

A Study on the Cultural Interaction Characteristics of New Generation Migrant Workers Under Symbolic Interaction Theory

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Abstract

The term migrant workers was first proposed by researcher Wang Chunguang in 2001 in response to the social phenomenon of rural migrant population working in cities and the social problems arising from it. The emergence of migrant workers is a product of the differences in household registration, labor and employment, health insurance and education systems and the unbalanced and insufficient development in a specific historical period of society and in the stage of urban and rural development. Along with the continuous development of urbanization, a new generation of migrant workers has emerged. In terms of emotional identity, cultural level, career planning, and demand structure, the new generation of migrant workers shows a different posture from the past. To address this phenomenon, this paper takes symbolic interaction theory as the theoretical guide, observes the psychological and emotional structure of the new generation of migrant workers in the current society, and theoretically interprets the content and characteristics of the cultural products of the new generation of migrant workers in the current online platform community.

Keywords: symbolic interaction theory, new generation of migrant workers, cultural interaction characteristics

1. Concept Definition and Theoretical Basis

The concept related to the new generation of migrant workers group was first proposed by Wang Chunguang in 2001 (Wang, C.-G., 2001). In the study, Wang Chunguang refers to the rural migrant population, which is different from the first generation of migrant workers group, as the new generation of rural migrant population. In her study, Luo Xia points out that the new generation of rural migrants has two levels of significance. One level of meaning is that they are rural migrants under the age of 25 who went out to work and do business in the 1990s, and they have obvious differences in social experience from the first generation of rural migrants. Another layer of meaning is that they are a transitional rural migrant population between the first and second generations (Zeng, Y.-B., & Ye, F.-L., 2020). Combined with the research, the new generation of migrant workers group and the new generation of rural migrant population have similarities and differences at the same time. The similarity is reflected in the division basis, both divided by age structure; the difference is reflected in the culture and age structure. In their 2020 study, Zeng Yanbo and Ye Fulin describe the current situation of the new generation of migrant workers group through political, economic and cultural perspectives. (1) high enthusiasm for political participation and discussion, basic knowledge of the Party (2) clear understanding between politics, economy and society, positive attitude towards development (3) rising trend of national pride (4) main information channel is the Internet, influenced by the youth factor (Li, B., 2021). Combining these four characteristics and reviewing the findings of earlier studies, the characteristics of the current new generation of migrant workers group can be described. At the level of the self, access to information and evaluation mechanisms through online channels, socialization of the self-based on public culture and politics. In terms of interaction behavior, they have a clear understanding of social development and are influenced by mainstream culture and values; in terms of interaction behavior, they take their own situation and condition as the starting and ending points of online political interaction, and participate in the improvement of the group's condition. In general, as the environment of the new generation of migrant workers changes and the group changes, the research methods also reflect the participatory and active nature of the migrant workers' subjects. The interaction and behavior of migrant workers' groups are influenced by popular culture and values, reflecting commonality; in the network culture, migrant workers' groups play subjectivity, linking their development with political,

economic and cultural factors, trying to clarify their position and role in society.

The concept of new generation of migrant workers in this study is a further description of the characteristics of the group based on the contemporary concept. The new generation of migrant workers, a group of rural migrant population that conducts productive life and interactive behavior in the city during the new development period, is distinguished from the first generation in terms of age structure and education level. Influenced by their upbringing and realistic factors, the new generation of migrant workers group lacks knowledge and emotion of the countryside and forms their own value system under the urban culture. In the process of interaction, we play subjectivity and participate in social interaction, hoping to realize the value of our own development in the city. By defining the concept, the object of study is specified, and new questions emerge. How does the new generation of migrant workers group play subjectivity, how does the value system take form, and what factors influence it. The answer to this question is to be provided through theoretical guidance.

