



July 10-14 2023, Graz | Austria



# Shanghai Memory as a case study of ideological impact on storytelling: the interplay between memory, language, and stories

Dr Yaming Fu

<sup>1</sup>Shanghai Library/Institute of Scientific & Technical Information of Shanghai

<sup>2</sup>School of Cultural Heritage and Information Management, Shanghai University

Prof. Simon Mahony

<sup>1</sup>College of Education for the Future, Beijing Normal University at Zhuhai

<sup>2</sup>Department of Information Studies, University College London

Prof. Wei Liu

Shanghai Library/Institute of Scientific & Technical Information of Shanghai



上海图书馆

SHANGHAI LIBRARY

上海科学技术情报研究所

INSTITUTE OF SCIENTIFIC & TECHNICAL  
INFORMATION OF SHANGHAI



# Outline


## Background:

- Stories in GLAMs
- Memory, language and stories in the library
- The interplay between the three

## Case study:

- ‘Shanghai Cultural Collection’ project
- ‘A Journey from Wukang Road’ project

## Summary:

- Stories presented via language
  - Ideological impact on historical storytelling
- 

# Stories in GLAMs



GLAM institutions:

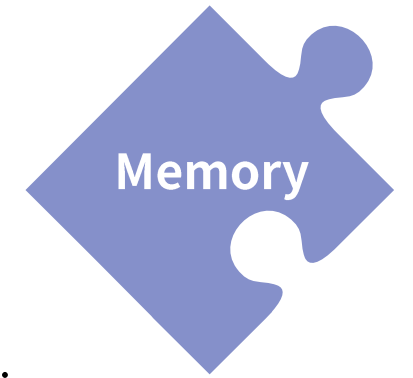
- Repositories for the human record and creativity
- Collections of various forms of human narrative
- Need appropriate ways to fully present, reconstruct, and disseminate those 'stories'
- Stories are important elements of cultural heritage<sup>1</sup>

*Digital Turn*



Methodological and epistemological shift in GLAMs (Barber, 2016; Daković, 2021)  
'Storytelling' to 'Digital storytelling'

<sup>1</sup> <https://www.ohchr.org/en/special-procedures/sr-cultural-rights/history-and-memorialisation-narratives-about-past-examined-through-lens-cultural-rights>



**Memory** is defined as the ‘action of remembering; recollection, remembrance’

**Library** is viewed as ‘carriers of human memory’ and ‘social memory devices’

**Library + Memory:** documents and other memory forms that are preserved in libraries become important "mediums" in memory research since 1980s

Memory materials in library:

- Books and manuscripts and precious documentary heritage
- Photographs, Audiovisual materials
- Maps, stone inscriptions & other forms of memory





Language is a key means by which people build and engage with infrastructures and ideologies (Henninger, 2020).

Libraries contain people, texts, information, instruction, and more, all of which rely on language to relate to each other (Henninger, 2020).

Language in general has power, specific languages have more power than others in many contexts, a situation which is sometimes referred to as **linguistic dominance** (Accurso, 2015).

### Languages in China:

- Officially, there are 302 living languages in China<sup>1</sup>
- China remains a land of impressive linguistic diversity

### CHINESE DIALECTS



<sup>1</sup> <https://studycli.org/learn-chinese/languages-in-china/>

Figure source:  
<https://www.tutormandarin.net/en/similarities-differences-cantonese-vs-mandarin/>

Well-crafted stories can communicate abstract and complex ideas in ways that **encourage understanding**;

