

## **Language Diversity and Social Identity in Inner Mongolia: Cultural Preservation and Language Education**

Jinjing Wang

School of Mongolian Studies, Inner Mongolia Normal University, Hohhot 01002,  
Inner Mongolia, China  
renyan@imnu.edu.cn

Yan Ren\*

School of Chinese Language and Literature, Inner Mongolia Normal University  
Hohhot, 010022, Inner Mongolia, China.

**Abstract:** The language diversity in Inner Mongolia belongs to the performance of ethnic diversity and cultural diversity in the region. How its social recognition directly affects the integration and development of politics, economy and culture in the region. At the same time, it will also affect the national emotion and language and culture protection work to a certain extent. Therefore, it is necessary to pay attention to the study of local language diversity, carry out targeted cultural preservation work and language education work, and maximize the elimination of the "negative" impact of language diversity on the basis of not affecting language and culture preservation, so as to lay a good language foundation for the rapid and high-quality development of the region.

**Keywords:** Inner Mongolia; Linguistic Diversity; Social Identity; Cultural Preservation; Language Education

### **1. INTRODUCTION**

Inner Mongolia is dominated by Mongolian, but with the continuous development of society, other ethnic groups also continue to migrate to this region, resulting in prominent ethnic diversity and different languages in this region. In addition, the Mongolian nationality itself has several branches, which also reflect certain differences in language. Therefore, it leads to the regional language diversification in Inner Mongolia, which affects the communication among each other to a certain extent (Zhao, 2020). From the perspective of cultural protection, attention should be paid to the study, protection and inheritance of different ethnic languages. Based on the analysis from the perspective of economic development, language education is needed to minimize the communication difficulties and development impacts brought by language diversity (He, 2023). Based on this, this paper carries out relevant language education research work on the basis of cultural preservation (Wang, 2022).

## 2. ANALYSIS OF LINGUISTIC DIVERSITY AND SOCIAL IDENTITY IN INNER MONGOLIA

### 2.1 Current situation and analysis of linguistic diversity

Inner Mongolia region, a vast territory, sparsely populated, with the continuous development of society, it presents the characteristics of language diversity. According to the statistics of the local cultural management department, by the end of 2023, the main languages in the region include Mongolian, Chinese, Hui, Korean, Tibetan and some local dialects, etc. There are relatively many languages, and the languages used in different regions are different (Hasqigemu, 2021). For Mongolian, there are also different categories, and there are certain differences among them. For example, Kalkha Mongolian, Chahar Mongolian, Horqin Mongolian, Bahraini Mongolian, etc. It can be seen that there are many kinds of languages in Inner Mongolia and their diversity is prominent (Hu et al., 2024). The language usage in different regions is shown in Table 1.

Table 1: Language Distribution in Inner Mongolia

Region	Language	Characteristics
The Eastern Region	Mongolian, Manchu, Korean, Chinese, etc	Reflect the characteristics of the northeast language, different regional differences
The Central Region	Mongolian, Chinese, etc	It embodies certain characteristics of Beijing Language and Culture University
The western region	Mongolian, Hui, Chinese, Tibetan, etc	Reflect the characteristics of Shaanxi, Shanxi, Ningxia and other regional dialects

The analysis of the reasons for language diversity in Inner Mongolia mainly includes the following two points: first, the reasons for ethnic composition. According to the books on the development history of Inner Mongolia, the composition of the Mongolian nationality is complex, and it is composed of multiple tribes, such as Taichiwu, Tatar, Kele, Naiman, etc. After the unification of Mongolia by Genghis Khan, although the Mongolian language is the main language, the language difference between them has not been eliminated, and the cultural influence from this root cannot be completely changed, thus leading to the diversity of languages (Kailin, 2022). The second reason is social development. In the process of continuous development in social politics, economy, culture and other aspects, there have been many great population migrations, such as crossing the East pass, crossing the west pass, and going to the South Ocean. People in different regions have different languages (Xing & Zhao, 2023). Inner Mongolia is rich in resources, which leads people from other

