

The Charm and Inheritance of Dialect Culture in Contemporary Film and Television Works

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Abstract: This study deeply explores the multidimensional phenomenon and future development of dialect culture in contemporary film and television works. First, the use of dialects in film and television works is analyzed, including the frequency of use, scene selection and its role in character creation, and the film and television presentation of dialect culture is examined. Secondly, the unique charm, expressiveness and emotional resonance of dialect culture with the audience are revealed. Further, the inheritance value of dialect culture and the difficulties it faces are discussed, and its importance in the protection of intangible cultural heritage and multiculturalism is emphasized. Finally, innovative communication strategies for dialect culture in film and television works are proposed, and its future development in the context of globalization is prospected, including sustainable application and international communication potential.

Keywords: Film and Television Works; Dialect Culture; Emotional Resonance; Inheritance Value; Innovative Communication; Globalization

1. INTRODUCTION

Dialect culture represents a rich tapestry of language that reflects the nuances of regional identities and social histories. It encompasses unique phonetic traits, vocabulary, and expressions that are specific to particular geographic areas or communities. The significance of dialect culture lies not only in its linguistic diversity but also in its ability to convey cultural heritage, foster a sense of belonging, and serve as a vehicle for storytelling. By capturing the essence of local identities, dialects enrich narratives and provide depth to characters, allowing audiences to engage more profoundly

with the material. Historically, dialects have played a pivotal role in film and television, serving as a tool for authenticity and realism(Hodson, 2017). From early cinematic works that sought to depict rural life to contemporary productions showcasing urban environments, the use of dialect has evolved alongside societal changes. Notable films and television shows have utilized dialect to portray the complexities of character dynamics and cultural contexts, thereby enhancing the narrative's emotional resonance(Akhimien & Adekunle, 2023; Li, 2021). This evolution in the portrayal of dialect reflects broader trends in media representation, identity politics, and cultural exchange.

This paper aims to explore the charm and inheritance of dialect culture in contemporary film and television works. Specifically, it seeks to analyze how dialect contributes to character development, cultural representation, and audience engagement. By examining various case studies, the research will highlight the importance of dialect in preserving cultural heritage and fostering intergenerational connections. Additionally, it will investigate how globalization and media convergence influence the representation and evolution of dialect culture in modern storytelling. This study contends that the incorporation of dialect culture in contemporary film and television not only enhances narrative authenticity but also serves as a crucial medium for the inheritance of cultural identity. By analyzing its aesthetic appeal and significance in character portrayal, this paper will demonstrate that dialect is an essential element in the preservation and evolution of cultural heritage within the global entertainment landscape.

2. DIALECT CULTURE PHENOMENON IN CONTEMPORARY FILM AND TELEVISION WORKS

In contemporary film and television works, the use of dialect culture has become a striking phenomenon. As an important carrier of popular culture, film and television works not only enrich the plot performance through the use of dialect dialogues, but also add unique regional colors and life atmosphere to character creation(Frey, 2018; Lu, 2007). This section will discuss in detail the use of dialects in film and television works, as well as the frequency and scene analysis of dialect dialogues, and explain the specific role of dialects in character shaping. The use of dialects in film and television works can be traced back to the development of movies and TV series(Zhu, 2020). With the continuous advancement of film and television art, producers and directors have begun to try to incorporate more cultural

elements into their works to enhance the realism of the plot and the audience's sense of substitution. Dialects, as a language form with distinct regional characteristics, naturally become an important element in film and television works. By analyzing dialect dialogues in contemporary film and television works, we can find that the frequency of dialect use is closely related to scene design(Delabastita, 1989; Fawcett, 2014).

