

Element Extraction Strategies of Urban Characteristic IP from The Perspective of Dialect - Taking The Typography of Guangfu Culture as An Example

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Abstract. This study delves into Guangfu culture, using dialect as a unique lens to explore urban - characteristic IP element - extraction strategies. As a key regional - culture carrier, Guangfu dialect is rich in visual symbols and cultural meanings, making it a valuable resource for urban - characteristic IP development. The research systematically examines phonetics, vocabulary, and slang of Guangfu dialect, uncovering visual - transformation possibilities and extracting representative cultural symbols. Moreover, it combines modern communication principles to analyze, in new media settings like social media and short - video platforms, the transmission paths and audience reception of dialect symbols. Based on this, the study proposes a dialect - based strategy for urban - characteristic IP element extraction, aiming to balance cultural - characteristic preservation and mass - communication needs. This approach not only enriches the theoretical framework of urban - characteristic IP development but also provides practical guidance for cultural inheritance and innovation. By leveraging the unique charm of Guangfu dialect, it seeks to enhance the influence and competitiveness of regional culture in the modern context.

Keywords: Dialect culture; City IP; Guangfu culture; Visual design.

1. Introduction

City branding strategy is that cities shape a unique city brand image by excavating, integrating and refining the city's history and culture, resource characteristics and industrial advantages, etc. With the acceleration of the urbanisation process, the city branding strategy has gradually shifted to the shaping of regional characteristics with cultural IP as the core.

Dialect is the "root" and "soul" of regional culture, and plays the triple roles of "carrier, link and gene pool" in cultural transmission. Its language symbols and visual expression forms provide a unique entry point for urban IP design. Protecting dialects is not only language preservation, but also a strategic choice for cultural inheritance and innovation.

Lingnan culture refers to the unique regional cultural system formed in the Lingnan region of China (including Guangdong, Guangxi, Hainan, Hong Kong, Macao, etc.) in the course of long-term historical development. It combines the diversified influences of the Central Plains culture, oceanic culture, minority cultures, and foreign cultures (such as Nanyang culture and Western culture), and has formed the cultural qualities of openness and tolerance, pragmatism and innovation, and daring to be the first. As a core branch of Lingnan culture, Guangfu culture is characterised by the Cantonese language and dialectal characters, which are both culturally recognisable and emotionally connective. However, most of the current urban IP development focuses on generic cultural elements (e.g., non-heritage skills, landmarks), and there is still a lack of research on the visual transformation of dialect culture.

This study adopts the questionnaire survey method to explore the element extraction strategy of urban characteristic IP under the perspective of dialect, taking Guangfu culture as an example, aiming to solve the following problems:

1. How to explore the visual potential of dialect symbols to strengthen cultural identity?

2. How to balance dialectal characteristics and popular demand through technological empowerment and cross-border communication?

The results of the study can provide theoretical and practical references for the sustainable development of regional cultural IP.

2. Literature Review

The essence of urban IP is to achieve the storytelling and symbolic communication of regional culture through the excavation and innovative transformation of cultural symbols [1]. Existing studies emphasise the importance of digital and visual expression, such as the dynamic IP development of non-heritage elements, but the research on the visual transformation of dialect culture is still insufficient [2].

Dialect is a language variant of a specific region and is one of the important identifiers of the region. Dialects of different regions have unique phonetic, lexical and grammatical features, which can reflect information about the geographical environment and historical development of the region. For example, Cantonese has preserved a large number of ancient Chinese pronunciations and vocabularies, and has a unique phonological system, such as rich rhyming endings, which makes it a distinctive cultural symbol of the Lingnan region, and when people hear Cantonese, they can easily associate it with Guangdong, Hong Kong, Macao and other places. Cantonese is not only a tool for communication, but also a symbol of Canton's cultural identity. Its vulgar characters convey cultural metaphors through their glyphic structures and ideographic functions [3].