2. Research Content and Feature Analysis

The research content, the current online communities and platforms, the new generation of migrant workers group as the main audience, the research object of independent cultural products, content to be examined. Li Biao takes the Racer platform as the research object and studies the culture of migrant worker groups in it. The study pointed out that earthy culture is a deconstruction of urban culture and discourse system based on the urban-rural dichotomy identity of the new generation of migrant workers, using the symbolic resources provided by the entertainment industry^[3]. Combined with the research, the new generation of migrant workers is mainly characterized by the contradiction and unity of urban-rural antagonism in the group structure. The contradiction is that the new generation of migrant workers does not have its own unique symbolic culture system and can only look to the urban culture. In the absence of cultural dominance, interaction at the cultural level is achieved; unity is reflected in the fact that urban culture and migrant workers' cultural products are under the same judging system. The cultural contents and forms of the new generation of migrant workers should be examined to meet the aesthetics of public values and reflect the spiritual outlook of the new era. Under the selection requirements, data were collected and collated through online platforms and video software to classify and summarize the cultural products and content orientations of the new generation of migrant workers today. (1) Daily life content orientation. This kind of video content mainly reproduces the daily emotional life conditions and interactive behaviors of migrant workers. This kind of video content has no specified content selection and meaning structure. The audience of the content mostly shares common emotional life and experience with the video subject, reflecting group commonality in background music and text processing. (2) Interactive science popularization direction. Most of these video topics take the working status of individual migrant workers as the entry point, and communicate with content consumers and interactive people in the video comment section. By showing the production content, bringing the creators closer to the audience and adjusting the video orientation to the needs of the fans. Contains discussions and personalized interpretations about social phenomena. (3) Eating content is the main focus. This type of video is the product of content orientation with the continuous development and evolution of network culture and network audience-oriented consumption habits. This kind of video content, the theme is more single, is a record of the daily meal process, to meet the needs of specific cultural consumers. Such videos have a certain fan base and likes in the software. By classifying the cultural products and contents of the new generation of migrant workers in current Internet platforms and mass media. The study found that the current cultural products of the new generation of migrant workers have developed different stages of characteristics; (1) Co-participation. The content has a low threshold of understanding and focuses on the reproduction and resonance of behavioral emotions in daily life, allowing the majority of video users to participate in it. (2) Unity of value. The contemporary cultural products on the theme of migrant workers all have a common theme: the people's desire for a better life and their own hard work and struggle to achieve happiness. (3) Marketability features: the circulation of short video content carried out with the migrant workers group in mind opens up, and individuals participate in the creation and interaction of cultural products on their own. Migrant workers with a certain fan base are involved in consumption, manifesting themselves in live video banding and window content promotion, bringing consumption behavior into cultural interaction.

3. Characterization Under Symbolic Interaction Theory

Common participatory characteristics. Common participation is reflected in the new generation of migrant workers' conscious participation in the interaction and practice of online cultural products. The basis for migrant worker groups to grasp their own subjectivity and define others is a common emotional experience and opinion structure. This feature guarantees that people, as actors, can form a social consensus when interacting with symbols and cultural products. The process of value unity; means that in the current cultural consumption market, the concept of culture is expressed from the style of human survival mentality manifested by the unique vitality

of human beings to the identification and strengthening of the current social value system sought in cultural products. It is no longer dominated by special cultural products and experiences, but shifted to the importance and deepening of group emotions. Marketability features: signs and symbols express abstract, universal meaning with concrete images. The commodities and behavioral styles in the videos of the new generation of migrant workers are transformed into objects of experience that are instructive to others by the amplifying effect of social media. Under the theoretical vision, migrant workers' culture, urban culture and network culture present new development trends. The content and form of the cultural interaction of migrant workers are under the influence of traditional culture and values, and the totality is reflected in the interrelationship and communication between various consciousness subjects.

4. Conclusions of the Study

The interactive behaviors of the new generation of migrant workers nowadays are characterized by common participation, value unity and marketability. The new generation of migrant workers group is affected by the dichotomy of urban-rural identity and is in the middle state. To give migrant workers a sense of cultural belonging and to produce products aimed at the new generation of migrant workers. It is both the inevitable direction of social and cultural development and the inherent requirement of cultural theory development in the new era.

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