

Traditional Nursery Rhymes in the Digital Cultural Ecosystem: A Case Study of the Minnan Folk Song "Fish Song" on the Bilibili Platform

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Abstract

In the context of the digital age, the inheritance and innovation of traditional culture face unprecedented opportunities and challenges. This paper focuses on the traditional Minnan folk song "Fish Song" on the Bilibili platform, using text analysis methods to explore the transmission mechanisms of traditional nursery rhymes in the digital cultural ecosystem and their impact on cultural inheritance. The study first provides an overview of the community characteristics of the Bilibili platform and its influence among younger generations. It then analyzes the transmission strategies, user interaction patterns, and cultural reproduction processes of "Fish Song" on this platform. The findings suggest that Bilibili, through features such as video bullet comments, secondary creation, and community discussions, has created an interactive and highly participatory environment for the dissemination of traditional nursery rhymes like "Fish Song," enabling traditional culture to rejuvenate in the digital space. Furthermore, this study examines the changes and adaptations in the content of "Fish Song" during its dissemination, as well as the significance of these changes for maintaining cultural diversity and promoting cultural innovation. Finally, the paper concludes that digital platforms not only serve as new channels for traditional culture transmission but also as new spaces for cultural innovation and exchange, which have important practical significance and far-reaching impact on the protection, inheritance, and development of traditional cultural heritage.

Keywords: Digital Cultural Ecosystem, Traditional Nursery Rhymes, Bilibili, Cultural Transmission, Emotional Resonance, Social Platforms, Cross-cultural Communication

Introduction

In the context of the digital age, the inheritance and development of Intangible Cultural Heritage (ICH) has become a global focus. With the continuous advancement of digital technologies, the methods of disseminating and protecting cultural heritage are undergoing profound changes. Bilibili as a highly influential video-sharing platform among China's younger generation, plays an undeniable role in the dissemination of traditional culture.

Bilibili is not only the largest community for youth culture and entertainment in China but has also evolved into a diversified content platform, covering various areas such as lifestyle, gaming, entertainment, animation, technology, and knowledge. Specifically, the dissemination of the Minnan folk song "Fish Song" on Bilibili reflects the new trends in traditional culture within the digital cultural ecosystem and offers a unique perspective for studying the role of modern transmission mechanisms in the dissemination of traditional culture.

Bilibili is known for its rich content and strong user interactivity. Users can upload videos they create or watch videos uploaded by others, covering a wide range of themes and topics to satisfy different interests. One of Bilibili's features is the "danmu" (bullet comments) function, where users can send real-time comments while watching videos. These comments appear as scrolling text over the video, enhancing interactivity and entertainment value. Additionally, Bilibili offers several content sections, including animation, gaming, films, lifestyle, and music, which cater to diverse user needs. The platform's membership services, creative space, and social interaction features further enhance user participation and foster a vibrant community atmosphere.

Globally, the protection and dissemination of ICH have garnered unprecedented attention. Since the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage was adopted in 2003, more than 180 countries have signed, marking a global increase in awareness and commitment to ICH protection. ICH is no longer merely an object of preservation but is viewed as a vital resource for promoting sustainable development, strengthening community identity, and enhancing cultural diversity. The involvement of digital technologies, particularly the use of social media, has injected new momentum and possibilities into the dissemination of ICH.

The global perspectives on ICH's economic value are becoming increasingly diverse. Some countries view ICH as a new engine for economic development, realizing its economic value through tourism, cultural products, and creative industries. For example, traditional costumes from Norway, the construction techniques of wooden arch bridges in China, and the brewing of sake in Japan are all included in ICH protection lists and have been promoted and recognized worldwide. These practices not only preserve cultural heritage but also create economic benefits and social value for local communities.

At the same time, the digital protection and dissemination of ICH also face challenges. Ensuring cultural sensitivity, intellectual property protection, and addressing the digital divide are key concerns in the global cultural heritage field. Moreover, the success of ICH projects largely depends on interdisciplinary collaboration and local community participation. Research from different regions emphasizes the importance of integrating local knowledge systems with digital technologies to ensure that preservation efforts are both effective and respectful of cultural traditions.