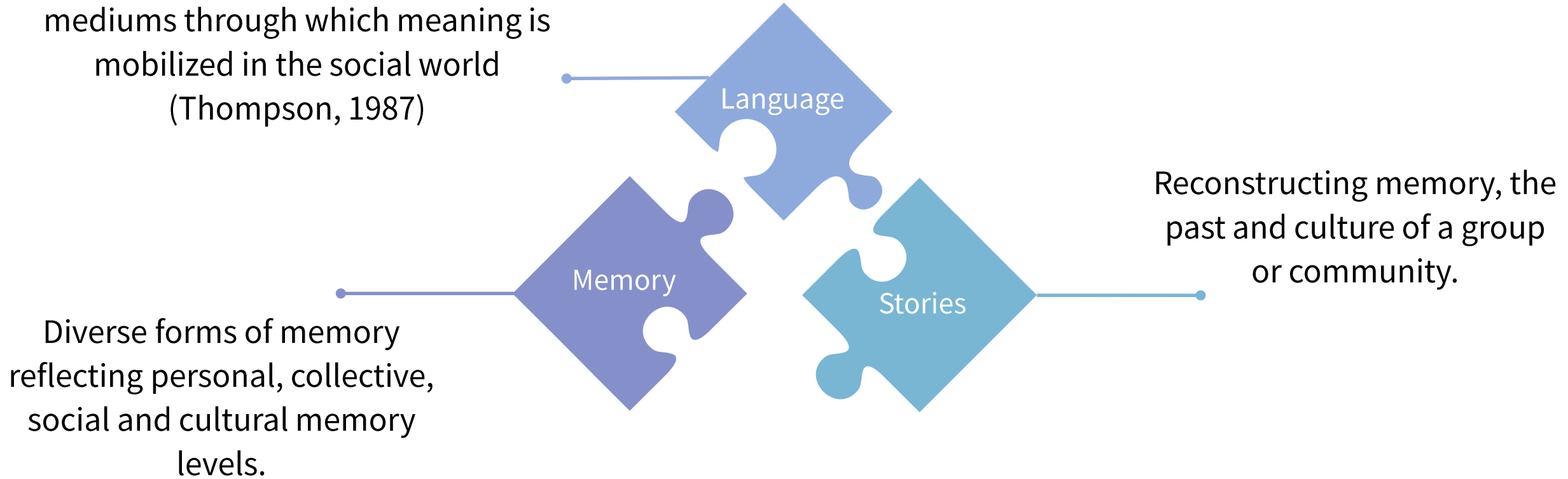
Effective stories inspire people by creating **human connection** and **emotional resonance** (Rockefeller Foundation 2014).

As an approach to construct and express meaning, storytelling can also be seen as a process of **reconstructing memory, the past as well as the culture** of individuals, groups, and communities (Fu, Mahony & Liu, 2023).



Figure source:  
<http://www.thehealthcarepeople.com/storytelling-powerful-leadership-tool/>

Language is one of the principal mediums through which meaning is mobilized in the social world (Thompson, 1987)



They are reconstructed, reorganized, and presented through storytelling.



# Shanghai Cultural Collection



Shanghai city 1825-1949

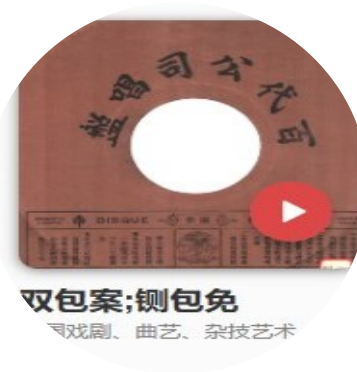
- Knowledge extracted: people, organization, geographical name, architecture, event
- Diverse memory forms organized and linked by knowledge
- Help users to discover stories through memory materials



