

From Dialect Survival to Cultural Identity: A Dual-Enabling Study on Rural Revitalization: Protecting Jiangxi Dialect (Represented by Gan Dialect) and Industrial Development

Xinyu Liu

Beijing Wuzi University, Beijing, China

ABSTRACT

Project Summary: This initiative focuses on the dual empowerment of Jiangxi dialect (represented by Gan language) preservation and rural revitalization. Addressing core challenges of Gan language such as "significant county-level disparities, fragmented preservation efforts, and weak industrial integration," we innovatively propose a "county-focused Gan language database + industrial dual empowerment" solution. Through questionnaire surveys (covering key demographics aged 13-25, with 180 valid responses collected), literature review, and case analysis, we demonstrate the current status of Gan language preservation: younger generations exhibit lower dialect usage frequency, with only 17.86% of 13-18-year-olds "frequently using" it compared to 31.91% among 19-25-year-olds, showing a clear decline in dialect usage frequency across younger age groups. Regarding dialect usage, "fear of others not understanding" (45%) and "long-term living away from hometown" (36.25%) are primary constraints. Surveys also reveal a positive correlation between family dialect usage frequency and learning willingness. Consequently, we designed a "phonetic-text-cultural annotation" county-level dialect database with regional shared sub-databases, outlining application pathways in academic, educational, cultural-tourism, and economic sectors. Simultaneously, we established a "dialect preservation → industrial empowerment → feedback to preservation" logic, providing theoretical and practical value for mutual reinforcement between dialect protection and rural revitalization.

KEYWORDS: Jiangxi dialect, rural revitalization, Gan language preservation, industrial empowerment, cultural identity.

INTRODUCTION

Dialects serve as the "living genes" of regional culture, carrying historical memories and cultural identity while constituting a vital component of China's cultural diversity. As one of Jiangxi's dialects, Gan Yu (Gan dialect) is widely used throughout Jiangxi Province and parts of neighboring provinces, preserving numerous features of Middle Chinese and serving as a spiritual bond for cultural identity among Jiangxi residents. However, under the dual pressures of accelerated urbanization, Mandarin's dominance, and population mobility, Gan Yu's survival space has been continuously compressed, facing existential challenges: significant dialectal variations across counties lead to patchwork-like preservation efforts;

younger generations show reluctance or inability to speak it; conservation initiatives require substantial funding yet yield limited economic returns, resulting in unsustainable models and disconnection between dialect preservation and rural industrial development. The Rural Revitalization Strategy explicitly states that "cultural revitalization is the soul of rural revitalization." How to revitalize this traditional cultural resource through dialect preservation, drive rural revitalization, and achieve mutual empowerment between "preservation" and "development" remains our key challenge. This project focuses on the coordinated development of Jiangxi dialect preservation and rural revitalization. Through

How to cite this paper: Xinyu Liu "From Dialect Survival to Cultural Identity: A Dual-Enabling Study on Rural Revitalization: Protecting Jiangxi Dialect (Represented by Gan Dialect) and Industrial Development" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-6, December 2025, pp.216-225, URL: www.ijtsrd.com/papers/ijtsrd98801.pdf



IJTSRD98801



Copyright © 2025 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)

questionnaire surveys to assess current preservation status, combined with literature review and practical case studies, we propose a "county-focused Gan Yu database + industry-driven mutual empowerment" model. This approach aims to address core pain points in Gan Yu preservation and explore effective pathways to transform dialect cultural resources into rural industrial value.

1. Project Context

1.1. Project Significance

1.1.1. Cultural Significance

Dialects serve as living fossils of regional culture. As the core of Jiangxi's dialect, Gan Chinese preserves numerous features of classical Chinese, embodying the province's unique folk traditions and cultural identity. Examples include the "Da Ciba" (rice cake pounding) and "dragon boat racing" terms in Duchang's Gan dialect, and the "Wanshou Palace Legend" narrative in Nanchang's Yuzhang dialect. These linguistic treasures act as vital conduits for Jiangxi's cultural heritage. Preserving Gan Chinese means safeguarding the cultural "roots" and "soul" of Jiangxi, which helps maintain regional cultural diversity while strengthening local residents' cultural identity and sense of belonging. Particularly significant is its role in fostering cultural confidence among younger generations.

1.1.2. Economic Implications

In the context of rural revitalization strategies, cultural revitalization serves as a pivotal component. As the core of rural culture, dialects hold immense potential to generate economic value. By integrating dialects with industries, we can revitalize rural cultural tourism, creative industries, and the digital economy. Initiatives like developing dialect-themed educational tours and cultural products can boost rural economies and increase villagers' incomes. These earnings can then be reinvested into dialect preservation, creating a virtuous cycle of "protection-development-reprotection" that continuously fuels rural revitalization.

1.1.3. Social Meaning

The preservation and use of dialects can strengthen emotional bonds in rural communities, reinforcing traditional social networks of neighborly support and village cohesion. In today's era of frequent population mobility, dialects serve as emotional bridges connecting wanderers to their hometowns. The development of rural dialect industries may attract young people to return home for entrepreneurship and employment, contributing to the socio-economic development of their hometowns.

