

The Innovative Strategies for Protecting and Disseminating Luoyang Linguistic Using Douyin Short Dramas

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Abstract

As a unique language variant of Luoyang City and its surrounding areas in Henan Province, Luoyang linguistic carries rich historical, cultural and social information, but with the popularisation of Putonghua and the decline of the younger generation's sense of identity with the linguistic, Luoyang linguistic is facing transmission dilemmas. This study proposes two goals: (1) to research the role of Douyin Short Drama in the preservation and dissemination of the Luoyang linguistic, and to explore how this digital platform has changed the way the linguistic is disseminated. (2) to evaluate the effectiveness of linguistic strategies currently implemented to preserve the Luoyang linguistic and assess their impact on linguistic transmission. This paper first reviews the diversity of Luoyang culture and its close connection with linguistics, and then analyses the importance of linguistics in cultural identity, community cohesion and social communication. This paper adopts a qualitative research method to collect data through literature survey, in-depth interviews, and questionnaires, and discusses and proposes strategies for protection and transmission. The research sample includes 10 experts and 100 Jitterbug users. By analysing and collating the data, the results of the study are as follows (1) Through digital platforms such as Jitterbug, especially in the form of short videos, it is able to effectively attract the attention and interest of young users to the Luoyang linguistic and its culture. (2) Through user-generated content and interactive functions, the cultural influence of Luoyang linguistic is expanded and the sense of cultural identity is enhanced. Compared with previous studies, the protection and inheritance paths proposed in this study are more comprehensive and systematic. The results of this research have certain reference value for the protection and inheritance of Luoyang dialect and the development of other regional dialects.

Keywords: Innovative Strategies; Disseminating Luoyang Linguistic; Douyin Short Dramas

Introduction

The conservation of local languages is becoming significantly immediate because of the fast spread of leading global languages, which commonly overshadow regional etymological variety. Among the crucial issues encountering local languages like the Luoyang linguistic is the lack of effective transmission to more youthful generations. This is mainly because of the expanding influence of Mandarin Chinese and the reducing use of regional languages in day-to-day interaction, education, and media. Without targeted preservation efforts, regional languages take the chance of termination, and the cultural understanding embedded in these languages might be lost for life (Zhang, 2023).

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Realizing that the preservation of regional languages is vital for cultural diversity in the world, which is more and more dominated by globalization, is very important. Luoyang, the Luoyang linguistic, residing in Luoyang, Henan Province, China, is an indispensable part of regional culture; however, The decreasing usage of Luoyang dialect among the younger generation (Yang, 2024) is forcing the language to face an extinction crisis.

The fact that languages are complicated and inter-relational by nature and that the vitality of linguistics and the transmission to the following generations are being threatened globally (Wardhana et al., 2024), has been considered by past researchers. Notably, exploration is lacking in amplifying the capacity of digital media platforms, which serves as one of the channels for defining the solutions to these challenges (Zhang, 2023).

At the same time, using conventional techniques for language preservation, such as paperwork and curricula, has proven inadequate in involving younger audiences that are much more accustomed to electronic and interactive forms of communication (Wardhana et al., 2024). This has actually produced a requirement for brand-new approaches that leverage contemporary electronic platforms to revitalize endangered languages. Digital media, specifically short-form video clip platforms like Douyin, have the potential to link this gap by providing interactive, engaging, and culturally appropriate web content that can reverberate with more youthful individuals and promote a restored rate of interest in local languages (Ajani et al., 2024).

This research is focused on how Douyin videos can help revive the language and maintain the culture of Luoyang (Rizky et al., 2024). The main aim of this study is to investigate Douyin's potential in promoting the Luoyang language through innovative movements adapted to the digital context. Digital platforms present the present-day opportunity for the delivery of languages, for the involvement of the younger generation, and for the preservation and consequence strengthening of cultural identity (Wardhana et al., 2024). This will also serve the purpose of testing the effectiveness of current practices in order to discover new ways to spread the Luoyang language, which will deep or enrich the cultural impact and presence of it (Camarò, 2023).