Photos



Movies



Audio recording



# Shanghai Cultural Collection



上海图书馆  
SHANGHAI LIBRARY  
上海科学技术情报研究所  
INSTITUTE OF SCIENTIFIC & TECHNICAL  
INFORMATION OF SHANGHAI

上海文化总库

年谱 老照片 老电影 老唱片 老地图 红色文献 武康路

图片 · 请输入关键词搜索



## 文化年谱

1825-1864

1865-1904

1905-1944

1945-1984

1985-



美术

3265



出版

2804



戏曲

2271



文学

1576



教育

1160



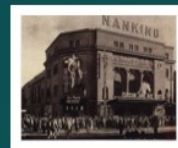
戏剧

1025



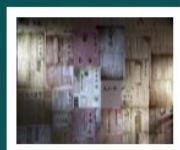
音乐

974



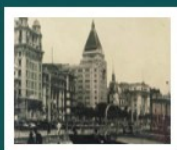
电影

858



新闻

755



建筑

648



宗教

398



舞蹈

289



# A Journey from Wukang Road

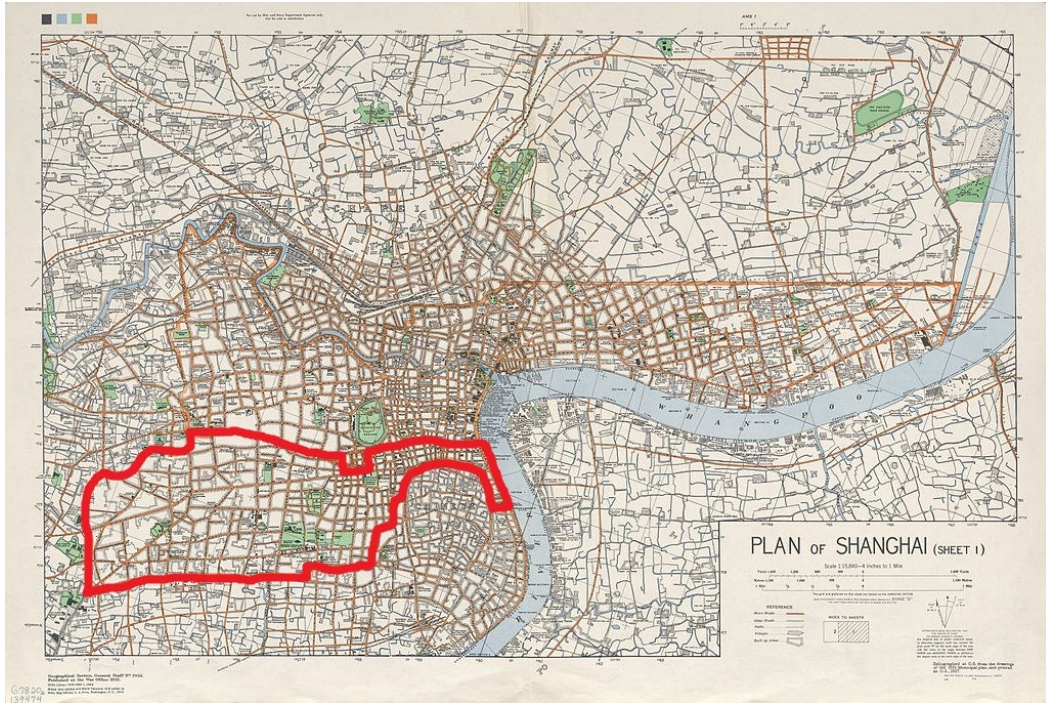


Fig1 . A map of Shanghai showing the former French Concession  
<https://commons.wikimedia.org/wiki/File:FormerFrenchConcessionMap.jpg>

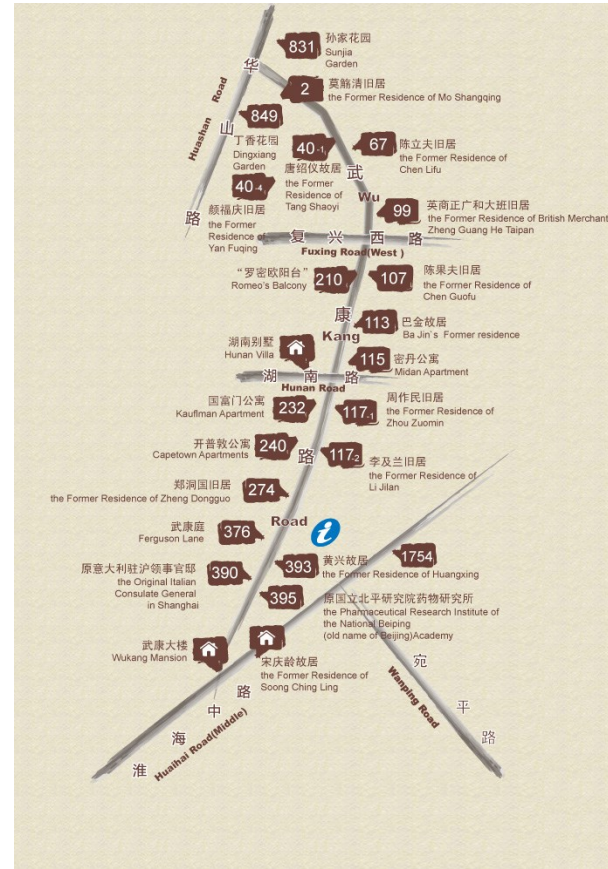
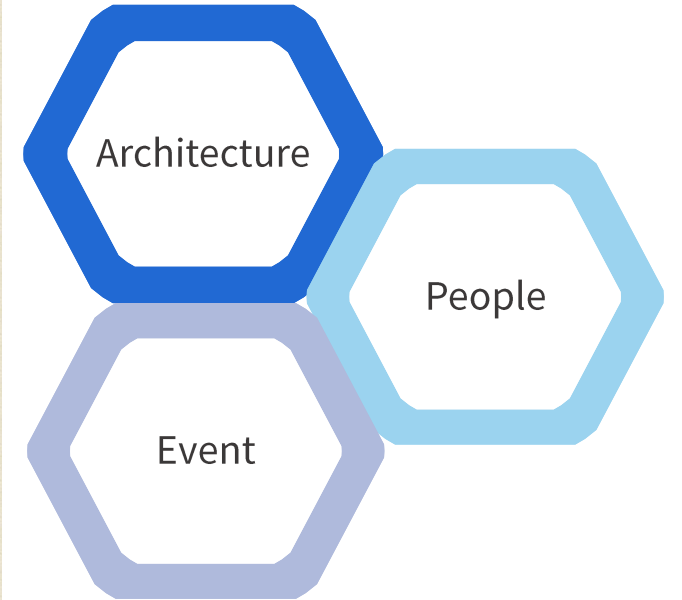


