

Investigation on Pronunciation of Peddling in Sihui , Zhaoqing

Wenhui Chen, Jiana Wang*

School of Music, Zhaoqing University, Zhaoqing 526000, China.

* Corresponding Author

Abstract

This paper traces the earliest origin of peddling and the earliest peddling in Sihui through consulting relevant literature, and discusses the relationship between peddling and the city, on how to correctly complement and integrate, mutual achievement. Through field investigation to observe the peddling of Sihui vendors, An analysis of the characteristics of the peddling pronunciation in Sihui, Zhaoqing City, from the perspectives of enunciation, breath, speed, rhythm, and melody, elucidates the reasons for the formation of its unique pronunciation.

Keywords

Sihui; Peddling; Enunciation.

1. The Origin and Current Situation of Peddling in Sihui

1.1. Origin

Peddling can be traced back to the Neolithic [1] Age. At that time, the land was vast and sparsely populated, lacking mature and dense markets. Transportation and communication equipment were not readily available, and interpersonal communication was extremely primitive. To meet the needs of human daily life, bartering emerged--selling what we have in exchange for what we need. To attract attention and connect with those who also have similar needs for exchange, the most intuitive and convenient way was to shout and call. Thus, introductions, greetings, and shouting constituted the earliest and most primitive form of peddling with a clear purpose. As others observed that peddling could fulfill the purpose of exchange and improve the quality of life, meeting various needs, the number and types of peddling began to increase, forming distinct regional characteristics. Peddling in Sihui can be traced back to 10,000-4,000 years ago. The earliest human activity remains found in Sihui are at the Yewu Gang Site. Unearthed cultural relics indicate human settlements in that period. Originally Baiyue land, according to the Book of Han · Geography, the Baiyue area spanned "Seven or eight thousand li from Cotoe to Kuaiji, and there were various surname in Baiyue." Blessed with a favorable natural climate and convenient agricultural production, the ancestors of Baiyue explored and developed agriculture[2] in this superior ecological environment. Improved agricultural development led to the emergence of surplus goods, creating a demand for barter and initiating mutual greetings to attract attention--the roots of original peddling.

1.2. Status Quo

The interaction between street vendors and the city, as well as society, can be harmonious and mutually beneficial. In terms of the economy, the calls of street vendors serve as advertising that expands the sales and production of goods, playing an indelible role in stimulating consumption and promoting market prosperity. At the same time, the charming enticements can also stimulate the demand of consumers[3]. Peddling brings vitality to the city economy and the life of people. From the cultural point of view, with humanistic atmosphere, peddling contributes to build a humane social image[4], enhancing people's empathy, improving social stability and passing warmth to the people. However, over the past several years, the difficulty

of urban management raised by peddlers can not be overlooked. They occupied highways, stuck traffic, polluted the environment and affected tax revenue, etc. These issues became common phenomenon caused by itinerant vendors, which undoubtedly increased the burden on city administrators and increased the conflicts between urban management and vendors. In 2015, Sihui started the road of creating a National Civilized City, during which the urban management has been strengthened and refined, and the market management has been more standardized. After the successful establishment of the National Civilized City, Sihui has become much more cleaner, the stalls in the trading market are orderly, and fixed areas have been set up for mobile stalls. Fixing the mobile vendors in a certain area is beneficial to the city management, but it has a great impact on peddling. The presence of mobile vendors makes the market more lively, but the noise is relatively sparse, perhaps because the fixed area is too small, the stalls are too close to each other, the small sense of space and the shyness of the vendors make them wait for customers to approach before greeting them, rather than calling them from a distance. However, some mobile vendors still choose to walk between urban and rural areas, fight guerrilla with urban management personnel, and choose to shout loudly in the areas they are familiar with. There are few records in the history of peddling in Sihui, and it is only a imitation passed down from mouth to mouth, without forming a far-reaching peddling culture. In fact, a bridge is needed between the city and the peddling to make it more closely combined -- that is, to make the peddling become an urban culture. Only by giving a thing or something a culture can it become far-reaching and full of regional characteristics.

2. The Characteristics of the Pronunciation of peddling in Sihui

In view of the non-aggregative and imitative nature of peddling in Sihui, the author has selected five vendors in different areas, namely, a woman who drives a tricycle to sell beef offal, a middle-aged man who drives a motorcycle to sell pork in the urban streets, a couple who drive a tricycle to sell vegetables in the countryside, a young man who rides a bicycle to collect goose feathers, and an old woman who walks to sell fruit in a more fixed market carrying a wooden shoulder pole. All of them peddling in Sihui dialect, each with its own characteristics. Through the interview recording, the characteristics of the pronunciation of peddling in this city are analyzed from five aspects: enunciation, breath, speed, rhythm and melody.