1.2. Research status

1.2.1. Research status of dialect protection

Research on the protection of regional dialects in China has achieved notable progress. Yan Sen, for instance, established the first standardized classification system for Gan Chinese in his seminal work "Zoning of Jiangxi Dialects (Draft)" [1], dividing the language into nine dialect groups including Changjing, Yiliu, and Jicha. He highlighted the dialect's core characteristic of "significant regional variations and low mutual intelligibility," providing a theoretical foundation for targeted preservation efforts in the regions discussed in this paper. Xie Liuwen further refined the classification in his study "Review and Rezoning of Gan Dialect Areas in Jiangxi" [3], reaffirming the necessity of county-level preservation. However, most existing research remains focused on phonetic, lexical, and grammatical aspects of dialects, with preservation models still confined to basic documentation. The lack of integration with industrial development and rural revitalization efforts has resulted in fragmented preservation practices and poor sustainability.

1.2.2. Research Status of Rural Revitalization and Cultural Correlation

The study "Research on the Protection and Inheritance of Traditional Culture in Rural Revitalization" [5] highlights that traditional culture serves as the "soft power" driving rural revitalization. However, current conservation efforts face challenges: overemphasis on superficial forms while neglecting substantive content, and excessive funding without considering practical outcomes. Taking dialects as an example, their integration with rural industries remains in its infancy. While initiatives like Nanchang Wanshou Palace's "Dialect Drama + Cultural Tourism" and Jiangxi Dialect News Agency's "Dialect Art Book + Online Promotion" have achieved partial success, they lack systematic planning and fail to establish replicable models. Therefore, there is an urgent need to establish a new mechanism that can both precisely protect dialects and enable them to create value for industrial development.

1.2.3. Current situation of Gan language protection practice

Jiangxi Province has made notable strides in dialect preservation through practical initiatives. Nanchang City has compiled a 400-hour dialect dataset featuring diverse scenarios and speakers, establishing a foundational data resource for AI applications. The newly launched Gan Dialect Geographic Information System (GDGIS) provides clear visualization of

dialect distribution across counties, highlighting regional linguistic characteristics. However, these efforts face three key limitations: First, preservation efforts remain concentrated in major cities like Nanchang and Ganzhou, with insufficient coverage of remote counties. Second, the weak connection between data resources and industrial development makes it challenging to convert them into tangible economic benefits. Third, the lack of targeted engagement strategies has failed to effectively attract younger generations, leaving the critical challenge of cultural continuity in dialect preservation unresolved.

1.3. Application Significance

1.3.1. Academic application significance

Database solutions can provide precise planning frameworks for research in Gan dialect phonology. For instance, comparing tonal variations across different regions can provide empirical data for studying the evolution of ancient Chinese tones. Meanwhile, integrating regional data into shared sub-databases helps researchers move beyond isolated case studies, enabling a holistic understanding of Gan dialect characteristics. This approach addresses the current research challenge of "unclear county-level details and weak regional connections."

1.3.2. Educational application significance

The database solution can provide teaching resources. Based on the practical experience of Jiangxi Normal University Dialect Society's "Dialect into Campus" initiative, the database can be used to develop regional dialect elective courses, break the gap of dialect inheritance among young people, and promote cultural inheritance.

1.3.3. Industrial Application Significance

In the cultural tourism sector, the database solution effectively integrates dialect cultural tourism resources by leveraging the current dialect usage in Jiujiang, Jiangxi [3], enabling immersive experiences through dialect folklore integration. For the digital economy, it provides strategic planning for AI dialect recognition technology, developing dialect-based customer service and navigation systems to drive rural digital innovation. In cultural creativity, incorporating dialect elements into ceramic designs and digital collectibles expands rural consumption scenarios.

