

Research on the Influence of Cantonese Dialect Expression Package Design on the Cultural Identity of the Younger Generation Guangfu

Minghui Liao^{1,a,*}, Ya Wen^{1,b}

¹Construction College, Guangdong Technology College, Zhaoqing, Guangdong, China

^a850629261@qq.com, ^b675393680@qq.com

*Corresponding author

Keywords: Cantonese Cultural Identity, Cantonese Dialect Emojis, The Younger Generation, Cultural Value Concept

Abstract: With the popularity of social media and young people's love for memes, Cantonese dialect emojis have become increasingly popular among young people. However, there is a lack of in-depth research on how these emojis affect young people's sense of identity with Cantonese culture. In this study, a questionnaire survey was used to collect data on the usage, frequency, main usage scenarios and purposes of Cantonese dialect emojis. Through analyzing the collected questionnaire data, this paper explored the influence of Cantonese dialect emojis on young people's sense of cultural identity in Guangdong Province. The results of the survey showed that 89% believed that Cantonese dialect emojis can help the younger generation to better understand and identify with Cantonese culture. Most young people use Cantonese dialect emojis frequently, mainly in social media platforms, chat apps and online forums or communities, and these emojis increase emotional expression and entertainment among young people. At the same time, it also shows the recognition of Cantonese culture.

1. Introduction

Cantonese culture is an important cultural tradition in southern China, which includes a rich and diverse language, food, traditional festivals and art forms. However, with the process of modernization and the rise of social media, the younger generation's sense of identity with traditional culture faces some challenges. In this context, the design of Cantonese dialect emoticons, as an emerging form of entertainment, may have a positive impact on the cultural identity of young people in Cantonese. The research purpose of this article is to explore the influence of Cantonese dialect expression pack design on the cultural identity of the younger generation of Cantonese. Through questionnaires, we collected data on the use of Cantonese emoticons, frequency of use, main usage scenarios and purposes, and conducted statistics and analysis. This will help us gain an in-depth understanding of young people's attitude towards Cantonese dialect emoticons and their recognition of Cantonese culture, and at the same time, it can also provide useful reference and inspiration for cultural inheritance and exchange.

This article is divided into the following parts: First, we will introduce the background and importance of Cantonese dialect emoji design to the younger generation of Cantonese cultural identity. Secondly, we will elaborate on the purpose and research issues of this research in detail, and put forward related hypotheses. Next, we will describe the research methods, including the design and implementation process of the questionnaire. Then, we will present and analyze the collected data to explore the influence of Cantonese dialect emoji design on young people's sense of cultural identity in Cantonese. Finally, we will summarize the research results and put forward suggestions and suggestions for cultural inheritance and exchange.

2. Related Work

Many scholars have studied the sense of cultural identity. Jin Xiaofang propagated hospital culture through wechat public account and investigated the cultural identity of hospital staff through online questionnaire. His investigation found that the staff's evaluation of hospital behavior culture was high, from high to low; it was behavior culture, material culture, spiritual culture and institutional culture. The evaluation of the leadership system was the lowest, the evaluation of the hospital style was the highest, and the overall evaluation of the hospital culture was between the identification and general identification [1]. Peng Haiyan believes that as teachers of Chinese medicine colleges and universities, they can promote traditional Chinese culture to international students studying Chinese medicine in China, and let students experience the charm of Chinese medicine culture by teaching professional knowledge and skills, which can improve their sense of identity of Chinese medicine culture, so that they can not only become the beneficiaries of Chinese medicine therapy, but also become an important carrier of spreading Chinese culture [2]. Du Yang deeply analyzed the history and tradition of paper-cut art, discussed its status in contemporary society, and proposed design strategies, including the use of media and social networks, cultural festivals and exhibitions, commerce and innovation, etc., hoping to find a balance between tradition and modernity, effectively protect and inherit paper-cut art, and enhance people's cultural identity [3]. Fang Fang believes that colleges and universities should carry out "drip irrigation" daily ideological education, strengthen "common" and "characteristic" cultural content, build "three-dimensional" education mode, optimize "experiential" teaching methods and establish "professional" teachers and other practical paths to promote international students to form cognitive identity, emotional identity and behavioral identity of Chinese culture, and further tell Chinese stories and spread the voice of China and promote Chinese culture to the world [4].

