

The Design And Development Of Cultural And Creative Products From The Perspective Of Digital Media-Taking Intangible Cultural Heritage Of Nursery Rhymes In Minnan Dialect As An Example

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Abstract: Nursery rhymes are rhyme forms created and inherited based on children's demands for knowledge learning and psychological development characteristics, which has the function of cultural inheritance that transcends the limitations of both time and space. Minnan nursery rhymes are the cultural texts that connect the Taiwan Strait and mainland China and connect overseas Chinese, which are shared by the Minnan cultural circle. Minnan nursery rhymes are also an intangible cultural heritage that is valued and protected. The dissemination, variation and formation of Minnan nursery rhymes are of great importance when they are used as research clues to investigate the context and centripetal and centrifugal trends of Minnan culture among overseas Chinese groups and Taiwan folks. Minnan nursery rhymes' existing digital media products have presented new opportunities for video and popular live inheritance. Under the unfavourable conditions faced by the dissemination of the Minnan variety of Chinese, this paper used digital media to provide a narrative context for Minnan nursery rhymes and promote understanding and spontaneous imitation. On the basis of the existing measures, this paper attached great emphasis on the development of video media products, which is of great value to the protection and inheritance of introverted and extroverted communication as well as the dissemination of Minnan nursery rhymes.

Keywords: digital media; Minnan nursery rhyme; cultural creativity; regional brand value.

Introduction

Minnan nursery rhymes, just as its name implies, are children's songs that are produced and sung in the Minnan dialect. It is of high singing popularity in southern Fujian, Taiwan and overseas Chinese. Minnan nursery rhymes are a significant part of songs sung in the Minnan variety of Chinese, which is the crystallization of the collective creative wisdom of the rural people. In 2008, Minnan nursery rhymes were selected for the second batch of national intangible cultural heritage lists [1]. The content of nursery rhymes made in the Minnan variety of Chinese is very interesting and full of innocence, which can increase Children's knowledge as they are influenced by what they constantly see and hear [2].

In recent years, China's cultural and creative industries have developed rapidly, and cultural and creative products have given full play to the advantages of local cultural resources [1] [2]. The author of this paper has developed and utilized the existing intellectual property rights to carry forward the design concept of southern Fujian's regional cultural characteristics and produce cultural and creative products that are highly value-added. Therefore, that new vitality can be injected into products. As an intangible cultural heritage, Minnan nursery rhymes have their unique cultural characteristics, as well as their inheritance significance [3].

I. The Development and Design Value of Minnan Nursery Rhymes' Cultural and Creative Products

I.1. The History and The Relevant Situation of Minnan Nursery Rhymes

In the first year of Emperor Jianzhong in the Tang Dynasty (780), Chang Yan, an observation envoy from Fujian, recorded a folk song called Moonlight. With the rising of the "May Fourth Movement" in 1919 and the folklore research in China, the New Culture Movement placed great emphasis on the investigation and research of songs and folklore [2]. During this period, numerous folklore publications and books were published. Jiang Dingyi was the first to collect and organize Fujian local songs in the early 20th century. In 1928, Xie Yunsheng, a teacher of Literature and History, Chinese Language Department, Tongwen College of Xiamen, collected 250 Fujian ballads and published them under the name of The First Part of the Collection of Fujian Songs, and later edited The Second Part of the Collection of Fujian Songs [4]. The systematic and comprehensive collection of Fujian local ballads took place in the 1980s [4]. In May 1984, the Ministry of Culture, the National Ethnic Affairs Commission of the People's Republic of China and the China Society for the Study of Folk Literature and Art jointly issued Folk Culture (1984) No. 808 Notice on Editing and Publishing The Collection of Chinese Folk Tales, The Collection of Chinese Ballads and Collection of Chinese Proverbs [9]. Under the guidance of this notice, Fujian Province has collected more than 69,000 ballads over the past 15 years. On this basis, 1,500 songs have been selected and compiled into the Fujian Ballad Collection·Fujian Volume [5]. In the 21st century, after the collection of experts, scholars and Minnan cultural research institutions, as well as several reprints and updates, over 500 Minnan nursery rhymes at home and abroad have been compiled into different books about Minnan