2. Research Contents

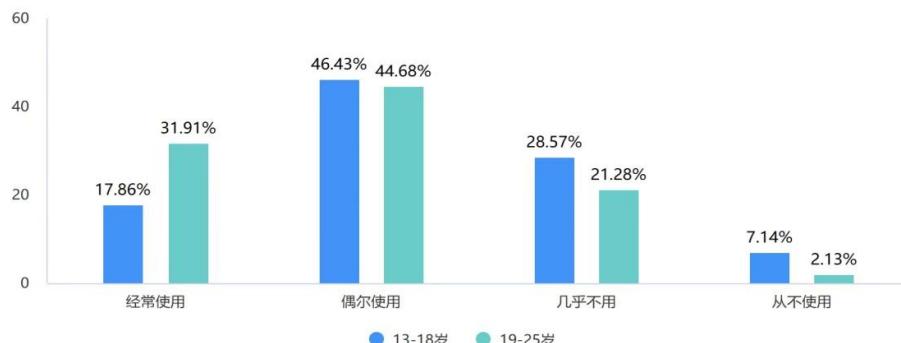
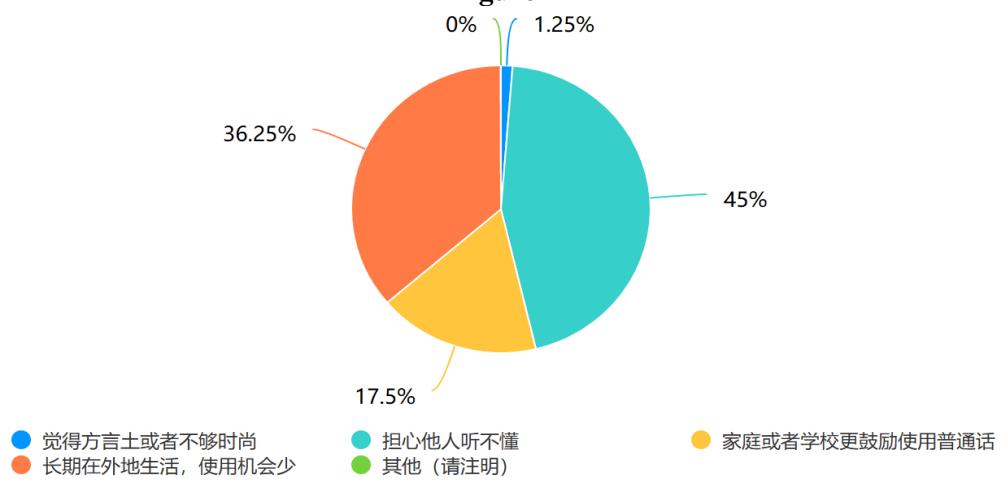
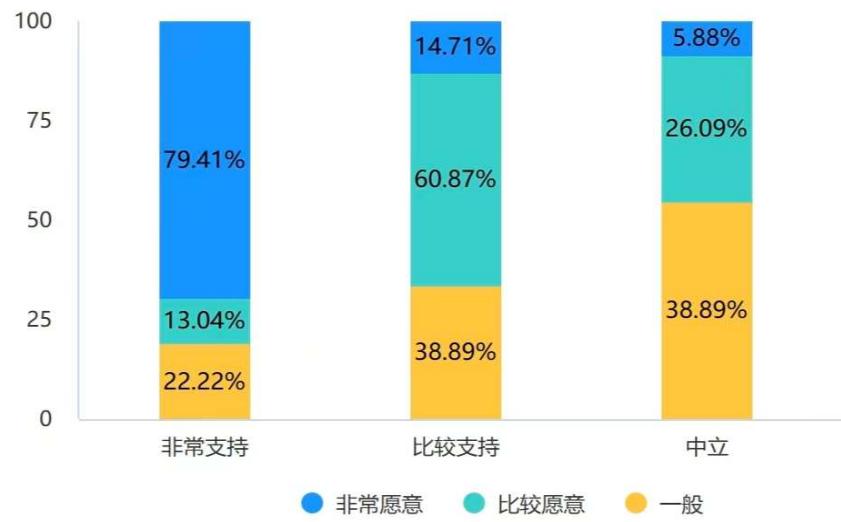
2.1. Research Contents

2.1.1. Research On The Current Situation Of Gan Language

To assess the usage and preservation of Gan dialect, this project conducted targeted surveys across multiple counties in Jiangxi Province. The respondents included: children aged 12 and under (1.25%), youth aged 13-18 (35%), 19-25 year-olds (58.75%), and those aged 26 and above (5%). A total of 220 questionnaires were distributed, with 180 valid responses collected, achieving an 81.8% response rate. The research focused on three key dimensions: 1) Dialect usage frequency in two core contexts: friendships and family. Figure 1 shows that among 13-18-year-olds, 17.86% "often use" Gan, 46.43% "occasionally use", 28.57% "rarely use", and 7.14% "never use" in social interactions. For 19-25-year-olds, the percentages shift to 31.91% "often use", 44.68% "occasionally use", 21.28% "rarely use", and 2.13% "never use". Figure 2 reveals that family communication usage increases with age: 25% of 13-18-year-olds, 42% of 19-25-year-olds, and 68% of 26+ years old "often use" Gan. 2) Reasons for avoiding dialect use: Pie chart data indicates 45% cite "fear of being misunderstood", 36.25% mention "limited usage opportunities due to long-term living away from home", 17.5% attribute it to "family/school preference for Mandarin", and 1.25% perceive Gan as "outdated or less fashionable". The third aspect examines dialect learning motivation. Survey data reveals a positive correlation between household dialect usage frequency and learning willingness: Among households with "frequent usage," 21.43% expressed "strong willingness" to learn, 60.71% showed "moderate willingness," and 17.86% indicated "weak willingness." For households with "occasional usage," 36.18% demonstrated "strong willingness," 37.47% showed "moderate willingness," and 8.51% indicated "weak willingness." In households with "minimal usage," 46.15% reported "weak willingness" and 30.77% stated "complete unwillingness." Considering the widespread challenges in dialect preservation [4], the research identifies three core obstacles to Gan dialect sustainability: 1) Low usage frequency among younger generations exacerbating transmission gaps; 2) Primary constraints stemming from concerns about communication barriers and lack of social contexts; 3) Significant regional disparities intensifying protection efforts.