Fig2. Wukang Road  
<http://www.sojpg.com/en/henshanroad.aspx>





# Stories presented by language



武康路 街道全景 分享空间 知识库

登录/注册

建筑照片

简介 人物 事件 资料

1916年建造，为砖木结构的假层四西班牙式小楼。1943年初夏，中国最早的歌影两栖明星、流行乐坛的先驱者——“金嗓子”周璇和养母一起搬进武康路391弄1号，居住在三楼的一套房子里。此前，由于时局关系，周璇已歇影一年多。与此同时，周璇加入张善琨主持的中华电影联合股份有限公司，复出拍片。主演了《渔光曲》、《鸾凤和鸣》、《红楼梦》、《凤凰于飞》四部影片，并为百代唱片公司录制了这些影片的全部插曲。1946年春，周璇应香港大中华影业公司之邀赴香港拍片，离开了居住三年多的武康路寓所。

语音简介

普通话  
00:00 01:11

沪语  
00:15 01:07

街道全景

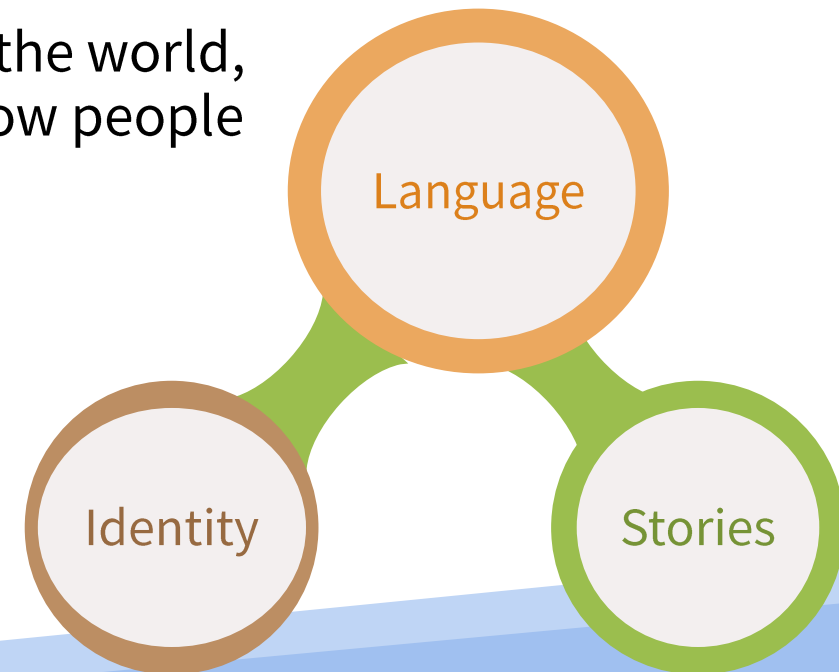
© 2023 Baidu - GS(2021)6026号 - 甲测资字11111342 - 京ICP证030173号 - Data © 百度智图

