

Exploration of the Inheritance Status and Development Path of the Folk Nursery Rhymes in Leizhou Peninsula

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Abstract

The inheritance status of folk nursery rhymes in Leizhou Peninsula is not optimistic. The survey results show that there are many problems in the inheritance of folk nursery rhymes in Leizhou Peninsula such as attitudes and usage, and including deficiencies in usage environment, value recognition, content updates, dissemination channels, and attention and importance, etc. The people of Leizhou Peninsula have a strong desire to inherit folk nursery rhymes, but there is a lack of action. The development of folk nursery rhymes in Leizhou Peninsula can be achieved through strengthening records, realizing the modernization of Leizhou Peninsula folk nursery rhymes, and promoting multi subject development. Multiple stakeholders should work together to promote the development of folk nursery rhymes in Leizhou Peninsula, such as relevant departments, education, business, families, and individuals, etc.

Keywords

Leizhou Peninsula, Folk Nursery Rhyme, Inheritance Status, Existing Problems Development Path

1. Introduction

Folk nursery rhymes are a cultural carrier with distinct local characteristics. The Leizhou Peninsula is located at the southernmost tip of mainland China, with various dialects such as Leizhou dialect, vernacular, Hakka dialect, and a variety of folk nursery rhymes. Previously, there were some studies on folk nursery rhymes, such as Chen Limao and Wu Linrong's research on the characteristics of folk nursery rhymes in Suixi County, Leizhou Peninsula (Chen & Wu, 2024: pp. 79-

84); Chen Limao and Chen Haixia discussed the Min dialect nursery rhymes of Xuwen County in Leizhou Peninsula (Chen & Chen, 2024: pp. 763-779); Li Jian believes that the creation method of Leizhou nursery rhymes is related to the dissemination efficiency and role of Zhanjiang's "Lei culture" (Li, 2022: pp. 39-41); Li Jian emphasized that it is necessary to integrate local elements of the Leizhou Peninsula into the creation of children's programs (Li, 2021: pp. 32-33); Chen Jufen and Chen Yan conducted field investigations on the music teaching ecology, art creation ecology, and cultural tourism innovation ecology of Hakka nursery rhymes in Meizhou area, exploring the construction of a diversified innovative inheritance system for nursery rhymes in the new era (Chen & Chen, 2022: pp. 21-26). However, the above achievements did not specifically explore the inheritance status and development path of folk nursery rhymes in Leizhou Peninsula. So, what is the inheritance status of folk nursery rhymes in Leizhou Peninsula? What are the possible development paths for it? This article is based on a questionnaire survey conducted to explore the existing problems in the inheritance of folk nursery rhymes in the Leizhou Peninsula, and to comprehensively analyze relevant factors in order to attempt to answer the above questions. The folk nursery rhymes of Leizhou Peninsula mentioned in this article not only include the Min dialect nursery rhymes of Leizhou Peninsula, but also include all the Chinese dialect nursery rhymes contained locally, such as Yue dialect and Hakka dialect nursery rhymes.

2. Research and Analysis on the Inheritance Status of Folk Nursery Rhymes in Leizhou Peninsula

This article conducted a survey on the current inheritance status of folk nursery rhymes in the Leizhou Peninsula, mainly using questionnaire method. A total of 744 valid questionnaires were collected, covering areas such as Chikan, Xiashan, Mazhang, Lianjiang, Leizhou, Suixi, Potou, Wuchuan, Xuwen, etc. The surveyed subjects were teenagers who grew up in the Leizhou Peninsula, regardless of whether they were on or off campus, with ages mainly ranging from 16 to 25 years old. This survey designed more than 10 questions, including multiple-choice questions, multiple choice questions, and subjective questions, mainly focusing on four aspects: attitude towards folk nursery rhymes, use of folk nursery rhymes, inheritance of folk nursery rhymes, and protection of folk nursery rhymes. There are many personnel involved in conducting this survey, and it is not possible to list their names one by one. This is to clarify and express our sincere gratitude.

