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

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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
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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 heritage¹

Digital Turn



Methodological and epistemological shift in GLAMs (Barber, 2016; Daković, 2021)

‘Storytelling’ to ‘Digital storytelling’

¹ <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 China¹
- China remains a land of impressive linguistic diversity

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

CHINESE DIALECTS



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).

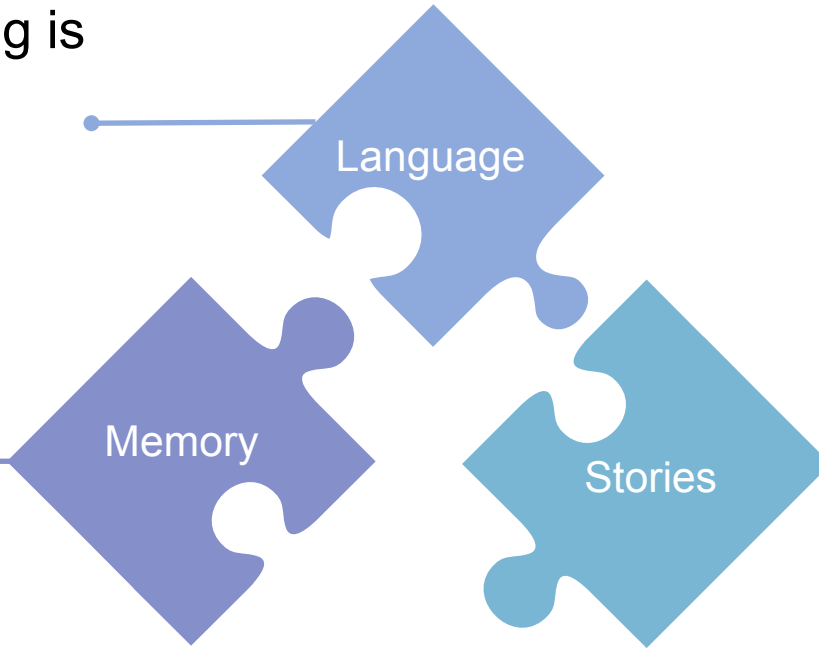
As an approach to construct and express meaning, storytelling can also be seen as a process of **reconstructing memory, the past as well as the culture** of individuals, groups, and communities (Fu, Mahony & Liu, 2023).



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)

Diverse forms of memory reflecting personal, collective, social and cultural memory levels.



Reconstructing memory, the past and culture of a group or community.

They are reconstructed, reorganized, and presented through storytelling.



Shanghai Cultural Collection



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

Shanghai city 1825-1949



Photos



Movies



双包案; 铡包兔
京剧、曲艺、杂技艺术

Audio recording

Shanghai Cultural Collection



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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-

Category	Count
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

Video clip presentation (<https://scc.library.sh.cn/#/>)