Existing studies have mostly focused on the universal aesthetics of Chinese character design, focusing on its conformity to the universal laws of popular aesthetics in terms of visual presentation and structural layout [4]. In the case of Guangfu culture (e.g., Hong Kong MTR signage), the design not only uses simple and modern graphic elements, but also subtly integrates the cultural connotation of Guangfu dialect. This kind of design not only facilitates the quick recognition by local residents, but also awakens their emotional resonance with the Guangfu culture, which greatly strengthens the cultural identity of the Guangfu people [5]. From the visual design level, we should not only study how to innovate font forms, colour combinations and typography according to the unique phonetic and semantic characteristics of the dialect, but also from the cultural communication level, we should explore how to make use of new media platforms and digital technologies to make the design of dialectal characters better integrate into the diversified communication scenarios of regional IPs, so as to achieve the organic combination of traditional culture and modern design concepts, and to promote the inheritance and innovative development of the regional culture. The development of regional culture inheritance and innovation should be promoted.

3. Research Methodology and Data Sources

A questionnaire was used in this study and fifteen questions were designed.

The study focuses on the Chinese household population. There are no restrictions on gender, age, occupation, or region. The questionnaire was designed by the authors themselves and was divided into five main sections: basic information about the respondents, their level of awareness of Guangfu culture and knowledge of representative elements, cultural transmission and design preferences, their level of knowledge of colours and architectural features, suggestions and open-ended feedback.

4. Result

4.1. Basic Information about the Respondents

There is no age limit for the study population, but eight classifications were made: under 15 years old, 1520 years old, 2125 years old, 2630 years old, 3140 years old, 4150 years old, 5160 years old, and

over 60 years old, as well as 22 occupational distinctions were made. The data is based on local Chinese respondents. Dialects are rooted in China's regional cultural and social contexts, and involve such complexities as dialectal pronunciation, colloquialisms, etc. Many of the words in the dialects (e.g., "drinking tea" in Cantonese, "swinging the Dragon Gate" in Sichuan and Chongqing) carry specific historical or folkloric meanings, and need to be understood correctly based on local cultural experiences. Non-native Chinese speakers may have bias in reading and understanding, which makes the data unreliable. Therefore, the questionnaire is only intended for Chinese people or those who have lived in China for a long time, and some distinctions are made between the provinces of domicile (or the most known provinces).

Three sets of data were obtained as shown in Figure 1.

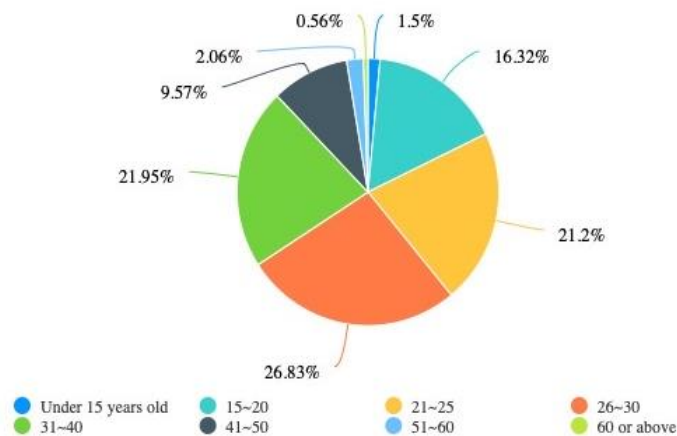


Figure 1. Age distribution of study participants

The study found that young groups dominate cultural consumption: 51.38 per cent of the population aged 21 to 30 years old prefer short videos, emoticons and other emerging media forms.

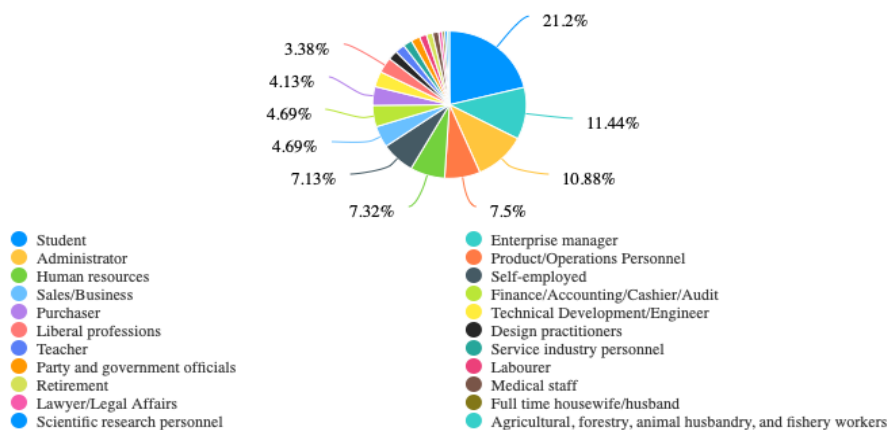


Figure 2. Occupational distribution of study participants

As Figure 2 shows, from the different occupational attributes, it can be observed that the student group (21.2%) tends to have fun design (e.g., dialect harmony blind box), and the working population (11.44%) is more concerned about practicality (e.g., office scene literature and creativity).