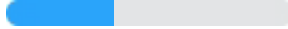
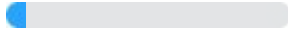
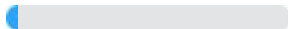
2.1. Attitude towards Folk Nursery Rhymes in Leizhou Peninsula

The questionnaire results show that 27.96% of the total number of people believe that the loss of folk nursery rhymes in Leizhou Peninsula is very serious, 61.96% think it is relatively serious, 7.93% of people do not think that this phenomenon exists, and 2.15% of people believe that "it doesn't matter, it is an inevitable trend of development".

As for the question of "how many local folk songs and nursery rhymes do you

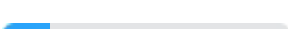
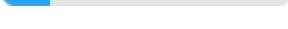
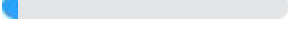
know”, 50.4% of the respondents are unsure of their mastery of the folk nursery rhymes of Leizhou Peninsula. This indicates that many people have heard folk nursery rhymes from the Leizhou Peninsula when they were young, but have had less exposure to nursery rhymes since then, and only have some impressions of nursery rhymes in their minds, making it difficult to determine how many nursery rhymes they remember. And 37.63% of the respondents only have a reserve of 2-4 songs. This indicates that the current public has limited knowledge of folk nursery rhymes in Leizhou Peninsula, proving that the loss of folk nursery rhymes in Leizhou Peninsula cannot be underestimated. See **Table 1** for details.

Table 1. Familiarity of folk nursery rhymes among the people of Leizhou Peninsula.

Options	Subtotal	Proportion
Uncertain	375	 50.4%
2 - 4	280	 37.63%
5 - 10	57	 7.66%
>10	32	 4.3%
Number of valid respondents for this question	744	

As for the question of “how to view the future development of folk songs (nursery rhymes)”, 75.13% of the respondents believe that folk nursery rhymes should be vigorously promoted, indicating that the majority of the public supports the inheritance and development of folk nursery rhymes in Leizhou Peninsula. This also indicates that there is potential for the inheritance and development of folk nursery rhymes in the Leizhou Peninsula. See **Table 2** for details.

Table 2. Attitude of Leizhou Peninsula towards the future development of folk nursery rhymes.

Options	Subtotal	Proportion
Folk Nursery Rhymes should be Vigorously Promoted and Inherited	559	 75.13%
Let Them Develop Naturally	124	 16.67%
In Modern Society, Folk Nursery Rhymes Have Little Meaning	38	 5.11%
Others	23	 3.09%
Number of Valid Respondents for this Question	744	

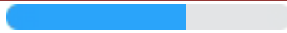
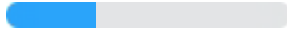
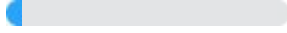
From the above answers, it can be seen that most people in Leizhou Peninsula have realized and believe that the current phenomenon of the loss of folk nursery rhymes in Leizhou is quite serious and should be taken seriously.

2.2. The Use of Folk Nursery Rhymes in Leizhou Peninsula

In daily life, the people of Leizhou Peninsula come into contact with folk nursery

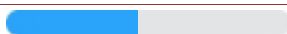
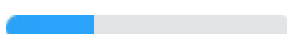
rhymes mainly for family education, followed by online media, and then school education. It can be seen that the family is undoubtedly the main battlefield for the inheritance of folk nursery rhymes. See **Table 3** for details. The following table, due to the fact that the corresponding selected topics are multiple-choice, the combined proportion may exceed 100%. This is to clarify.

Table 3. Ways of exposure to folk nursery rhymes in Leizhou Peninsula.