Previous studies show that digital media is quite a potential tool to motivate communities in group language preservation. Examples taken from conventional models, like documentation and education, give us the idea about approaching plants from a different angle, creating something that our generation can relate to with more ease (Ajani et al., 2024; Guo, 2024). This research is bridging the gap by examining the strategic deployment by Douyin in the promotion of regional languages. By critically looking into the relationship of digital platforms with cultural preservation, this study contributes to the action of digital-driven language revitalization (Rajagukguk et al., 2022).

The approach of this research is mixed-method, which combines content analysis and survey, and interviews, to investigate the effect of digital mediums on the transformation of language modes (Prieto et al., 2024). Douyin also argues that its interactive elements and user-generated content are traditionally going beyond the usual methods for conveying cultural presence and language transfer (Olaare, 2024).

Research Objective

1. To research the role of Douyin Short Dramas in the preservation and dissemination of the Luoyang linguistic, and to explore how this digital platform has changed the way the linguistic is disseminated.
2. To evaluate the effectiveness of linguistic strategies currently implemented to preserve the Luoyang linguistic and assess their impact on linguistic transmission.

Literature Review

This research leans on theories of digital communication and cultural preservation, targeting the topic of the function of the digital platforms in creating space for the development of both linguistic and cultural identity. Thus, cultural and linguistic attributes are transmitted through novel channels (Ng, Chen, & Huang, 2024). Cultural preservation theory accentuates the idea that protecting cultural diversity through promoting languages at risk of extinction is essential; such native languages not only encode cultural heritage but also value identity (Zhang, 2023).

Digital Platforms: Now, when it is stated that digital platforms are a major part of this paper, this means social media networks, such as Douyin (which is the Chinese equivalent of TikTok), where users generate and spread content. Social platforms allow users to build, share, and engage content that includes text, audio, video, and other types of media, thus becoming instruments of cultural mediation as well as givers of language revitalization (Guo, 2024).

Language Revitalization: Language revitalization encompasses various attempts to stop or, even, reverse the decline of a language by producing a revival of the language that is dead. This researcher aims to use digital media mechanisms to unite the younger population with the Luoyang linguistic, aiming at generation-inheriting cultural pride by motivating them to adopt this linguistic and pass it on to their children (Olaare, 2024).

Digital instruments' effects on language preservation and cultural heritage is well-studied. Research shows that digital platforms are a productive avenue to involve more youth in learning the language and their culture. For example, Zhang (2023) identified that digital tools performed a crucial function in revitalization of culture by enhancing public access to information and promoting citizen participation in cultural dialogue. Likewise, Guo (2024) acknowledged that digital media can be utilized for the preservation and inheritance of traditional cultures, such as language preservation.

Another research by machine learning and artificial intelligence technologies have been applied in the attempts of language documentation and conservation. In their article, Prieto et al. (2024) discuss the creation of translation tasks for low-resource Indigenous languages, which serve as evidence for the potential of digital tools in cultures' preservation. Besides, Kavitha et al. (2023) pointed out how AI apps can be applied to document, celebrate, and revitalize endangered languages. This approach is well-aligned with the study's goal to use digital platforms for the invention and revitalization of the Luoyang.

However, it is imperative that a gap be filled, outcome-driven strategies need to be developed, and the role of different stakeholders be determined. In previous studies, the necessity of digital platforms in translation and cultural localization research has been highlighted. Nevertheless, videos have a unique effect, and culturally diverse speakers such as the speakers of the Luoyang languages in China strictly immerse their culture through cutting-edge video-sharing websites like Douyin. This research aims to fill this gap by exploring the

characteristics of the short Douyin dramas that can be used as effective instruments for language revitalization and cultural transmission to young audiences.

In addition, this research offers a new concept that is composed of dual content creation, which is user-driven, and interactive features and is intended as part of the bigger effort on linguistic revitalization. It also stresses the need of culture protection techniques adjusting with the dynamic nature of the online field, as this presents both serious problems and promising prospects for cultural diversity sustainability in the developed world.

Research Methodology

The method of this research involves a mixed-methods method, integrating both measurable and qualitative research techniques. Measurable information was gathered through structured studies to assess the efficiency of Douyin short dramas in promoting the Luoyang linguistic and improving social identification among the younger generation. Qualitative information was gathered via meetings with key stakeholders to obtain deeper understandings into the social impact and community participation. This combination of methods offers extensive understandings right into the performance of electronic platforms in language conservation.