nursery rhymes [11]. There exist as many as 800 versions, if the derivative versions of a nursery rhyme spread in different regions are counted [5]. The history, characteristics, classification and cultural implication have been studied and analyzed, and most of them are accompanied by Minna dialect pinyin phonetic and recitation CD-ROMs. Generally, the Minnan nursery rhymes are classified in accordance with the circulation areas such as Quanzhou, Xiamen, Zhangzhou, Kinmen, Singapore, and so forth, or themes such as games, animals, family ethics, and festivals.

I.2. The Development Value of Cultural and Creative Products of Minnan Nursery Rhymes

Since ancient times, Minnan people have had a tradition of "going to the Nan Yang (an old name for southeast Asia)". In the process of fighting against nature and society, Minnan people's high-spirited and uplifting spirit has been continuously passed on. This way of drifting from place to place has created Minnan people's persistence and adherence to their native culture [6]. No matter where they are, they always care about their hometown, which has left an indelible mark on the hearts of Minnan people who once lived in southern Fujian or lived overseas. Such emotional sustenance provides strong support for the development of cultural and creative products of the Minnan variety of Chinese in the current digital media era. It can give full play to the advantages of local cultural resources [5] [6]. Additionally, it can develop and use intangible cultural heritage to produce cultural and creative products with high benefit by carrying forward the design concept of the regional cultural characteristics of southern Fujian [1] [3] [5]. It takes the culture of Southern Fujian as the carrier of the project and injects new interactive vitality into the product. In the meantime, this kind of emotional sustenance promotes the development and progress of the cultural and creative industry and drives the local

economy. Through the design of this project, the Minnan nursery rhyme culture can be passed on and developed organically [4] [5] [7]. As a result, more people who come to the land of southern Fujian can better understand the information about southern Fujian culture and can be deeply attracted and fall in love with southern Fujian as well as the local characteristics [5] [7]. In this way, the potential intangible cultural product South Fujian platform can be created, thereby improving the popularity of South Fujian, driving the local economic development and making this intangible cultural heritage the shining star in this era [7].

As the birthplace of Minnan nursery rhymes, Fujian also has a good prospect for the cultural and creative market. As the core province of the “Belt and Road Initiative”, the government has vigorously promoted the development of cultural and creative industries. With the development of Fujian’s economic market, the inheritance of Minnan nursery rhymes, the learning of the Minnan variety of Chinese, and the loss of dialects have also attracted attention in various cities in Fujian Province [10]. They have strengthened inheritance as well as protection and adopted many methods to protect the culture of nursery rhymes. For instance, the Xiamen Municipal People’s Government issued the Supplementary Regulations on Further Promoting the Development of Cultural Industries in Xiamen in 2018 and Xiamen City “creates Xiamen’s cultural and creative industries in Xiamen and further implements it” [11]. Minnan nursery rhymes are unique and precious cultures in southern Fujian. Consequently, many measures have been taken to protect them, such as developing and listing high-quality cultural and creative products, carrying out a series of effective policies in line with the government, and continuing to enhance the value of the intangible cultural heritage of the project itself on the basis of gradual improvement and optimization [8].

Minnan nursery rhymes are a unique intangible cultural heritage in Fujian Province. Effectively developing Minnan nursery rhymes products and cooperation with a series of government policies can enhance the value of the project itself [2] [8] [9]. At the same time, it transforms resources and culture into economic pillars, thereby effectively promoting the enhancement and progress of regional economic capacity.