Options	Subtotal	Proportion
Family Education	476	 63.98%
School Education	237	 31.85%
Online Media	391	 52.55%
Other Avenues	45	 6.05%
Number of Valid Respondents for this Question	744	

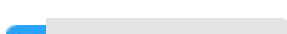
As for the scene in which folk nursery rhymes were sung, 50.27% of the respondents were improvising, 46.64% were playing games, and 43.82% were soothing children to sleep. This shows that nursery rhymes are not only used to soothe children to sleep nowadays. See **Table 4** for details.

Table 4. Occasions for spreading folk nursery rhymes in Leizhou Peninsula.

Options	Subtotal	Proportion
Play Games	347	 46.64%
Put the Children to Sleep	326	 43.82%
Artistic Performance	234	 31.45%
Sing whenever you want	374	 50.27%
Number of Valid Respondents for this Question	744	

As for when to use folk nursery rhymes for communication, 47.04% of respondents use nursery rhymes during conversations with elders, 52.82% use nursery rhymes during conversations with children, and 45.56% use nursery rhymes during small talk with children. Both of these situations are related to children. See **Table 5** for details.

Table 5. Scenarios for the exchange and use of folk nursery rhymes in Leizhou Peninsula.

Options	Subtotal	Proportion
Chatting with elders	350	 47.04%
Communicating with Children	393	 52.82%
Chatting with Children	339	 45.56%
Others	108	 14.52%
Number of Valid Respondents for this Question	744	

From the above table, it can be seen that the respondents' use of folk nursery rhymes in Leizhou Peninsula is more concentrated in the process of communicating with children or elders, indicating that the use of nursery rhymes in daily life is more limited. At the same time, with the advancement of technology, online media has become an important carrier for people to come into contact with nursery rhymes, and the nursery rhymes encountered through online media are more diverse than those encountered in family education. However, there is a certain gap between accessing nursery rhymes through school education and the two aforementioned methods. However, in actual teaching, frontline teachers may overlook folk nursery rhymes due to factors such as teaching assessment and progress, and may even lack corresponding textbooks. Therefore, there is relatively little exposure to nursery rhymes through school education. Most of the respondents in **Table 4** improvised and sang nursery rhymes whenever they wanted. This indicates that the current use of nursery rhymes is no longer limited to coaxing children, playing games, etc., but rather a way to entertain oneself and satisfy spiritual needs. This is a new direction for the inheritance and development of folk nursery rhymes.

3) The inheritance of folk nursery rhymes in Leizhou Peninsula

As for whether they have heard people around them sing folk nursery rhymes in recent years, 92.74% of the respondents were divided into three categories: "never heard, basically not heard, sometimes, but not many", indicating that the inheritance status of folk nursery rhymes in Leizhou Peninsula is indeed not optimistic. See **Table 6** for details.

Table 6. Popularity of folk children's rhymes in Leizhou Peninsula.

Options	Subtotal	Proportion
Heard Often	54	7.26%
Sometimes, but not Often	295	39.65%
We can hardly Hear Them, just a few Times	329	44.22%
We Have never Heard Them before	66	8.87%
Number of Valid Respondents for this Question	744	

Table 7. Are you willing to teach the folk nursery rhymes of Leizhou Peninsula to the next generation.

Options	Subtotal	Proportion
Will	380	51.08%
Won't	67	9.01%
Depending on Circumstances	297	39.92%
Number of Valid Respondents for this Question	744	

Furthermore, as for whether the folk nursery rhymes of Leizhou Peninsula will be taught to the next generation, only 9.01% of the respondents answered in the negative. This shows that although the current situation of inheritance is not optimistic, the people of Leizhou Peninsula still hope that folk nursery rhymes can be inherited. See **Table 7** for details.

From **Table 6** and **Table 7**, it can also be seen that the popularity of folk nursery rhymes in Leizhou Peninsula is relatively low, mostly only able to sing a few songs. Most respondents believe that the popularity of folk nursery rhymes passed down by contemporary young people is insufficient. This once again confirms the serious loss of folk nursery rhymes in the Leizhou Peninsula.