1. Research methodology

This paper illustrates how digital platforms can influence language teaching and learning through the dissemination and preservation of culture in a number of ways through qualitative and quantitative methods and their applicability.

1.1 Qualitative Methodology

The qualitative section of the research involves a qualitative analysis of selected Douyin short films that have Luoyang linguistic. This investigation will examine the layers of narrative allusions, linguistic code, and cultural symbols that are expressed through these videos. To this end, the study, concentrating on language portrayal and its influences on the environment, helps to explain how the film series refers to and popularizes the local language and local identity.

Besides textual analysis, semi-structured interviews were conducted with the stakeholders who include content developers, cultural specialists, and linguists. These interviews have the purpose of uncovering the techniques used to come up with age-appropriate content that generates the interest and excitement of the younger generation while at the same time promoting the linguistic and cultural values of Luoyang.

1.2 Quantitative Methodology

Being a part of the quantitative research, the survey is sent to the Douyin users, primarily to the age group of short-form video content consumers (ages of 15 to 35), who are the main audience of video content on the platform. The survey investigates the engagement intensities, their attitudes toward the Luoyang language, and their opinions towards the short dramas' efficacy in language promotion. It is to determine the role and role of digital media in language communication and the tradition (cultural) identity reinforcement.

Various research methods, including Likert-scale questions and open-ended questions, were used to capture not only attitudes and preferences of users but also in-depth qualitative data. This combination of quantitative and qualitative methods enables comprehensive research on the connections between Douyin user involvement and cultural influence.

1.3 Integrating Qualitative and Quantitative Data

This study used a mixed study, combining content analysis, interviews and survey results through quantitative and qualitative analysis, and using triangulation to validate the results, in order to analyse the role of digital platforms in revitalising the news language in Luoyang.

2. Population and Sample

2.1 Population

The target population for this study includes two main groups:

Douyin Users: The target group is that of two types of category. One is that of the prime, which is composed of active Douyin users between 15 and 35 years, who represent the community of the younger individuals that are most engaging short-form video content on Douyin. This age range was chosen to stand for the new generation, which are the primary users of social media and are also the drivers of the transmission and revitalization of the Luoyang linguistic.

Cultural and Linguistic Experts: The second category involves people with the first-hand experience of language preservation through digital media and cultural promotion. For example, scholars, cultural experts, and content creators coming from areas where the Luoyang language is spoken. These experts offer a chance to discuss the strategy of promotion and the complexity that can develop when digital platforms are involved in third-party services.

2.2 Sample Group

To reach the research objectives, this study is relying on a purposive sampling method that ensures the inclusion of those subjects who are most relevant. The sampling method is a type of technique that permits the investigators to select the active users who are either fluent speakers of the regional language and digital content creators.

2.2.1 Douyin Users

Through conducting a study, we had a chance to interview 200 Douyin users. There were 15 to 35 years old. The second measure was regular engagement with content that related to regional languages short dramas or videos among the Luoyang linguistic.

Fluency in Mandarin: All participants were required to be fluent in Mandarin, because the analysis was made using the Mandarin language, as the questionnaire and answers were presented in this language.

Women and men were recruited equally from urban and rural areas, so the sample was gender balanced and included speakers of both local and regional languages to provide a broad range of views on digital media.

2.2.2 Experts

Through a period of study, we also attracted 10 experts in the area. Their number included 4 content creators who have produced short dramas featuring the Luoyang, 3 cultural experts with a specialization in the study of regional culture and linguistics, and 3 language scholars based on language preservation. While the first selected from experts, who had exploit cultural content creation or who did studies on linguistic. They have an importance in linguistics because they are related to either culture or academic reasons.

Criteria for expert selection included:

Experience: No less than 4 years of content generation/research execution involving language preservation and cultural promotion in subjects relevant to languages.

Involvement with digital platforms: Experts with skills acquired in the study or use of teasers promoting the regional languages.

2.3 Sample Size Justification

We hypothesized that a sample of 200 Douyin users and 10 experts was representative enough to accomplish the research objectives. The sample identifies the general younger population perspectives on digital media. Role of Douyin in the revival of the Luoyang linguistic was unveiled at the same time applying user data and expert perspectives as the study method.