2. Digital Media Strategy of Cultural and Creative Products of Minnan Nursery Rhymes

2.1. The Promotion Strategy of Fujian Nursery Rhyme Media Aiming Children’s Spontaneous Imitation and Participation

In the relevant research and investigations, American scholars have used the task setting of “pseudo-word” (letter combination which does not exist in English) recitation, rhyme and the learning of incidental words when studying the effect of rhyme on the learning incidental words for developing children. The results showed that repetition had no significant effect on incidental word learning [4]. Moreover, each item of phonological sensitivity (alliteration, end rhyme, and their combination) had a significant effect on learning incidental words, which confirmed the effect of rhyme on language learning. In terms of the process, the experiment used cartoon animation to guide children to contact with novel things as well as the relevant vocabulary in a virtual situation [8]. In the meantime, the incidental words were placed in a known language environment for learning tasks aimed at stimulating children’s relatively complex language learning process in the natural environment. Thus, the combination of auditory and visual information in rhymes and cartoon situations, that is, the combination of nursery rhymes and digital media, can restore the active language learning process to the greatest extent.

Suppose the pictures and the visual presentations that are created by digital media can satisfy the restoration of children's life experiences, superimpose localized cultural elements and visual symbols [9] [10]. In that case, they can arouse children's attention as well as imitative behaviours both visually and auditorily. In this way, it is unnecessary for people to fully grasp the Minnan variety of Chinese when they can appreciate, sing and get phonetic memory of Minnan nursery rhymes, which is consistent with the living function and life-like language learning behaviour of Minnan nursery rhymes. Based on this, following the habits, physical, and mental characteristics of children using digital devices and in line with the demands of digital media communication, people can cut, adapt, and audio-visually arrange the traditional nursery rhymes. As a result, it helps in arousing the enthusiasm of children to imitate and participate [7] [8]. This also provides opportunities to disseminate Minnan nursery rhymes outside the areas where the Minnan variety of Chinese is spoken.

2.2. The Media Promotion Strategy of Minnan Nursery Rhymes Aiming at The Popularization of New Media and Cross-Cultural Communication

Imitation is not only a mode of behaviour in the early learning stage of children but also a significant communication channel for digital media, especially self-media. Unlike the traditional need for media resources purchased for advertisement placement or comment promotion, individual users on online media are not only the audience of information but also the producers and disseminators [9]. Individual users can achieve explosive communication effects via paying attention to specific topics by imitating and forwarding message texts, images, or behaviours. In the same way, although the use of the Minnan variety of Chinese has limited geographical divisions, it still has taken up a place in the field of popular music [10]. Although

it is not as rich and powerful as cultural products in languages such as Cantonese, it can break through the dialect barrier and impose an impact on the phenomenal works of the entire Chinese music.

The Minnan nursery rhymes, whether they are popular adaptations or appear in the passages of classic songs, show their potential for cross-cultural communication. In terms of the goal of inducing imitation and singing, the tasks of the popularization of Minnan nursery rhymes and the vivid adaptation for children are the same [4] [10]. Hence, this aims to emphasize the fun of rhyme pronunciation to trigger direct imitation behaviour, to focus on the use of Mandarin paragraphs and image means including video and animation to create context. In this way, an organic combination of local cultural characteristics and realistic themes and the spirit of the times in the text content can be achieved.

3. The Development Path of Cultural and Creative Products of Minnan Nursery Rhymes

Minnan nursery rhymes are created in the Minnan dialect, which is a significant part of southern Minnan culture. Nursery rhymes are created with inspiration from our daily lives, sung in southern Fujian with the theme of children. They can arouse the beautiful feelings of nature and life in children's minds, allowing children to have a better connection with the reality of life and to increase their knowledge subtly. In this way, nursery rhymes can have the function of disseminating knowledge and educational ability.