2.1. Enunciation

Vocally peddling products includes singing or pronouncing words through a variety of oral articulation techniques and habits. The pronunciation of selling phrases and singing is similar and different. It is similar in that most of the pronunciation is relatively light, not too dead, too tight. The difference is that the words spoken must be clear, and there is no certain clear. And sometimes words are even sacrificed for the sake of volume, and the accent is changed to be louder. The peddling in the Sihui area is generally gentle and modest, highlighting a dragging word, just like ordinary people describe the feeling of someone talking very slowly. Take the example of a woman who drives a tricycle and sells beef. The beginning of her words are not clear. There is an emphasis on the word belly. This is because the loading slot of the tricycle will generally have had a slight small modifications, in order to prevent the food utensils from falling out by rough driving. And even food materials have been protected not spread cardboard in the loading slot in case of a collision. When friction is increased it will prevent falling during a collision. Therefore that cart will be driven carefully, so the words will be relatively loose, and they will not bite too hard, will not be as free and easy as the north, vigorous and fierce, which has a certain relationship with the Cantonese like light. Another example is the man who drives a motorcycle to sell pork, when he say ju--rou¹ in which the character zhu is enunciated a little

¹ ju rou” means “pork” in China with two characters

tighter, and the subsequent character rou is a little looser than in front, it seems like the completion of peddling. As people hear the word ju in front of the other character, we can know that it means pork. The couple who drives a tricycle to sell vegetables will call out the name of seasonal vegetables continuously in different seasons. Different vegetables also has its own interval time when spoken continuously such as "radish ~ potato ~ green vegetables²." The peddler who recycles goose feathers by bicycle is the most unique, because his peddling contains larger guttural sound, and the shape of his mouth is similar to the word goose. The character 鵝 (goose) has a deep and resonant tone in the throat. The tone of the character 毛 (feather) rises, but it is only an auditory rise; there is still a guttural sound inside, sounds like that goose feathers packed in his black bag in back seat of his bicycle³. The old woman of 50 to 60 years old with a shoulder pole in a fixed booth. Her elderly voice are not so clear compared with other younger sellers, She speak in a weak way. She knows that she can not with a high volume, so she would not peddle and say Apple, here, apple, here..." until the guests come to the booth. If other vendors are shouting instead of singing, then she would talk instead of shouting. Through the analysis of these peddling, we can get to know that their words are adjusted according to their physical condition and the characteristics of the goods they sell, not the whole rules, different commodities use different words, as far as possible to relax themselves and attract others.

2.2. Breath

The nature and purpose of peddling determine whether the breath of the peddler's breath is prolonged. Peddlers, upon completing the sale of goods or as the day winds down and the foot traffic diminishes, may choose to close their stalls or persist in peddling. Persistence here doesn't refer to repetitive shouting in a single moment, but waiting until there are new people to approach before starting to sell in a narrow road stall. Some shy female vendors might wait 3-5 meters before greeting customers, resulting in shorter peddling breath and speech. Take the woman who sells cattle as an example, she maintains breath support while selling. Although not extensive, it is not constrained. She naturally opens her mouth when articulating, actively raises the upper jaw, lifts the soft palate, and leans back slightly. The breath transmission is smooth, the vocal cords are relatively relaxed, and the resonance of the head cavity is more, allowing for better sound projection. Peddlers selling pork along the street and selling beef offal often have distinctive peddling breaths. Age and speaking habits may contribute to the differences. The man selling pork tends to have a more abundant peddling breath, with a wider mouth opening and a louder voice. A couple driving a tricycle to sell vegetables in the village exhibits a different dynamic. The woman is responsible for peddling and greeting guests, while the man handles vegetable sales. Although the female peddler may not be consciously employing techniques like the fulcrum, chest breathing method, or abdominal breathing method, her breath becomes even and smooth over time, effectively and effortlessly selling goods. On the other hand, a vendor recovering goose feathers while riding a bicycle relies less on breath. He doesn't pay much attention to breathing, and the sound, squeezed in the throat, doesn't rely on deep breaths but still achieves sufficient loudness. The old woman selling fruit has no fulcrum in her voice, which may be the reason of older age, and the breath is relatively weak and gentle.

² The Cantonese term "green vegetables" refers to fresh vegetables with green leaves

³ Recycled goose feathers are often wet because local geese bleed the birds before throwing them into scalding hot water to remove their fur.