Jia Wei dug deep into the high-quality resources of major festivals as carriers, based on the transformation of major festivals and college students' cultural education, and explored the path of college students' cultural identity under the perspective of major festivals through the joint efforts of school, society, network and family four-dimensional education [5]. Sukawati T G R proposed to manage the sustainable development of enterprises by revitalizing Bali's cultural identity [6]. Jia Z took Guizhou Province as a case study to study the three-dimensional form of spatial form and cultural identity of ethnic mountainous areas [7]. Szabo A used the longitudinal cross-lag analysis method to analyze the relationship between cross-cultural competence and cultural identity style [8]. Al-Thamari F discussed the relationship between multiculturalism and cultural identity in art production [9]. Nae A took *Horizon: A Critique of Zero Dawn as an Entrepreneurial Ecosystem Simulator* as an object to analyze the relationship between different cultures [10]. All these studies provide good inspiration and reference for this paper.

3. Method

3.1 Cantonese Culture and Cantonese Dialect

Cantonese culture is a local culture in South China's Guangdong Province, also known as Lingnan culture. It is a unique cultural tradition of Guangdong Province and its surrounding areas, with a long history and rich connotation. Cantonese culture integrates Han culture, Hakka culture, Marine culture and other elements, forming unique and diverse cultural characteristics [11-12].

Cantonese culture is famous for its unique geographical environment and historical background. Guangdong is located at the crossroads of maritime traffic and was once one of the starting points of the Maritime Silk Road, so the Cantonese culture is full of maritime awareness and commercial spirit. The Cantonese culture has also exchanged and integrated with Western culture in the long historical evolution, forming the characteristics of openness and inclusiveness.

Cantonese is the most representative language in Cantonese culture and one of the dialects of Guangdong Province. It is based on Guangzhou dialect and is widely used in Guangdong Province, Hong Kong and Macao. Its unique characteristics, rich tone and rhythm, clear and accurate pronunciation, it is not only a language tool, but also an important way of identity and cultural expression of the Cantonese people. The Cantonese dialect is full of humor and witty characteristics. Cantonese is commonly used by Cantonese people to express emotions and convey information, and to spread the values and customs of Cantonese culture through oral inheritance.

3.2 The Young Generation's Sense of Identity with Cantonese culture

Regarding the sense of identity of Cantonese culture, the feelings of the younger generation are not only diverse, but also complicated [13-14]. Their lifestyles, values, and cultural identities are all different from the previous generation. On the one hand, some young people show a strong sense of identity with Cantonese culture. They gain an in-depth understanding and experience of Cantonese culture by learning traditional art forms such as Cantonese dialect, traditional music, dance and opera [15-16]. These young people have found self-identity and a sense of belonging through Cantonese culture, and regard it as an important part of their cultural identity [17-18]. On the other hand, some young people may have a lower sense of identity with Cantonese culture. They may be more exposed to modern popular culture and the influence of globalization, and show less interest in traditional culture. They may prefer to use Mandarin instead of Cantonese, and prefer Western music, movies, and fashion. These young people may pay more attention to personalized expression and modern lifestyles, and feel alienated or unfamiliar with the traditional elements of Cantonese culture.

That's why it can be said that the younger generation's sense of identity with Cantonese culture is not absolute, but there is diversity and variability. Some young people may have changed their sense of identity with Cantonese culture in different periods and situations, and may show a stronger sense of identity in specific social circles or special occasions [19-20].

3.3 Influence of Cantonese Dialect Emojis Design and Cultural Identity

Why can Cantonese dialect emoticons resonate and hotly debated among young people? This is because these expressions, as a special way of cultural expression, use vocabulary, phrases and expressions unique to the Cantonese dialect to convey the unique humor and emotions of the Cantonese people. When young people use these emoticons to communicate with others, they feel the emotions and experiences related to Cantonese culture, thereby enhancing their sense of identity with Cantonese culture. The design of Cantonese dialect emoticons has become one of the ways for

young people to show their cultural identity. Through the use of these emoticons, young people express their love and recognition of Cantonese culture, and at the same time show their cultural identity to others. The sharing and transmission of this identity helps to form a sense of cultural community and strengthens the connection and cohesion between young people.

The design of expressions such as these can be said to strengthen the emotional bond between young people and Cantonese culture to some extent, because the expressions use many landmarks, customs and characteristic elements of the Cantonese area, so that young people can find familiar elements in the emoticons. This regional emotional resonance has prompted young people to pay more attention to and participate in the activities and traditions of Cantonese culture, further deepening their sense of identity with Cantonese culture.