In the global dissemination of ICH, social media platforms such as Bilibili are playing an increasingly significant role. These platforms not only provide a stage for traditional culture to be showcased but also offer global audiences the opportunity to engage with and experience it. The case of the "Fish Song," a Minnan folk song full of youthful charm, being

disseminated on Bilibili demonstrates the new trends and possibilities for ICH dissemination within the digital cultural ecosystem. The song's simple lyrics and melody evoke deep nostalgic feelings about home and childhood, and this emotional resonance is one of the key reasons why it has been widely shared on digital platforms. This study will analyze the dissemination characteristics of the "Fish Song" on Bilibili, exploring user interaction patterns and the process of cultural reproduction, and how traditional culture and modern technology are integrated in this process.

By analyzing the content of "Fish Song," this study aims to provide new perspectives and strategic suggestions for the international dissemination of Chinese culture, while also offering practical case studies and theoretical support for the inheritance of traditional culture in the digital age. In the context of global cultural diversity protection and the promotion of cross-cultural exchange, the significance of this study extends beyond China and provides reference for the digital dissemination of traditional culture worldwide.

Literature Review

In the Context of the Digital Age: The Inheritance and Development of Intangible Cultural Heritage (ICH) has Become a Global Focus

With the continuous advancement of digital technologies, the methods of disseminating and preserving cultural heritage are undergoing profound transformations. As a highly influential video-sharing platform among China's younger generation, Bilibili plays a crucial role in the transmission of traditional culture. The dissemination of the Minnan folk song "Fish Song" on Bilibili reflects new trends in traditional culture within the digital cultural ecosystem and provides a unique perspective on the role of modern transmission mechanisms in the dissemination of traditional culture.

The development of digital technology has significantly influenced the way traditional culture is transmitted. Literature [1] discusses how digital technology has redefined the subject and space-time of cultural dissemination, offering a broad range of dissemination subjects and extensive space for the spread of Chinese traditional culture. The democratization of technology has empowered the public and enabled a panoramic presentation of traditional culture, creating a "fragmentation-aggregation" mechanism and the infinite long-tail effect, thus forming a new trend in database-based communication. These changes present both new opportunities and challenges for the inheritance and development of traditional culture. As an essential component of China's intangible cultural heritage, the protection and inheritance of Minnan folk songs are particularly significant. Chen Fang, in her study, points out that Minnan folk songs originated in the folk tradition and serve as a vital link between the Fujian and Taiwan regions, carrying the rich historical and cultural legacy of these areas. Wang Miao's research further emphasizes the importance of Minnan folk songs within Minnan culture, noting that they are not just children's songs but also a crucial part of the broader Minnan cultural identity. These studies highlight new trends in traditional culture within the digital cultural ecosystem, as well as the vital role of traditional nursery rhymes in modern transmission mechanisms.

Bilibili's role in the dissemination of traditional culture cannot be overlooked. Literature discusses the study of the "National Treasures" series on Bilibili, which found that Bilibili effectively promotes the transmission and inheritance of traditional culture. The success of

"National Treasures" lies in its ability to resonate with younger users through its transmission strategies and content selection, sparking passionate discussions and participation about traditional culture in a contemporary way. This demonstrates that Bilibili has significant potential in the digital dissemination of traditional culture.

However, the digital protection and dissemination of Minnan folk songs face various challenges. Ensuring cultural sensitivity, protecting intellectual property, and addressing the digital divide have become key concerns in the global cultural heritage field. Additionally, the success of ICH projects largely depends on interdisciplinary cooperation and local community involvement. Studies from different regions emphasize the need to integrate local knowledge systems with digital technologies to ensure that preservation efforts are both effective and respectful of cultural traditions.

Minnan folk songs are not only carriers of cultural inheritance but also essential educational resources. They play a vital role in the basic moral education of children. Under the current principle of governance through virtue, moral education must start at an early age. The inheritance and development of Minnan folk songs not only preserve the ancient culture left by the ancestors of Minnan but also serve as an excellent textbook for promoting traditional Chinese virtues. Furthermore, Minnan culture, as the most direct spiritual bond connecting the Mainland and Taiwan, makes Minnan folk songs crucial for the inheritance and protection of Minnan culture.

In conclusion, existing literature offers a multidimensional perspective on the transmission of traditional nursery rhymes in the digital cultural ecosystem, particularly the potential and practice of the Bilibili platform in the dissemination of traditional culture. These studies not only provide a theoretical foundation for understanding the transmission mechanisms of traditional culture in the digital age but also offer guidance and insights for future practices. In the context of global cultural diversity protection and the promotion of cross-cultural exchange, the significance of this research extends beyond China, providing a reference for the global digital dissemination of traditional culture.

