. For example, dialect QR codes are affixed in the sightseeing areas, and tourists can hear the dialect scenic spots and sceneries by scanning the dialect QR codes. In this way, tourists' understanding and communication of Hainan dialect can be enhanced. Effectively expand the communication channels of Hainan dialect.

## **4. Conclusion**

Hainan dialect is the wisdom crystallization of the generations of Hainan people and the carrier of Hainan culture. With the gradual marginalization of Hainan dialect in the popular Putonghua, under the background of the Renaissance of Chinese culture, we should be committed to protecting the culture of Hainan dialect, actively exploring new ways and approaches of communication of Hainan dialect, and strengthening people's understanding and communication of Hainan dialect.

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