

# Interpretation of Hakka Cultural Semiotics in the Background of New Media

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**Keywords:** New media, Hakka, Cultural semiotics, Interpretation.

**Abstract:** Hakka culture has a long history and its cultural resources are rich, hierarchical and unique. As a concrete manifestation of Hakka cultural resources, the interpretation of Hakka cultural symbols is crucial. Under the background of the new media era, it is of great operational significance to interpret Hakka culture by using cultural semiotics analysis, and it is also an attempt to study a new kind of research method. This paper first classifies the Hakka cultural symbols according to their form, function and characteristics. On this basis, this paper makes a detailed interpretation of Hakka's cultural spirit, unique cultural circle, industrial model and intangible cultural heritage, with a view to promoting the recognition of Hakka culture by a wide range of people, and providing useful reference for the promotion and promotion of Hakka culture in the context of the new media era in the future.

## 1. Research Background

### 1.1 Literature review

The expression meaning and mode of communication of cultural semiotics can form a new literary meaning and communication channel in the new media era. Li Quan used the methodology to interpret the inner thinking logic of semiotics and analyzed the dissemination of contemporary literary culture (Li, 2018). Hakka Earth Building is one of the Hakka cultural symbols. It can not only study its architectural craft, but also analyze the cultural symbolic connotation of Hakka earth building. Wu Chunqiong and Wang Bingan interpreted Hakka culture from the perspectives of symbolic forms, meanings, events and history of Hakka earth buildings, and then understand the changes and integrations in the long history of Hakka culture (Wu and Wang, 2018). Zhao Yiheng focused on the causes, the passage and the results of the third media mutation, and discussed the humanity's imminent changes in cultural semiotics (Zhao, 2016). From the perspective of Hakka cultural semiotics, Xu Weiqun interpreted the recognition of Hakka areas on both sides of the Taiwan Straits and the role and function of Hakka culture industry in enterprise cooperation (Xu, 2013). Hakka cultural semiotics can be classified according to the function, form and characteristics of symbols, and deeply analyze the characteristics of Hakka cultural semiotics, and propose the methods and forms of Hakka cultural symbols to assist the development of Hakka cultural industries (Xu, 2014). The principles and forms of semiotics provide a systematic tool for analyzing culture. They can use Hakka cultural semiotics to study the Hakka culture, and analyze the historical changes of Hakka cultural symbols through the historical story of Hakka Tulou (Wu and Wang, 2017). Li Wei and Xu Weiqun deeply analyzed the role and function of Hakka intangible cultural heritage from the perspective of Hakka cultural semiotics, and proposed to use cultural symbols to collect, preserve and inherit the intangible cultural heritage of Hakka culture (Li and Xu, 2015). From the perspective of cultural semiotics, Xu Weiqun studied the symbolic form of Hakka's fundamental culture and proposed that the Hakka fundamental culture played the role of cultural identity, cohesiveness and activity carrier in the process of communication between the people on both sides of the Taiwan Straits (Xu, 2015).

### 1.2 Purpose of research

The Hakka cultural symbol is a unique cultural symbol. It exists in a certain region and history. It can reflect the lifestyle, production capacity and spiritual thinking of the people in that region,

including the group's historical experience, daily customs and artistic forms. Hakka people carry out communication and continuity of life through Hakka cultural symbols. This spiritual culture can reflect the value and function of Hakka culture. Through the interpretation of Hakka cultural semiotics through the new media technology, we can deeply understand and analyze the Hakka cultural symbolic scene, drive more people to love and care for Hakka culture, and use the new media to promote the development of Hakka cultural symbols. It also brought welfare to the Hakka people and contributed a powerful force to the Hakka cultural industry.