Discussion

The Role of Digital Media in the Transmission of Minnan Folk Songs

In the context of the digital age, the inheritance and development of Intangible Cultural Heritage (ICH) has become a global focus. With the continuous advancement of digital technologies, the methods of disseminating and preserving cultural heritage are undergoing profound transformations. As a highly influential video-sharing platform among China's younger generation, Bilibili plays a pivotal role in the transmission of traditional culture. Specifically, the dissemination of the Minnan folk song "Fish Song" on Bilibili not only reflects the new trends in traditional culture within the digital cultural ecosystem but also offers a unique perspective for studying the role of modern transmission mechanisms in the dissemination of traditional culture.

Digital Media Provides New Forms of Transmission for Minnan Folk Songs

The development of digital media has provided new platforms and tools for the dissemination of traditional culture. Compared to traditional methods such as oral transmission or written records, digital media offers a wider reach, faster transmission speed, and richer forms of

expression. Bilibili, with its unique "danmu" (bullet comments) culture, high user engagement, and a predominantly young user base, provides a new space for showcasing and spreading traditional cultures like Minnan folk songs. Through formats like animation and short videos, Minnan folk songs can be presented in more vivid and intuitive ways, enhancing their appeal and transmission power.

The interactivity inherent in digital media also allows viewers to actively participate in the dissemination and discussion of Minnan folk songs, creating a new model of cultural participation and sharing. This engagement fosters a sense of collective cultural experience, where users not only consume the content but also contribute to the dialogue surrounding it. The ability to comment, share, and even remix content on platforms like Bilibili significantly enhances the reach and influence of these traditional songs.

For example, through the use of animation or modernized music arrangements, Minnan folk songs like "Fish Song" are made more relatable to contemporary audiences. These digital transformations make the songs more accessible to a broader audience, especially younger generations who might not have been exposed to such traditional forms of culture. Furthermore, the viral nature of content on platforms like Bilibili means that once these songs are shared or incorporated into trends, they can quickly spread beyond their original cultural context, fostering cross-cultural exchange.

Overall, digital media provides both the technological infrastructure and the cultural dynamism needed to ensure that traditional culture, such as Minnan folk songs, is not only preserved but also adapted to the modern digital landscape. The blend of tradition and innovation through digital platforms like Bilibili serves as a powerful tool for ensuring that such cultural heritage continues to thrive and resonate with new generations.

Background of the Minnan Folk Song "Fish Song" with Over 500,000 Views on Bilibili

On the Bilibili platform, the Minnan folk song "Fish Song," covered by Xiamen No. 6 Middle School, has garnered over 500,000 views, becoming a trending topic. This folk song, with its fresh and beautiful melody, rhythmic percussion, and the simple, friendly Minnan dialect, has gained widespread recognition and enthusiastic support from netizens. This study focuses on the version of "Fish Song" known as the "Xiamen No. 6 Middle School version." Through an in-depth online search, it traces the song back to its original version, which was written by Huang Yingying and Lin Da, with music composed by Miao Zi and Lin Da. Initially, the song was presented as a female solo sung in the Minnan dialect.

Compared to the Xiamen No. 6 Middle School cover, the original version of "Fish Song" was introduced with an additional spoken chant, which added a layer of traditional cultural elements. The original team, including Miao Zi, revised the lyrics and re-arranged the music, renaming the song to "Xiamen Fisherman's Song." In this version, both Mandarin and Minnan dialect were used in the performance, making it more accessible to modern audiences while still preserving traditional elements. Both versions of "Fish Song" and the adapted "Xiamen Fisherman's Song" come with music videos (MVs), though the content of these MVs differs. The original MV primarily showcases images and short videos of Xiamen fishermen going out to sea, depicting scenes of labor. In contrast, the Xiamen No. 6 Middle School version's MV focuses on the choir's performance, highlighting the students' efforts in passing on and

interpreting traditional culture. The adapted "Xiamen Fisherman's Song" MV, on the other hand, showcases scenic spots of Xiamen, including Gulangyu and the Yanwu Bridge, conveying the local customs and landscapes of Xiamen through visual imagery.