In order to better refine and develop the cultural and creative products of Minnan nursery rhymes, the author of this paper led the design team to develop and design, who also promoted the design products. The author won a number of national awards in the 2019 College Student Computer Design Competition and obtained provincial competition rewards in the 2019 Strait

Information Competition, and so on [2] [6]. In terms of the development stage, the author made several summarizes as follows:

The first stage is to conceive and design the core subject of this project - the research and development of Minnan nursery rhymes.

Starting from promoting the Minnan variety of Chinese culture, the author believed that since Minnan nursery rhymes originated from the folk, which are a significant bond of kinship between Fujian and Taiwan [5]. The author also believed that Minnan nursery rhymes are lively and expressive, whose unique cultural charm carries Fujian and Taiwan's long history and culture, are a unique and important window to see the culture of Fujian and Taiwan. Thus, the author has carried out some work on the protection and inheritance of nursery rhymes in southern Fujian.

In the first stage of work, the author's design team attached emphasis on the investigation and research of the project. Only by carrying out investigation and research in a good way can the project go on better.

In the second stage, it is pointed out that the core feature of this project is the development of peripherally cultural and creative products of Minnan nursery rhymes. The primary focus of this project lies in this stage. In the research of this stage, the author and the design team focus on developing their project and making use of IP design to promote and design a series of products [10]. In terms of the design of the product line, it is mainly divided into online works and offline works, which are jointly designed.

In terms of the online works, the intangible cultural heritage of nursery rhymes that are familiar to the people of southern Fujian was deeply developed, such as interactive multimedia

product development, design, and interactive picture books on nursery rhymes, which successfully realized dynamic pictures. Through QR codes that are designed into designated graphics, readers can turn the pages of the dynamic picture book on their mobile devices, interact with the story characters, combine with the Southern Fujian nursery rhyme Cloudy Day, Roasted Meat Dumplings, and so forth [6] [7]. Thus, it allows them to experience the culture of Southern Fujian. In the meantime, a series of IP Internet memes and theme MVs have been developed for dissemination on digital media platforms. The design of offline products mainly focuses on derivatives of online products, which are used to assist in the promotion of online products.

A good piece of design work must also be carried out to coordinate a good subject image. At this stage, the author's design team developed and designed the main image, Hui, which was designed and developed with Hui'an women in southern Fujian as the main image [4] [10]. In the design, the project team absorbed the main forms and characteristics of Hui'an women for development and design. In terms of the design of its form, the design style of the Q version was adopted. Regarding the colour assortment, relatively high saturation was adopted for design and development. In the meantime, the author's design team also filed a copyright application for the IP of the image. Internet memes for the promotion and use of this IP were designed [2]. The use of the Internet memes adopted a combination of dynamic and the Minnan variety of Chinese, which are more lively and vivid and are conducive to the promotion and operation in the later stage [7].



Fig. 1. Main IP design

After the main image was accomplished, the digital media of Minnan nursery rhymes was conducted. From the perspective of carrying forward regional culture, the characteristic elements of Minnan nursery rhymes were selected for analysis, research, development and design [5]. The project adopted a presentation method that combined cultural and creative comprehensive products with digital animation. It is hoped that this method can be used to arouse people's thoughts and feelings for southern Fujian culture, which shows the unique charm of southern Fujian culture.

Most of the Minnan nursery rhymes are poems that express life situations as well as folk customs. In terms of expression lines, the design team summarized the existing songs. For instance, taking the most popular Cloudy Day as an example, the first part describes people's desire for rain, which condenses people's longing for rain [7]. It depicts a festive scene of the Dragon King of the sea, who is getting married. In the lyrics of this song, the fish, shrimp, and turtle that people often see are all anthropomorphized, with h unique charm and simple and lively tune. In the second part, the song depicts a scene with an

atmosphere with peasants in the field - seeing that it is about to rain, an older man takes a hoe to his field to dig taro. After a few times of digging, the man digs a small loach. After returning home, the man and his wife quarrel over whether to cook the loach with a salty or lighter flavour [6]. In the process of the quarrel, they break their pots and pans. The song uses witty and vivid lyrics to show people the simplicity of farmers, as well as their love for nature and unlimited imagination.

