CHARACTERISTICS, DISSEMINATION AND STANDARDIZATION OF NEW CHINESE MEDIA LANGUAGE

Bai Jie

Doctorate student in National University of Uzbekistan, Tashkent, Uzbekistan.
Jining Normal University, China.

ABSTRACT

With the rapid development of new media, the new media language is a social dialect produced in the new media environment, which has its own characteristics. This paper points out that the new media language has the characteristics of innovativeness, simplicity and popularity by sorting out the concepts of new media and new media language, and analyzes the reasons for the spread of new media language. At the same time, the methods to standardize the use of Russian network language are put forward. In the era of new media, the stylistic and contextual characteristics of language have undergone obvious changes. In order to meet the needs of communication, new media languages should also be standardized and reasonably used, so as to promote the sound development of new media languages.

KEYWORDS: *new media, language, network buzzwords, standardization.*

INTRODUCTION

The language of human society often comes into being with a specific historical background. Language is not only a tool for communication between people, but also a social phenomenon. Sociality is one of the essential attributes of language. Modern Chinese is changing rapidly with the development of The Times. This process is of interest not only to linguists, but also to speakers themselves, native speakers. Among the changes in language, the change in vocabulary is particularly pronounced: a large number of new words (including loanwords) appear and obsolete words disappear. This change is mainly caused by external causes -- social changes and changes in social life. One of the most important processes is the emergence of buzzwords. Buzzwords, like fashion itself, are popular and selective. Moreover, the use of such words in everyday speech is not only an opportunity to show one's identity or belonging to a group, but also a form of mass communication, a way of communication between people. The need to study the functions and particularities of neologism and expression formation determines the relevance of this work.

ANALYSIS AND RESULTS
I. Development and concept of new media
Since the "new media" was proposed in the 1960s, many scholars, such as McLuhan, Goldmark, Rostow and so on, have talked about the concept of new media.The connotation and extension of the concept of "new media" are always changing.The so-called new media, or digital media, network media, is based on computer information processing technology and the Internet, play the role of communication media.In addition to the functions of traditional media such as newspaper, television and radio, it also has the new characteristics of interaction, real-time, extension and fusion.[1]In terms of time, new media is a dynamic and constantly evolving concept, in which "new" and "old" are relative. In each specific era, there are so-called "new media", and each new media will eventually become "old media".Science and technology is one of the fundamental driving forces of media generation and development.

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[1] Xiong Chengyu, Liao Yiwen. New Media - The Sword of Damocles in the Iraq War [J]. Chinese Journalists, 2003(05): 56-57.

The development of media cannot be separated from the progress of science and technology. With the arrival of the era of big data, the development of media also presents a trend of diversity.[2]At present, new media is a form of communication that uses digital technology to provide users with information and services through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, mobile phones and digital TV sets.[3]With the typical representative of traditional media, compared to newspapers, TV, radio, new media is more subtle into people's lives, emerged the portal websites, blogs, virtual community, search engines, such as the network of new media, including text, WeChat, mobile phone newspaper, mobile TV, mobile new media, including digital television, new media, mobile TV, TV, etc.

II. New media language and its characteristics

The development of media directly promotes the development of media language, and the development of new media language is naturally inseparable from the help of new media.There are different opinions on the definition of new media language in academic circles.New media itself is a new thing, and the language of new media naturally has new characteristics.For the understanding of this concept, because people pay attention to different angles, different emphasis, its interpretation is very different.

Xiang Nan analyzed the meaning of media language in the Study of Media Language from the Perspective of Semiotics as follows: First, media language is all the chapters generated and popularized by media;Secondly, media language is an internally stable language system with certain linguistic attributes and characteristics.Thirdly, media language is a special symbol system of mixed types, in which there is a certain mutual relationship between language components and audiovisual components, which is different for each media -- printing, broadcasting, television and network.[4]

Therefore, we believe that new media language is a language variant with certain linguistic attributes and characteristics generated by new media and influenced by science and technology.Due to the limited types of traditional media and the limited regional scope of dissemination, the development of media language is relatively slow in the period of traditional media.New media, as a new communication medium, itself is in constant change, and the development of new media language also has different characteristics from traditional media.

New media has broken the communication mode of traditional media, subtly changed the existing language communication mode of human beings, brought about the revolution of communication and communication, and made the language as a communication carrier break the original generation rules, appeared profound changes, and formed the new media language. Compared with traditional languages, new media languages are characterized by innovation, simplicity and popularity.

1. Innovativeness

Vocabulary is the most active element in language, so the innovation of new media language is first manifested in vocabulary.Contemporary young people have flexible thinking and avant-garde thinking. They are keen on exploring unknown things and eager to communicate with others. They advocate freedom and innovation and keep pace with fashion trends.For example, In Chinglish, which has been picked up by Oxford Dictionaries, "Long time no see" refers to the time it has been since we last met.General male, general female refers to a very ordinary but extremely confident man or woman.Lose Face, the English equivalent is embarrassed or Humiliated.[5]This kind of Chinese characters corresponding to English words created by the new media spread, widely popular.Social phobia and social bull, also among the top 10 buzzwords of 2021, are short for social phobia and social bull, respectively.New ways of expression are created by simplifying Chinese character combinations through abbreviations.