The Video Language Style of "Fish Song"

The video language style of "Fish Song" profoundly reflects the essence of Minnan culture while also incorporating elements of modern audiovisual language. In the video, traditional elements blend with modern technology, creating a unique audio-visual experience. The video integrates scenes from the local lifestyle, the fishing community, and iconic buildings in Xiamen, which serve as a direct reflection of Minnan culture.

The use of color, composition, and rhythm in the video demonstrates a harmonious blend of respect for traditional culture and modern aesthetic sensibilities. For example, the video features abundant ocean elements and distinct Minnan-style architecture, using these visual symbols to convey a strong sense of regional culture. Moreover, editing techniques and animation effects in the video make the traditional cultural content more vivid and engaging, appealing to younger viewers' viewing habits.

The music and lyrics are also key factors in the video's success. The melody of "Fish Song" is beautiful and easy to sing along to, while the simple and understandable lyrics make the song accessible. The choral performance in the video not only demonstrates the students' love for traditional culture but also serves as a bridge between the older and younger generations, connecting tradition with modernity. Through this video language style, "Fish Song" on Bilibili successfully spreads the charm of Minnan folk songs to a wider audience.

The Dissemination Characteristics of "Fish Song"

The successful dissemination of "Fish Song" on Bilibili can be attributed to its unique content adaptation, user interaction, and cultural impact.

Content Adaptation: The "Xiamen No. 6 Middle School version" of "Fish Song" combines traditional Minnan dialect with modern music elements, making the song both culturally rich and aesthetically appealing to contemporary audiences. This adaptation allows "Fish Song" to transcend age and cultural boundaries, attracting a broader audience.

User Interaction: Another distinctive feature of "Fish Song" on Bilibili is its interactive nature. Bilibili's "danmu" (bullet comments) function allows viewers to comment and provide feedback in real time while watching the video. This unique interaction greatly enhances the sense of engagement and community. Positive feedback and emotional expressions, such as "beautiful," "moving," etc., in the comments not only add an emotional layer to the video but also offer immediate social validation for the song's spread.

Cultural Impact: The MV of "Fish Song" effectively spreads the local customs and culture of Minnan by showcasing the natural landscapes and cultural landmarks of Xiamen. The visual style and scene choices not only generate interest in Xiamen and Minnan culture among outsiders but also provide local viewers with a sense of cultural identity. Furthermore, the video's rapid spread on Bilibili ensures that Minnan culture gains visibility and influence both within China and internationally. The spread of "Fish Song" has expanded beyond music, sparking discussions about Minnan culture and language. The comment sections of the videos

often serve as spaces for cultural exchange, with users sharing their views on Minnan culture, personal experiences, and learning the Minnan dialect. This type of cultural dialogue further enhances the song's role as a cultural vehicle.

In conclusion, the dissemination characteristics of "Fish Song" on Bilibili highlight its broad appeal, the platform's interactive features, and the significant cultural transmission effect. These factors have made "Fish Song" not only a popular musical work but also a cultural phenomenon, generating widespread attention and discussion.

Cultural Identity in Digital Media Dissemination

Cultural identity is a central theme in the context of digital media dissemination. The popularity of "Fish Song" on Bilibili is not only a recognition of its artistic value but also a form of acknowledgment of Minnan culture and even Chinese culture as a whole. This sense of recognition stems from the video's respectful treatment and innovative approach to traditional culture, as well as the resonance and emotional investment of the viewers in the content.

Digital media platforms like Bilibili provide a space for people from various backgrounds to experience and discuss traditional culture, fostering cultural exchange and recognition. This facilitates the continued transmission and development of traditional culture in modern society while also contributing to cultural diversity and inclusivity.

In digital media environments, the dissemination of traditional culture is not just about technology but also about transmitting cultural values and constructing cultural identity. The case of "Fish Song" shows that digital media can effectively integrate traditional culture with modern aesthetics, creating new forms of cultural dissemination. This method not only attracts the attention of younger generations but also sparks their interest and love for traditional culture, ultimately promoting the inheritance and development of that culture.

Globally, the protection and dissemination of ICH (Intangible Cultural Heritage) have received unprecedented attention. Since the signing of UNESCO's 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, more than 180 countries have joined, marking a heightened awareness of the importance and preservation of ICH. ICH is now seen not only as something to protect but also as a crucial resource for promoting sustainable development, enhancing community identity, and supporting cultural diversity. The involvement of digital technologies, especially the use of social media, has provided new momentum and possibilities for the dissemination of ICH.

