

# Research on Strategies for Popularizing and Promoting Mandarin in Shaanxi Province

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**Abstract:** This article takes the rural area of Guanzhong in Shaanxi as an example, focusing on the importance of harmonious development between Mandarin and dialects in the new countryside; Exploring the harmonious development of Mandarin and dialects in the new rural areas is of great significance for building a harmonious language environment in the new rural areas, starting from three aspects: the cognitive level of rural residents in Guanzhong, Shaanxi, and suggestions for promoting the harmonious development of Mandarin and dialects in the new rural areas. Deeply explore the current situation of language poverty alleviation and the important significance of "popularization" in achieving the strategic goals of poverty alleviation and analyze the current lack of language poverty alleviation and its reasons, to provide suggestions and suggestions for Shaanxi Province to achieve the strategic goals of poverty alleviation as soon as possible and help promote the smooth implementation of the national poverty alleviation strategy.

**Keywords:** Popularization and promotion, Mandarin, Shaanxi Province

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## 1. INTRODUCTION

With the deepening of the national Targeted Poverty Alleviation policy, poverty alleviation has become the top priority of the government's work. Language, as an important human capital element, is closely related to factors such as labor ability, career opportunities, development confidence, and economic income. The language usage in the region also has a direct impact on the overall development environment and opportunities in the region. This article focuses on the existing implementation methods of poverty alleviation and intelligence support work in Shaanxi Province through text research and sampling surveys, with the goal of improving human capital elements in impoverished areas. Starting from the "language economy", it empowers the development of poverty alleviation in impoverished areas and explores new paths for poverty alleviation.

To handle the relationship between the two, it is necessary to have a rational view of the status of dialects in the minds of farmers. Dialects represent the customs and culture of a region and are the established language habits of residents. They are not only an external form of expression, but also the condensation of collective emotions. To promote Mandarin, it is necessary to respect the dialect plot of farmers, provide space for dialect use, and allow Mandarin and dialect culture to mutually promote and supplement each other, further achieving a new rural environment. The organic combination of Mandarin and dialects in the context is also an important cornerstone for creating a harmonious language and living environment in socialist new rural areas.

96.6% of the total sample size were able to communicate with people using the Guanzhong dialect (including those who only know the Guanzhong dialect). The number of people who only speak Mandarin accounts for 3.4% of the total sample size; 77.4% of the total sample size were able to communicate with people using mandarin (including those who only speak Mandarin). Since this question is a self-reporting multiple-choice question, there may be multiple choices. According to the data, 74% of respondents reported having the ability to speak two words. From this, the overall language

communication and usage abilities in rural areas of Guanzhong are strong, and the level of mastery of Guanzhong dialect is deeper. Language poverty alleviation refers to improving the language ability of impoverished populations, enhancing, and optimizing their human resource strength, improving their social environment for poverty alleviation, enhancing their poverty alleviation ability through endogenous development mechanisms, and further serving local economic development.

In this concept, language mainly refers to language ability, which includes not only the ability to skillfully use spoken language, but also the ability to read and use written language. In a broad sense, it also includes the ability to use language to learn new knowledge, accept new things, and integrate new relationships. Of course, this does not include school Language education at the compulsory educational stage. In the survey, the purpose of using Mandarin among rural men in Guanzhong is more focused on whether age is helpful in obtaining their ideal job, whether it plays an important role in various exams, and whether it helps to improve their image level in the eyes of the opposite sex.

Women tend to focus on three aspects: whether their Mandarin proficiency matches their internalized qualities, whether they enjoy the recognition and praise they receive when communicating in Mandarin, and whether mastering Mandarin can help them differentiate themselves from other peers and highlight their strengths. Data shows that the purpose of residents learning Mandarin is to better communicate with others, to meet professional, job, and business needs, and to find better jobs and comply with national policies, personal interests, and hobbies. The survey shows that although there are various purposes for residents to learn Mandarin, most of them study it for the purpose of better communication with others, as well as employment.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Significance of Innovative Educational Concepts to the Teaching and Educational Management of Ideological and Political Courses in Colleges and Universities

Comprehensively promoting the "popularization" of Mandarin among impoverished areas and the masses and adapting the education and use of Mandarin to the poverty alleviation requirements of impoverished areas and the masses, is the foundation and core of language poverty alleviation work. At present, the popularization rate of Mandarin in China is unbalanced, and there are still many young adult farmers and herdsmen in the central and western regions who are unable to use Mandarin for basic communication. In terms of educational level, the proportion of people who learn and use Mandarin to meet exam requirements increases with the increase of educational level, while the proportion of illiterate, primary school, secondary school, and college graduates increases. At the same time, the proportion of people attracted by the functionality of Mandarin itself is also increasing.

This indicates that people with higher educational levels attach greater importance to the test taking and social utility of Mandarin. According to interviews with local students, most teachers in rural schools have medium level Mandarin, older teachers have strong dialect accents, and speaking in tongues is spoken during teaching. Most students use Mandarin and dialects interchangeably on campus. Therefore, in the field of language use, the school, as the forefront of Promotion of Putonghua promotion, should strengthen the standardization of local teachers' teaching in Putonghua, consciously and normatively use Putonghua in education and teaching. At the same time, the school level should pay more attention to the "putonghua publicity week", do a good job of publicity, and try to create a strong Putonghua language environment on campus.