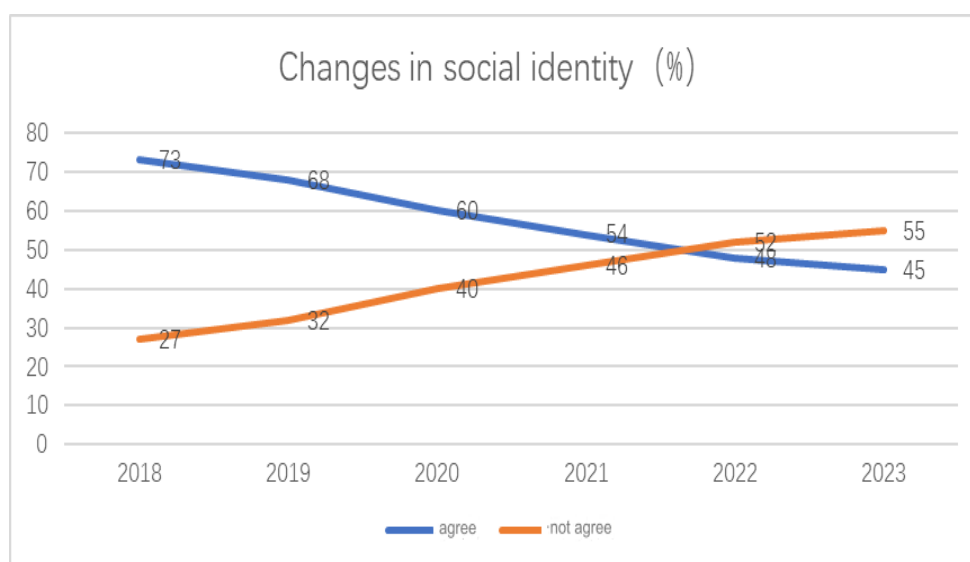
regions to migrate to Inner Mongolia and promotes the formation of language diversity.

## 2.2 Status and Analysis of Social Identity

Based on the ideological analysis of the protection of ethnic minorities and related cultures, our country has not "forced" the change of language diversity in Inner Mongolia (Tsung & Clarke, 2010). In addition, people in some regions have certain emotions about the use of traditional languages, and even if unified education is carried out in related aspects, they still use traditional languages and dialects in communication (Sun & Banbanduoji, 2021). According to the data provided by the cultural administration department of Inner Mongolia, the social recognition of language diversity in Inner Mongolia is in a declining area, which is divided by two standards of identification and disagreement (Wale & Bishaw, 2020). From 2018 to 2023, the proportion of "identification" gradually decreases from 73% to 45%. The proportion of "disagree" gradually increased from 27% to 55%.

Table 1: Social Recognition of Linguistic Diversity in Inner Mongolia

Years	Identification (%)	Disagree (%)
2018	73.0	27.0
2019	68.0	32.0
2020	60.0	40.0
2021	54.0	46.0
2022	48.0	52.0
2023	45.0	55.0



**Figure 1:** Changes in Social Identity of Language Diversity in Inner Mongolia

The analysis of the reasons for the change of social identity in Inner

Mongolia's language diversity mainly comes from the following two aspects. Language belongs to a kind of culture and belongs to the object of cultural research and intangible cultural heritage protection in our country. The language diversity in Inner Mongolia can provide support for relevant research. And through the use, it also contributes to the use and inheritance of relevant languages to a certain extent, so it generates certain social identity in relevant aspects (Wang & Zhao, 2022). Secondly, based on the analysis of regional political, economic and other aspects of development and social governance, the linguistic diversity of the region will affect regional exchanges and cooperation, resulting in certain "obstacles", which requires language unification. At the same time, this is our country to advocate the use of standard language, in the education of the standard language ideological embodiment (Puthuval, 2017). In addition, linguistic diversity leads to a relatively "chaotic" use of local languages, and different groups have different understandings of this phenomenon. And it is affected by different personnel quality and social levels. Therefore, it is necessary to carry out relevant education work according to the actual situation.

## 2. IDEAS AND OBJECTIVES OF LINGUISTIC DIVERSITY AND SOCIAL IDENTITY MANAGEMENT IN INNER MONGOLIA

According to the above research, the research on the management of language diversity and social identity in Inner Mongolia is mainly reflected in the two aspects of cultural preservation and language education. The detailed plan is shown below.

### 2.1 Thought of Management

Based on the analysis of the current situation and impact of language diversity and social identity in Inner Mongolia, it is necessary to strengthen its management, improve its social recognition through effective management, and minimize the "negative impact" brought by language diversity. The specific management ideas are as follows:

#### 2.1.1 Pay Equal Attention to Language and Culture Protection and Education

When the relevant departments carry out language education in Inner Mongolia, they must reflect the awareness of language and culture protection, collect, sort out and study the local language and related culture,

so that it can be learned and inherited. This is not only the embodiment of the idea of intangible cultural heritage protection, but also the respect and recognition of local ethnic culture, which helps to get the support and understanding of all ethnic groups in Inner Mongolia. At the same time, the relevant education work must be scientific and reasonable, avoid the negative impact of blind implementation, compulsory implementation and empirical implementation of language education, and enhance the rationality and effectiveness of the relevant work.