A Journey from Wukang Road

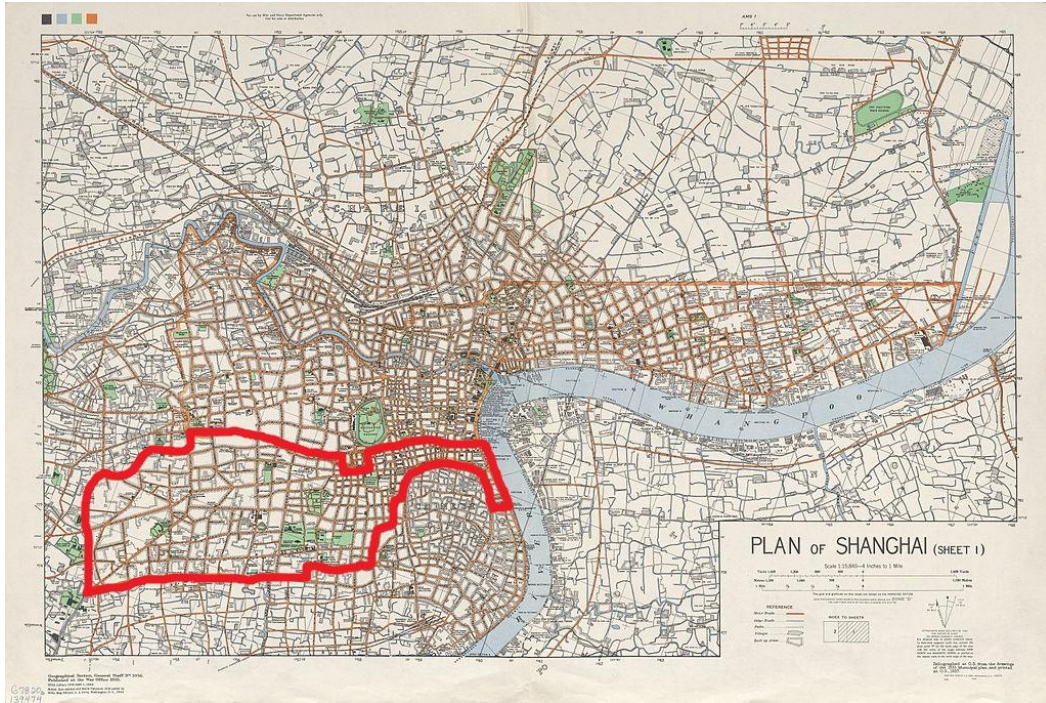


Fig1 . A map of Shanghai showing the former French Concession
<https://commons.wikimedia.org/wiki/File:FormerFrenchConcessionMap.jpg>

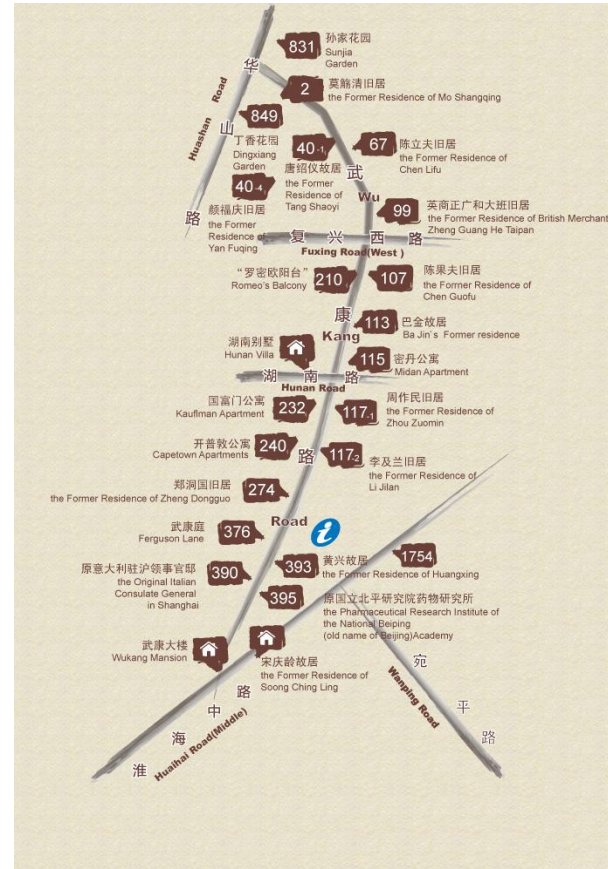
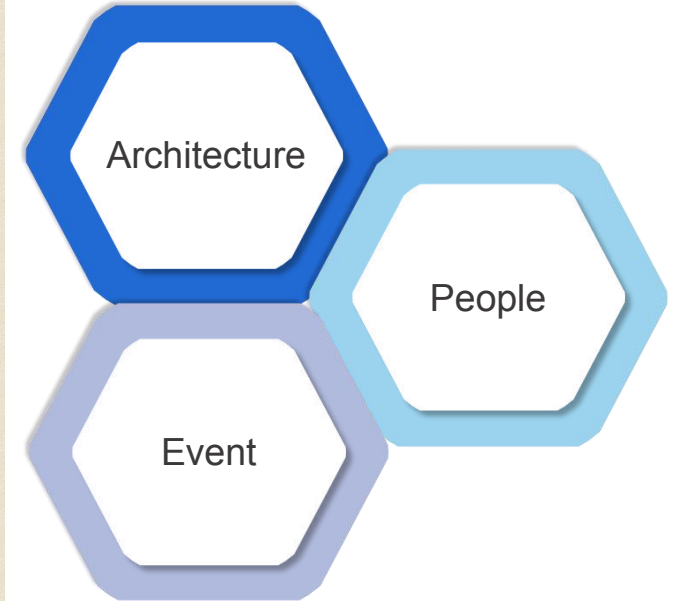


Fig2. Wukang Road
<http://www.sojpg.com/en/henshanroad.aspx>





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

武康路113号
巴金故居

武康路391弄1-5号
周璇旧居

武康路393号
黄兴故居

武康路40弄1号
唐绍仪旧居

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

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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.
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Thank you!

Shanghai Memory--Shanghai Cultural Collection Project:

<https://scc.library.sh.cn/#/>

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

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