Language poverty alleviation has the characteristics of being fundamental, long-term, and indirect. The closed nature of impoverished people in various aspects such as living environment, social relations, and visual thinking makes them have a natural aversion to Mandarin. Therefore, in order to comprehensively implement the "popularization" work and help alleviate poverty from the perspective of language, it is necessary to first do basic publicity work to make impoverished people aware of the important role of Mandarin and be mentally prepared to accept Mandarin. Secondly, a large number of software and hardware supporting facilities need to be prepared, such as the selection and allocation of teachers, the popularization and distribution of modern language tools such as radio and television. These are not overnight achievements and require long-term unremitting efforts. The language and writing industry are first and foremost a social enterprise that can exist independently, with its own development laws and evaluation system.

The development of the language and writing industry does not stem from the needs of poverty alleviation work, nor is poverty alleviation work the only standard and ultimate measure for measuring the language and writing industry. To avoid mechanically binding the language and writing industry with poverty alleviation work, it is believed that only by meeting the needs of poverty alleviation work can the development of language and writing industry be meaningful. We cannot believe that without the language industry, the

strategic goal of poverty alleviation cannot be achieved. The acquisition and mastery of the national common language is conducive to more employment opportunities and higher labor remuneration for individuals. The Mandarin proficiency of residents can affect their confidence in going out to work.

### 2.2 Optimizing the collaborative mechanism of ideological and political education and ideological and political courses in colleges and universities in the era of big data

The Guanzhong region of Shaanxi is famous for its rich cultural heritage and tourism resources. The low fluency of Mandarin among residents has led to the waste of tourism resources, which has hindered their poverty alleviation and prosperity. Therefore, in the current stage, the promotion of poverty alleviation should take the popularization of Mandarin as an opportunity to provide corresponding training and improvement to the knowledge, cultural level, and survival skills of residents in the region, providing opportunities and guarantees for their personal development.

Promoting the language industry in poverty alleviation work can help impoverished people better learn modern scientific and cultural knowledge, enhance their awareness of poverty alleviation, enhance their confidence in poverty alleviation, thereby enhancing their own human capital elements, enabling them to have good communication with the outside world, improve the social environment for development and income growth, and help them completely overcome poverty and move towards prosperity through endogenous and long-term mechanisms. But this is a long-term and arduous task that cannot be accomplished overnight. There is only over a year left until the 2020 comprehensive poverty alleviation strategy goal, and the time is tight, and the task is heavy. The urgent task is to complete the poverty alleviation work from a material standard as soon as possible. This requires the coordinated use of various poverty alleviation methods, while addressing the long-term and immediate, primary, and secondary, internal, and external factors, to steadily promote the implementation of language poverty alleviation. Language poverty alleviation contributes to permanent poverty alleviation, while permanent poverty alleviation requires cultivating the intrinsic motivation of residents to spontaneously overcome poverty, transforming the intrinsic motivation into production and development capabilities.

By comprehensively improving the comprehensive quality, communication ability, and active learning ability of the impoverished population, we can promote them to break free from poverty thinking and maximize their human capital. However, in the specific practice of developing their language ability, the government and relevant departments should pay attention to that the propaganda and Promotion of Putonghua should not only be a lively activity, but also pay attention to the long-term, sustainability and stability of the improvement of language ability. The popularization of Mandarin should not only be integrated into the basic education of rural schools, but also into the construction of rural culture, both to enrich the spiritual life of residents, we must also adhere to the combination of intellectual and spiritual support in language poverty alleviation, and develop the concept of self-reliance among residents, so that they can truly benefit from poverty alleviation through language and material life. Language poverty alleviation lacks clear institutional norms, and the implementation opinions issued by relevant departments are not mandatory.

Therefore, the Ministry of education, the poverty alleviation office of the state council, the national language commission, and local poverty alleviation authorities should effectively cooperate and jointly establish a work assessment mechanism for language poverty alleviation, to promote language poverty alleviation through administrative means. Summarize the good practices that have universal promotion value, and based on this, formulate assessment standards that can be implemented nationwide, to standardize language poverty alleviation work. Finally, under the requirements of standardization, we will deepen the development of language poverty alleviation work, better serve the overall national poverty alleviation strategy, and make the necessary contributions to eradicate poverty completely and comprehensively.

### 3. CONCLUSION

The Central and State Offices also require village cadres to "actively promote the popularization of Putonghua and help improve the application ability of the national common language". The above measures have laid the foundation for promoting the organic integration and coordinated promotion of the language industry and poverty alleviation strategy. How can relevant departments specifically integrate language education with poverty alleviation work in their future work? How to excavate effective factors that can promote poverty alleviation from the language industry requires continuous exploration in practice and institutional improvement. Drive and guide students in the selection of teaching language and daily language use and strengthen the promotion of Mandarin. The "language poverty alleviation" in rural poverty-stricken areas needs to combine intellectual and spiritual support, and in the implementation of the "popularization and poverty alleviation" work, attention should be paid to its long-term and sustainability.

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