In addition, we also asked the respondents “What do you think are the reasons for the disappearance of folk nursery rhymes, and what do you think relevant parties can do to protect and rescue folk nursery rhymes?” Based on the respondents’ answers, the reasons mentioned include the lack of language environment, insufficient inheritance, lack of audio and video materials, the death of the older generation, the impact of online culture, the lack of attention from relevant parties, and changes in attitudes. Among them, the two reasons mentioned by most respondents are the lack of attention and the impact of online culture.

The current situation of the inheritance of folk nursery rhymes in the Upper Leizhou Peninsula is not satisfactory. Many respondents are also aware of this issue and believe that it needs to be inherited and developed, but they are generally confused about how to inherit and develop the folk nursery rhymes of Leizhou Peninsula. How should we inherit and develop the folk nursery rhymes of Leizhou Peninsula? Next, we will first analyze the inheritance of folk nursery rhymes in Leizhou Peninsula.

3. Analysis of the Problem of Inheriting Folk Nursery Rhymes in Leizhou Peninsula

3.1. Lack of Usage Environment

The usage environment of folk nursery rhymes in Leizhou Peninsula includes factors such as users, functions, and scenes, and over time, all three of them have decreased or disappeared to varying degrees. Firstly, there is a decrease in users. As mentioned earlier, in the past, most parents of children in Leizhou Peninsula went out to work, and the users who used nursery rhymes to take care of their children were elderly people such as grandparents. These elderly people are gradually passing away. The current situation is that children are mostly raised by their biological parents themselves, and nursery rhymes are generally used less to coax children. The elderly have less contact with children, and the opportunity to use nursery rhymes is reduced. At the same time, with the change of mindset, some people believe that folk nursery rhymes in Leizhou Peninsula sound “tacky and unpleasant”, afraid of affecting their children’s accents, so grandparents or parents let their children have less exposure to folk nursery rhymes. The reduced use of nursery rhymes means that they were originally used by people to coax children.

Nowadays, people can use various toys, short videos, or cartoons to coax children, and there is no longer a need for nursery rhymes to coax them. The disappearance of usage scenarios refers to the scenarios that folk nursery rhymes are adapted to. Most folk nursery rhymes were created in the old society or decades ago and passed down orally. With social changes, the scenes described in folk nursery rhymes have disappeared, leading to the gradual forgetting of nursery rhymes as a non-material cultural form.

3.2. Lack of Value Recognition

When it comes to nursery rhymes, many people's reaction is that they are used to watch children, which is equivalent to a toy. Although this is a common use, its value goes far beyond that. As for the folk nursery rhymes of Leizhou Peninsula, they can serve as a blueprint for script and music adaptation. The rich local customs contained in the folk nursery rhymes of Leizhou Peninsula are also an important way for children to gain colorful life experiences. The combination of multiple similar syllables in folk nursery rhymes from Leizhou Peninsula can help improve children's memory. It can also bring valuable emotional experiences to people. Psychological attachment theory suggests that there is often intimacy between children and caregivers, resulting in pleasurable experiences for both parties (Feng, 2006: p. 25). Leizhou Peninsula folk nursery rhymes are based on the mother tongue dialect, which helps local children form similar experiences. Every word and sentence tells the beautiful experience brought by nursery rhymes. And it is the profound value of folk nursery rhymes from Leizhou Peninsula to the local people. This deep level of value is a unique experience that cannot be easily replaced by toys or other things.

