

Analysis of Dialect Protection in Linyi under the Framework of Accounting Scheme

Da Qi

School of International Studies, Zhejiang University, Hangzhou 310058, China

Abstract

Since the launch of the Project for the Protection of Language Resources of China, there has been few studies using systematic language planning theories to analyze the dialect protection work in Linyi. In this regard, by using Cooper's Accounting Scheme to analyze the protection of dialects in Linyi City, it can be concluded that although Linyi has made remarkable achievements in dialect protection, it is still necessary to strengthen the popularization of dialect culture and publicize it in a way loved by the people, so as to expand the influence of the dialects in Linyi and improve people's sense of belongingness with the Yimeng culture carried by the dialects.

Keywords

Language Planning; Language Policy; Dialect Protection; Accounting Scheme.

1. Language Planning and Coopers' Accounting Scheme

Language planning is one of the three pillars of applied linguistics (the other two being language teaching and natural language processing, respectively) [1]. Although it has only been developed for more than half a century, language planning has already attracted a lot of attention from scholars and has a variety of complex definitions. For example, Chen pointed out that language planning is a purposeful, planned and organized intervention and management of language and its use by the government or social groups to solve the problems of language in social communication, so that language and writing can better serve the development of the society [2]. In this regard, Liu has sorted out more than 30 definitions of language planning between 1959 and 2006, and divided language planning into two stages of development from the perspective of definition changing: the first stage was from the 1950s to the mid-late 1980s, when the primary goal of language planning was to eliminate the communicative problems caused by linguistic diversity, emphasizing "national standard language"; the second phase, from the mid-to-late 1980s to the present, was influenced by postmodernism, which placed greater emphasis on linguistic diversity, linguistic human rights, and an ecological view of language [3].

After defining language planning and its goals, scholars began to consider how to carry out language planning in a scientific way. A number of theoretical frameworks for language planning have been proposed, such as Haugen's 2×2 matrix design, Cooper's Accounting Scheme, and Kaplan and Baldauf's theoretical frameworks based on previous work [4-6]. Among them, Cooper's Accounting Scheme, which combines the advantages of innovation management, marketing, power theory and decision theory, attempt to describe in one sentence the eight questions that all language planning activities need to consider, and build his own theoretical models around them.

Since Accounting Scheme focuses on the analysis of the implementation process of language planning, it is suitable for the dialect protection projects, which have a large time span and a complex implementation process. The current paper uses this framework to analyze the dialect

protection project in Linyi City, Shandong Province, to help language preservationists identify the strengths and weaknesses of the implementation process and to better carry out their work.

Table 1. Cooper's Accounting Scheme

What actors
Attempt to influence what behaviors
Of which people
For what ends
Under what conditions
By what means
Through what Decision-making process
With what effect

2. The Status Quo of the Project for the Protection of Language Resources of China and Linyi's Dialect Protection Work

In May 2015, the State Language Commission issued the document "Notice of the State Language Commission on the Launching of the Project for the Protection of Language Resources of China", announcing the launch of the Project for the Protection of Language Resources of China (PPLRC). Subsequently, in the document "Notice of the General Office of the Ministry of Education on Promoting the Construction of the PPLRC", issued in February 2016, the State Language Commission raised the protection of dialects to an important position, while pointing out that as a key language and culture protection project, the PPLRC should focus on the collation, preservation and display of language and dialect culture.

In response to the call of the State Language Commission, the Department of Education and the Language Commission of Shandong Province submitted to the Ministry of Education and the State Language Commission in November 2015 "Application for Reporting the Work Plan of the PPLRC in Shandong Province" and successfully included 40 dialect points in the construction of the Shandong Library of the Chinese Language Audio Database Resources (CLADR) in the construction of the PPLRC. In June 2016, the Department of Education and the Language Commission of Shandong Province issued the document "The Department of Education and the Language Commission of Shandong Province on the Forwarding of the No. 1 and No. 2 Documents of the Language and Text Information Management Department of the Ministry of Education", urging the education administrative departments of all cities, counties (districts), language committees and relevant universities to put in place the relevant work of the PPLRC, which has since announced the Shandong Library of the CLADR, as well as the construction of the PPLRC Shandong project an orderly manner.