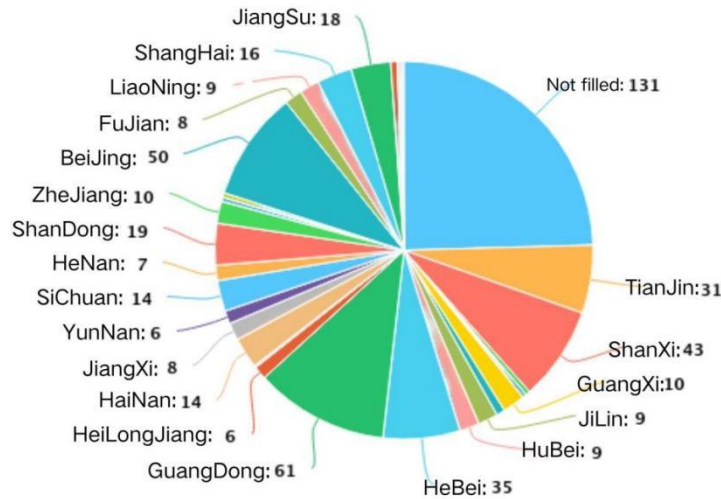


Figure 3. Regional distribution of the study population

Collecting the regional information of the respondents can analyze whether there are differences in people's awareness, interests, and participation in Guangfu culture among different regions. For example, residents in the core areas of Guangfu culture (such as the Pearl River Delta in Guangdong) may have different responses to Guangfu dialect characteristics, traditional customs, and other aspects compared to residents in surrounding areas or non-Guangfu cultural areas. As shown in Figure 3, the respondents of this questionnaire are more from southern China.

4.2. Guangfu Cultural Cognition and Representative Elements

These three questionnaire questions cut across the three dimensions of cultural cognition, visual symbol recognition and linguistic communication to comprehensively explore the awareness and influence of Guangfu culture among the general public.

The scale questions quantify the respondents' knowledge of Guangfu culture, and in the subsequent analysis, we can classify the scores and compare the differences in the responses of different cognitive level groups to other questions, in order to explore whether the cognitive level influences the judgement of the recognition and dissemination power of Guangfu cultural elements. The question "Which of the following do you think are representative visual elements of Guangfu culture?" helps to understand the public's intuitive impression of Guangfu culture, and to know which visual elements can trigger people's associations with Guangfu culture, which is important for shaping and reinforcing the cultural brand. Understanding the public's perception of dialect elements helps to strengthen cultural identity. Dialect carries local cultural characteristics and emotions, and clarifying which dialect elements have communication power can strengthen the public's sense of belonging to Guangfu culture and promote inheritance.

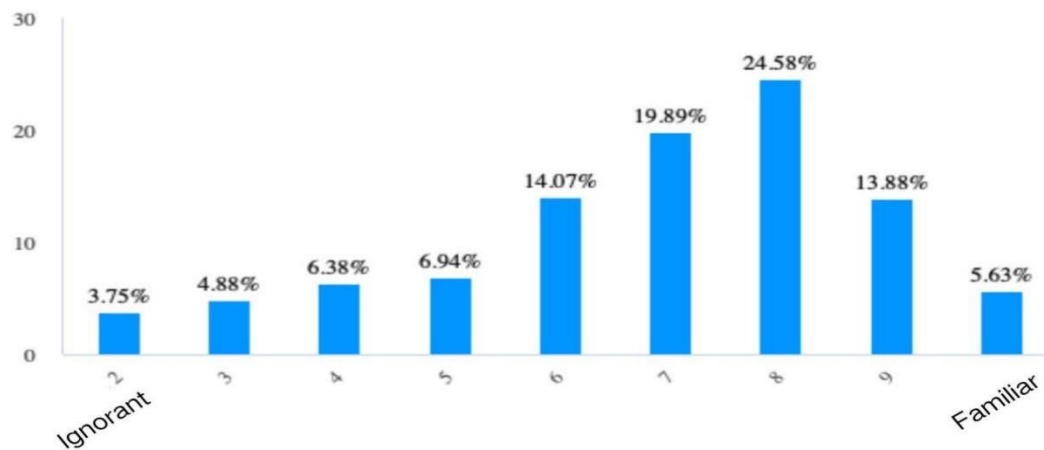


Figure 4. Distribution of respondents' understanding of Guangfu culture

From the overall data in Figure 4, the average value of the respondents' understanding of Guangfu culture is 5.84, which is at a relatively high level.