Figure1

第6题：您平时在朋友间交流使用方言的频率如何[单选题]

**Figure 2****Figure 3**

2.1.2. Design of a county-focused Gan language Database scheme

Taking typical county towns in Jiangxi as the unit, the three-dimensional database architecture of "voice-text-cultural annotation" is designed, and the specific planning is as follows:

Voice Module: Establish clear data collection standards including speaker selection criteria

(covering diverse age groups and occupational categories such as 18-30 year-olds, seniors over 50, farmers, teachers, and intangible cultural heritage inheritors), scenario settings (daily conversations, folk activities, storytelling sessions), and recording parameters (sampling rate 44.1kHz, 16-bit depth, lossless storage). For example, collect both the spoken narration of the "Jianyi Iron Affairs" dialect from Fengcheng Gan dialect and the sung performance of

"Yuanhe Tea-Picking Opera" from Yichun Gan dialect, ensuring preservation of authentic phonetic characteristics.

Text Module: This section plans the collection scope, including dialects, proverbs, nursery rhymes, folktales, and folkloric texts. Examples include Nanchang's local saying "Three Treasures of Nanchang City: Lihao, cured pork, and Poyang Lake grass," and Hakka mountain songs in Xiushui's Huaiyuan dialect. Additionally, it establishes vocabulary annotation rules, covering pinyin labels, semantic annotations, and usage context labels (e.g., "daily communication," "holiday greetings").

Cultural annotation module: Establish the correlation logic between dialect and regional culture, and add cultural background annotation to each speech and text, so that dialect resources are not only language materials, but also cultural carriers.

2.1.3. Design of collaborative optimization scheme for shared sub-databases in the zone

Based on Yan Sen's classification of Gan dialect regions, a collaborative mechanism combining shared resources with preserved distinctive features has been designed.

Consolidate common resources: Identify and compile shared phonetic patterns and vocabulary across county-level dialects in specific regions to create a unified database. For example, standardize pronunciations of personal pronouns like 'I', 'you', 'he', and common phrases such as 'eat' and 'sleep', thereby avoiding redundant data collection and improving operational efficiency.

Preservation of distinctive resources: Establish clear criteria for defining dialect characteristics, such as the 'in-sound pronunciation' in Nanchang's Yuzhang dialect, the 'Hakka vocabulary' in Xiushui's Hakka dialect, and the mixed features of Ganzhou's southwestern Mandarin and Gan dialect. This ensures the preservation of unique characteristics. Additionally, a regional resource retrieval system will be designed to support rapid access to common resources and precise location of distinctive resources, facilitating practical applications.

2.1.4. Exploration of two-way empowerment paths between industries

Based on the database scheme, the system plans four industrial empowerment paths:

Cultural-Tourism Integration Strategy: Develop educational routes combining dialects, folk customs, and scenic attractions. For example, the "Nanchang Wanshou Palace Dialect Cultural-Tourism Route"

features: 1) Historical exploration through dialect audio guides (using database-processed voice archives), 2) Interactive "Dialect Drama Experience" (leveraging database-text corpora), and 3) Purchase of dialect-themed cultural products (supported by database-cultural annotations). Additionally, implement strategic development plans including: 1) Dialect audio navigation systems (user-friendly listening interfaces), 2) Folk custom immersion activities (hands-on cultural experiences), and 3) Educational study guides (structured learning resources).

Cultural innovation strategy: Extract dialect elements from databases to design diversified cultural products, such as dialect-themed ceramics, NFT collectibles (visualizing unique dialect sounds into digital art to attract young collectors), and dialect stationery (notebooks and pens featuring dialect vocabulary).

Digital economy path: Connect with AI enterprises that need dialect speech data, and plan data security usage solutions. For example, collaborate with smart speaker manufacturers to provide them with processed Gan dialect speech data that does not involve personal privacy, to train voice assistants capable of understanding local dialects. Another example is helping local e-commerce platforms develop a dialect customer service system to enhance the user experience of rural e-commerce. At the same time, seize the opportunity of short videos by planning a "dialect + short video" dissemination path, creating youthful short video content, and spreading it through platforms like TikTok and Kuaishou to attract traffic while strengthening cultural identity.

Educational Inheritance Path: Revitalize the younger generation through "lightweight" and "interest-driven" approaches, moving beyond rigid school-based curriculum models. Collaborate with primary and secondary schools (especially county-level elementary schools) to introduce dialect elective courses such as "Dialect Nursery Rhymes Singing," "Dialect Story Sharing," and "Dialect Folk Craft Activities" – no formal assessments, participation driven by genuine interest. Existing dialect cultural tourism routes should be integrated into school's official off-campus programs, allowing students to experience dialect culture firsthand and spark their willingness to preserve it. Additionally, develop lightweight AI learning tools (like dialect pronunciation check-in mini-programs and short video learning accounts) for post-class self-directed exploration, avoiding rigid constraints in educational settings.