The PPLRC in Shandong Province is based on the characteristics of dialects and administrative divisions, and its survey sites are selected in the way of "one county, one point". The old urban areas of each region form the main part of the survey sites, which are basically the political, economic and cultural centers of the surrounding towns. A total of 10 dialect sites in Linyi City participated in the construction of the CLADR. Due to the national emphasis on the protection of dialect resources, three sites in Yishui, Mengyin, and Feixian have completed their databases and passed the examination of the Language Commission of Shandong Province. The Lanshan site in Linyi has also passed the examination of the National Language Protection Center [7]. The work of other dialect points is being carried out steadily and orderly. Based on the results of the current work, the current paper discusses the conservation and exploitation of dialect

resources in Linyi according to the framework of Cooper's Accounting Scheme, and provides some implications for the national language protection work.

3. Analysis of Linyi's Dialect Protection Work Based on Accounting Scheme

3.1. What Actors

Cooper divided language planners into elites, influential people, counter-elites, and non-elite policy implementers [5]. Those who make decisions are often people in authority, which mainly includes elites as well as influential people.

In this respect, influential people such as university professors and dialect scholars have played a crucial role in the preservation of the dialects in Linyi. Since the middle of the 20th century, scholars in the fields of linguistics and folklore in Shandong Province have attached great importance to the investigation and study of dialects. In 1982, the Shandong Dialect Research Association was established [8]. As of the end of 2019, the "Shandong Dialects Series", edited by Professor Qian Zengyi of the School of Literature at Shandong University, has published 27 books, including a series of books on several dialect points in Linyi, such as *Linyi Dialects*, *Yishui Dialects*, etc. [8, 9]. These accomplishments have given a strong impetus to the protection of dialects in the Linyi area. In recent years, departments in the government have begun to pay attention to dialect protection, and the Department of Education and the Language Commission of Shandong Province have issued several relevant documents one after another, and officially launched the language protection work for dialect sites including Linyi City in November 2015. Since then, dialect speakers from all counties and districts in Linyi have also actively participated in this project, facilitating the implementation of the language preservation project, which reflects the contribution of the non-elite class to the protection of dialect resources.

Thus, in terms of the actors in language planning, the dialect preservation in Linyi was first initiated by a group of influential people, and then taken over and led by the government. During this process, dialect bearers also participated and contributed their efforts. This shows that Linyi's language preservation work is well combined with the influence of different classes of implementers and has strongly contributed to the development of dialect preservation.

3.2. Attempt to Influence What Behaviors

Cooper divided the behaviors that language planning attempts to influence into structural, functional, and intended levels of adoption [5]. The structural level is planning for the language form itself; the functional aspect is planning for the purpose of language use; and the expected level of adoption focuses on awareness, assessment, proficiency, and specific aspects of use.

In terms of structure, the dialects in Linyi, although influenced by Mandarin, have not produced significant changes in syntactic structure, lexical features, or calligraphy. However, according to Shao's study, the dialects in Linyi have significantly changed in phonology and have been influenced by social development, which has resulted in an uneven distribution of social domains [7]. Therefore, the PPLRC in Linyi has focused on the complete preservation of authentic phonological resources. Functionally, the Linyi dialect, as an important bearer of the folk culture of the Yimeng region, is an emotional link to the people of the region. Promoting the use of the dialect helps to preserve the essence of the traditional Yimeng culture embedded in the special expressions of the dialect and to better transmit the Yimeng Spirit. However, the current language preservation efforts do not pay enough attention to this aspect of dialects in spreading the Yimeng culture, and few dialects are present in the media such as radio and television. Moreover, it is worth noting that the language preservation project in Linyi City does not address the expected level of adoption, so this paper will not discuss it here.

In summary, Linyi's language preservation project focuses on the preservation and protection of phonetic data, but has not made full use of the dialects to spread the regional culture. Therefore, the implementers of the PPLRC can try to guide the public to understand the significance of dialects for the protection and preservation of traditional culture, to indicate the value of dialects as a language resource, and to promote the protection and dissemination of dialects while increasing the people's sense of identity with the Yimeng culture.

3.3. Of Which People

According to Cooper's description, language planning implementers should first classify the target population, and then analyze the magnitude of their motivation to acquire the planned behavior [5]. At present, the target population for the Linyi language preservation project can be roughly divided into three categories: dialect inheritors, the general public, and the adolescent group.