In some film and television works that reflect regional characteristics or specific historical periods, dialect dialogues are used more frequently(Marriott, 1997). For example, in TV dramas depicting the life of old Beijing Hutong, the Beijing-style dialect dialogues not only let the audience feel the rich regional customs, but also make the character image more vivid and three-dimensional. Similarly, in film and television works reflecting rural themes, the use of dialects can also help the audience better understand the social environment and cultural background of the characters. In addition, dialect dialogues also play an important role in scene design. In certain scenarios, dialect dialogues can enhance the realism of the plot and the audience's sense of involvement, as shown in Figure 1. For example, in family gatherings, street chats and other scenes, the use of dialect dialogues can make the audience feel a more real life atmosphere, thereby enhancing the viewing experience.

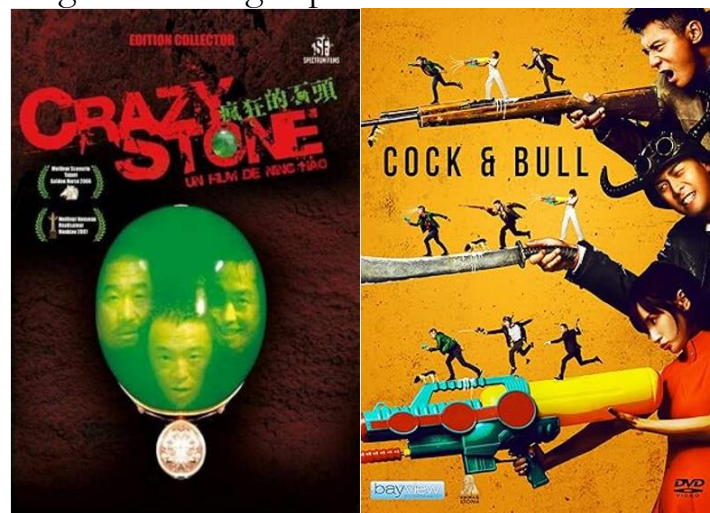


Figure 1: Dialect culture in film

The role of dialects in character shaping cannot be ignored. Through the use of dialects, the character's personality characteristics and regional background can be better portrayed. In some film and television works, the character's dialect accent and word habits have become key factors in shaping their personality(Lina, 2019). For example, a character with a strong local accent can often leave a deep impression on the audience. At the same time, the use of dialects can also help the audience understand

the character's growth environment and background, making the character image more full and three-dimensional. It is worth mentioning that the use of dialects in film and television works is not random, but needs to be carefully designed according to the needs of the plot and the setting of the characters. When producers and directors choose to use dialects, they need to fully consider the characteristics of dialects and the audience's acceptance to ensure that the use of dialects can add highlights to the work, rather than becoming an obstacle to the audience's understanding (Guo, 2021). In summary, the dialect culture phenomenon in contemporary film and television works has far-reaching significance. The use of dialect dialogue not only enriches the plot performance, but also provides strong support for character creation. Through in-depth analysis of the frequency and scenes of dialect dialogue, we can better understand the role and value of dialects in film and television works. At the same time, the inheritance of dialect culture has also gained new carriers and channels, allowing this unique cultural heritage to be spread and carried forward in a wider range.

3. THE FILM AND TELEVISION PRESENTATION OF DIALECT CULTURE

Through in-depth exploration of dialect vocabulary and slang, film and television works not only enrich the layering and reality of the plot, but also show the unique charm of dialect culture, further promoting the inheritance and development of this culture (Dobrow & Gidney, 1998; Stuart-Smith et al., 2013).

First of all, the presentation of dialects in film and television works is often closely linked to specific regional cultures. As an important carrier of regional culture, dialects contain rich historical and cultural information in their unique pronunciation, vocabulary and grammatical structure. In film and television works, the use of dialects can accurately restore the life scenes of a specific region, allowing the audience to experience the local cultural atmosphere in person. For example, in some TV dramas set in northern rural areas, the actors use authentic northern dialects, which not only create a vivid image of farmers, but also show the rural flavor and folk culture of northern rural areas.