3. Research tools

This study utilized a range of tools to gather both qualitative and quantitative data from Douyin users and expert participants.

3.1 Survey Questionnaire

A 20-item survey was distributed to 200 Douyin users to assess their engagement with content featuring the Luoyang linguistic and their attitudes towards its preservation. The survey included:

Likert-scale questions to measure engagement and attitudes.

Open-ended questions to explore user perceptions of Douyin's role in language promotion.

3.2 Semi-Structured Interviews

Semi-structured interviews were conducted with 10 experts (content creators and cultural scholars) to gain deeper insights into their strategies for promoting the Luoyang linguistic through Douyin. Key topics included:

The role of Douyin in language promotion.

Challenges in creating culturally resonant content.

Sustainable digital strategies for language transmission.

3.3 Content Analysis Framework

A content analysis was conducted on 30 selected Douyin short dramas. This analysis focused on:

Linguistic usage of the Luoyang linguistic.

Cultural representation in the videos.

Audience engagement based on likes, shares, and comments.

3.4 Data Analysis Software

SPSS was used for statistical analysis of the survey data, including descriptive and inferential statistics.

NVivo was employed to analyze qualitative data from interviews and video content, identifying key themes and patterns.

4. Data collection

Data for this study were collected in two phases:

Quantitative Data: An online survey was distributed to 200 Douyin users. Participants completed the survey via a link shared on social media platforms, and the data collection process lasted for two weeks. The survey gathered information on user engagement with Douyin content featuring the Luoyang linguistic, their attitudes towards language preservation, and the effectiveness of digital media strategies.

Qualitative Data: Semi-structured interviews were conducted with 10 experts, including content creators and cultural scholars. The interviews were conducted via video conferencing and recorded for transcription. Additionally, 30 Douyin short dramas featuring

the Luoyang linguistic were selected for content analysis. Data from the videos were collected by reviewing and coding the content based on linguistic and cultural elements.

All data collection procedures adhered to ethical guidelines, ensuring participant anonymity and voluntary participation.

5. Data analysis

Data analysis in this study involved both quantitative and qualitative methods:

Quantitative Data: The survey data collected from 200 Douyin users were analyzed using SPSS software. Descriptive statistics (such as means and standard deviations) were used to summarize user engagement and attitudes. Inferential statistics, including correlation and regression analysis, were employed to examine relationships between variables related to language preservation and the use of digital platforms.

Qualitative Data: The interview transcripts and content from the 30 Douyin short dramas were analyzed using NVivo software. Thematic analysis was conducted to identify key themes related to cultural representation, linguistic usage, and audience engagement. This qualitative analysis provided deeper insights into the strategies used by content creators and the effectiveness of digital media in language revitalization.

By combining both data sets, the study offered a comprehensive view of how digital platforms like Douyin can support the preservation of the Luoyang linguistic.

Research Conceptual framework

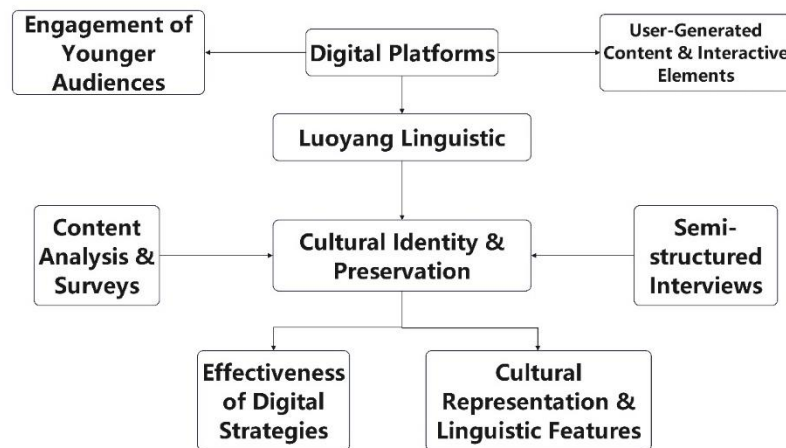


Figure 1: Research Conceptual Framework

Results

(1) To research the role of Douyin Short Drama in the preservation and dissemination of the Luoyang linguistic, and to explore how this digital platform has changed the way the linguisticis disseminated.