According to the definition of language preservation staff, dialect inheritors "need to grow up in the old city of Linyi (east to the carbon field in the old Dongguan, west to the east of the present-day Wukongqiao vegetable market, south to the old exhibition hall, and north to the south of the present-day Wanxingdu), have not lived abroad for a long time (more than half a year), can speak the authentic dialect of the old city of Linyi, have a simple language environment at home, and have parents and spouses who are local and have lived in the old city of Linyi for a long time"[10]. The general population is a separated from the inheritors because it does not meet the definition of them and has been influenced to some extent by Mandarin and dialects from other regions of China. The adolescent group is a separate category because the popularity of Mandarin in the education system and the importance parents attach to it in recent years have made them gradually show an inability to master the special expressions in the dialects and low familiarity with the dialects. Due to economic and other factors, using Mandarin to communicate with the outside world has become a daily need, and thus the target group currently has less motivation to acquire the dialects and will have a higher need to master Mandarin.

Therefore, when implementing the dialect preservation work in Linyi, attention should first be paid to raising the awareness of existing dialect bearers to preserve the Linyi dialects and promote their dissemination through their strength; second, it is necessary to start with the education program in the education system to popularize the dialect culture in the primary education level so that the adolescent group can realize the value of the dialect and learn the fun of speaking it from the classroom. On this basis, literary and artistic works related to folk culture can be further developed and spread through various channels to attract dialect lovers and people to participate in the creation of related contents and increase the influence of dialects in Linyi.

3.4. For What Ends

There are two kinds of purposes for language planning: overt purposes and latent purposes. Overt purposes are mainly concerned with the planning of linguistic behavior, including maintaining linguistic purity, reforming or regulating a certain language, and unifying scientific terminology; latent purposes include mainly non-linguistic behavior affected by changes, such as achieving the interests of certain individuals or groups, national unity, identity necessary for national unity, improving popular culture, and developing economy, science, and technology. [5]

From the perspective of overt purposes, Linyi's language preservation work is to ensure the authenticity and purity of Linyi dialect pronunciation under the continuous influence of Mandarin and other regional dialects, and to provide a more standardized dialect phonetic resource base for the people and researchers; the latent purposes involve preserving and

protecting the Yimeng culture behind the dialects and enhancing the identity of Linyi people. As Wu pointed out, besides its significance as a communication tool, Chinese dialects are also valuable intangible cultural heritage, and by preserving them, we are preserving their precious material value and important cultural carrier function [11].

In the current condition where the PPLRC is vigorously pursuing dialect protection, the cultural significance of dialects has far exceeded their communicative significance. Therefore, the process of dialect protection in Linyi should not only start from policy regulations and governmental policies, but also pay attention to utilizing local folklore and cultural works, such as folk songs and dramas, so that people can recognize the historical heritage and cultural characteristics carried by dialects and directly feel their unique charm.

3.5. Under What Conditions

Cooper categorized the conditions for language planning as follows:

Situational factors – the current events that occurred when the policy was introduced;

Structural factors – the political system, the economic model and the type of society, population and ecology;

Cultural factors – institutional norms, cultural planning, socialization of authority;

Environment factors - influences from outside the system;

Information factors - the data needed for decision making [5].

First, the situational factors are that the commercialization of Linyi is challenging the status of the dialects, and there are many cases of loss of dialectal features; at the same time, the popularization of Mandarin in school education is reducing the level of mastery of the dialect by the new generation of Linyi people.

In terms of structural factors, the flourishing socialist market economy in China has promoted trade and commerce between regions and facilitated population mobility. As a result of this pattern of economic interaction, people will prefer to communicate with each other in the national standard language, Mandarin, thus weakening the importance of dialects. In addition, in terms of cultural factors, during the communication with the outside world, the Linyi municipal government is also paying attention to the preservation and dissemination of the spirit and culture of Yimeng, promoting folk opera programs such as “Yimeng Mountain” to spread the traditional culture of Linyi [12]. However, the spread of traditional culture still relies more on the medium of Mandarin, and dialects do not play a large role in it. Next, in terms of environmental factors, other regional dialects or the national standard language are constantly interacting with and influencing Linyi’s dialects, and the Mandarin promotion campaign that began in the 1950s still has a strong influence.