Secondly, film and television works reveal the rich connotation of dialect culture through in-depth exploration of dialect vocabulary and slang. Dialect vocabulary and slang, as important components of dialects, carry the historical memory, life wisdom and emotional expression of local

people. In film and television works, these dialect vocabulary and slang are often cleverly integrated into the plot, becoming an important element in shaping the character and promoting the development of the plot. At the same time, through the interpretation of these dialect vocabulary and slang, the audience can have a deeper understanding of the local people's lifestyle, way of thinking and values, thereby enhancing their sense of identity and belonging to dialect culture.

In addition, the presentation of dialect culture in film and television works also has important inheritance significance. With the advancement of globalization and the popularization of Mandarin, the living space of dialects has been gradually squeezed. However, as an important medium for the dissemination of popular culture, film and television works can, through the presentation and dissemination of dialect culture, arouse people's memory and attention to dialects to a certain extent, and stimulate people's awareness of protecting dialect culture. This kind of inheritance not only helps to maintain the diversity of dialects, but also promotes the prosperity and development of regional culture (Bebko et al., 2019).

In summary, there are various ways to present dialect culture in contemporary film and television works, which not only shows the close connection between dialects and regional culture, but also deeply explores the cultural connotation of dialect vocabulary and slang. This presentation method not only enriches the artistic expression of film and television works, but also plays a positive role in promoting the inheritance and development of dialect culture. In the future, we expect more excellent film and television works to continue to pay attention to dialect culture, and through innovative expression methods and communication channels, let the charm of dialect culture be more widely spread and recognized.

4. ANALYSIS OF THE CHARM OF DIALECT CULTURE

4.1. The Unique Charm and Expression of Dialects

Dialect culture's charm is undoubtedly deeply reflected in contemporary film and television works. This charm comes from dialects' unique charm and powerful expression. Through film and television, dialects show the audience the rich and colorful regional culture and local customs. The characteristics of dialect pronunciation and intonation add a strong local color to film and television works (Alaa'Al-Bazzaz & Ali, 2020; Rittmayer, 2009). Different dialects have their own unique pronunciation and intonation. These unique pronunciation characteristics can often create a

specific regional atmosphere in film and television works, allowing the audience to feel the authenticity of the story background more deeply, as shown in Figure 2. For example, in film and television works reflecting the northern Shaanxi region, the roughness and boldness of the Shaanxi dialect allow the audience to deeply experience the simplicity and tenacity of the people of northern Shaanxi. In the film and television dramas depicting the water towns of the south of the Yangtze River, the delicacy and softness of the Wu Nong soft language outline a gentle ink painting for the audience. In addition to pronunciation and intonation, the unique vocabulary and expressions in the dialect are also an important part of its charm. These vocabulary and expressions often carry rich regional culture and historical information, and are the crystallization of wisdom accumulated by local people in their long-term life. In film and television works, these unique vocabulary and expressions not only provide rich materials for character creation, but also make the plot more vivid and interesting. For example, in some film and television works reflecting the Northeast region, the unique vocabulary, such as "Gaha" and "Zha Zheng" in the Northeast dialect, as well as the unique humour and ridicule, make the character image more vivid and the plot more fascinating.



Figure 2: The unique expressive power of dialect

The charm of dialect culture also lies in its profound historical background and cultural connotation. Each dialect carries a history and a culture, which can be inherited and carried forward through film and television works. In the process of watching film and television works, the audience can not only appreciate the wonderful storyline, but also feel the historical charm and cultural atmosphere contained in the dialect. The inheritance and development of this culture is of great significance to the

protection and promotion of national culture. In contemporary film and television works, the inheritance of dialect culture is also particularly important. With the advancement of globalization and the popularization of Mandarin, the living space of dialects has been gradually compressed. However, as an important carrier of regional culture, the inheritance and protection of dialects are of great significance to the maintenance of cultural diversity. As an important channel for the dissemination of popular culture, film and television works can promote the inheritance and development of dialect culture to a certain extent through the use and dissemination of dialects. Specifically, the dialect elements in film and television works can allow the audience to understand the cultural characteristics and historical background of different regions more intuitively.