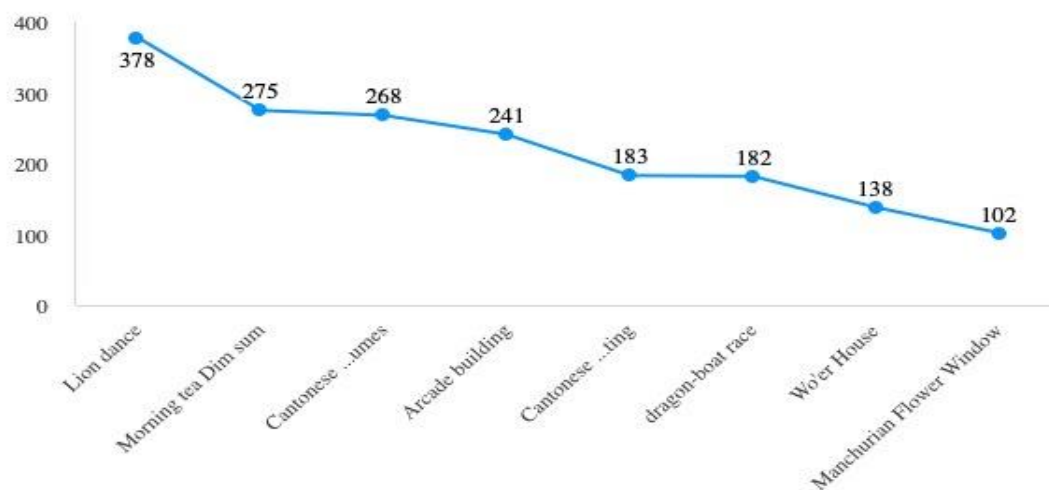


Figure 5. The choice of representative visual elements of Guangfu culture by the filler

Investigating the public's understanding of the visual elements of Guangfu culture can help clarify which elements are more representative and influential, providing a basis for cultural research and education. According to Figure 5, it can be understood that researchers have a high level of understanding of cultural symbols such as lion dance, morning tea, and Cantonese opera, which are representatives of Guangfu culture.

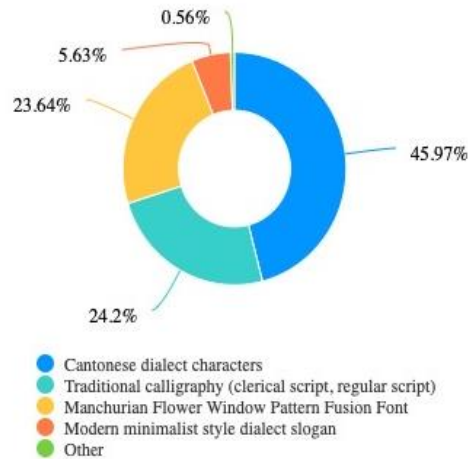


Figure 6. The most distinctive textual design elements of Guangfu culture

As Figure 6 shows, 45.97% of the respondents recognised Cantonese characters (e.g. "baa"). Extracting unique words from Cantonese is a feasible design approach, such as "baa", "have a free time to drink tea", etc. etc., and turn these words into visual symbols or design elements. For example, with the theme of "having a cup of tea at leisure", the teapot, teacups and dim sum are extracted for the design, so that more people can understand the food culture of Guangfu. Incorporate Cantonese characters into daily life scenes, such as designing a poster series on "Drinking Tea at Leisure", with scenes such as family gatherings and friends' get-togethers, accompanied by Cantonese characters, so that the audience can more easily resonate with them.

4.3. Cultural Communication and Design Preferences

These two questionnaires approach the topic of Guangfu cultural communication from different perspectives, with multiple choice questions focusing on breadth to collect the public's comprehensive views on the communicative power of various cultural elements, and single choice questions focusing on depth to accurately grasp people's preferences in the specific form of cultural communication of dialectal character motif design.