## **2. Hakka Cultural Semiotic Classification**

### **2.1 Classified according to Hakka cultural symbols**

The Hakka cultural symbol form has different forms depending on the Hakka culture content. In a broad sense, any human-made civilization product belongs to culture. Human culture is the most profound, including the physical, spiritual and group culture. The group culture is the part formed between the physical culture and the spiritual culture. Hakka cultural symbols are divided into the following three basic forms. The first is the Hakka physical culture semiotics, which reflects the overall productivity of Hakka. The Hakka realities created by the Hakka group mainly include historical monuments with a long history, unique Hakka residential houses, Hakka crafts, clothing and food customs with unique colors. The second is Hakka spiritual culture semiotics, which can reflect the Hakka people's way of thinking, unique spirit, aesthetic direction and value preference. For example, some intangible cultural heritage unique to the Hakka people includes Hakka's aesthetic choices of art, folk customs and Hakka religious beliefs. The third is the Hakka group cultural semiotics, which is a comprehensive cultural symbolic form that integrates physical and spiritual culture. For example, the well-known celebrities of Hakka and the workers who inherit the Hakka non-material culture, the educational philosophy of Hakka and the historical residence sites of famous educators, the ancestral temples, genealogy, family training and belief culture of Hakka religion.

### **2.2 Classified according to Hakka cultural symbol function**

Hakka cultural symbols carrying Hakka culture have different functional functions. In actual production and life, they can assume the bearing role of expression, communication and operation; in the Hakka aesthetic culture, bear the value role of performance, communication and diffusion; in Hakka In the process of group survival and growth, it plays the role of guidance, coordination and orientation. According to its function, it can be divided into the following categories of Hakka cultural symbols. The first is the cultural symbol of Hakka production tools. Such symbols include the Hakka language exchange culture, the tools used in Hakka's work, the carriers used in eating and drinking, and cultural art, all reflecting the content that Hakka people want to express and communicate in their specific activities. The second is the Hakka value culture symbol. Such symbols can reflect the cultural values of the Hakka people's thinking patterns, ideas and values, including Hakka historical sites, customs, religious culture, education systems and elites of all ages. The third is the Hakka aesthetic culture symbol. It includes folk customs and artistic and cultural expressions, such as Hakka literature, drama, music, sculpture and other cultural categories.

### **2.3 Classification according to Hakka cultural symbol characteristics**

The characteristics of cultural symbols are divided into two basic categories: expression components and expressed components. The expression component constructs a representation aspect, and the expression component constructs a representation aspect. The expression component in the cultural symbol refers specifically to the things that can be touched by the senses, and can feel the specific, intuitive and visual cultural symbols through personal listening, speaking, touching or other senses. The expressed elements in cultural symbols specifically refer to the spiritual thoughts or cultural connotations that need to be considered, scrutinized, associative and analyzed by themselves. According to the above criteria, Hakka cultural symbols can be divided into two

categories: dominant cultural symbols and implicit cultural symbols. Hakka's dominant cultural symbols include Hakka language culture, daily living architecture, food and dress culture, music and dance culture, unique skills and folk customs. The hidden cultural symbols of Hakka specifically refer to the spiritual culture that needs to be carefully perceived and experienced, and can reflect the culture of Hakka spirit, value orientation and thinking. Including Hakka aesthetic direction, ethical concepts, spiritual thoughts, ecological civilization and religious culture.

### **3. Interpretation of Hakka Cultural Semiotics**

#### **3.1 Interpretation of the Hakka Cultural Spirit**

Hakka culture is a unique culture of the local area. After a long history of accumulation and inheritance and evolution, it forms the core cohesive force to consolidate the unity and harmony of Hakka. In the new media environment, it is possible to analyze the composition and relationship structure of Hakka culture in detail, and to study the uniqueness and broadness of Hakka culture, which is conducive to the strong recognition and initiative of the people of the Hakka people. Human symbols have changed dramatically to form a whole new world. With the development of Internet technology, machines are no longer an extension of the human body structure, but a derivative of human wisdom and thinking. A country or region will have its own long-term cultural traditions and fundamental spiritual ideas. In the developed environment of new media, Hakka culture is a strong ideological bond and spiritual home of the Hakka people. Hakka culture can exclude the negative thoughts of the network in the new media environment, regulate the relationship between Hakka villages, and spread the culture and strengthen the important pillars of moral education. The Tulou architecture in the Hakka culture is a typical representative of the big family and small society in the Chinese national culture. We must carefully interpret and apply this spiritual civilization.