4. Results and Discussion

4.1 Usage of Cantonese Dialect Emojis by the Younger Generation

The use of Cantonese dialect memes is mainly concentrated in interactions among young people, especially among friends, classmates and peers. These memes are used as a form of humor, interaction, and expression of emotion. Young people send these memes to convey emotions, tease and share interesting cultural elements, thereby strengthening communication and understanding between each other.

In order to investigate the usage of Cantonese dialect emojis among the younger generation, students at local universities in Guangdong Province were surveyed. College students were randomly invited to conduct a face-to-face interview survey on campus, and the frequency of using Cantonese dialect emoticons was counted. According to the frequency, these people were divided into non-use, occasional use, normal use, frequent use and 100% use (used in every chat). Table 1 shows part of the survey results:

Table 1: Part of the survey results are presented

No.	Age	Gender	Location	Usage Frequency(times/day)	Main Context
1	20	Male	Guangzhou	3	Social Media Platforms
2	22	Female	Hong Kong	6	Messaging Apps
3	25	Male	Shenzhen	12	Online Forums or Communities
4	19	Female	Macau	2	-
5	23	Male	Zhuhai	15	Social Media Platforms

All the survey results are collected and graded according to their frequency of use to make an analysable chart, as shown in Figure 1:

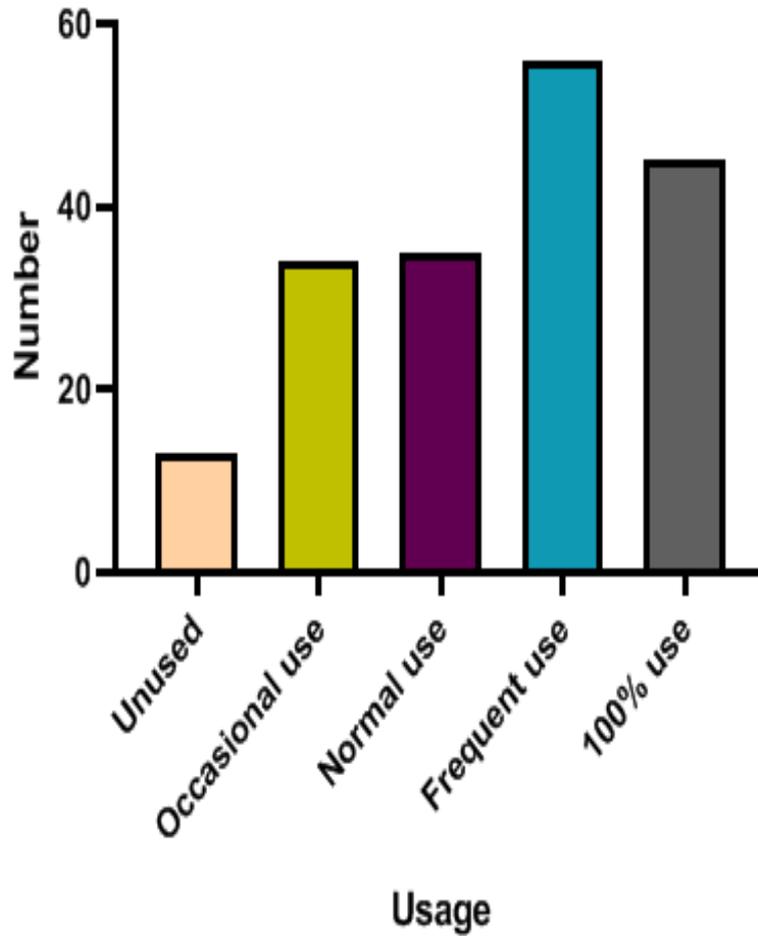


Figure 1: Usage of Cantonese dialect emojis

4.2 Questionnaire Design

After the investigation of the use of Cantonese dialect emojis, the impact of Cantonese emoji design on the young generation's sense of cultural identity is investigated. The questionnaire is set as follows Table 2.

The above questionnaires were distributed and randomly sent to 100 college students. After that, the questionnaires were recovered and the results were processed and analyzed.