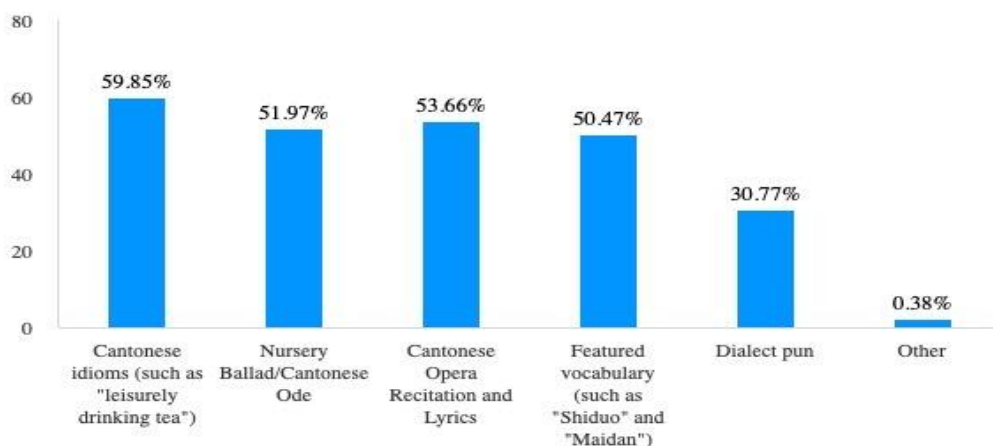


Figure 7. The most influential dialect element in spreading Guangfu culture

Clarifying which dialect elements have greater communicative power can help to select and utilize these elements in a targeted manner for the inheritance and promotion of Guangfu culture, ensuring that the core cultural values are widely disseminated. Figure 7 show that Cantonese idioms and nursery rhymes score high in the elements of Cantonese cultural dissemination, indicating a high level

of public awareness and acceptance of these elements, reflecting their strong cultural representativeness and dissemination power.

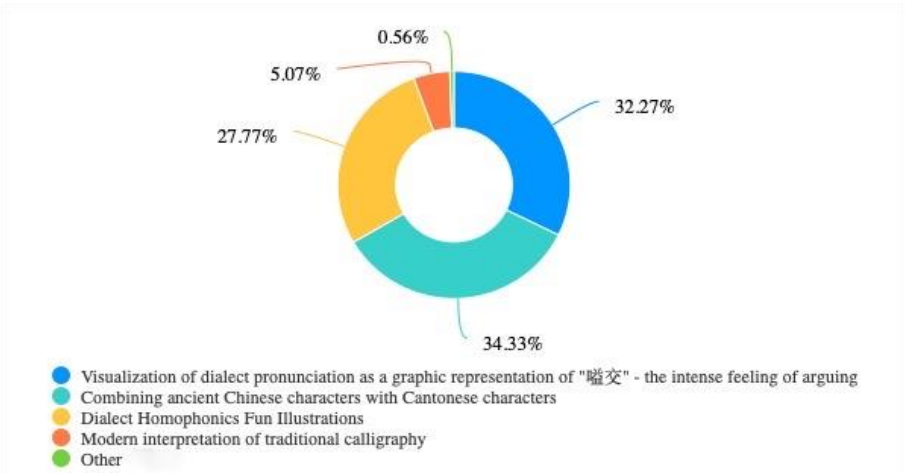


Figure 8. The dialect text pattern design form that the masses are more looking forward to. Expecting the combination of ancient Chinese characters and Cantonese characters accounted for 34.33%, it can be concluded that the development of font libraries combining ancient Chinese characters and Cantonese characters with both cultural heritage and simple style can satisfy users' demand for cultural integration, provide designers with rich creative resources, and at the same time, promote the inheritance and development of the culture of Cantonese language and ancient Chinese characters (see Figure 8).

4.4. Colour and Architectural Features

For workers engaged in related design, clarifying representative colour elements can provide a clear direction and source of inspiration for their creations, which can help design visual works with more characteristics of Guangfu culture and enhance the cultural recognition and infectiousness of the works. From the results, it can be concluded that people have a deeper impression of the red and gold colours of Guangfu culture, and in the actual design, traditional colour combinations can be borrowed, such as the red and gold design scheme. At the same time, it is also possible to make an innovative interpretation of traditional colours, by adjusting the brightness and saturation of colours, or fusing them with other modern colour elements, to create a visual work of Guangfu culture with a sense of the times.