3.3. Missing Content Updates

The theory of cognitive development holds that children's cognitive development is staged. The development of each stage follows a certain order and is difficult to surpass (Huang, 2021). Children's understanding of things in this world often has a certain connection with reality. Many of the folk nursery rhymes in Leizhou Peninsula are no longer applicable to children today. As the nursery rhyme "June 6th" goes, "The doll eats wine with a black thief, the black thief has a raw shell with chicken horns, the chicken horns have raw feathers with pig intestines, the pig intestines have raw feces with longan, the longan has raw flowers with golden melon, the golden melon is peeled with black plum, the black plum is astringent with juice, the sauce is fragrant with ginger, the ginger is spicy with eel, the eel is smooth, with pineapple core, pineapple core skin, with a water turtle, the water turtle has water, with a water ghost, take the water ghost to become a Taoist, take the Yuqi to swing the blade". The words such as "doll, chicken horn, turtle, and ancestral path" in this are not easy for today's children to understand, which can cause them to be confused when listening to these nursery rhymes, without creating a visual effect or leaving a deep impression on them. There is also the nursery

rhyme “Feeding the Cow Nongzi” that goes, “Feeding the Cow Nongzi commits a sin, the rain presses down on his clothes and there is no way to change them. When someone gives him a shirt, he feels too wide, and when he gives it back, he feels too cold.” It tells the bitter emotional journey of a cowherd when it rains. However, nowadays, no child needs to herd cattle, so when they hear this nursery rhyme, they will not resonate emotionally with its content, and naturally will not have much interest in it. From this, it can be seen that the lack of updated content in some folk nursery rhymes of Leizhou Peninsula has led to some confusion in their inheritance.

3.4. Lack of Transmission Channels

The folk nursery rhymes of Leizhou Peninsula are generally passed down orally from elders in the family to the next generation or grandchildren, and are rarely recorded in writing. They are usually spread within the family or village. This dissemination method has limitations such as a small dissemination range and being easily forgotten. Although with the progress of the times, some people have also used WeChat, Tiktok and other new media to spread folk nursery rhymes on the Leizhou Peninsula, the uploaded audio and video are relatively simple. Generally, only one person is singing folk nursery rhymes on the Leizhou Peninsula. Some people even have no subtitles, and audiences in other regions cannot understand them. This is not very attractive to today’s fragmented reading and netizens who want to seek entertainment on apps such as Tiktok, and there are few video audiences who sing nursery rhymes in dialect without subtitles. This is also the limitation of the current dissemination channels of folk nursery rhymes in Leizhou Peninsula.

3.5. Lack of Attention and Importance

Currently, overall, the relevant parties in the Leizhou Peninsula still need to strengthen their attention to the protection and development of folk nursery rhymes in Leizhou Peninsula. There is a lack of effective measures in the face of the discontinuity in the inheritance and development of folk nursery rhymes in Leizhou Peninsula. There are almost no folk nursery rhymes from Leizhou Peninsula in school textbooks or classrooms; At the academic level, when protecting and developing the culture of the Leizhou Peninsula, the focus is often on Leizhou songs, Lei dramas, stone drums, etc. There are almost no seminars, art festivals, etc. related to folk nursery rhymes of the Leizhou Peninsula. The lack of attention and importance undoubtedly hinders the inheritance and development of folk nursery rhymes in Leizhou Peninsula.

4. Exploration of the Optimization Path for the Inheritance of Folk Nursery Rhymes in Leizhou Peninsula

Against the backdrop of the current society’s recognition of excellent traditional culture, why is the inheritance situation of folk nursery rhymes in Leizhou Penin-

sula so pessimistic despite the strong desire of the public to inherit them? This is not only a problem of the limitations of folk nursery rhymes in Leizhou Peninsula, but also related to the level of attention from relevant parties and the research focus of scholars. Although the survey questionnaire of this study is mainly targeted at teenagers, some relevant insights can also be extracted from it for the general public in Leizhou Peninsula, as follows.