When the audience hears the characters communicating in dialect, it will be easier to have a sense of substitution and resonance, so as to understand and feel the unique charm of regional culture more deeply. In addition, the dialect elements in film and television works can also stimulate the audience's interest and love for dialect culture, and then promote the learning and inheritance of dialects. In summary, the dialect culture in contemporary film and television works has shown a unique charm, and has promoted the inheritance of dialect culture through the dissemination of film and television works. This not only enriches the cultural connotation and artistic expression of film and television works, but also injects new vitality into the inheritance and development of regional culture.

4.2. Emotional Resonance Between Dialects and Audiences

In contemporary film and television works, the use of dialects not only adds rich colors to character creation, but also plays an indispensable role in emotional transmission. Dialects, as an important carrier of regional culture, can often trigger deep emotional resonance in the audience with their unique pronunciation, vocabulary and expression (Lu, 2007; Mao & Lee, 2014). This resonance stems from the regional characteristics and folk customs carried by dialects, which enables the audience to feel a sense of intimacy and belonging during the viewing process.

First of all, the emotional transmission role of dialects in film and television works is manifested in its ability to accurately convey the inner world of the characters. Since dialects are closely connected with people's daily lives, they can often reflect the emotional state of the characters more

realistically. In movies, when characters use dialects to express joy, anger, sorrow, and happiness, the audience can more intuitively feel the emotional fluctuations of the characters, thereby enhancing the sense of substitution and immersion in watching the movie. For example, in some movies with rural backgrounds, the use of dialects allows the characters' qualities such as simplicity, kindness, and tenacity to be fully displayed, and the audience is moved and also resonates strongly with the fate of the characters.

Secondly, dialects have a significant impact on the audience's regional identity and sense of belonging. For audiences from the same dialect area, the dialect elements in film and television works are undoubtedly a kind of cultural identity and emotional belonging. This sense of identity comes not only from the familiarity of the dialect itself, but also from the regional culture and historical memory carried by the dialect. When the audience hears their familiar dialects in film and television works, they will unconsciously recall the local customs and growth experiences of their hometowns, thus generating a strong emotional resonance. This resonance establishes a special emotional connection between the audience and the film and television works, and also allows the audience to feel the inheritance and continuation of culture while enjoying the artistic beauty. In addition, the use of dialects in film and television works also has cross-cultural communication value. For audiences in non-dialect areas, although they may not fully understand the specific meaning of dialects, the unique charm and expression of dialects can arouse their curiosity and desire to explore. Through the dialect elements in film and television works, these audiences can be exposed to different regional cultures and folk customs, thereby broadening their cultural horizons and enhancing their understanding and respect for different cultures. This cross-cultural communication effect not only helps to promote cultural exchanges and integration between different regions, but also provides strong support for the international dissemination of film and television works. In summary, the emotional transmission role of dialects in contemporary film and television works and their impact on the audience's regional identity and sense of belonging are obvious. The use of dialects not only enriches the artistic expression of film and television works, but also plays an important role in cultural inheritance and cross-cultural communication. Therefore, we should attach great importance to the use of dialects in film and television works, and through continuous innovation and exploration, let the charm of dialect culture be more widely inherited and carried forward in the field of film and television art.

5. THE INHERITANCE VALUE AND DILEMMA OF DIALECT CULTURE

5.1. The Significance of the Inheritance of Dialect Culture

The inheritance value and dilemma of dialect culture are topics of general concern in contemporary society. Especially in film and television works, the use of dialects not only enriches the character creation, but also provides the audience with a profound cultural experience. As an important part of intangible cultural heritage, dialects carry rich historical, cultural and folk information and are the unique symbol of regional culture. Its inheritance is of far-reaching significance, which not only helps to protect multiculturalism, but also promotes the development of cultural diversity and linguistic diversity.