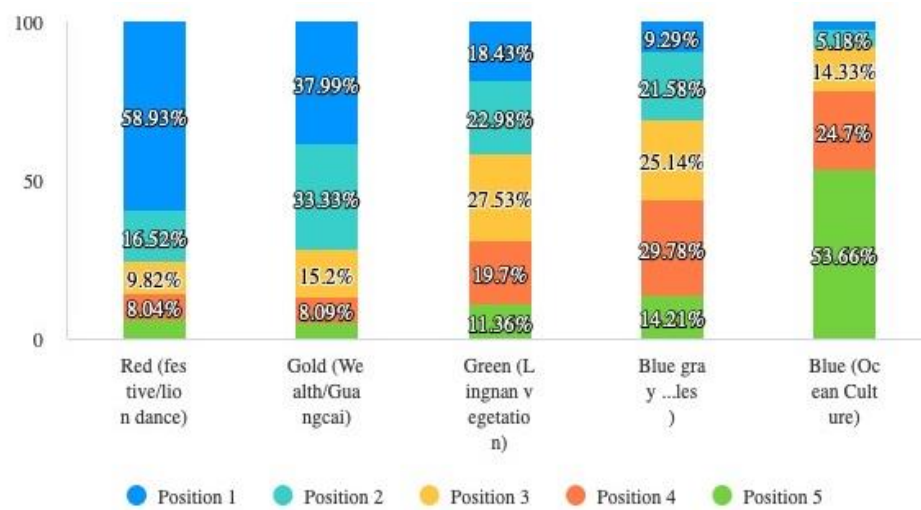


Figure 9. Ranking of design colors that best reflect the cultural characteristics of Guangfu

Understanding the most representative color elements of Guangfu culture, providing clear direction for designers, making design works more culturally distinctive and attractive, enhancing their cultural recognition and appeal, and helping to design visual works with Guangfu cultural characteristics. As shown in Figure 9, red and gold have high scores. Red symbolizes auspiciousness, celebration, courage, and vitality in Guangfu culture, and is often used in important occasions such as the Spring Festival and weddings, such as couplets and red envelopes. Its bright and eye-catching characteristics can instantly capture people's attention and become one of the core elements of visual communication in Guangfu culture. Gold is often associated with wealth, nobility, and glory, and is widely used in traditional architectural decoration, traditional crafts, and festival decoration in Guangfu, such as gold foil decoration in temples and golden lion dance props, adding a sense of luxury and solemnity. In the design of characteristic characters in Guangfu culture, the use of red and gold can effectively stimulate emotional resonance among viewers, enhance the artistic appeal of works, and make the spiritual connotation of Guangfu culture more vividly presented.

4.5. Suggestions and Open-ended Feedback

By reading the respondents' suggestions, the designer was reminded that the design could be labelled in both Guangfu dialect and Mandarin. For some important information or special features, they are highlighted in Guangfu dialect with a Mandarin translation next to it to make it easier to be understood by audiences with different language backgrounds. For example, in tourism posters, the welcome words in Guangfu dialect are used as the title, such as "When will you come again?", with "Looking forward to your visit again" in Mandarin at the bottom. The refinement of keywords helps to create a unified brand image of Guangfu culture, making it stand out from other local cultures. By highlighting these core spirits, the visibility and reputation of Guangfu culture can be enhanced, attracting more attention and resources, and promoting the development of cultural undertakings.



Figure 10. Keywords in communication suggestions

Referring to the keywords in Figure 10, among the many answers, we can hear the public's call for strengthening basic education and promoting Mandarin Chinese. At the same time, Guangdong Province should also strengthen the dissemination and popularization of Cantonese culture. Transform Cantonese idioms and Cantonese opera lyrics into visual design elements. For example, integrating the living scenes of Guangfu into cultural and creative products (such as tea set packaging, city guide signs), and enhancing regional identity through dialect copywriting. Linking catering, fashion, technology and other fields, such as Cantonese cuisine brands launching dialect menus, clothing brands designing Cantonese slogan T-shirts, or incorporating Cantonese rap performances in music festivals to attract diverse audiences. Multimedia can be used as a medium of communication to enhance creative transformation and innovative development.