In this playful and representative nursery rhyme, the combination and extraction of digital animation were carried out. The song's situational H5 animation work was developed and designed for the man and his wife in the lyrics description, allowing the audience to feel the charm of Minnan nursery rhymes in the interactive design. Songs of the same type also include Dragon Boat, Old Man in Hui'an, New Year's Eve, and Old Lady's Words [3] [7]. All these can be designed and expressed in the form of H5, which are helpful for the audience to experience Southern Fujian's customs, and life, during the process of viewing and interaction.



Fig. 2. Screenshot of H5 design of interactive works

In the era of digital media, digital animation is also one of the important performance links. Digital animation cannot only make the audience have an intuitive feeling but also help the spread of Minnan nursery rhymes in the digital age. In terms of the production of digital animation short films, this project selected a Minnan nursery rhyme song, The Song about Fishing, released by the choir of No.6 High School of Xiamen, Fujian, which is popular on the Internet [6]. A picture of the family life of a seaside fisherman shows people the details of the daily life of the fisher's family, and people can know the natural scenery of southern Fujian from the description of the lyrics. The author of this paper used a brighter colour in the picture of The Song about Fishing [6]. The bright colours enhance the interest of the picture from the constantly changing rich colours, which conform to the wonderful and cheerful atmosphere of the song. In terms of the screen content layout presentation, ingenious small designs were used to make the short film more flexible.

In the executive design for the original painting of "The Song about Fishing", the plot of the story is following the scene that is described in the lyrics of The Song about Fishing by the choir of No.6 High School of Xiamen, Fujian. The scene contains a fishing boat with a full reward, a vegetable market where the mother of the family often goes, a favourite fish, and so forth. Starting from a female family in Hui'an, the scene has become an older man's most inseparable part of his childhood memory. The project's design team made reference to a lot of animation and comics in the early research and design [4]. In order to better meet the aesthetic experience as well as viewing experience of children, the design of some scenes and characters in the animation MV refers to the design styles of Taiwan cartoonist Jimmy, and Japan cartoonist Manabu Himeda [10]. The design team added their styles to their own creativity, modified and corrected the characters to fit the elements of the MV better, and made the design style more unified.

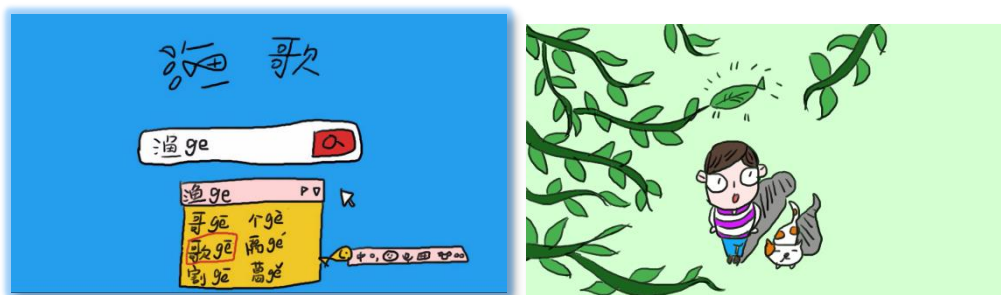


Fig. 3. Screenshot of the animated short film The Song about Fishing

For the development under the path of digital media and developing a series of digital media products in combination with the digital media era, the project team also developed a series of offline peripheral products, such as mobile phone shells and canvas bags. In the meantime, the project team also developed works of board role-playing games in combination with the regional characteristics of Fujian Province.