This study investigates users' attitudes towards the use of Douyin Short Drama and the Luoyang linguistic to analyse their impact on language preservation and cultural identity. The following table demonstrates the evaluation results of the study.

1.1 Design and Visual Appeal

Table 1. User Feedback on Douyin's Role in Promoting Luoyang Linguistic

No.	Quality assessment project	average value	S.D.	Mean
1	1.1 I use Douyin for more than 1 hour a day	4.33	.658	Higher satisfaction
2	1.2 I often watch Douyin short dramas that include the Luoyang linguistic	4.40	.673	Higher satisfaction
3	1.3 Watching the skit through Douyin helped me understand the Luoyang linguistic	4.33	.658	Higher satisfaction
4	1.4 I like to watch Luoyang linguistic related content on Douyin	4.42	.613	Higher satisfaction

Data source:: Guanhua Zhu

Respondents were very completely satisfied with the aesthetic top quality of the Luoyang linguistic Drama, giving it a perfect rating, and no visitors raised questions regarding the clearness of the photos or the results of the scenes. This shows that the video clip team effectively utilised HD video to enhance the allure of the spoof.

Nevertheless, viewers ranked the creativity and aesthetic appeals of the short drama low, with a mean rating of 3.40 and a standard deviation of 0.54, indicating that some viewers were dissatisfied with the creativity. This indicates that the scriptwriters can dig deeper into the social components and enhance the creative thinking in the future.

In terms of colour layout and visual synchronisation, the typical rating is 3.80, with a standard deviation of 0.84, mirroring mixed analysis from the target market. While some audiences appreciated the colour design and aesthetic abilities, others felt that the colours were not culturally appropriate. This recommends that future manufacturings ought to pay more attention to colour harmony and cultural compatibility.

The short drama received the highest rating for combination of aesthetic components, with a mean score of 5.00 and a standard deviation of 0.00, revealing that all elements enhanced the story and effectively developed a social atmosphere. The video clip style and theme consistency scored 4.60 with a standard deviation of 0.54, indicating that a lot of visitors were pleased, but a few were not.

1.2 Accessibility and Navigation

Table 2 User Feedback on Accessibility and Navigation of Douyin for Promoting Luoyang Linguistic

No.	Quality assessment project	average value	S.D.	Mean
1	2.1 The preservation of the Luoyang linguistic is important for maintaining cultural identity	4.33	.658	Higher quality
2	2.2 I believe that promoting Luoyang linguistic through Douyin is an effective way to	4.29	.608	Higher quality
3	2.3 I am willing to learn more about the cultural content of Luoyang linguistic through Douyin	4.33	.658	Higher quality
4	2.4 I believe that learning the Luoyang linguistic helps to strengthen my sense of identity with the local culture	4.43	.661	Higher quality

Data source: Guanhua Zhu

The navigating style of the Luoyang linguistic Drama on Shakeology was extremely ranked by customers with a mean score of 4.00 and a standard deviation of 0.00, which recommends that individuals are pleased with the searching experience. Through the platform's search and referral functions, individuals can quickly discover relevant web content, and all users located the navigating system straightforward, particularly the referral and categorisation of language material.

Douyin has an ideal user-friendliness rating with a mean of 5.00 and a standard deviation of 0.00, showing that individuals are very pleased with the interface and checking out experience. The simplicity of the user interface boosted users' count on and motivated them to actively spread the Luoyang linguistic.

The majority of users routinely see short Drama in Luoyang language, which contributes to the system's web content referral, and the regularity of individual use is expected to enhance as influence grows.

1.3 User-generated content and interaction

Table X: User Feedback on User-Generated Content and Interaction Related to Luoyang Linguistic on Douyin

No.	Quality assessment project	average value	S.D.	Mean
1	3.1 I have posted content related to the Luoyang linguistic on Douyin	4.33	.658	Higher quality
2	3.2 I often discuss Luoyang linguistic-related content with other users	4.34	.677	Higher quality
3	3.3 I believe that user-generated content	4.33	.658	Higher quality

4	helps to promote the Luoyang linguistic		8	quality
	3.4 I think Douyin's interactive features (e.g. comments, likes) help increase users' interest in the Luoyang linguistic	4.25	.67	Higher quality

Data source:: Guanhua Zhu

Customers perceive user-generated material (UGC) on social media to have a favorable effect on the spread of Loyalist language, with a mean score of 4.33 and a standard deviation of 0.66. Most of users perceive UGC as important in language knowing, while a few perceive it as having a restricted role. The system can urge the provision of even more language-related UGC.