First of all, the inheritance of dialect culture plays a vital role in maintaining the uniqueness of regional culture. Dialects are an important carrier of regional culture. Through oral expressions passed down from generation to generation, they convey the lifestyle, thinking habits and values of local people. In film and television works, the use of dialects can truly reproduce the characteristics of regional culture and make the audience feel the rich local customs. This kind of cultural inheritance not only helps to enhance people's sense of identity with regional culture, but also promotes the innovation and development of regional culture.

Secondly, the inheritance of dialect culture has irreplaceable value for the protection of multiculturalism. In the context of globalization, cultural diversity is facing unprecedented challenges. As an important part of multiculturalism, the inheritance and protection of dialects are particularly important. The dialect elements in film and television works can not only show the charm of multiculturalism, but also inspire people's respect and tolerance for multiculturalism. The formation of this cultural protection awareness is conducive to maintaining the diversity of world culture and promoting exchanges and integration between different cultures. However, the inheritance of dialect culture also faces many difficulties. On the one hand, with the promotion and popularization of Mandarin, the scope of dialect use has gradually narrowed, and even in some areas, dialects have disappeared. This phenomenon undoubtedly poses a huge threat to the inheritance of dialect culture. On the other hand, the use of dialects in film and television works also faces many restrictions and challenges. Due to the relatively limited audience of dialects, the dialect elements in film and television works may be difficult to be understood and accepted by the

general audience, thus affecting the dissemination effect and market performance of the works. In order to cope with these difficulties, we need to take positive measures to promote the inheritance and development of dialect culture.

On the one hand, the government and all sectors of society should strengthen the protection and support of dialect culture, encourage the rational use of dialect elements in film and television works, and create a good social environment for the inheritance of dialect culture. On the other hand, film and television producers should also focus on the excavation and innovation of dialect culture, and through exquisite artistic expression techniques, fully display the charm of dialect culture in front of the audience, and stimulate people's interest and love for dialect culture. In summary, the inheritance value and dilemma of dialect culture are important issues that cannot be ignored in contemporary film and television works. We should fully recognize the unique value of dialect culture as an intangible cultural heritage, actively promote its rational use and inheritance and development in film and television works, and contribute our own strength to protecting multiculturalism and promoting cultural diversity.

5.2. Dilemma Faced by Dialect Culture Inheritance

With the rapid development of society, the promotion of Mandarin and the process of urbanization are accelerating, and the inheritance of dialect culture is facing unprecedented difficulties. As the common language of the country, the popularization of Mandarin is of great significance to communication, education and economic development across the country. However, in this process, the use environment of dialects is shrinking, and dialects in many places have gradually lost their dominant position in daily life and are even facing the risk of extinction. The promotion of Mandarin has a far-reaching impact on dialect inheritance. First of all, in the field of education, the popularization of Mandarin has gradually reduced the status of dialects in the education system. More and more schools use Mandarin as the language of instruction, while dialect education is marginalized. This situation has led to a gradual decline in the younger generation's mastery of dialects, and even a break in dialect inheritance. Secondly, in terms of media communication, the strong position of Mandarin has also squeezed the space for the spread of dialects. Mainstream media such as television, radio, and the Internet generally use Mandarin, and the number and influence of dialect programs are relatively limited. This has restricted the spread of

dialect culture and made it difficult to have an impact on a wider range. The shrinking environment for dialect use in the process of urbanization is another major dilemma facing dialect inheritance. With the advancement of urbanization, population mobility has intensified, and more and more rural people have poured into cities. In this process, the advantages of Mandarin as a common language have been highlighted, while dialects have gradually lost their usage scenarios due to their regional restrictions. The new generation of urban residents tend to prefer to communicate in Mandarin, and their ability to master and use dialects has gradually weakened. In addition, the lifestyle and cultural atmosphere of urbanization have also had an impact on the use of dialects. Modern lifestyles have made people more pursuing convenience and efficiency, while the complexity and regional characteristics of dialects have, to a certain extent, hindered their spread and use in new environments. Faced with these difficulties, we need to take positive measures to protect and inherit dialect culture. First, the government and all sectors of society should strengthen their attention and protection of dialect culture. Provide strong support for dialect inheritance by formulating relevant policies, setting up special funds, and promoting the research and dissemination of dialect culture. Secondly, the education system should appropriately increase the content and time arrangement of dialect teaching. Introduce dialect courses in school education to cultivate students' interest and love for dialects and improve their ability to use dialects.