2.1.5. Project Challenges and Solutions

Challenge 1: It is difficult to obtain research samples

During project implementation, the target group (particularly adolescents aged 13-25) was dispersed across multiple schools and counties, with holiday schedules complicating offline surveys. The solution adopted an "online-first, offline-second" strategy, utilizing platforms like Wenjuanxing (a Chinese survey platform) and online group chats to expand questionnaire distribution and supplement the sample.

Challenge 2: Personal energy and workload are not matched

As an individual project, the entire workflow—from literature review and questionnaire design to data collection, proposal development, and thesis writing—required independent execution, resulting in delayed progress and lower efficiency in certain stages. Solution: Implement a "priority ranking method" by prioritizing core tasks (e.g., questionnaire data analysis, database architecture design) over secondary tasks (e.g., cultural product detail design) to ensure quality control. Additionally, utilize free online tools like mind mapping software and questionnaire analysis tools to enhance productivity and minimize redundant work.

2.2. Research Objective

Design a county-level database and a regional shared sub-database scheme adapted to the characteristics of Jiangxi dialect (Gan language), and explore how to promote the mutual promotion of dialect protection and rural revitalization, and finally form a replicable and implementable "Jiangxi model". The specific goals include:

1. Clarify the dilemma of Gan language survival, clarify the key restrictive factors of young people's dialect use and inheritance, and enhance cultural identity;
2. Complete the design of the county database scheme and the shared sub-database framework;
3. Plan the industrial empowerment path in the four fields of culture and tourism, cultural creativity, digital economy and education;
4. Propose the feasibility of project implementation to provide reference for the implementation of subsequent plans.

2.3. Key issues to address

The key to addressing the fragmented challenges of Gan dialect conservation—where 'significant regional disparities render uniform protection ineffective'—lies in implementing a 'one county, one database; coordinated regional efforts' framework. This approach enables precise, differentiated conservation

strategies tailored to local conditions, fundamentally aligning with the dialect's complex geographical distribution.

The key to addressing the disconnect between dialect preservation and industrial development, as well as poor sustainability, lies in establishing a "cultural resources → industrial value → conservation reinvestment" framework. We must enable dialect resources to generate economic value, then reinvest the proceeds into preservation efforts, creating a virtuous cycle. This approach transforms dialect protection from a one-way "blood transfusion" into a self-sustaining mechanism.

The key to addressing the dialect preservation gap among young people lies in leveraging survey data showing a positive correlation between family usage frequency and learning willingness. By adopting a lightweight educational approach combining elective courses with study tours, along with industry empowerment strategies (such as youth-oriented cultural innovation and short video dissemination), we can spark younger generations' affinity for dialects and learning motivation through interest-driven engagement. This method effectively avoids the potential aversion caused by traditional "systematic instruction" approaches.

The key to solving the problem of the lack of social scenarios for dialects is to create new application scenarios for dialects through industrial empowerment, such as dialect experience in cultural tourism and dialect customer service in digital economy, so that dialects can return from "family niche use" to "public scene application" and improve the practical value of dialects.

3. Technical approach and solutions

3.1. technology roadmap

This project adopts the four-stage technical route of "research-design-planning-optimization", and the specific process is as follows:

Research preparation → Data collection and analysis → Database design → Industrial empowerment planning → Results summary and optimization

3.2. Rx

3.2.1. Research preparation phase

Research Protocol for Literature Review: The search strategy for local research reports published on CNKI and the Jiangxi Provincial Linguistic Society includes keywords such as "Gan dialect preservation", "county-level dialect database", "cultural empowerment in rural revitalization", and "dialect industry integration". This clarifies the theoretical foundation for cultural-industrial integration. Through case studies and practical experience summarization, the protocol

provides both theoretical and practical support for its design.

Questionnaire Design: Based on research objectives, we developed a five-dimensional questionnaire structure comprising "Basic Information + Usage Frequency + Restraining Factors + Learning Intention + Industry Awareness". Basic Information primarily distinguishes respondents' backgrounds, including age, county of residence, and occupational status. Usage Frequency focuses on two key scenarios: interactions with friends and family. Restraining Factors address core concerns such as "fear of being misunderstood" and "limited usage opportunities". Learning Intention employs a five-point scale from "very willing to" to "relatively unwilling". Industry Awareness emphasizes acceptance of "dialect + cultural tourism/cultural creativity". The questionnaire underwent revisions through pilot testing (50 distributed, 42 valid responses collected), followed by formal distribution of 220 questionnaires with 180 valid responses, achieving an effective response rate of 81.8%.