4.1. Promote the Scientific Recording of Folk Nursery Rhymes in Leizhou Peninsula

Due to the fact that folk nursery rhymes in Leizhou Peninsula are currently in need of rescue, it is necessary to compile and record the remaining nursery rhymes. The relevant work can be led by relevant departments and assisted by multiple parties to work together to record the folk nursery rhymes of Leizhou Peninsula. Relevant parties can include the folk nursery rhymes of Leizhou Peninsula in the scope of intangible cultural heritage collection and organization, carry out in-depth collection and organization of Leizhou Peninsula folk nursery rhymes among the people, and cooperate with university scholars, relevant civil organizations, etc. to develop more specific protection plans. Moreover, rewards can be used to mobilize the people of Leizhou region to collect folk nursery rhymes of Leizhou Peninsula around them, and promote the completion of the recording and compilation of Leizhou Peninsula folk nursery rhymes. At the same time, relevant departments and scholars can dig deeper into the value of Leizhou Peninsula folk nursery rhymes, identify the meaning of Leizhou Peninsula folk nursery rhymes that are compatible with the current era, increase publicity, let the public better understand the importance of Leizhou Peninsula folk nursery rhymes, enhance public awareness of protecting Leizhou Peninsula folk nursery rhymes, and better promote the inheritance of Leizhou Peninsula folk nursery rhymes.

4.2. Promote the Modernization of Folk Nursery Rhymes in Leizhou Peninsula

4.2.1. Content Modernization

The content of folk nursery rhymes in Leizhou Peninsula describes the lives of people today, and the vocabulary used can also be contemporary. For example, there is a new Cantonese nursery rhyme “Jump Rope Song” created by a newcomer: “The rooster crows, the sun smiles, and children go to the playground to jump. Stretch out your hand, bend your waist, and jump rope frequently to learn how to compete for minutes and seconds. Don’t let go of the good times, everyone should exercise and stay healthy. The psychological characteristics and interests of children can better promote the folk nursery rhymes of Leizhou Peninsula to become popular works for children and people.

4.2.2. Rhythm Modernization

The rhythm of Leizhou Peninsula folk nursery rhymes is simple and catchy, but for the current aesthetic orientation, its rhythm is a bit monotonous. Therefore, it

is possible to promote the songification of Leizhou Peninsula folk nursery rhyme rhythm, and apply multi part melodies to Leizhou Peninsula folk nursery rhymes. For example, the Cantonese nursery rhyme “Heavy Rain” was originally a single part melody with a long tone and a slightly shouting feeling, but the speed was relatively slow. Some people adapted it into a choir, with a fresh and bright melody, lively and jumping rhythm, and easy to sing, making it one of the most widely spread nursery rhymes in Guangdong region.

4.2.3. Fashionable Style

In today’s information age, people will be exposed to various new things, and if they are not attractive, they are easily eliminated. Nursery rhymes are the same, they need to enhance their timeliness in order to establish themselves in this era. Therefore, in addition to its original simple form, folk nursery rhymes in Leizhou Peninsula can also incorporate some popular elements, such as jazz RAP, Traditional Chinese opera, such as the original work “Little Water Drop” sung by a group in the 4th Guangdong Province College Student Vocal Competition, incorporates the musical elements of the nursery rhyme “Moonlight” into the song. The instrumental music of the vocals and the combination of Mandarin and Cantonese give a refreshing feeling. The folk nursery rhymes of Half Island in Leizhou can be learned from this example to enrich their own style and increase their appeal.

4.2.4. Modernization of Communication Channels

It can be seen from the above that some people have tried to spread folk nursery rhymes in Leizhou Peninsula by using new media such as WeChat official account, video number, Tiktok, Kwai, etc. However, the quality is uneven, so we should start from improving the quality of video. Firstly, it is necessary to enrich the content of the audio or video by adding corresponding images and animations based on the nursery rhyme content, as well as adding corresponding flower characters, emoticons, etc. at emotional nodes. Then, adjust the video content according to popular memes. At the same time, when uploading to the corresponding platform, adjust the video according to the audience characteristics of the platform. Efforts can also be made to explore new channels of dissemination, such as platforms like Xiaohongshu and Bilibili, so that more people can come into contact with the distinctive folk nursery rhymes of Leizhou Peninsula.