At the same time, encourage parents to pay attention to the inheritance of dialects in family education and create a good dialect learning environment for children. Finally, the media and the literary and art circles should also actively play their own roles to promote the dissemination and development of dialect culture. By producing more high-quality dialect programs, film and television works, and literary works, more people will understand and love dialect culture, thereby injecting new vitality into dialect inheritance. In summary, the promotion of Mandarin and the process of urbanization have brought severe challenges to the inheritance of dialect culture. However, through the joint efforts of the government, the education system, the media, and the literary and art circles, we are expected to find a new way out for the inheritance and development of dialect culture. While protecting dialect culture, we should also fully realize the harmonious coexistence between dialects and Mandarin, and promote the common development of the two on the basis of mutual respect and mutual promotion.

6. INNOVATIVE COMMUNICATION STRATEGIES FOR DIALECT CULTURE IN FILM AND TELEVISION WORKS



Figure 3: Structure of Innovative communication strategies

6.1. Deep Integration of Dialect Elements and Film and Television Plots

In the creation of contemporary film and television works, the integration of dialect culture not only adds regional color to the works, but also presents a unique artistic charm through the deep integration of dialect elements and film and television plots. This innovative communication strategy not only enriches the expression form of film and television works, but also effectively inherits dialect culture, giving it new vitality in the context of the new era. The deep integration of dialect elements and film and television plots is first reflected in the creation of film and television works with dialects as the background. This type of work regards dialects as an organic part of the development of the plot, and provides strong support for character creation, plot advancement and theme interpretation through the unique charm and expression of dialects. For example, in some TV dramas with northern dialects as the background, the audience can feel the boldness and straightforwardness of northerners; while in works with

southern dialects as the background, they can appreciate the delicacy and gentleness of southerners. This close combination of dialect and regional culture enables film and television works to successfully show the unique charm of regional culture while conveying the emotions of the story. In addition, the clever use of dialect elements in the plot is also an important manifestation of the innovative communication strategy of film and television works. In the creative process, screenwriters and directors carefully select and design dialect elements to closely connect them with the development of the plot, thereby achieving the effect of enhancing the tension of the plot and enhancing the audience's sense of substitution. For example, in some key scenes, the characters use dialects to talk with each other, which not only highlights the identity background and regional belonging of the characters, but also adds tension or humor to the plot through the unique tone and rhythm of the dialect. This clever use method allows the audience to feel the charm of dialect culture while enjoying the plot, and effectively promotes the inheritance and development of dialect culture. It is worth noting that the innovative communication strategy of dialect culture in film and television works does not exist in isolation, but is closely linked to the contemporary social and cultural context. With the acceleration of the process of globalization and the integration of multiple cultures, the presentation of dialect culture in film and television works has also shown a trend of diversification and modernization. On the one hand, through the use of dialect elements, film and television works have successfully attracted audiences of different ages, regions and cultural backgrounds, achieving the effect of cross-cultural communication; on the other hand, the innovative expression of dialect culture in film and television works has also injected new vitality and contemporary connotations into traditional culture, and promoted the inheritance and innovation of culture. In summary, the innovative communication strategy of dialect culture in film and television works is of great significance for showing the charm of regional culture and inheriting dialect culture. Through the deep integration of dialect elements with film and television plots and the clever use of dialect elements in plots, film and television works not only bring a rich and colorful artistic experience to the audience, but also open up a new path for the inheritance and development of dialect culture. In the future, with the continuous advancement of film and television technology and the renewal and iteration of creative concepts, we have reason to believe that dialect culture will shine more brilliantly in film and television works.