#### **3.2 Interpretation of Hakka's Intangible Cultural Heritage**

With the development of the social environment, many Hakka cultural symbols have been destroyed or lost. Hakka cultural symbols have a variety of expressions and are various forms of expression. They are the spiritual pillar of the Hakka people and the source of Hakka culture. However, in the specific Hakka living environment, the transmission of some intangible cultural heritage is lacking, which leads to the urgent task of Hakka culture to be protected and passed down. For example, the guest family spectrum is a historical document that records the blood relationship of the Hakka people's ancestors. It is a text link connecting Hakka's ancestors. It will involve historical events such as the relocation of Hakka clan, marriage and graves, as well as the rules of the Hakka family. Art cultures such as Hakka dialects and Hakka folk songs are a tool for the exchange of Hakka people and an important symbol of distinction between other family cultures. Hakka's colorful folk cultural activities can reflect the harmonious appearance of Hakka's overall small society.

#### **3.3 Interpretation of the Unique Cultural Circle of Hakka Culture**

The cultural circle of a place can reflect the degree of cultural construction in the area and is also a business card for the place. You can use the new media to analyze the characteristics and functions of Hakka cultural symbols to create a Hakka cultural circle. The Hakka cultural circle can be roughly divided into four levels. The first level is the core level of Hakka spirit. It studies and analyzes the core ideas of Hakka spirit. It summarizes the classic Hakka cultural symbols, uses the new media technology to spread the Hakka spirit, and spreads it into the core cultural spirit of Hakka cities and enterprises. The second level is the middle layer with Hakka material spirit products as the main body. The government guides the Hakka people to do a good job in protecting the Hakka spiritual culture, encourages the people to innovate and develop existing spiritual and cultural products, and creates more spiritual and cultural products with Hakka characteristics, which has aroused the interest of consumers everywhere and stimulated the economic income of the

Hakka people. The third level is to create a unique layer of Hakka folk culture island. In the process of creating a Hakka folk culture island, we do not deliberately imitate other cultures or remove some of our own cultures, and we must adhere to the beautiful villages with their own characteristics. The fourth level is an extra-circle landscape influenced by foreign culture. The government has led the Hakka people to carry out exchanges and cooperation with other places. While continuing to develop the Hakka spiritual culture, it has enhanced the innovation and integration capabilities of the overall Hakka spiritual culture symbol.

### **3.4 Interpretation of the Hakka Cultural Symbol Industry Model**

Hakka culture with symbolic value can be transformed into a cultural industry based on its own unique consumption value. For example, Hakka culture novelty goods and Hakka cultural service industries are all Hakka cultural symbolic values that can show Hakka culture level. In other words, consumers can feel the unique charm of Hakka culture from consumption, which is the innovation and competitiveness of Hakka culture industry. The Hakka cultural industry specifically has a Hakka culture tourism route, a celebration of Hakka folk culture, a Hakka folk song sing and Hakka winemaking. These industries with the characteristics of Hakka cultural symbols are rich and diverse, can reflect the spiritual concept of the Hakka people's harmonious small society, and strengthen the emotional contact and communication with the Hakka people.

## **4. Conclusion**

Hakka cultural semiotics is one of the main tools to assist in the study of Hakka culture. It is an operational research tool in the process of analyzing Hakka culture, and it is also an innovative research attempt. Hakka cultural semiotics is a profound knowledge. The Hakka cultural symbol is a carrier that expresses the unique, hierarchical and enriched Hakka culture. Through multi-media interpretation of Hakka cultural semiotics, social scholars can deeply understand and analyze the core ideological nature, unique personality and development law of Hakka culture. After the social scholars studied the process of Hakka cultural semiotics, Hakka cultural semiotics can be protected and recognized accordingly. The Hakka people are spreading, presenting and inheriting the charm of Hakka cultural symbols, and at the same time stimulating Hakka cultural semiotics to bring benefits to the Hakka people and to build a charm for the Hakka.

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