[2] Yao Xishuang, Zhang Yanshuang. On the development of media language [J]. Language and Character Application, 2010(2). –p:1-10

[3] https://baike.baidu.com/item/%E6%96%B0%E5%AA%92%E4%BD%93/6206

[4] Xiang Nan. Research on media language from the perspective of semiotics [D]. Harbin: Heilongjiang University, 2012: 30.

[5] https://baijiahao.baidu.com/s?id=1667570004403188665&wfr=spider&for=pc

2. Simplicity

With the rapid development of network and the accelerating rhythm of life, people tend to be simple and clear communication, because of this, people in the network to communicate, tend to pursuit is simple and efficient, willing to use simple statements, abbreviations, pinyin letters code abbreviations, symbols, Numbers, graphs, package, has created the characteristics of new media language simplification. It's simple, unique and saves time, but it's fun.For example, in the 2021 Chinese "Top ten Network Buzzwords", EMo and YYds are represented by letters. English EMO was originally a rock music style, namely emocore, which is generally used to express negative "emotions" such as unhappiness and depression.[6]Yyds, the abbreviation of "eternal god" in Pinyin, is often used to praise someone or something for being excellent and occupying a high position in one's heart.In addition, the number "666", which has become very popular in recent years, is still a homonym for "slip" and "ox", which means playing well and having great skills.[7]

3. The popularity

Gorky said: "Language is created by the people. The openness and interactivity of new media make people from the bottom make their voices through new media. New media language eliminates the seriousness of traditional media language and presents a more popular characteristic. Neil Postman once noted, "An important new medium alters the structure of discourse."[8] The use of popular language by the media is not only determined by the media itself, but also by the audience. For example, the top 10 Internet buzzwords of 2021 are "Du Bamboo", which means to cause more damage and is often used in jokes on the Internet. The word comes from douyin's popular and charming teacher Guo, whose accent translates as grabbing bamboo shoots, so netizens have also made fun of the term. There is also the word "to lie flat", this means to lie flat, extended to mean to rest. Those who take this as their life philosophy are the "lie-ping tribe", who choose to lie down in the face of various pressures.[9]Such new media language is characterized by what Bakhtin calls "carnival language", which is informal, creates carnival atmosphere and carnival feelings, and reflects the psychological state and emotional experience of the contemporary young generation. At the same time, this kind of language violates the rules of pronunciation and grammar, does not belong to the elegant language style, and has a strong popularity.

III. Reasons for the spread of new media language

"There is the existence of media, the existence of language and the relationship between them, but it is hard to say that there is an independent media language.[10]In order to better analyze the characteristics of new media language, it is necessary to analyze the reasons for its spread.

1. The development of information technology

According to the survey results of "CNNIC: the 49th Statistical Report on China's Internet Development in 2022", as of December 2021, the scale of China's Internet users reached 1.032 billion, an increase of 42.96 million compared with December 2020, and the Internet penetration rate reached 73.0%.The Internet usage behavior of Chinese netizens presents new characteristics. First, the average time spent online keeps increasing.By December 2021, The average Chinese netizen spent 28.5 hours online per week, making the Internet deeply integrated into People's Daily life.Second, the use of Internet terminal equipment is more diversified.As of December 2021, 99.7% of Chinese netizens use mobile phones to access the Internet, and mobile phones are still the main device for accessing the Internet.The percentage of Internet users using desktop computers, laptops, TVS and tablets was 35.0%, 33.0%, 28.1% and 27.4%, respectively.[11]

Under the condition of Internet, virtual public cultural space provides digital cultural resources and places for cultural participation, builds spatial operation logic and behavioral norms, and allows participants to carry out virtual cultural activities such as cultural learning, cultural exchange, cultural demand feedback and cultural

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[6] Gao Mingwan. "Top Ten Internet Buzzwords" in 2021 [N]. Language Weekly, 2022-01-10(001)

[7] https://www.sohu.com/a/506553919_100214524

[8] Neil Postman. Translated by Zhang Yan. Entertainment to Death [M]. Guangxi: Guangxi Normal University Press, 2004: 33

[9] Top 10 buzzwords in 2021 [J]. World of Languages (Window for Middle School Students), 2022, (02): 22-24.

[10] Yao Xishuang, Zhang Yanshuang. On the development of media language [J]. Language and Character Application, 2010(2). –p:1-10

[11] http://www.cnnic.net.cn/hlwfzyj/hlwxzbg/hlwtjbg/202202/t20220225_71727.htm

creation with virtual identities.[12] In other words, in the era of new media, the in-depth development of information technology provides platform and space for users of new media to communicate and learn.So, correspondingly also laid the foundation for the rapid expansion of media language.Because every step of media development is accompanied by the change and development of media language. With the in-depth development of technology, new media language affects all aspects of people's life, and extends to all aspects of our life.