# Stories presented via language


Language is closely connected with cultural identity, community, and the sense of self (Tönnies 2001)

Shanghainese remains popular amongst locals as a way of confirming their identity as indigenous people (Shen 2016)

Through language, "how people understand their relationship to the world, how that relationship is constructed across time and space and how people understand their possibilities for the future." (Norton 1997: 410)



# Ideological impact on historical storytelling

- In historical storytelling project, the diverse memory forms reflect the ideological and social change.
  - This democratisation of adding diverse memory materials and voices in DH projects challenges the established historiography based on official archival records.
  - Ideology is found to have a strong impact in a sense of community and solidarity by pulling together personal and isolated experiences into a collective and cohesive whole, which is important when generating stories in GLAM institutions.
- 

# References

- Alex Byrne (2015) Institutional memory and memory institutions, *The Australian Library Journal*, 64:4, 259-269.
- Bucholtz, Mary/ Hall, Kira (2005): "Language and Identity", in: Duranti, Alessandro (eds.): *Companion to Linguistic Anthropology*. Oxford: Blackwell Publishing.
- Burgess, Jean (2006): "Hearing ordinary voices: Cultural studies, vernacular creativity and digital storytelling", in: *Continuum: Journal of Media & Cultural Studies* 20, 2: 201-214.
- Cameron, Deborah (2006): "Ideology and language", in: *Journal of Political Ideologies* 11,2: 141-152.
- Guilliano, Jennifer (2022): *A Primer for Teaching Digital History: Ten Design Principles*. Duke University Press.
- Henninger, Ean(2020):"Multilingualism, neoliberalism, and language ideologies in libraries".[Inthelibrarywiththeleadpipe](#).
- Nickerson, Raymond S (1998): "Confirmation bias: A ubiquitous phenomenon in many guises", in: *Review of general psychology* 2,2: 175-220.
- Parvin, Nassim (2018): "Doing justice to stories: On ethics and politics of digital storytelling", in: *Engaging Science, Technology, and Society* 4: 515-534.
- Scheen, Lena (2022): "History of Shanghai", in: *Oxford Research Encyclopedia of Asian History*
- Thompson, J. B. (1987). *Language and Ideology: A Framework for Analysis*. *The Sociological Review*, 35(3), 516–536.

# References

- Barber (2016). Digital storytelling: New opportunities for humanities scholarship and pedagogy. *Cogent Arts and Humanities*, 3(1), 1181037.
- Fu, Mahony & Liu (2023). Reconstruction of cultural memory through digital storytelling: A case study of Shanghai Memory project, *Digital Scholarship in the Humanities*, 2023(00): 1-14.
- Henninger, E. (2020). "Multilingualism, neoliberalism, and language ideologies in libraries". *In the library with the lead pipe*.
- Norton, B. (1997). "Language, identity and the ownership of English", in: *TESOL Quarterly* 31, 3: 409–29.
- Rabie, M. (2013). *Ideology and History*. In: *Global Economic and Cultural Transformation*. Palgrave Macmillan, New York.
- Risam, R. (2018). *New digital worlds: Postcolonial digital humanities in theory, praxis, and pedagogy*. Northwestern University Press.
- Shen, Q. (2016). "Saving Shanghai Dialect: A Case for Bottom-Up Language Planning in China", in: *Asia-Pacific Education Researcher* 25: 713-722.
- Tönnies, F. (2001). *Tönnies: Community and Civil Society*-Cambridge Texts in the History of Political Thought. Cambridge: Cambridge University Press.
- Thompson, J. B. (1987). Language and Ideology: A Framework for Analysis. *The Sociological Review*, 35(3), 516–536.

# Thank you!

Shanghai Memory--Shanghai Cultural Collection Project:  
<https://scc.library.sh.cn/#/>

A Journey from Wukang Road: <http://wkl.library.sh.cn>

Contact: Yaming Fu, [yymfu@libnet.sh.cn](mailto:yymfu@libnet.sh.cn)