6.2. Use New Media Platforms to Promote Dialect Culture

In contemporary society, new media platforms have become an important channel for cultural communication, and dialect culture has also taken advantage of this opportunity to be more widely disseminated and inherited. The rise of social media and online video platforms has provided a new stage for dialect culture, which not only enriches the way of expression of dialects, but also broadens its audience. As an indispensable part of modern people's lives, social media has injected new vitality into the dissemination of dialect culture with its strong interactivity and immediacy. Taking social platforms such as Weibo and WeChat as an example, users can interact with followers in real time and share the unique charm of dialect culture by publishing content in various forms such as dialect voice, text, and pictures. In addition, challenge activities on social media, such as dialect dubbing challenges and dialect song covers, have stimulated the public's interest in and participation in dialect culture. These activities not only give new life to dialect culture among the younger generation, but also promote communication and understanding between people from different regions and cultural backgrounds. At the same time, online video platforms such as Douyin and Bilibili have also provided a broad space for the inheritance and innovation of dialect culture. On these platforms, dialect programs emerge in an endless stream in various forms, including traditional dialect operas, storytelling and other performing arts, as well as modern dialect talk shows, sitcoms and other innovative programs. These programs fully explore the connotation and extension of dialect culture and present it to the audience in a more down-to-earth way. In particular, some self-media accounts featuring dialects, combined with local customs and current hot topics, create dialect works that are both regional and contemporary, and are deeply loved by the audience. It is worth mentioning that the dissemination of dialect culture on new media platforms also shows a trend of cross-border integration. Many musicians incorporate dialect elements into popular songs to create unique dialect music works; some movies and TV series also try to use dialect dialogues to more realistically restore the story background and character personality. These cross-border attempts not only enrich the expression of dialect culture, but also inject new impetus into its inheritance and development. However, we should also see that the dissemination of dialect culture on new media platforms still faces many challenges. How to maintain a balance between the authenticity and innovation of dialect culture, how to expand the audience base of dialect culture and increase its influence, these are all urgent problems to be solved. Therefore, we need to further strengthen the

research and practice of new media dissemination of dialect culture, and explore more effective dissemination strategies and models to promote the sustainable development of dialect culture. In summary, new media platforms provide strong support for the dissemination of dialect culture in contemporary film and television works. Through the joint efforts of social media and online video platforms, we can let more people feel the unique charm of dialect culture and contribute to its inheritance and development.

7. THE FUTURE DEVELOPMENT OF DIALECT CULTURE IN CONTEMPORARY FILM AND TELEVISION WORKS

7.1. The Sustainability of Dialect Culture in Film and Television Works

In the evolution of contemporary film and television works, the integration of dialect culture not only adds regional color and life atmosphere to the works, but also promotes cultural diversity and inheritance at a deeper level. To explore the future development of dialect culture in film and television works, it is inevitable to touch on its sustainability in film and television works, as well as the mutually reinforcing relationship between dialect culture inheritance and the development of the film and television industry. First of all, the sustainability of dialect culture in film and television works is manifested in many aspects. With the advancement of globalization and the popularization of Mandarin, the living space of dialects has been squeezed to a certain extent. However, in film and television works, dialects have become an important means of shaping character images and creating story atmospheres with their unique charm and rich cultural connotations. The reason for this continuity is that, on the one hand, the regional culture and historical memory carried by the dialect itself make the dialect an indispensable element when presenting a specific region or historical background in film and television works; on the other hand, the use of dialects also satisfies the audience's pursuit of cultural diversity and authenticity, and enhances the viewing value and artistic appeal of film and television works. Taking specific film and television works as an example, many directors skillfully use dialects in their works, which not only show the regional belonging and identity characteristics of the characters, but also deeply reveal the inner world and emotional changes of the characters through the unique expression of dialects. This in-depth excavation and presentation of dialect culture not only improves the artistic level of the