4.2.5. Develop and Protect Modernization

The protective development of folk nursery rhymes in Leizhou Peninsula is also an important aspect of the current development of folk nursery rhymes in Leizhou Peninsula. When promoting its modernization, special attention should also be paid to the protective development of Leizhou Peninsula folk nursery rhymes, which cannot be homogenized. Its characteristics should be protected, and when modernizing Leizhou Peninsula folk nursery rhymes, inspiration should also be drawn from the authentic Leizhou Peninsula folk nursery rhymes. Development is also a form of protection, not just a record. Conducting effective development

and involving more people is also a strong form of protection and intervention, and the same applies to folk nursery rhymes in Leizhou Peninsula.

4.3. The Development of Folk Nursery Rhymes in Leizhou Peninsula Is Promoted by Multiple Stakeholders

Against the backdrop of the current society's recognition of excellent traditional culture, why is the inheritance situation of folk nursery rhymes in Leizhou Peninsula so pessimistic despite the strong desire of the public to inherit them? This is not only a problem of the limitations of folk nursery rhymes in Leizhou Peninsula, but also related to the level of attention from relevant parties and the research focus of scholars as follows.

4.3.1. Promotion at Relevant Levels

Firstly, a specialized department can be responsible for the development of folk nursery rhymes in Leizhou Peninsula, coordinating the development of folk nursery rhymes in Leizhou Peninsula. In addition, we will fully utilize the policies for the protection of intangible cultural heritage and raise funds through multiple channels to promote the development of folk nursery rhymes in Leizhou Peninsula. Like the Leizhou Song Memorial Hall, relevant departments take the lead, private forces participate, and multiple entities cooperate to build the Leizhou Peninsula Folk Nursery Hall. It can be built in some capable districts and towns to enhance its influence. This memorial hall is not only a venue for exhibitions, collections, seminars, and training, but also a comprehensive display of folk nursery rhymes from the Leizhou Peninsula. Secondly, mass cultural performance activities and literary works selection are important platforms for promoting the innovative development of folk nursery rhymes in Leizhou Peninsula. Relevant departments can hold competitions related to folk nursery rhymes in Leizhou Peninsula to promote the development of folk nursery rhymes in Leizhou Peninsula. Once again, active inheritors of Leizhou Peninsula folk nursery rhymes can be selected and organized to become a team for the inheritance of Leizhou Peninsula folk nursery rhymes. The team can also adapt folk nursery rhymes from the Leizhou Peninsula to create nursery rhymes that are more in line with the development of the times. Finally, we support the call for experts and scholars to conduct research on the folk nursery rhymes of Leizhou Peninsula, leaving more scientific data for the inheritance of Leizhou Peninsula folk nursery rhymes.

4.3.2. Promotion at the Educational Level

Firstly, when conditions are ripe, Leizhou Peninsula folk nursery rhymes can be incorporated into the second classroom of primary schools or kindergartens, allowing children to systematically experience Leizhou Peninsula folk nursery rhymes and eliminate unfamiliarity. Experts, scholars, or enthusiasts who study the folk nursery rhymes of the Leizhou Peninsula can be invited to give presentations at the school, so that children can have a better understanding of the folk nursery rhymes of the Leizhou Peninsula and awaken their memories of them.

Secondly, interest classes for Leizhou Peninsula folk nursery rhymes can be established, so that the inheritance of Leizhou Peninsula folk nursery rhymes can start from students and continue to thrive. Again, due to the geographical advantages of universities in Zhanjiang for studying folk nursery rhymes from the Leizhou Peninsula, more scholars can be invited to conduct research on this basis, thereby promoting its protection and development. Finally, many students from these universities were born and raised in the Leizhou Peninsula, and have a natural affinity for Leizhou Peninsula folk nursery rhymes. It is recommended that enthusiasts of Leizhou Peninsula folk nursery rhymes come to universities to give lectures, so that students can understand the current survival status of Leizhou Peninsula folk nursery rhymes and stimulate their interest in the inheritance of Leizhou Peninsula folk nursery rhymes, in order to inherit and protect them.