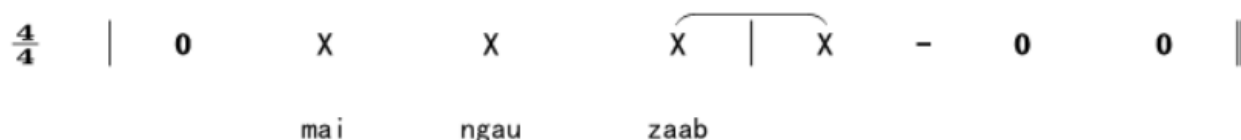
2.3. Speaking Speed

Speed is the speed of pronunciation. The speed of peddling varies according to the product and location of the peddling, but generally speaking, the speed of peddling in Sihui is close to the natural speed of the local dialect, less sudden or slow, and it is customary to lengthen each word slightly as a whole. In the empty village cultural square, the overall speed of the woman's speech will slow down, but in the narrow alley several meters long, the speed will be more compact, as if telling you If you miss this village, you can't catch such kind of benefits anymore. "And the ending tone will be prolonged. The middle-aged male who sells pork on a motorcycle along the street only sells in the morning, and the clear morning begins with his more clear cry of ju~ rou, and his cry begins to lengthen and close firmly. Driving a tricycle to sell vegetables in the village couple, their customers are mainly do not want to rush to the market to buy vegetables early villagers, peddling time is mostly after 10 o'clock, until the couple selling vegetables in the place often stop, began to sell slowly, the villagers slowly out. The old woman who sells fruit speaks fast, which means that the beginning and end of the word are fast, too. Selling in the fixed market means more stalls around, and as long as guests come around her booth and select fruit, she need to quickly attract their attention.

2.4. Rhythm

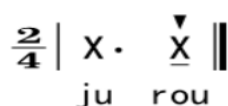
Rhythm refers to the structure of the prosodic level of discourse, which is the distribution pattern of language information in the time domain, and the location distribution and hierarchical arrangement[2] of the prosodic boundary (pause) are found. To put it simply, the rhythm of Shouting is to change the time pause of Shouting pronunciation according to the characteristics of Shouting language, and extend or tighten the pronunciation to make it more rhythmical. The rhythm of peddling in Sihui City is simple, generally a rhythm type to the end, and there is little change of rhythm in the middle.

Example 1: The peddling rhythm of beef offal.



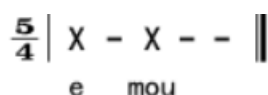
The woman who sells beef offal repeating her peddling for only three words Beef offal here, the rhythm of three words would be more average, and the last word is prolonged in sound.

Example 2: The peddling rhythm of pork.



The pork guy who drives a motorcycle to sell pork on the street is more short in words, with only the word pork. The former character ju is longer than the latter rou with the duration, and the rou in the latter sounds like a long and high sound in vocal singing, which closes suddenly.

Example 3: The peddling rhythm of collecting goose feathers.



Traders who ride bicycles to collect goose feathers also speak only two characters 鹅毛 (which means goose feathers), but the duration of 鹅 and 毛 is more average than that of pork guy who drives motorcycles, only the character 毛 is slightly longer according to their peddling habit.

Example 4: The peddling rhythm of vegetables.

$$\frac{4}{4} \mid \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \parallel$$

c i n g c o i k e z i f a n k e x u z a i

The peddling rhythm of the couple who drive a tricycle to sell vegetables in villages is simple and crisp, and most of the vegetables are sold with sound of the average duration. The vegetables sold are basically two-characters, and as they sell three-characters vegetables, such as 西兰花 (which means broccoli), they would speak them at the end of the peddling, the average duration likewise, with short and crisp.

Example 5: The peddling rhythm of fruit.

$$\frac{6}{8} \mid \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \underline{X} \quad \parallel$$

l i a n g z a i t e i t e i l a h o u l i a n g g i e s u i g u o

The cadence of the old woman who sells fruit is not regular, usually starting with Pretty girls and guys⁴, please look at here followed by the name of the fruit sold. The last "la" as a modal particle can not only strengthen the sense of rhythm, but also makes it more rhythmic, and makes the tone sounds to be more polite in the overall effect.

2.5. Melody

Melody refers to the length of the same or different sounds, according to a certain law organized to form a paragraph. The peddling in Sihui of Zhaoqing City also has the highs and lows of intonation, and the combination of long and short.

Example 6: The peddling melody of beef offal.

mai ngau zaab

There is no stress in the three characters of the beef offal peddler. The second character is slightly lower than the first and then maintains the same pitch.

Example 7: The peddling melody of the pork.

ju rou

⁴ In Sihui, the traders would like to address the customers with Pretty Girls and Guys to show their respect and draw the attention of customers.