### 2.1.2 Improving Social Recognition from Multiple Perspectives

The social recognition of language diversity in Inner Mongolia needs to comprehensively consider the opinions and needs of different groups, and try to meet the needs of different groups, so as to maximize the social recognition of language diversity (Yaffe et al., 2021). Therefore, in the work of relevant aspects, it is necessary to achieve "integration of reason", so that the local people understand and accept. At the same time, through other means, so that the local people to improve the recognition of the relevant aspects of education work, with the implementation of this work. For example, some local tribes should carry out publicity and education to understand the purpose of language education, so that they can realize the importance of language education, take the initiative to learn, and effectively apply it to their lives.

### 2.1.3 Rationally Formulate Relevant Standards for Language Education

It is difficult to change the language diversity in Inner Mongolia in a short period of time, so it is necessary to change this situation step by step according to the actual situation. For the development of language education, attention should be paid to the formulation of specific standards, that is, to clarify the mainstream language used in the region, and to properly analyze and "process" the same kind of language, so that it can be unified in terms of expression mode, lexical meaning and so on, which is conducive to the communication and use in life and work. In addition, for some local dialects, it is necessary to sort out and summarize according to the situation, and give corresponding standards, so as to change the situation of "many dialects, chaos and difficulty to understand".

## 2.2 Objectives of Management

In view of the current situation of regional linguistic diversity and social identity in Inner Mongolia, specific management objectives are formulated

as the basis for the formulation of cultural preservation and language education work plans. Target setting is carried out based on the value management concept, as follows:

### 2.2.1 Enhance its Cultural Value

The linguistic diversity in Inner Mongolia has high cultural value and historical research value, so it is necessary to pay attention to its cultural preservation and value promotion when carrying out relevant management work (Schinke et al., 2018). Especially in the context of the combination of rural revitalization and culture and tourism, targeted tourism projects can be established with the help of the linguistic diversity of the region, forming a personalized product and attraction, and providing strong support for the development of local tourism industry and cultural publicity.

### 2.2.2 Strengthen its Social Value

In the process of social governance, communication is one of the important influencing factors, and the characteristics of language diversity in Inner Mongolia will affect the development of social government-related work. For example, some managers have difficulties in communicating with local residents, or local residents have difficulties in reading and understanding relevant national documents, which will affect the implementation of specific work.

Through language education, the impact of the above problems can be reduced, and the use of Mandarin for communication is convenient for social governance and reflects certain social value.

### 2.2.3 Enhance its Economic Value

In the period of market-oriented economy, different regions need to combine their own actual situation to improve their economic development capacity and enhance their competitiveness, so as to achieve the goal of sustainable development (Mukhopadhyay, 2019). Language diversity in Inner Mongolia will increase the difficulty of communication between migrant workers, developers and local people or enterprises. At the same time, it will also add communication problems between enterprise employees, which is not conducive to enterprise management. Therefore, it is necessary to solve this problem through effective language education, provide a strong guarantee for attracting investment, and enhance its economic value.

### 3. LINGUISTIC DIVERSITY AND SOCIAL IDENTITY MANAGEMENT IN INNER MONGOLIA

#### 3.1 Cultural Preservation

##### 3.1.1 Establish Targeted Cultural Preservation Organizations

According to the current situation of language diversity in Inner Mongolia, relevant government departments need to establish targeted document preservation organizations to preserve and protect languages and related cultures, so that they can be inherited and developed. In concrete implementation, the cultural department of the government can be responsible for the organization, with the participation of local universities and scientific research institutions, to establish the "Inner Mongolia Language Diversity Research and Protection Center", which is responsible for the collection of various existing languages, the exploration of the causes, the summary of characteristics, value analysis and other work. At the same time, in order to enhance the attention, protection and participation of the public and staff in the local language diversity, it is also necessary to apply for intangible cultural heritage, enhance the "status" of the existing languages in Inner Mongolia, and provide impetus for cultural preservation.

##### 3.1.2 Pay Attention to the Innovation of Cultural Preservation Models

In terms of cultural preservation, it is necessary to carry out mode innovation, carry out cultural preservation work through various modes, and strengthen its practical effect. Specific models include the following three: first, education model. For the diversity of languages in Inner Mongolia, it is appropriate to incorporate them into school education, so that students can understand their history and related characteristics, build interest, and enhance attention. In addition, in college education, targeted majors can be set up to cultivate students studying Inner Mongolia language, so as to provide talent support for the development and inheritance of subsequent related work. Second, multimedia publicity mode. For the diversity of languages in Inner Mongolia, it should be protected through the mode of publicity, so that more people can understand its language characteristics. For example, the Inner Mongolia Language Database is established by targeted administrative departments, which stores all the languages in Inner Mongolia in a certain form in the database, and people can learn by consulting them by themselves. Third, the combination of culture and tourism protection mode. According to the

management goals of language diversity and social recognition in Inner Mongolia, it can be protected through the mode of combining culture and tourism, and integrated into specific tourism projects, so that more tourists can understand relevant languages and provide support for cultural preservation.