3.2.2. Data collection and analysis phase

Survey Implementation: The questionnaire was distributed primarily online through platforms like Wenjuanxing and group chats, covering multiple counties. A total of 220 questionnaires were distributed, with 180 valid responses collected, achieving an 81.8% valid response rate. The sample distribution was as follows: 1.25% aged 12 and under, 35% aged 13-18, 58.75% aged 19-25, and 5% aged 26 and above. Geographically, Nanchang accounted for 28%, Duchang 18%, Xiushui 15%, and other counties 39%. Demographically, students made up 65%, farmers 12%, teachers 8%, and others 15%. The sample demonstrated strong representativeness.

Data analysis methodology: Descriptive statistics were employed to analyze the distribution patterns of dialect usage frequency and constraining factors. Correlation analysis verified the relationship between "familial usage frequency and learning motivation" (Pearson correlation coefficient $r=0.632$, $p<0.01$, indicating significant positive correlation). Chi-square cross-analysis was conducted to investigate dialect usage differences across age groups and county populations (e.g., significant differences in "frequent usage" rates between 13-18 and 19-25 age groups, $\chi^2=7.983$, $p<0.01$), providing data support for the design of the study plan.

3.2.3. Database schema design phase

County-level database plan refinement: Develop specific county-level database plans for Fengcheng, Yichun, and Xiushui as case studies.

1. Fengcheng Gan Dialect Database: This project documents the phonetic expressions of the "Jianyi Tieshi" dialect through collaborative recordings by both young and elderly speakers, capturing generational transmission and linguistic evolution. The corpus primarily features historical anecdotes and folk proverbs from Jianyi, while cultural annotations integrate Fengcheng's distinctive Jian culture resources and folk traditions like Shehuo Nuo Dance. Each entry includes a 200-word background analysis to elucidate its cultural significance.

Yichun Gan Dialect Database: This project collects dialectal vocal recordings of "Yuanhe Tea-Picking Opera", with a focus on performers who are either intangible cultural heritage inheritors or members of traditional folk troupes, ensuring professional and representative audio samples. The textual system organizes tea-picking opera scripts and folk tales from the Yuanhe River basin. Cultural annotations highlight the artistic evolution and performance system characteristics of this opera genre, with each corpus entry accompanied by professional cultural interpretations that reveal its significance as a comprehensive cultural carrier.

2. Xiushui Hakka (Huaiyuan) Database: Audio recordings include "Hakka Folk Songs" and "Daily Conversations", featuring speakers from various age groups in Hakka villages. Textual materials encompass "Hakka Nursery Rhymes" and "Folklore Texts". Cultural annotations link to "Migration History of Xiushui Hakka" and "Traditional Customs of Hakka", demonstrating the integration of Hakka culture with Gan Chinese.

Refinement of the shared sub-database scheme: Taking the Changjing area as an example, the shared sub-database is designed as follows:

Common resource repository: Integrating 18 counties' shared phonetic patterns (including tone counts and initial consonant rules) and daily vocabulary (such as 'eat' and 'drink'), comprising approximately 200 phonetic rules and 500 common terms, available for cross-county sharing within the region.

Index of characteristic resources: Establish an index of characteristic resources for each county, labeled as "county-characteristic resource type-resource name", so that users can accurately retrieve characteristic resources and avoid resource homogeneity.

3.2.4. Industrial empowerment path planning stage

1. Refinement of cultural and tourism integration paths:

Study Tour Route Design: The "Changjing Dialect Culture Study Tour Route" will pass through

Duchang, Hukou, and Pengze. On the first day in Duchang, participants will experience Poyang Lake fishing songs performed in local dialect and a dragon boat race commentary in the dialect. The second day in Hukou will feature a Qingyang Opera performance in the dialect. The final day in Pengze will include a folk dialect and proverb learning activity.

Voice guide system planning: Design a dialect voice guide module for scenic spots. Tourists can scan the QR code of the scenic spot and choose the county dialect to listen to the introduction of the scenic spot. The voice content comes from the voice file module of the database.

Folk customs activities: Plan a "Dialect and Folk Festival", including dialect situation plays, dialect songs, dialect calligraphy displays, etc., to attract tourists and local students to participate and activate the use of dialect.

2. Refinement of cultural and creative development path:

1. Product design planning:

Dialect Ceramics: Partnering with Jingdezhen ceramic enterprises, we engrave Nanchang's local sayings like 'Three Treasures of Nanchang City: Lihao, cured pork, and Poyang Lake grass' and Duchang's nursery rhyme 'Moonlight shines bright, illuminating the hall' on ceramic cups and plates. These are paired with voice-enabled QR codes, allowing users to scan and listen to dialect readings.

Dialect Digital Collectibles: Select representative audio materials from dialect databases, transform them into dynamic visual artworks through digital art creation, and develop them into dynamic audio NFT collectibles. These are issued via blockchain platforms for sale to young audiences while promoting dialect culture.

Dialect stationery: In collaboration with local Jiangxi stationery enterprises, we develop notebooks and pens featuring dialect vocabulary, with positive expressions like "keep going" and "strive" selected, tailored for student use.