In terms of information factors, the construction of audio databases at various dialect sites is now in full swing, and is also supported by local dialect bearers to obtain more pure dialect speech data. Developments in science and technology have also made dialect preservation easier, and with the help of computer technology, staff have been able to preserve large amounts of data in high quality. In summary, the increasing frequency of cross-regional communication has led to a greater emphasis on the learning of Mandarin, which has led to a certain impact on the purity of the dialects. However, thanks to the attention of government departments and the participation of social organizations, the language preservation work has been able to be carried out smoothly, and technology has been used to preserve authentic phonetic data in an efficient manner. However, when preserving static resources such as audio databases, we should also pay attention to the dynamic preservation, i.e., to make the public experience and recognize the beauty of dialects through publicity and other means, so that they can improve their sense of cultural identity and the importance they attach to dialects. By and by, people will speak them spontaneously, and the dialects can thus continue to blossom.

3.6. By What Means

Cooper gives four main means of language planning: authority, force, promotion and persuasion. [5]

In terms of authority and force, after the official launch of the PPLRC, the Shandong Provincial Education Department and the Provincial Language Commission issued two documents one after another in 2016, requiring all dialect sites to make every effort to carry out the construction of audible databases and the archiving and preservation of related materials. With the support of government departments, universities in Shandong province have also actively participated in the language preservation work by setting up special research projects and deploying professional research teams to conduct related work [13]. For example, together with the Language Office of Lanshan District, Shandong Normal University set up a dialect investigation team in Linyi and selected six dialect bearers in Lanshan District, including elderly dialect speakers (one of each gender), young dialect speakers (one male), and three oral culture speakers [10]. Later, the survey team used audio and video to record their speech materials in terms of single words, vocabulary lists, and narrations in the dialect, and established a rather complete audio database of dialects in Lanshan District. The other nine Linyi City dialect sites also used this approach to preserve dialect data materials.

However, there is still a lack of promotion and persuasion for the importance of dialects. In the future, we should make full use of the power of official media and personal media to promote dialect culture through various channels, to improve the effectiveness and strength of dialect protection.

3.7. Through What Decision-making Process

Cooper divides the process of language policy making into the following steps: problem identification, pre-negotiation of policy, policy planning, policy legitimation, and policy adoption [5].

With regard to the identification of the problem, under the influence of urbanization, many Chinese dialects in China are undergoing unprecedented changes, and the regional cultures in each area are under different degrees of threat. The dialects in the vast rural and remote areas are in an absolutely disadvantaged state, and even some of them have been classified as “endangered”, such as the Jiuxingyumin’s dialects in Zhejiang and the native Cantonese dialect in Macau. This phenomenon of rapid loss of language and cultural resources has aroused widespread concern from all sectors of society. Representatives and members of the National People’s Congress (NPC) and the Chinese People’s Political Consultative Conference (CPPCC) at all levels in China have repeatedly put forward proposals or suggestions on the protection of language resources. Fu Chunli, an NPC delegate, proposed “Protecting the Manchu-Sibe Language and Scripts”, the Guangdong Provincial Committee of the Zhi Gong Party proposed “Protecting and Promoting Chinese Language and Culture, and Constructing a Language and Culture Platform for Overseas Chinese to Communicate with the Motherland”, and Mao Haitao, a member of the Hangzhou CPPCC, put forward “On Preserving the Dialects in Hangzhou – Protecting the Chinese Language and Culture of Cities with Historical Importance” [14]. These proposals confirmed the urgency and importance of dialect protection.

Before the PPLRC began, there were already many dialect surveys and research results, which laid a good foundation for the language preservation work. For example, a national census of Chinese dialects and minority languages was conducted in the 1950s and 1960s, and in 1956 the State Council issued a directive on the promotion of Mandarin, which called for “the completion of a preliminary survey of the dialects of every county in China in 1956 and 1957”. In addition, in the middle and late 20th century, a group of scholars emerged in Shandong Province and established the Shandong Dialect Research Association on their own initiative. More than 20 books, including *Linyi Dialects* and *Yishui Dialects*, have also been published in the

“Shandong Dialects Series” edited by Professor Qian Zengyi of Shandong University. The above achievements have provided strong support and laid a solid foundation for the smooth start of the language preservation project later.

In the year of 2015, the State Language Commission issued “Notice of the State Language Commission on the Launching of the Project for the Protection of Language Resources of China,” announcing the official adoption and launch of the language protection project. Shandong Province also responded to the call and took the lead in database construction work for various dialect sites, including Linyi City, making dialect protection an officially supported and legitimate language planning project.