In the design works of board role-playing games, the design composition of it used a contradictory space form in the plane composition. Thus, it combined with the statue of Zheng Chenggong in Xiamen, Mazu Temple on Meizhou Island, Yongding earthen building in Longyan, Fujian, Wuyi Mountain in Nanping, Fujian, and three lanes and seven alleys in Nanhou Street, Fuzhou, Fujian and other landmark areas of Minnan nursery rhymes for design and plan [4] [10] [11]. The project team developed in combination with the project IP with the theme of “Singing and Traveling in Fujian” [9]. In the composition of a picture, the whole picture presents the character “Fu” coming from the Chinese character “Fujian”, and the “Fu” character has the characteristic logo of Fujian in every corner [4] [1].

Young people in the present society are fond of writing about life worldwide. However, they sometimes miss the beauty of the nearest neighbours though their horizon is broad [5]. For

them, some beautiful scenery is far away, while some beautiful scenery is close at hand. For the friends from other places, Fujian is a place where immortals live with a long-standing culture and profound connotation [9]. For the local people, Fujian is their hometown. Fujian’s landscape and cuisines, and even the special accent of Fujian, are the most familiar Fujian flavours.

Instructions for the use of Singing and Traveling in Fujian-Hui Traveling in Fujian: a simple regional map division of Fujian can be seen in the lower right corner, and each area uses different colours [9]. First, lay the map on a flat table, and use mobile signs to throw on the map to increase randomness and fun and make life full of more unknowns X. Second, it can be used as auxiliaries for parents to teach their children about famous signs in Fujian. Even if they do not have time to travel, they should have a well understanding of the province’s natural and cultural heritage, which is a gift from nature [5] [11]. Third, Instruments for Fujian tourism landmark. Nothing will be better if you have the opportunity to go travelling. Nevertheless, when you travel, where will you go? It is okay to open Singing and travel in Fujian-Hui Traveling in Fujian and let Hui take you on a trip to Fujian, where people can have the things they desire, like the local customs, ancient cultural cities, natural landscapes, and special delicious food!

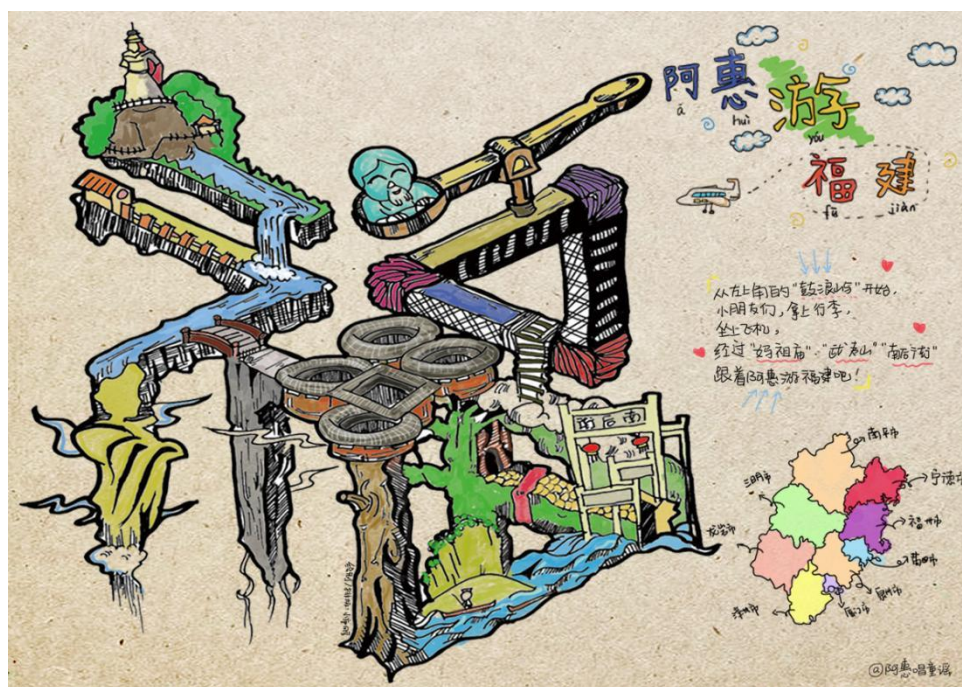


Fig. 4. Effect picture of peripheral travel

The project design team also developed and designed offline picture albums. Minnan nursery rhymes draw inspiration from the public, which is a significant bridge between Fujian and Taiwan [6].