The high frequency of discussion and energetic interaction amongst Luoyang linguistic customers boost area involvement and promote language dissemination. The promotional attributes of UGC are additionally recognised. The mean score is 4.33 with a standard deviation of 0.66. More than half of the audience believes that UGC is a great tool to advertise the popularity of Luoyang dialect.

The interactive features of the Douyin system (preference, commenting, sharing) had a favorable effect on user involvement, with a mean score of 4.25 and a standard deviation of 0.67. While some felt that these functions had a limited impact on the circulation of the language products, the majority really felt that they contributed to a broader understanding of the language products by boosting the sense of area and connectedness.

1.4 Evaluation of the Short Play in Luoyang Linguistic on Douyin

Table 3: User Evaluation of the Short Play in Luoyang Linguistic on Douyin

No.	Quality assessment project	average value	S.D.	Mean
1	4.1 Luoyang linguistic short dramas on Douyin accurately reflect local culture	4.33	.658	Higher quality
2	4.2 I think the short dramas helped to increase my interest in the Luoyang linguistic	4.36	.658	Higher quality
3	4.3 I think the use of Luoyang linguistic in the skit is vivid and easy to understand	4.33	.658	Higher quality

Data source:: Guanhua Zhu

Concerning the question of the Luoyang linguistic short dramas reflecting local culture or not, the users gave a score of 4.33 on the average basis, while the standard deviation is 0.66, so most viewers probably thought the short dramas did showcase Luoyang culture very much. The accuracy of cultural transmission of this nature was what guaranteed the success of the contents that were being communicated.

Users replied whether the skit could motivate them to learn the Luoyang linguistic, where the average score was 4.36 and the standard deviation was 0.66. This means that more than half of the spectators showed a considerably better interest in the Luoyang linguistic after they had viewed the skit. The content choice and linguistic engagement were successful in inciting questioning and reflection about the cultural identity in the audience.

In range of linguistical use, the final skit received a high score, 4.33, with a standard deviation of 0.66. The audience at the Luoyang theatre were very vividly impressed with the skit, wherein they understood the Luoyang linguistic used, and it was clear and interesting for them to follow. Finally, it should be pointed out that non-native speakers, as well as people who were not local, all could follow the storyline because the linguistic was simple enough for everyone to comprehend, and thus the Luoyang linguistic was undoubtedly popularized and its audiences were enlarged due to the spontaneousness of the story.

(2) To Evaluate the Effectiveness of Linguistic Strategies Currently Implemented to Preserve the Luoyang Linguistic and Assess Their Impact on Linguistic Transmission.

Table X: Expert Opinions on the Effectiveness of Linguistic Strategies to Preserve the Luoyang Linguistic

No.	Question	An explanation of the meaning of words or phrases
Q1	What do you think are the advantages of digital platforms such as Douyin sketches in disseminating and revitalising local languages (e.g. Luoyang linguistic)?	<p>Zhang Wei: Digital platforms such as Douyin Short Drama are widely disseminated and interactive, and the short video format in particular can effectively attract young audiences. The rapid dissemination of fragmented content through these platforms enables Luoyang language to reach a large number of audiences in a shorter period of time.</p> <p>Zhao Min: The low threshold of digital platforms makes it easy for ordinary people to participate in the creation and dissemination of local languages. Douyin's interactive features also allow viewers to deepen their knowledge of Luoyang linguistic through likes, comments, and shares.</p>
Q2	What are the main cultural and linguistic elements you consider when making a short Drama in Luoyang dialect? How important are these elements in engaging the audience?	<p>Zhou Ting: When creating short plays in Luoyang linguistic, we first focus on the historical stories and folklore elements of local culture. I try to use authentic Luoyang linguistic and supplement it with subtitles so that more Mandarin speakers can understand.</p> <p>Li Fang: I pay special attention to the unique expressions in Luoyang linguistic, because it is not only a form of language, but also a carrier of cultural memory. In the short Drama, the audience is introduced to the background and connotation of Luoyang dialect by incorporating some local slang and allusions.</p>
Q3	How do you strike a balance between entertainment and cultural and educational content?	<p>Zhou Ting: By combining humour and current popular elements with traditional culture and implanting knowledge points related to Luoyang's language and culture, viewers can learn cultural information subconsciously while being entertained.</p> <p>Wang Lei: We attract viewers by telling stories from the daily lives of contemporary young people. This allows young people to empathise with their own culture without feeling "educated".</p>
Q4	What are some of the challenges you've encountered	<p>Li Fang: The biggest challenge is that it is a challenge to convey this information and capture the interest of the audience in just a few minutes.</p>