Table 2: The Influence of the Design of Cantonese Dialect Emojis on the Young Generation's Sense of Cantonese Cultural Identity

The Influence of the Design of Cantonese Dialect Emojis on the Young Generation's Sense of Cantonese Cultural Identity	
1. Age:	
2. Gender:	
3. Place of residence:	
4. Do you use Cantonese emojis?	
Yes	
No	
5. How often do you use Cantonese emojis?	
Frequent use	
Occasional use	

Rarely used
Never use

6. In which scenes do you use Cantonese emojis? (Multiple options available)

Social media platform
Chat application
Online forums or communities
Cultural events or festivals
Others (please specify) :

7. What is your main purpose of using Cantonese memes? (Multiple options available)

Express emotion
Add humor and entertainment
Show the recognition of Cantonese culture
Enhance communication and understanding with others
Others (please specify) :

8. Has using Cantonese emojis enhanced your sense of identity with Cantonese culture?

Strongly enhanced
Enhanced
No obvious effect
Weakened
No effect at all

9. Do you think the design of Cantonese emojis can convey the characteristics and charm of Cantonese culture?

Very able to pass
Able to pass
Can pass some
Rarely able to pass
Unable to pass

10. Do you think the use of Cantonese emojis can help the younger generation to understand and identify with Cantonese culture?

Very helpful
Helpful
No obvious impact
Somewhat helpful
No help

11. Are you willing to promote and share Cantonese memes to enhance the identity of Cantonese culture?

Yes
Probably
Indeterminacy
Be reluctant to
Be unwilling to

12. Do you have any other comments or suggestions on the design of Cantonese emojis and the recognition of Cantonese culture? (Optional)

Thank you for participating in this survey! Your feedback will be very helpful in understanding the impact of Cantonese emoji design on the young generation's sense of cultural identity.

4.3 Survey Results

For question A, "Does using Cantonese emojis enhance your sense of identity with Cantonese culture?", and Question B, "Do you think using Cantonese emojis helps the younger generation understand and identify with Cantonese culture?", the answers to the two questions were analyzed visually, as shown in Figure 2.

In the survey of questions A and B, 58 people think that Cantonese emojis have strongly enhanced the sense of cultural identity, 34 people have enhanced it, 3 people have no obvious influence, 3 people have weakened it, and 2 people have no influence at all. 48 people thought that they could transmit the culture of Cantonese very well, 36 people could transmit it, 6 people could transmit it to a certain extent, 5 people could rarely transmit it, and 5 people could not transmit it. According to the above survey, it can be seen that the Cantonese dialect emojis can help the young generation to identify with the Cantonese culture.

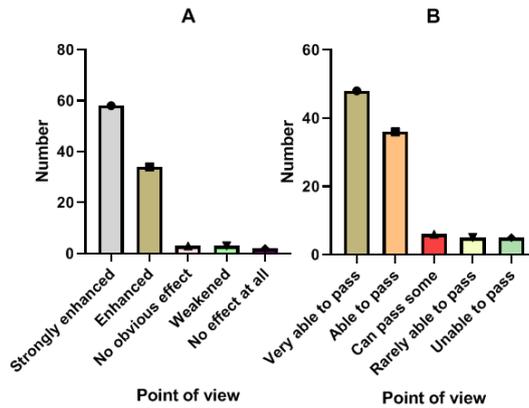


Figure 2: Survey status of questions A and B

Figure 3 shows the survey results of "Whether you think the use of Cantonese emojis is helpful to the younger generation's understanding and identification of Cantonese culture", which are divided into five options: A,B,C,D and E: very helpful, helpful, no obvious impact, somewhat helpful, and no help.

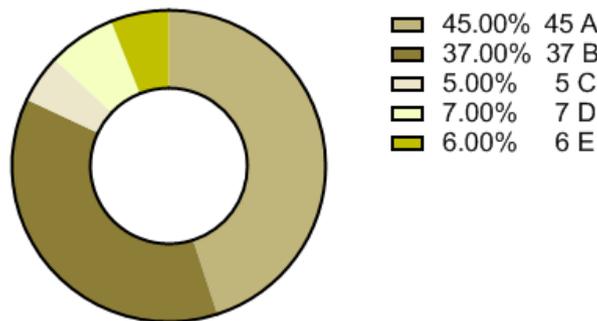


Figure 3: Whether Cantonese emojis contribute to the younger generation's understanding and identification of Cantonese culture

The results of the survey showed that a total of 89 people thought it were helpful, that is, 89 percent believed that the Cantonese dialect memes can help the younger generation to better understand and identify with Cantonese culture.

5. Conclusion

This study investigated the influence of the design of Cantonese dialect emojis on the young generation's sense of Cantonese cultural identity. According to the collected data and analysis results, it can be learned that most young people use Cantonese emojis, and the frequency is high. This shows that Cantonese emojis have certain popularity and use demand among young people. The main use cases include social media platforms, chat apps, and online forums or communities. This shows that Cantonese memes play an important role in daily social interactions and become a way for young people to express their emotions, add humor and entertainment. Further analysis showed that the use of Cantonese emojis enhanced young people's sense of identity with Cantonese culture. These emoticons can convey the characteristics and charm of Cantonese culture, so that young people can better understand and identify with Cantonese culture. In addition, the use of Cantonese memes also helps to enhance communication and understanding with others, promoting a sense of cultural identity among the younger generation.