The peddling of pork seller speaks with two characters, and the melody goes down. The first note starts high and long, and the second note is lower but ends firmly.

Example 8: The peddling melody of collecting goose feathers.



The peddling of collecting goose feathers is also two characters, the melody goes up, and the second character is slightly higher than the first, with the slightly longer time.

Example 9: The peddling melody of vegetables.



The peddling melody of the couple who sell vegetables is flat without too much fluctuation, and there's not much of a jump in pitch. Similar to speech, it only advances two degrees upward and downward according to the convenient pronunciation of the character.

Example 10: The peddling melody of fruit.



The peddling of the old woman selling fruit is more like a greeting. When attracting customers, the melody progresses upward, accompanied by a tight rhythm, which can instantly attract customers' attention. Then when selling fruit, the rhythm is unchanged, the melody first goes up and then down, and there are some cadences between the steps.

3. The Reason for the Formation of the Pronunciation of Sihui peddling

As everything comes into being for a good reason, the peddling in Sihui is influenced by many elements, of which the three mainly important factors are in the following.

3.1. The Environment

Firstly, the terrain of Sihui is flat like mulberry leaves, tilted from northwest to southeast, about 30 kilometers wide from east to west, about 45 kilometers long from north to south. The north and west are mostly mountainous areas, accounting for 44.3% of the total area. The central area is mostly hilly and valley basins, accounting for 31.2% of the total area. The south and southeast are mostly alluvial plains. More people live in the gentler southeast. More populated areas live more compact, the residence and the market have a certain overlap, for the street through the village peddling, too outgoing warm is not necessarily welcomed by residents, so the Sihui peddling words are relatively light, speaking speed and speaking, there is a sense that the audience can hear clearly, not noisy. And Sihui city has several large industrial parks, such as horse house industrial park, Fuxi Industrial Park, which employ more than 100,000 workers. Many of them live in the local residential rental, in order to avoid the noise of the peddling, the peddler control their voice is simple and restrained, the simple melody will not be boring.

Secondly, Sihui has rich cultural heritage, with Six Ancestors Temple, Zhen Xian Temple, Lotus Ancient Temple, Baosheng Ancient Temple and other cultural relics and monuments, which attract many tourists and pilgrims every year. These places have a soothing, calming effect. Therefore, the Sihui citizens who often come and go here prefer the bland and gentle sound of peddling. Although the hawkers like those selling pork have a more outward-looking howl, they have the power to listen and do not make any noise. The street village peddling is just a simple human voice, no rattles and clapping, the sound is single, not chaotic. Around the market, the words are not tight, the breath is long, the speed of speech is smooth, the rhythm is stable, all of which are very consistent with the requirements of the environment for peddling.

3.2. Peddling People

Peddling, as a language tool for interpersonal communication, is subjective to the change of users who have subjective initiative. The users are the main agents who shape the pronunciation of peddling, and their personal factors influence the features of their peddling.

Firstly, the economic development of Sihui affects the income and education level of the peddlers, which in turn determines their pronunciation mode. Most peddlers have low income and education, so their peddling is primitive, simple and random. The five peddlers surveyed and analyzed have only primary school and junior high school education, and they peddle along the street to make a living. They do not pay much attention to the professional and complex aspects of their peddling, as long as it is useful. They also think that if you have culture and money, you will not do this, which reflects the contradiction between the presence of peddling in poor areas and the absence of peddling in rich areas.

Secondly, The individual personality of the peddler also affects how he or she pronounces the sound. The woman who sells beef offal miscellany and the couple who sells vegetables have a peaceful personality, and their enunciation and rhythm are more relaxed and careless, without much emotion. The seller of pork is extroverted and careless, so his voice is high and crisp. The collector of goose feathers is silent and will not initiate conversation, so his peddling is one-syllable, low-key and steady. The old woman selling fruit is cheerful and peaceful, speaking in a small voice, and needs to take the initiative to approach and talk to people, and the words and breath tend to speak.

Thirdly, the life trajectory of the peddler influences the pronunciation of the peddler. The women selling beef offal hawks in the quiet afternoon. When people are resting or preparing to be active, so her peddling is flat and unobtrusive. The man selling pork hawks in the early morning, when most people in the village are awake, so his peddling is clear and strong, which stimulates the vitality of the village. The couple selling vegetables hawk after 9 am in various villages, to cater to the needs of people who sleep late or get off work early and do not want to go to the market. Their peddling is casual and moderate, and they use chest and abdomen breathing to make their peddling more audible and remind people to buy vegetables. The collector of goose feathers hawks on festivals, when people kill geese and sell and collect feathers⁵. The festival atmosphere is relaxed and lively, and his low and heavy peddling is especially noticeable. The old woman selling fruit from the earliest, as her fruit is easy to spoil and needs to be sold to fresh, her peddling words is light but fast.