4.3.3. Promotion at the Commercial Level

When conditions permit, the development of folk nursery rhymes in Leizhou Peninsula can be promoted from a commercial perspective. Firstly, vigorously promote and arouse interest. Currently, many satellite TV stations have established music programs that promote and adapt classic music, and they are very popular. Many musicians incorporate unique musical elements during the adaptation process, and through relevant operations, the musicians of these programs can incorporate Leizhou Peninsula folk nursery rhymes during the adaptation and perform representative Leizhou Peninsula folk nursery rhymes in the program. Under the influence of these highly disseminated platforms and traffic, the uniqueness of Leizhou Peninsula folk nursery rhymes and people's highly respected attitudes towards traditional culture, many people will learn about Leizhou Peninsula folk nursery rhymes. For example, in the program "Happy Again", an actor adapted a Hainan folk song in Hainan, which made it popular and allowed more people to learn about Hainan folk songs. We can also showcase related audio and video of folk nursery rhymes from Leizhou Peninsula on multiple platforms to increase exposure. Secondly, provide excellent service and expand influence. The Leizhou Peninsula Folk Nursery Hall can also invite inheritors of Leizhou Peninsula folk nursery rhymes to create more modern nursery rhymes, allowing visitors to experience both traditional and trendy Leizhou Peninsula nursery rhymes. Finally, increase added value and enhance value. We can sell some cultural and creative products related to the folk nursery rhymes of Leizhou Peninsula, such as figurines and dolls created based on the content of Leizhou Peninsula folk nursery rhymes. We can concretize the abstract Leizhou Peninsula folk nursery rhymes and project the images from representative classic Leizhou Peninsula folk nursery rhymes into digital music. Through the above operations, it is believed that the folk nursery rhymes of Leizhou Peninsula have already gained considerable commercial value, and naturally many people will continue to deepen the commercial value of Leizhou Peninsula folk nursery rhymes, thus enabling them to be more effectively passed down.

4.3.4. Promotion at the Family and Individual Levels

From the survey questionnaire on the inheritance status of folk nursery rhymes in Leizhou Peninsula mentioned earlier, it can be seen that people have a strong desire to inherit folk nursery rhymes in Leizhou Peninsula, but they are struggling to find a way to start. Firstly, the family is the main battlefield for the inheritance of nursery rhymes. Parents should eliminate the misconception that folk nursery rhymes in Leizhou Peninsula are outdated, and take the initiative to teach children nursery rhymes at appropriate times to stimulate their interest. Secondly, you can collect and save the folk nursery rhymes of the Leizhou Peninsula around you, and then make clear the value of the folk nursery rhymes of the Leizhou Peninsula through searching information on the Internet or browsing the official account, so as to carry on the folk nursery rhymes of the Leizhou Peninsula. Again, we can actively promote Leizhou Peninsula folk nursery rhymes in audio and video on relevant short video platforms, so that more people can know about Leizhou Peninsula folk nursery rhymes. Finally, actively respond to the promotion and development of folk nursery rhymes in Leizhou Peninsula by relevant departments and education departments.

5. Conclusion

In summary, in order to protect and develop the folk nursery rhymes of Leizhou Peninsula, we not only need to break through the limitations of Leizhou Peninsula folk nursery rhymes with modernization to achieve their sustainable development, but also need relevant departments, education, families, individuals and other stakeholders to work together to promote them. Of course, we can also explore the value of Leizhou Peninsula folk nursery rhymes from a commercial perspective, so that they can be effectively developed and protected as an important carrier of intangible cultural heritage. This also has a certain enlightening effect on solving the problem of difficulty in effectively inheriting intangible cultural heritage in other regions.

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Author Contributions

Conceptualization, Limao Chen, Jieli Chen; methodology, Limao Chen; software,

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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