### 3.1.3 To Enhance People's Enthusiasm in Cultural Preservation

There are many kinds of languages in Inner Mongolia, especially some dialects and tribal languages, which have deep cultural deposits. Under the influence of the culture of the new period, the number of people who are familiar with some languages and dialects and can skillfully use them is gradually decreasing, which is not conducive to the development of cultural preservation in related aspects. In order to preserve language and culture, it is necessary to mobilize the enthusiasm of the people and list some professional personnel in related fields as "Mongolian language and culture inheritors", so as to understand the development history of different languages in Inner Mongolia through them as the basis for research and protection work.

### 3.1.4 Cultural Preservation Through Book Compilation

The preservation and protection of language diversity in Inner Mongolia can be realized through the compilation and distribution of books. In the specific implementation, full-time personnel and personnel from scientific research departments compile books, which include a detailed introduction of all languages in Inner Mongolia, including the history of language development in Inner Mongolia, the development history of different languages, the characteristics of different languages, and the influence of languages on the development of existing regional culture and economy. After the book is issued, it can be "given away" according to the actual situation, so that more people can read and learn it.

## 3.2 Language Education

### 3.2.1 To Effectively Play the Role of School Education

In view of the problem of language diversity in Inner Mongolia, we should give full play to the role of school education in relevant aspects when carrying out relevant education work. That is, every primary school should set up a "Putonghua education course" so that every primary school student can learn putonghua and communicate proficiently in Putonghua. At the same time, it is necessary to consider the management policies and



emotions related to ethnic minorities, and set up "Mongolian language education courses" while carrying out Mandarin education. In the specific implementation, the standardization and standardization of the relevant content setting of Mongolian language education curriculum should be ensured, and some dialects and non-standard expression modes should be eliminated. At the same time, the meaning of relevant words in Mongolian should be accurately defined, so as not to affect the subsequent use. For example, "Baotou" means "blue city" in Mongolian, and another interpretation is "the place with deer". Schools should study various aspects and set up accurate definitions.

### 3.2.2 Focus on Mass Education

The education of language diversity in Inner Mongolia needs to be carried out for all relevant personnel, and it is difficult to meet the actual needs by simply taking students as the educational object. In order to solve the relevant problems, we should give full play to the energy of the community, social education institutions, enterprise training institutions and other aspects to carry out popular education, so that the people can achieve "standardization and standardization" in language use and communication. Among them, when the community carries out relevant work, language training can be organized regularly, and people with standard Mandarin or students from some universities can be hired to carry out language education in the form of volunteers. For social education institutions, they should cooperate with relevant government departments to organize training in language education, and the relevant expenses can be paid by the local government to enhance the enthusiasm of the people. For training institutions, language education should be incorporated into the training system, and language standardization should be realized through training to provide support for enterprise management in the region.

### 3.2.3 Strengthen Government and Media Guidance

Language education in Inner Mongolia needs to be carried out for a long time and guided by government departments, so that people can strengthen their awareness of learning and standardized language application in relevant aspects. First of all, as the staff of relevant government management departments and enterprises and institutions, they must have strict requirements on themselves, so as to speak Mandarin, draft and issue relevant documents according to the "standardized" language mode, and

play a leading role to some extent. If the staff of the relevant party fails to perform this duty as required, they shall be punished appropriately according to the actual situation. Secondly, attention should be paid to the management and guidance role of public media. Inner Mongolia needs to strengthen the management of some public media such as radio, television, Internet, newspapers and magazines, requiring them to publicize and broadcast relevant information in strict accordance with standardized language patterns. If there are violations, they will not be allowed to publicize externally and will be held accountable.

### 3.2.4 Language Education through Communication

Language is a common communication tool, and its value is reflected in communication. Therefore, in language education, it is also necessary to adopt the mode of communication to improve learners' application ability through communication. For example, regular language exchange meetings in related fields are held so that people can communicate with each other and feel the "trouble" caused by the diversity of languages. At the same time, make them use standardized language to communicate, compare and analyze its advantages, so that they can recognize the language education work from the heart, support this work. In addition, it can also exercise its language application ability through communication, so as to achieve multiple benefits with one stone.

## 4. CONCLUDING REMARKS

To sum up, the language diversity in Inner Mongolia is relatively prominent, which can not only provide support for local language and related historical and cultural research, but also affect the convenience of communication to a certain extent, which is not conducive to the development of local investment attraction. As a result, the degree of social recognition varies. However, with the development of society, the recognition of linguistic diversity in the region is gradually declining, and effective management programs should be adopted to improve the recognition. In concrete implementation, we should pay attention to the cultural preservation of linguistic diversity, actively mobilize the strength of all aspects, and strengthen the preservation ability and effect. At the same time, on this basis, language education should be carried out to standardize the local language and unify the corresponding standards, so as to lay a solid foundation for communication and cultural traditions.

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