works, but also allows the audience to feel the unique charm of dialect culture while appreciating the works. Further, the inheritance of dialect culture and the development of the film and television industry are mutually reinforcing. On the one hand, as an important carrier of cultural communication, the film and television industry provides a broad platform and channel for the inheritance of dialects through the display and dissemination of dialect culture. The dialect elements in film and television works can often arouse the audience's interest and attention in dialect culture, thereby stimulating their enthusiasm for learning and using dialects. This inheritance is not only a protection of language diversity, but also a continuation of regional culture and historical memory. On the other hand, the rich connotation and unique charm of dialect culture have also injected new vitality into the development of the film and television industry. In the fiercely competitive film and television market, film and television works with distinct regional characteristics and unique cultural charm are often more likely to stand out and attract the audience's attention. The integration of dialect culture makes film and television works more innovative and diverse in subject selection, character shaping, plot setting, etc., thereby enhancing the competitiveness and influence of the entire film and television industry. The future development of dialect culture in contemporary film and television works has broad prospects and far-reaching significance. Through the exploration of the continuity of dialect culture in film and television works, and the analysis of the mutual promotion relationship between dialect culture inheritance and the development of the film and television industry, we can clearly see the important position and role of dialect culture in the field of film and television. In the future, with the continuous innovation of film and television technology and the increasing diversification of audience aesthetic needs, dialect culture will be presented to the audience in a richer form and deeper connotation, injecting new vitality and impetus into the development of the film and television industry.

7.2. International Communication of Dialect Culture Under the Background of Globalization

In the context of globalization, the international dissemination of dialect culture is particularly important. As film and television works, as an important carrier of cultural dissemination, are increasingly circulated internationally, the role played by dialect culture in them has gradually become more prominent. This is not only reflected in the unique artistic charm that dialect culture adds to film and television works, but also in its

important contribution to the diversity of world culture. First of all, the presentation of dialect culture in international film and television works can often bring audiences a refreshing audio-visual experience. Through the use of dialects, film and television works can more realistically restore the social life and cultural features of a specific region, thereby enhancing the authenticity and sense of substitution of the works. For example, in some film and television works with regional characteristics as the background, the appearance of dialects often allows the audience to feel the local customs and customs more intuitively, and then resonate more deeply with the works. In addition, the unique charm and expression of dialects have also injected rich artistic connotations into film and television works, making them more valuable for viewing. Secondly, the contribution of dialect culture to the diversity of world culture cannot be ignored. Cultural diversity is an important feature of human civilization and the cornerstone of the development of world culture. As an important part of regional culture, dialects carry rich historical and cultural information and national characteristics. In international film and television works, the spread of dialect culture can not only show the unique charm of different regional cultures, but also help promote exchanges and integration between different cultures (Chen, 2021). This cross-cultural communication method helps to break down cultural barriers, enhance mutual understanding and friendship between people of all countries, and thus promote the prosperity and development of world culture. It is worth noting that dialect culture also faces some challenges in the process of international communication. Due to language barriers and cultural differences, the spread of dialect culture may be subject to certain restrictions. Therefore, how to take effective measures to promote the international dissemination of dialect culture so that it can better contribute to the diversity of world culture is a problem that needs to be deeply considered at present. This includes but is not limited to strengthening the translation and interpretation of dialect culture, improving the presentation quality of dialect culture in film and television works, and promoting related cultural exchanges and cooperation projects. The charm and inheritance of dialect culture in contemporary film and television works is a topic worthy of in-depth study. Through the carrier of film and television works, dialect culture has been widely disseminated internationally, which not only enriches the artistic expression of film and television works, but also makes important contributions to the diversity of world culture. In the future, with the deepening of globalization and the continuous development of film and television technology, we have reason to believe that dialect

culture will shine more brilliantly in international film and television works.

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