As mentioned above, the dialect survey and research in Linyi had a good foundation before the official launch of the PPLRC. Therefore, the implementation of the project and the recent dialect protection work in Linyi is not a sudden decision made on the spur of the moment, but a deliberate decision based on decades of dialect surveys and research, and on the work of academics and social organizations.

3.8. With What Effect

As mentioned above, the language protection project in Shandong Province is carried out by the method of “one-county, one-point”, and the team of Professor Shao Yanmei from Shandong Normal University is responsible for the construction of the audio database and language preservation project in 10 dialect sites in Linyi. In May 2013, the first dialect point (Feixian) was surveyed. By the end of 2018, Feixian, Yishui and Mengyin completed the database construction and passed the examination of Shandong Provincial Language Commission, and the Lanshan point in Linyi has passed the examination of the National Language Protection Center. Those that have been completed and not yet examined are the Linshu point, the Pingyi point (which is underway), and the four points in Tancheng, Lanling (formerly Cangshan), Junan and Yinan [7].

However, people’s awareness of dialect preservation is still weak, and the young people’s recognition of the Yimeng culture carried by the dialect needs to be improved. Therefore, based on the existing achievements of the language preservation project, it is necessary to promote the dialect culture in a way that is pleasing to the people, and we can create colorful and creative cultural contents to improve the influence of the dialects in Linyi.

4. Conclusion

The current paper takes the dialect protection work in Linyi City, Shandong Province as the starting point, and adopts a classic theoretical framework of language planning – Cooper’s Accounting Scheme – to analyze the current language protection work in Linyi. The language preservation work in Linyi is planned by the Ministry of Education and the State Language Commission, and by the Shandong Provincial Education Department and the Provincial Language Commission. At the same time, academic authorities and the public actively participated in it and made excellent contributions to the survey of Linyi’s 10 dialect sites. In addition, the language preservation staffs have put much efforts in preserving and exploiting the dialect resources in each region and have achieved remarkable results. The audio database created by the PPLRC team in Linyi, together with the previously published dialects series, has provided rich resources for dialect researchers and people interested in dialect culture, and has made an outstanding contribution to the preservation and protection of the historical heritage of Yimeng culture. However, it is still necessary to further strengthen the popularization of the dialect culture and promote it in a popular way so that the public can feel the beauty of the dialects and make the Yimeng folk culture blossom.

References

- [1] Z. Feng: An overview of applied linguistics (Guangdong Education Publishing House, China 1999).
- [2] Z. T., Chen: Language Planning Research (The Commercial Press, China 2005).
- [3] H. Liu: Language Planning and Language Policy: Disciplinary Development from the Changing of Definitions. In Z. T. Chen (Ed): Theory and Practice of Language Planning (Language & Culture Press, China 2006), p. 56-60.
- [4] E. Haugen: Language Conflict and Language Planning: The Case of Modern Norwegian (Harvard University Press, the United States 1959).
- [5] R. L. Cooper: Language Planning and Social Change (Cambridge University Press, the United Kingdom 1989).
- [6] R. B. Kaplan, R. B. Baldauf: Language and Language-in-education Planning in the Pacific Basin (Springer Science & Business Media, the Netherlands 2003).
- [7] Y. Shao: On Chinese Dialect Protection and Service: Insights from Linyi Dialect. Journal of Linyi University. Vol. 40 (2018) No. 4, p. 22-32.
- [8] J. Ma, Y. Wu: Dialects in Linyi (Qilu Press, China 2003).
- [9] T. Zhang: Dialects in Yishui (Language & Culture Press, China 1999).
- [10] Information on http://www.langya.cn/lyxw/jrgz/201511/t20151120_373685.html.
- [11] Y. Wu: On Significance and Strategies of Protecting the Cultural Heritage of Chinese Dialects. Journal of Renmin University of China. (2008) No. 4, p. 39-43.
- [12] Information on http://www.xinhuanet.com/culture/2019-03/15/c_1124238555.htm.
- [13] Information on <http://www.news1.ldu.edu.cn/info/1131/39127.htm>.
- [14] L. Tian: On the Origins and Significances of the Project for Protecting Language Resources of China. Applied Linguistics. (2015) No. 4, p. 2-9.