3.3. Dialect

Sihui peddling is influenced by the local Cantonese dialect, which has its own characteristics in style, pronunciation, breath, and tone. Sihui people speak dialects with soft and gentle tones, and their peddling is also mild and simple. Cantonese has nine sounds and six tones, 18 initial consonants and 53 vowels^[5] which make the tone changes rich and complex. However, Sihui people often confuse some sounds, such as an, en, in, ang, eng and ing. They also tend to

⁵ Rural people usually buy live geese and slaughter them themselves.

pronounce the sounds a, e and i, but they are either too wide or too narrow, which makes them too hard to find the exact part[7] of pronunciation. Therefore, the enunciation of the five peddlers mentioned above is more relaxed and elastic. From the perspective of breath, the breath of dialects is relaxed and elastic, which is related to the fact that they did not find the fulcrum of pronunciation, and the use of lip, dental and lingual sounds is more. Cantonese does not distinguish the pre-tip sound z, c, s, and the post-tip sound zh, ch, sh, and the lingual facial sound j, q, x[6], and the warped tongue sound is also used less. The tongue warping sound is the sharp sound behind the tongue, which can block part of the sound from the mouth, so that the sound spreads in the mouth, which can make people realize the effect of the sound joining the resonating cavity. If there is no tongue warping sound, the pronunciation is closer to the front, the sound comes directly from the mouth, the breath passes through the head, the resonating cavity is used less, and the breath can not feel the help of the voice, so it sounds thinner. This is that in addition to the couple selling vegetables slightly used some breath, the pronunciation of other peddlers is not supported by breath, and the sound is thin. The tone of Sihui dialect has no cacuminal, so their tone is flat and regular and melody is up or down, less use of lining, without much variation and artistry. This is quite different from the peddling in the Northern China, especially in Beijing. The peddling tone in Beijing is mostly Glissando, which is a kind of rising and falling intonation that makes the peddling charming and mellow[3]. At the same time, a large number of Lhotic Accent 6and lining words Da, La, Luo are used to make the rhythm and melody more free and rich. In terms of speech speed, The speed of peddling in Beijing is imbalanced, with a slow start and end, and a fast middle, which creates a sense of contrast and emphasis. While the speed of peddling in Sihui is the same from the beginning to end, only the end of the sound naturally elongated.

4. Conclusion

Peddling is a way for merchants to promote their products. The style and sound of peddling depend on the environment, personality, education and language of the peddlers. The peddling of Sihui is simple and plain, without complicated rhythm and tone, little use of breath and lack of cultural connotation, but it can still attract people to stop and make people feel familiar and comfortable. This kind of peddling shows the positive attitude of Sihui people to pursue a better life and creates a lively and warm atmosphere, which is an indispensable part of local culture.

Acknowledgements

This paper is the research result of College Students' Innovative Entrepreneurial Training Plan Program of Zhaoqing University in 2022, Investigation on the Pronunciation of Peddling in Sihui, Zhaoqing. (No. S202210580078).

References

- [1] Xiaojing ZHU. Research on Peddling Tune in Nanyang Area [J]. Music Time and Space,2015(01):55+57.
- [2] By Lin Weiwen. Economic History of Baiyue Nationality in China [M]. Xiamen: Xiamen University Press, 2003.12.

⁶ In modern Chinese Mandarin and most dialects, the final vowel of some characters changes because of rolling. An r is usually added after the vowel to indicate that the pronunciation can be reduced. As an important feature and component of Mandarin, it not only has the function of distinguishing semantics, but also makes the pronunciation more soothing and labor-saving, and makes the timbre more soft and lively.

- [3] Jinlai Dai. The Inheritance of Folk "Peddling Tune" and the Exploration of Musical Elements [D]. Jiangsu Normal University,2014.
- [4] Chunyang Li. Cries of KaiFeng City Image Construction Research [D]. Henan University, 2023. The DOI: 10.27114 /, dc nki. Ghnau. 2022.000648.
- [5] Ziyin Huang. Parse the History of the Development of Cantonese Dialect and Language Characteristics [J]. Chinese culture, 2021 (19): 22 and 23. DOI: 10.14014/j.carol carroll nki/g2.2021.19.011 cn11-2597.
- [6] Yan Huang. Exploration on Singing Voice Training of Vocal Students in Cantonese Dialect Area [J]. Beauty and Times (Second half),2008(09):112-114.