Figure 11. High frequency keywords of Guangfu cultural spirit

In Figure 11, the author condensed the spirit of Guangfu, providing clear guidance for inheritance: clarifying the key words of the core spirit can provide direction for cultural inheritance activities and help carry out education and promotion around key elements.

5. Discussion and Recommendations

When designing a programme to promote dialect culture, it is possible to adopt a symbolic layered design, with high-recognition elements such as the lion and morning tea as the core of the IP narrative. For example, the "Lion Dance in Lingnan" AR interactive programme allows users to experience the charm of the lion dance and the cultural heritage of Lingnan in a scene that combines the virtual and the real. Users can scan specific lion images or landmarks to trigger the AR effect, watch the lion dance, listen to Cantonese explanations, and learn about the history and cultural background of the lion dance.

Designers can build story scenes with dialect characters, activate the colour potential of low-recognition elements such as wok houses, and integrate them into other projects through digital modelling. For example, in cultural tourism scenic spots, create wok house style architectural vignettes, landscape sculptures or resting pavilions, etc., so that tourists can experience the architectural beauty of wok houses during their visit; develop wok house-themed cultural and creative products, such as postcards, puzzles and models, etc., to enhance tourists' awareness of and interest in wok houses through the display of colours and shapes.

In terms of technology-driven experience, AR technology is used to realise the dynamic presentation of dialect characters, for example, scanning the word "drinking tea" to trigger Cantonese voice explanation; AI dialect illustration tools are developed to encourage user-generated content (UGC); and a dialect culture creation platform is set up to encourage users to engage in various forms of dialect cultural creations, such as literature, music, video, and so on, music, videos, etc. The platform can provide creation tools, material libraries and tutorials to help users improve their creation level. At the same time, activities such as dialect culture creation contests and exhibitions are held to display excellent works, provide accurate traffic and support for users, and form a good dialect culture creation ecology.

In terms of the sustainable development model, a collaborative mechanism of "government, enterprise and community" has been established to give full play to the role of the community and allow community residents to participate in the dialect culture promotion programme. The government and businesses should promote the commercialisation of dialect IPs in parallel with public welfare; launch a "morning tea blind box" in conjunction with a catering brand, incorporating Cantonese calligraphy and lion elements into the packaging design to attract consumers' attention. They can also set up dialect culture display areas or interactive experience areas in catering venues, such as playing dialect videos and displaying dialect text introductions, to create a strong dialect culture atmosphere. At the same time, marketing activities related to dialect culture can be carried out, such as organising dialect-

themed activities and launching dialect special dishes. In addition to the catering industry, cross-border co-operation with other industries such as fashion, science and technology, and education can also be carried out. For example, co-operation with fashion brands to launch dialect culture-themed clothing and accessories; co-operation with technology enterprises to develop dialect culture-related smart products, such as smart speakers and learning APPs; and co-operation with educational institutions to carry out dialect culture education courses and training.

To sum up, through the efforts of symbol layered design, technology-driven experience and sustainable development model, we can effectively promote dialect culture, let more people understand and love this unique cultural treasure, and at the same time inject new vitality and momentum into the development of local culture.

6. Conclusions

The IPisation of Guangfu dialect character design elements needs to be oriented to the needs of young groups, and a balance between cultural depth and mass communication should be achieved through symbolic refinement, scenario-based innovation, technological empowerment and cross-border cooperation. Insufficient sample size leads to limited representativeness. Existing studies are mostly based on sample data from local areas or specific age groups, making it difficult to comprehensively cover the cultural diversity of the Guangfu dialect area. For example, the lack of research depth in sub-dialect areas such as western Guangdong and northern Guangdong may overlook the differentiated characteristics of dialect pronunciation and vocabulary usage habits, resulting in limited universality in the refinement of IP design elements. The combination of quantitative and qualitative research is insufficient, with the research focusing on semiotic analysis or scenario-based design cases, and lacking in the in-depth excavation of user behaviour data. For example, the dissemination paths and user interaction patterns of dialect IPs in short video platforms and social media have not been systematically analysed, making it difficult to accurately assess the transformation efficiency of cultural symbols.

Future research can further explore the emotional and economic value of dialect IPs, and promote the upgrading of regional culture from an "identifier" to a "sustainable ecology".

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