Minnan nursery rhymes are lively and have strong expressive force [7] [8]. Their unique cultural connotations carry the long history and culture of Fujian and Taiwan, which are a significant window to have a better understanding of the culture of Fujian and Taiwan. The peripheral picture album takes Minnan nursery rhymes as the carrier. The products that are developed and designed are developed based on nursery rhymes that are

familiar to the people of southern Fujian in intangible cultural heritage [5] [8]. The picture album extends into the simple and bright cartoon style like other peripherals. The picture illustrations are intercepted from the animation MV, and some are remade to match the artistic conception of the song. In the meantime, it also continues the handwritten font style of the animation MV *The Song about Fishing* [4] [6]. In the picture albums, no matter the content, picture or layout, it can be seen that the concept of “children’s simplicity, childhood, and nursery rhymes” was used.



Fig. 5. Inside page of the picture albums

The key to the variety of presentation and expression of offline works is that the development of the products shall conform to the audience's cultural aesthetics, improve both the aesthetic value and the use-value of the products, and realize continuous deepening and improvements in the implementation design [7].

In the third stage, it is pointed out that Minnan nursery rhymes are a manifestation of Minnan culture, which is a kind of belonging relationship. The development and origin of the Minnan variety of Chinese are inseparable from the Minnan culture [11]. Thus, at this stage of the project, the project team actively improved the products accomplished in the first two stages. Besides, the project team focused on expanding peripheral products based on Minnan culture. Thus, improving and enriching this project is the goal of the third stage. At this stage, the project team actively contacted enterprises, museums, primary and secondary schools, so that the project could be truly launched and promoted [10]. At present, the project team has accomplished the signing of cooperation agreements with enterprises, and it will rely on enterprises to better promote the project design in the future.

4. The Market Prospect of Cultural and Creative Products of Minnan Nursery Rhymes

A dialect is a tool that can express local customs and nostalgia. The Minnan variety of Chinese is one of the precious intangible cultural heritage. "After so many years of accumulation, the simple and smart Minnan people have composed and sang many catchy folk songs [7] [10]. Minnan nursery rhymes are one of the most distinctive intangible cultural heritages in southern Fujian, which have made full use of such a development foundation [3] [11]. Through the digital media in the new era and the policy support issued by the government, the author of this paper believes that people can see the increase in the value of this intangible cultural heritage, which can further drive the development of local industries and enhance regional popularity. Thus, it is a design project with great market potential.

5. Conclusion

In the current age of booming digital media, the combination of Minnan nursery rhymes, an intangible cultural heritage, and digital media art can create new products. As a result, it conforms to the aesthetic characteristics of the times. Additionally, it turns excellent traditional cultural assets into an advantage to promote the development of the cultural and creative industry.

In the process of designing, it is necessary to pay attention to the following design points. Firstly, it is necessary to grasp the characteristics of Minnan nursery rhymes and combine them with the language of digital media art. Secondly, in the process of designing, it is necessary to pay attention to the aesthetics of the audience, grasp the cultural and aesthetic connotation of product design, and carry out design and development with suitable style and formal language for the audience. Thirdly, in the process of designing, it is necessary to pay attention to synchronous development not only digital media products but also online and offline products, multi-angle and multi-dimensional promotion of cultural and creative products. Fourthly, in the process of designing, it is necessary to pay attention not to break away from the market and pay attention to the close integration and association with the enterprise. Only when the above points in the process of designing are achieved can the intangible cultural heritage of Minnan nursery rhymes radiate its charm of the times in the new era.

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