Acknowledgement

Guangdong Philosophy and Social Science Planning Youth Project (GD22YYS03).

References

- [1] Jin Xiaofang. *Study on influencing factors of cultural identity of hospital staff*. *Soft Science of Health*, 2023, 37(10): 85-88.
- [2] Peng Haiyan. *Improving the cultural identity of Chinese Medicine for International Students in Teaching*. *Modern Distance Education of Chinese Medicine*, 2023, 21(17): 186-188.
- [3] Du Yang. *Research on Design Strategies to enhance the sense of Intangible cultural heritage—Taking paper-cut art as the core*. *Textile Report*, 2019, 42(10): 74-76.
- [4] Fang Fang. *Practical Exploration and Research on Enhancing Chinese Cultural Identity of International Students in China under the background of Education Internationalization -- A case study of Fujian Medical University*. *Journal of Fujian Medical University (Social Sciences Edition)*, 2023, 24(4): 52-57.
- [5] Jia Wei. *Research on College Students' cultural Identity under the influence of Four-dimensional force*. *Heilongjiang Science*, 2022, 13(19): 17-19.
- [6] Sukawati T G R, Riana I G, Rajiani I, et al. *Managing corporate sustainability by revitalizing Balinese cultural identity*. *Polish Journal of Management Studies*, 2020, 21(1): 382-393.
- [7] Jia Z, Meng C, Zhou Z. *A 3-D morphological approach on spatial form and cultural identity of ethnic mountain settlements: Case from Guizhou, China*. *Journal of Mountain Science*, 2021, 18(5): 1144-1158.
- [8] Szabó Á, Ward C. *The relationship between intercultural abilities and cultural identity styles: a longitudinal cross-lagged analysis*. *International Journal of Psychology*, 2020, 55(3): 465-471.
- [9] Al-Thamari F, Al-Zadjali Z, Al-Mamari B. *Multiculturalism and Cultural Identity in Art Production*. *Open Journal of Social Sciences*, 2020, 8(11): 159-173.
- [10] Nae A. *Beyond cultural identity: a critique of Horizon: zero dawn as an entrepreneurial ecosystem simulator*. *Postmodern Openings*, 2020, 11(3): 269-277.
- [11] Atmaja G M W, Arniati I A K, Pradana G Y K. *Bhineka tunggal ika as source politics and identity of Indonesian culture in the formation of law*. *Cultural*, 2020, 17(1): 57-72.
- [12] Jimenez-Luque A. *Decolonial leadership for cultural resistance and social change: Challenging the social order through the struggle of identity*. *Leadership*, 2021, 17(2): 154-172.
- [13] Trung N S, Van V H. *Educating traditional cultural values in Vietnam Universities*. *South Asian Research Journal of Humanities and Social Sciences*, 2020, 2(3): 210-214.
- [14] Logi L, Zappavigna M. *A social semiotic perspective on emoji: How emoji and language interact to make meaning in digital messages*. *New Media & Society*, 2023, 25(12): 3222-3246.
- [15] Herring S C, Dainas A R. *Gender and age influences on interpretation of emoji functions*. *ACM Transactions on Social Computing*, 2020, 3(2): 1-26.
- [16] Manganari E E. *Emoji use in computer-mediated communication*. *The International Technology Management Review*, 2021, 10(1): 1-11.
- [17] Franco C L, Fugate J M B. *Emoji face renderings: Exploring the role emoji platform differences have on emotional interpretation*. *Journal of Nonverbal Behavior*, 2020, 44(2): 301-328.
- [18] Cavalheiro B P, Prada M, Rodrigues D L, et al. *Evaluating the adequacy of emoji use in positive and negative messages from close and distant senders*. *Cyberpsychology, Behavior, and Social Networking*, 2022, 25(3): 194-199.
- [19] Kaiser E, Grosz P G. *Anaphoricity in emoji: An experimental investigation of face and non-face emoji*. *Proceedings of the Linguistic Society of America*, 2021, 6(1): 1009-1023.
- [20] Sampietro A. *Use and interpretation of emoji in electronic-mediated communication: A survey*. *Visual Communication Quarterly*, 2020, 27(1): 27-39.