2. Sales model planning: Adopt a combination of "online e-commerce + offline experience stores". Online, open "Gan Chinese Cultural and Creative Stores" on Taobao and TikTok, while offline, set up experience stores in scenic spots to display and sell dialect cultural and creative products, and also establish dialect interactive experience zones (such as dialect pronunciation check-in).

3. Digital economy path refinement:

AI dialect technology collaboration: We plan to partner with companies to utilize our compiled Gan dialect speech data for AI development. These

materials, containing daily expressions and common dialogues, are professionally processed to ensure information security. Leveraging this speech data, we will develop intelligent speakers and customer service systems capable of understanding Gan dialect. These technologies will be first implemented on specialty e-commerce platforms to enhance elderly users' experience.

Short video dissemination strategy: Create youth-oriented short video content, such as "Dialect Version of Zhen Huan Zhuan" and "Gan Yu Children's Rhymes Adaptation", and publish them through TikTok and Kuaishou accounts. Invite local influencers and dialect bloggers to collaborate in promotion, attract young audiences, and simultaneously embed links to dialect-themed cultural and creative products to achieve traffic conversion.

4. Refinement of educational inheritance path:

Dialect Elective Course Plan: Integrate dialect courses into the school-based elective program, offering one weekly session for students in grades 3-6. The program adopts an interactive experience format featuring "Dialect Nursery Rhymes Singing," "Dialect Story Sharing," and "Dialect Folk Custom Crafts."

Dialect Study Integration: The "Changjing Dialect Cultural Study Route" has been incorporated into the school's "Extracurricular Practice Program", organizing annual participation for 4th-6th graders. The itinerary features "Dialect Mini-Assignments" (such as learning a local dialect phrase from elders or documenting study experiences in dialect), complemented by a study guide developed with a database (including dialect vocabulary annotations and folkloric background introductions). This approach allows students to naturally engage with dialects through hands-on experiences, avoiding the monotony of classroom instruction.

Lightweight AI tool planning: Develop dialect learning mini-programs (such as "Gan Yu Qu Xue"), focusing on functions like "pronunciation check-in", "children's song listening", and "story on-demand". The interface design is youthful (such as cartoon dialect character images), requiring no mandatory registration, allowing students to quickly log in via WeChat. Meanwhile, operate the TikTok account "Gan Yu Xiao Kela", publishing 1-3 minute dialect fun videos (such as "dialect trivia" and "dialect tongue twisters") for students to watch independently after class, spreading dialect culture in a fragmented manner.

4. Project Features and Innovations

4.1. Protection mode innovation:

Traditional approaches to preserving local dialects often adopt a 'comprehensive and all-encompassing'

mindset, overlooking the core characteristics of Gan dialect—significant regional variations and low mutual intelligibility [1][3]. This has resulted in fragmented preservation efforts lacking targeted focus. Our project innovatively proposes a 'county-level database + region-specific shared sub-databases' model, achieving an organic integration of precision and collaboration:

Precise protection: Design database plans by county, and plan the scope and standard of speech, text and cultural resources collection according to the unique characteristics of different county dialects, so as to ensure the "individuality" of county dialects, avoid the "one size fits all" protection mistake, and realize "one place, one database, each with its own characteristics".

Collaborative Optimization: Establishing shared sub-databases at the regional level enables effective integration of common dialect resources to enhance efficiency. For instance, the 18 counties in the Changjing dialect area share standardized vocabulary and phonetic patterns while preserving distinctive features, creating a "shared commonalities, preserved uniqueness" mechanism. This approach not only effectively addresses the fragmentation of conservation efforts caused by regional disparities but also optimizes resource allocation within the region, laying the groundwork for diversified dialect preservation and development initiatives.

4.2. Development logic innovation:

While costly, dialect preservation efforts often fail to deliver economic returns, and the current protection model lacks sustainability, resulting in a disconnect between dialect preservation and rural industrial development. This project establishes a 'dialect preservation → industrial empowerment → feedback to preservation' framework, creating a virtuous cycle of 'preservation' and 'development':

Dialect Resource Industrialization: This process transforms audio, textual, and cultural materials from databases into marketable products and services, including developing dialect audio guides, designing cultural and creative products, and planning dialect-themed educational tours. Through these initiatives, dialect materials originally used for academic research are converted into economically valuable market resources.

Revenue-driven conservation: The plan allocates 10%-15% of dialect industry revenue to dialect preservation, covering database updates (e.g., expanding dialect resources in remote counties), cultural events (e.g., dialect festivals), and educational outreach. This creates a closed-loop system of 'preservation-industry-reinvestment,' addressing

sustainability challenges in traditional conservation models.

4.3. Application Scenario Innovation:

Current dialect preservation efforts remain limited to academic research, with few engagement opportunities for younger generations [4]. This project pioneers database solutions across four key domains: academia, education, cultural tourism, and digital economy, achieving cross-sector integration. Notably, the innovative "elective courses + study tours" model in education addresses the critical issue of cultural transmission gaps among youth through lightweight implementation.