2. People's psychological needs in modern society

New media, as a brand new form of media, develops with the Internet. Among them, its main technical support is digital technology, computer network technology and mobile communication technology, which has the characteristics of digitalization, interactivity and hyperspace. With the help of text, picture, image, sound, animation and video, digital features maximize the effect of information transmission and meet the various sensory needs of the audience. The "point-to-point" communication mode of new media breaks the strict boundary between communicator and receiver of traditional media, enabling users to communicate and interact in real time. In addition, users can choose corresponding interfaces and messages according to their needs and preferences, thus having personalized interactive characteristics. In addition, new media uses global network system and communication satellite technology to break through the limitations of geographical areas, and the transmission speed of digital signals leaves traditional media in the dust, so as to realize the effect of instant transmission, so as to meet the needs of the villagers of the "global village" to obtain information quickly. According to Maslow's hierarchy of needs theory, new media satisfy people's sensory needs and realize their spiritual desires in a certain sense.

As far as media itself is concerned, media is a valuable information carrier. The audience, the ability to convey information and the audience's psychological response constitute the basic value of media.13In this sense, new media not only realize their own value, but also meet people's social needs, respect needs and self-realization needs.

The power of the network is greater than the influence of any previous mode of communication, which is precisely based on its rapid propagation speed and the coverage ability of network popularization. Therefore, new media language spreads widely through users and new media platforms, presenting language features different from traditional media.

3. Discourse appeals of the younger generation

With the development of The Times, the discourse power of media is no longer in the hands of the traditional mainstream media, and more and more ordinary people also participate in the construction and expression of media language.The new generation that has grown up in the Internet era differs from all previous youth subcultures in that they have been empowered by Internet technology to obtain unprecedented possibilities for the production of cultural symbols.In the network space dominated by young people, a series of "cultural circles" have been formed. These "circles" not only mark the difference and isolation between specific cultural types and the dominant culture, but also constitute the division and boundary between different types of youth subcultures.[14]Their creativity and imagination are abundant, so they create their own language and become the "overlords" of the Internet and new media. They want to have their own voice in the virtual world.Virtual network world gives the young generation more freedom of speech, they can create, copy and spread their own language, as users of new media they create and change the language symbols of new media, at the same time, they are also promoting the development of new media language.

IV. Standardization of new media language

As a social phenomenon, the development and change of language will undoubtedly follow closely the development and change of society. This phenomenon of language and social response is called "covariation" by

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[12] Chen Bo, Mu Chen. Research on the mode of virtual public cultural space under Internet conditions [J]. Art Baijia, 019,35(01):61-69.

[13] Chen Yu. Analysis of the Determinants of New Media Evolution Based on Hierarchy of Needs [C]//. The 2013 Academic Annual Conference of China Federation of Journalists and Technologists, the Fifth Council of the Fifth Session and the Sixth "Wang Xuan News Science and Technology Award" Proceedings of the Outstanding Paper Award Conference (Newspaper). 2013:62-65.

[14] Ma Zhonghong.Cultural Capital:A Path Analysis of the Acquisition of Youth's Discourse Power[J].China Youth Social Sciences,2016,35(03):53-57.DOI:10.16034/j.cnki.10-1318/c.2016.03.009.

sociolinguists. With the progress of The Times and the rapid development of new media, new media language is also constantly updated and improved. To a certain extent, the new media language has injected the spirit world of contemporary young people with the characteristics of The Times and entertainment, and the publicity of contemporary young people's individuality and the individuality of life style. But on the other hand, the randomness of the new media language has a great negative impact on the standardization of Chinese, especially for young people. Through the research, we have a deeper understanding of the new media language, and at the same time, in view of the non-standard problems, put forward some suggestions, "take its essence, discard its dross", and guide the new media language to healthy development.

In our opinion, we should analyze the new media language system and implement the following strategies to regulate the new media language: First, we should treat it differently. Different media require different languages to adapt to it. We cannot deny the new media language and discard its essence and dross. Second, for new media, the state should formulate corresponding laws and regulations from the perspective of realistic needs and strengthen supervision. Third, we should actively promote the integration of media and use the standard language of traditional media to drive and demonstrate the new media language. Fourth, we should strengthen publicity and education, especially mass media, and guide people to use standardized language to express their psychological demands.

CONCLUSION

In the era of new media, we should rationally view the emergence and development of new media language and fully realize that as a new social dialect variant, new media language has become a language phenomenon that can not be ignored.Besides, as the carrier of information, new media language reflects the characteristics of the information age.In the process of communication, new media has produced a large number of words full of vitality and enriched the Vocabulary of Chinese.It is undeniable that new media language also exposes many problems, which need to be treated objectively and used rationally, so as to promote the continuous development of new media language on a benign track.

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