Conclusion

As demonstrated by "Fish Song," digital platforms like Bilibili play an increasingly important role in the global dissemination of ICH. These platforms offer a stage for traditional culture to be showcased and give global audiences an opportunity to participate in and experience it. "Fish Song" serves as a case study, illustrating the new trends and potential of ICH dissemination in the digital cultural ecosystem. The song's simple lyrics and melody evoke nostalgia for hometowns and childhood, and this emotional resonance is a key reason for its widespread dissemination on digital platforms.

Through the analysis of "Fish Song," this research aims to provide new perspectives and strategic suggestions for the international dissemination of Chinese culture, offering practical cases and theoretical support for the inheritance of traditional culture in the digital age. In the context of global cultural diversity protection and the promotion of cross-cultural exchange, the significance of this research is not only limited to China but also serves as a reference for the digital dissemination of traditional culture globally.

Research Contribution

This study makes significant theoretical and contextual contributions to understanding how traditional culture can be disseminated within the digital cultural ecosystem. By examining the Minnan dialect nursery rhyme "Fish Song" as a case study on the Bilibili platform, the research provides a nuanced analysis of how digital platforms influence the transmission of traditional culture, offering insights into both the mechanisms and broader implications of digital dissemination.

Theoretically, this study advances the intersection of digital media and traditional culture by demonstrating how digital platforms act as critical mediators in reviving and innovating traditional arts. It adds depth to ongoing academic discussions about the relationship between cultural heritage and modernization, particularly by showing how traditional cultural expressions can be reimagined for modern audiences without losing their authenticity. This research highlights the transformative potential of digital tools in bridging the gap between historical traditions and contemporary reception, thereby filling a gap in existing studies on the role of digital platforms in cultural preservation and adaptation.

In terms of its contextual contribution, the study aligns itself with global efforts to protect intangible cultural heritage, exploring how digital technologies can reinvigorate traditional art forms and expand their cultural impact. By analyzing the success of "Fish Song," it illustrates how combining traditional elements with contemporary aesthetics can create a transmission model that resonates across cultural and generational boundaries. This case underscores the importance of aligning traditional content with modern sensibilities, ensuring that younger audiences not only engage with but also develop a deeper appreciation for their cultural roots.

The research further examines the role of interactive features on digital platforms, such as Bilibili's bullet comments, in enhancing user engagement and fostering a participatory cultural environment. These features allow audiences to provide immediate feedback and create social dynamics that amplify the cultural resonance of traditional content. This interaction demonstrates how digital platforms can transform the dissemination process into a collaborative experience, enhancing both the reach and the impact of traditional culture. By facilitating discussions and emotional connections, these platforms enable a multi-dimensional approach to cultural transmission that extends beyond passive consumption.

The findings from this study carry practical significance as well. The adaptation of traditional nursery rhymes to align with the tastes and habits of younger generations is crucial for their continued relevance. Incorporating modern elements while maintaining the integrity of cultural heritage can make these art forms more accessible and appealing. At the same time, leveraging the interactive capabilities of digital platforms, such as comments, reviews, and

community-driven discussions, can deepen user engagement and create a more vibrant and participatory cultural exchange.

Additionally, the study emphasizes the need for cross-platform dissemination strategies to broaden the reach of traditional nursery rhymes. By extending their presence to multiple digital and social media platforms, these cultural artifacts can gain wider exposure and attract diverse audiences. Educational initiatives and public awareness campaigns are also vital for fostering a sense of cultural pride and identity in younger generations, encouraging them to take an active role in preserving and promoting traditional culture.

Collaboration with technology companies to integrate cutting-edge tools like artificial intelligence and virtual reality into the dissemination process presents further opportunities to innovate the way traditional culture is experienced and shared. Furthermore, supportive policies from governments and cultural organizations can ensure that intellectual property rights are upheld, protecting the creators and safeguarding the sustainability of traditional arts in the digital era.

In summary, this study sheds light on the mechanisms of cultural dissemination in the digital age, offering both theoretical insights and practical strategies to ensure the survival and evolution of traditional nursery rhymes. By situating its findings within the broader context of intangible cultural heritage protection, it underscores the pivotal role of digital platforms in modernizing and preserving cultural traditions. These contributions not only deepen our understanding of how traditional culture functions in a digital environment but also provide actionable guidance for future efforts to promote cultural innovation and international exchange.

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