Academic scenario: To provide accurate materials for linguistic research, fill the gap in dialect research, and promote the deepening of dialect academic research.

Educational scenario: Abandon the traditional "systematic teaching" mode, and start with the "elective course + study" lightweight approach, combining interesting content and field experience to reduce the resistance of young people. At the same time, it is equipped with short videos, mini programs and other lightweight tools to adapt to the fragmented learning habits of students.

Cultural tourism scenario: Design immersive dialect cultural tourism products, such as study routes, audio guides and folk festivals, so that tourists can experience the charm of dialect and expand the influence of dialect.

Digital economy scenario: Connect with AI enterprises to develop dialect technology products, spread dialect culture through short videos, adapt to the digital lifestyle of young groups, let dialect "enter" the daily life of young groups, and activate the desire to inherit.

4.4. Practice-oriented innovation:

This project is closely combined with local practice cases in Jiangxi, so that the design of the scheme is more in line with practical needs and improves the feasibility of implementation:

Drawing on the practical experience of Nanchang 400-hour dialect data set, the standard of database speech collection is clarified;

Drawing on the successful model of "dialect drama + cultural tourism" in Nanchang Wanshou Palace, we plan dialect cultural tourism routes and folk experience activities;

Drawing on the economic self-sustaining model of "art books + online distribution" from Gan Yu News Agency, we have developed a sales framework for cultural and creative products.

5. Project Summary

This project focuses on the dual empowerment of Jiangxi dialect (Gan language) protection and rural revitalization. Building upon existing research foundations [1][3][5], it conducts questionnaire surveys, literature reviews, and case analyses to systematically assess the current status of Gan language preservation, design database solutions, and outline industrial empowerment pathways, achieving phased results.

Through a survey covering multiple counties with 180 valid questionnaires, we identified key challenges in preserving the Gan dialect: Younger generations show low usage frequency, with only 17.86% of 13-18-year-olds "regularly use" it compared to 31.91% among 19-25-year-olds. Major barriers include concerns about "others not understanding" (45%) and "long-term living away from home" (36.25%). Family dialect usage frequency showed a significant positive correlation with learning willingness ($r=0.632$, $p<0.01$), with 82.14% of "regular users" expressing willingness to learn. In-depth interviews with dialect researchers and intangible cultural heritage inheritors further clarified practical difficulties in Gan dialect preservation and identified rural industry development needs.

At the design level, the project successfully developed a "County-focused Gan Language Database + Regional Shared Sub-databases" framework. This established a three-dimensional architecture integrating audio, text, and cultural annotations, while refining database solutions for specific county-level regions and coordinating mechanisms for shared sub-databases. These measures achieved the dual objectives of "targeted preservation and collaborative utilization". Furthermore, the plan outlined four empowerment pathways for cultural tourism, creative industries, digital economy, and education sectors, providing a clear implementation framework for both Gan language preservation and rural industrial development.

The project implementation faces multiple challenges. First, practical difficulties in collecting dialect samples persist, particularly due to insufficient offline sample coverage, which compromises the database's representativeness at the county level. Second, the

industrial transformation pathway remains in the planning phase, requiring deeper collaboration with enterprises and educational institutions, while some cultural tourism and creative solutions lack sufficient market validation. Third, constrained by the individual project model, resource integration capabilities remain limited, posing challenges for large-scale promotion and long-term operation of these initiatives.

Through systematic research, this project has comprehensively analyzed the current status and core challenges of Gan dialect preservation. It proposes an innovative and implementable "county-level database + industrial empowerment" framework, establishing a synergistic model for dialect conservation and rural revitalization. The initiative demonstrates significant theoretical value and practical significance. Moving forward, expanding the sample scope, deepening industrial collaboration, and integrating multi-source resources will facilitate continuous refinement and implementation of the solution, ultimately contributing to the preservation of Jiangxi dialect and the revitalization of rural cultural heritage.

References:

- [1] Yan Sen. Regionalization of Jiangxi Dialect (Draft). [J]. *Dialect*, 1986(01):22-31.
- [2] Jiangxi Provincial Language Society. *Jiangxi Dialect Resources Census Report (2024)* [R]. Nanchang: Jiangxi Provincial Language Society, 2024.
- [3] Xie Liwen. A Review and Reclassification of the Gan Dialect Area in Jiangxi Province [J]. *Dialect*, 2001(04):343-356.
- [4] Zhuoma Ye. Research on the Inheritance and Development of Regional Culture from the Perspective of Dialect Protection [J]. *Cultural Heritage*, 2025(33):26-03.
- [5] Zhang Yizhuo. Research on the Protection and Inheritance of Traditional Culture in Rural Revitalization [J]. *Agricultural Economics*, 2025(17):41-03.
- [6] Lu Jifang. Survey and Analysis of the Current Status of Rural Dialect Usage in Jiujiang, Jiangxi Province [J]. *Language Research*, 2013(02):39-40.