- in creating content related to local languages?
- Q5 Do you think the interactive elements (e.g. likes, comments, retweets) of platforms such as Douyin are effective in promoting the spread of local languages?
- Q6 Do you think that revitalising local languages through digital platforms can effectively help language preservation in the long term?
- Q7 How do you plan to use digital platforms to further promote the heritage and preservation of Luoyang linguistic in your future work?
- Q8 Have you used other platforms to promote local languages? Which strategies work best on these platforms?
- Sun Li: I find it difficult to keep young audiences engaged. Therefore, I have to keep experimenting with new creative forms to ensure that the content of the short plays is both interesting and conveys the uniqueness of the language.
- Liu Yang: The interactive element is very important, as viewers express their thoughts through likes and comments, and through sharing, Luoyang language content can quickly spread to different circles, increasing the exposure of the language.
- Chen Jing: I think the interactive features of the platform not only promote language dissemination, but also enhance users' sense of belonging. Viewers discuss the usage and history of Luoyang linguistic in the comments, which makes them feel that they are participating in the process of language preservation and transmission.
- Yang Gang: Digital platforms do provide a great tool, but to be effective in the long term, they also require sustained content creation and active user participation.
- Gao Peng: I believe that digital platforms can provide strong support for the long-term preservation of the Luoyang linguistic, as long as they can be used consistently to create cultural content and design appropriate content for different age groups.
- Sun Li: I plan to launch more online courses on Luoyang linguistic and release related teaching videos through Douyin. This will not only help promote the language, but also attract more young people to learn Luoyang linguistic through interaction and comments.
- Wang Lei: In the future, I hope to use AI technology to help promote Luoyang dialect. This will not only allow the short Drama to convey the language content more accurately, but also allow viewers who don't know Luoyang dialect to better understand and learn.
- Gao Peng: I have used platforms such as Douyin and Kuaishou to promote local languages. I have found that combining pop culture and linguistic promotion works best.
- Zhao Min: I have also used platforms such as Weibo and WeChat to promote Luoyang linguistic. Although these platforms are not as interactive as Douyin and Jitterbit, they have unique advantages in terms of user accumulation and long-term cultural dissemination.

Experts considered that digital platforms had actually changed the means grammars was distributed and supplied new possibilities for language conservation. The fragmented and enjoyable functions of brief videos make them conveniently approved by the public, particularly the younger generation, as the main means of language communication and

tradition transmission. Individuals engaged with the web content by taste, commenting and sharing, contributing to the social influence of the language.

Experts emphasised that content manufacturing that incorporates social and etymological elements is key, such that the content not only depicts the Luoyang linguistic authentically, yet also includes neighborhood culture and includes cultural undertones to help viewers better recognize Luoyang. Developers need to change the communicative definition of the language into an attractive one, while maintaining the focus of the target market, especially the younger ones.

In regards to teaching and understanding, the system's interactive features such as likes, comments and shares assist the language to be efficiently connected with and distributed. Customers are not only the target market of the web content, however may likewise be the creators and sharers, increasing the impact of Luoyang linguistic. Summing up, inferences from the experts are that digital platforms have great potential as well as practical issues to address in local language communication. In this sense, through the rich interaction of the platform's interactive features, user-generated content, and cultural components, local languages are no longer confined to traditional offline methods. The widespread use of digital platforms has seen them reach new heights. This research presents not only the new perspectives and techniques for the protection and outreach of different languages, but also stirs paths for the junction of culture and digital records.

Discussion

Experts in the discussion commonly arrived at a consensus that digital media platforms, and in particular, short video media, are instrumental in the spread and rejuvenation of local languages. Consider the Douyin short videos, where via its interactive nature and online sharing, the Luoyang linguistic reaches wider audiences. As opposed to traditional language protection approaches, the short video format is flexible, more interactive, and time-efficient. Therefore, the youth have more fun when they participate. Soria et al.'s, (2016) findings suggest that this low threshold of online platforms allows ordinary users to become not only consumers of linguistic content, but also disseminators of linguistic content creators. Bernhard et al., (2022) in their study emphasise that short videos should contain rich cultural and linguistic content. These contents add value to the short videos as well as engage the viewer's interest in the language.

Although digital platforms have a huge potential in local language aptitude dissemination, experts warn that there are also problems. The crunched time of short videos makes it tough for creators to capture cultural and linguistic complex information in just a few seconds. Budiono & Noviani, (2023) in their study argued that adolescents have no loyalty to the local language and linguistics, therefore short video creators have to ensure their creativity and innovation in order to preserve the uniqueness of the Loyalist language. Plus, A study by Prózéký & Váradi, (2023) also found that the platform is also seen as an important factor in language diffusion due to its interactive nature and features such as liking, commenting and sharing.

Certainly, UGC experts establish that online sharing has a positive impact on local language popularization. The creation of a platform, along with the openness of the content ecology, enables users to become not just consumers of content, but also to be ambassadors of their linguistic. Sholikhatin et al.'s (2021) study also shows that these user creations add diversity to the future of the language and add social weight to the local language. The

linguistic of Luoyang can be adopted and embraced by more people, including those who have no prior connection to Luoyang culture through the works of spontaneous creators. This organic means of communicating the language has been noticed as one of the most crucial factors when it comes to the survival of a language.

Experts imagine that digital platforms will enhance the popularity of local languages even more in the future with technological improvements such as speech recognition and AI. For instance, via artificial intelligence (AI) technology, the non-native speakers of the Luoyang linguistic can integrate effortlessly by the tools such as subtitle generation and language recognition. In this regard, experts recommend that platforms like Douyin can create up more teaching resources, like video tutorials for linguistics. Cronin (2006) also confirms that this fusion of information and fun has the potential to keep language alive long after the various multimedia paradigms have become obsolete.

Recommendations

1. Technical Support

To make certain the efficient promo and preservation of regional languages on digital systems, it is recommended to improve technical support via the following procedures:

Speech Recognition and Captions: Use sophisticated modern technologies such as speech acknowledgment and subtitle generation systems to sustain neighborhood languages. These tools will certainly assist make the language extra available and easy to use for a wider audience.

Unicode and Identifier Technologies: Support the advancement of identifiers and Unicode technology to guarantee the proper encoding and representation of endangered languages on electronic systems (Buszard-Welcher, 2018).

2. Content Creation

Producing abundant and varied content is important for engaging customers and preserving etymological heritage. The following actions are advised:

Multimodal Resources: Incorporate multimodal web content that incorporates historical stories, folk society, and modern-day elements to offer a richer linguistic experience. This will certainly aid engage customers of different backgrounds and make finding out more interactive and enticing.

Varied Web Content Techniques: Develop material that attract various demographics by resolving social tales, linguistic background, and modern problems. This technique makes content much more relevant to both more youthful and older audiences (Wagner, 2017).

3. Community Involvement

Motivating community involvement is key to sustainable language conservation. The adhering to methods are suggested:

User-Generated Content (UGC): Inspire community members to get involved actively in the creation of web content related to regional languages. UGC assists advertise authenticity and individual link with the language.

Joint Web Content Growth: Allow individuals to add their own etymological and social expertise, therefore fostering a stronger sense of possession and involvement with the platform (Sholikhatin et al., 2021).

4. Multi-party Collaboration and Support

Collaboration between numerous stakeholders is vital for lasting language preservation. The list below referrals are made:

Partnerships with Social and Educational Institutions: Foster collaborations with universities, federal government bodies, and cultural organizations to supply support for the ongoing advancement and circulation of neighborhood languages.

Social Interaction: Make use of social media and other electronic devices to raise involvement and increase awareness about the significance of language preservation. Joint initiatives throughout numerous celebrations will make certain the long-term sustainability of local languages.

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