

The Influence of Network Language on the Development of Chinese Language and Literature under the Background of New Media

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Abstract: The influence of network language on the development of Chines new media has been widely accepted by the public, and people's lives cannot be separated from new media. New media has spread in people's lives because of its convenience, entertainment and other characteristics. The emergence and development of new media have led to the development of network language. Modern network language is a new language form which is different from traditional print media with the development of network. However, with the rise of new media, modern network language plays an increasingly important role in people's lives and has an important impact on the development of Chinese language and literature. Therefore, this paper mainly discusses the influence of network language on the development of Chinese language and literature under the new media environment, and analyzes the solutions to the development of Chinese language and literature under the new media environment.e language and literature under the background of new media.

1. Introduction

Language is the most important tool for communication, and receiving and transmitting information are often carried out in language. Since we were young, we have lived in the Chinese language environment, and we are handy in using it. Chinese language has many subtleties [1]. Chinese language and literature is one of the important courses in China's higher education teaching, but under the new media environment, it has a profound impact on the development of Chinese language and literature, which has become one of the topics of common concern within universities. Of course, Chinese language and literature are also affected by many unfavorable factors in the development process, but they are protected from invasion by their own strong advantages, and consolidate their position [2-3]. Style changes can be divided into many kinds with the environment and occasions, and the new style network language produced by the network is the variation display of various cultures. In the network language, it can be directly replaced by embarrassing, and it is more vivid. However, the emergence of a new thing brings not all positive influences, but also its negative influences. This paper analyzes the influence of network language on Chinese language and literature from the new media environment.

2. Overview of Modern Network Language

2.1 Connotation

Since the emergence of the Internet, human beings have gradually entered the paperless information age, computers have become a necessity and entered the lives of ordinary people, and online life has also become the mainstream of personal entertainment. It is simple in form, easy to communicate and easy to understand. It can be seen that many professional terms of network language are closely related to network technology, and they are languages used in specific environments. At present, network language occupies an important position in people's lives, and many people usually use network language in their communication with others [4]. Broadly speaking, network language mainly includes descriptive language often used in network media or professional language in IT field, which is not much different from modern standard Chinese

language in grammatical structure and vocabulary application. In a narrow sense, network language is generally considered as a new language created and widely used by netizens.

2.2 Features

Creativity. The greatest feature of modern network language is innovation. The emergence of a big network world has given our imagination and creativity great room for development and brought into full play. For example, the phrase “I take you”, which is often used by young people, is usually used to show that they think that some words or actions of the other party are clumsy, but it is said in this form of English-Chinese combination and full of irony to express their views. Even using some typos and sick sentences, a simple and easy-to-understand network language is formed, which is convenient for netizens to communicate, express their feelings and improve the input speed. There is a great difference between network language and traditional media language. Network language has the characteristics of people-friendly, popular and humorous, and the main users of network language are basically netizens [5].

Simplicity. Communicating on the Internet is a real-time communication activity. Only when communicators receive or send information in time can the communication be continuous. There are also homophones in network languages. Express one's feelings and intentions through homophones. E.g. “do your parents make (know)” “Vermicelli (fans)”, etc. Therefore, the style and style of network language are different from those of modern Chinese, and its features such as convenience, novelty and innovation are also deeply loved by netizens, and are now widely used in people's lives. Using homophonic network language can give people a humorous feeling and better express the speaker's intention.

3. The Influence of Network Language on the Development of Chinese Language and Literature

3.1 Positive Influence

As a new thing of new media, network language has strong vitality and great development potential. Therefore, rational use of network language can bring new vitality to the development of Chinese language and literature, make Chinese language and literature more suitable for the development of the times, and meet the needs of the public for language. It can be expressed in various forms, such as language, symbols, pictures and words, etc. It can not only explain its own meaning, but also have strong interest in the language, and can see some human feelings, which has a direct impact on the promotion of Chinese language interest. The appearance of network language just provides new vitality for its development and enriches its language expression. Invisibly educate the younger generation of students so that they can understand the advantages and disadvantages of network language and use it correctly [6].

In the process of continuous development of the network, more new things emerged, so the emergence of network buzzwords quickly set off a wave. For example, the word “Distress”, which is popular in internet language now, does not express a state or a mood, but its original meaning is light. However, in the network language, there are many meanings. First of all, the word has been adapted by some netizens, giving people a feeling similar to a human face, making people feel embarrassed when they use the word. In addition, the word also gives helpless and depressed meanings in the network language. At the present stage, most teachers will choose modern network language in the process of giving questions, so as to fully express their actual views on modern network language. Making full use of numbers, letters and homophones instead of complicated expressions effectively improves the speed of input and communication of characters and meets the development requirements of Chinese language and literature in China.

3.2 Negative Impact

However, the network language also has some shortcomings, which bring new crisis to the development of Chinese language and literature. At present, the network language has not been properly regulated, which often distorts the meaning of Chinese language. For example, the original meaning of “porridge” is porridge, but its original meaning is deliberately modified in the network language to express the meaning of “like” [7]. The main group of netizens in China is teenagers, who generally like new things and are very happy and good at accepting new things. They do not have strong ability to distinguish right from wrong. The main group of netizens is teenagers. They like new things, and are willing and good at accepting new things. They are very emotional, but they have no strong ability to distinguish right from wrong. Moreover, under the influence of the “convenience” of the website, people do not think positively, and then develop an inert psychology, and their sense of innovation is seriously lacking, which has greatly hindered the development of Chinese language and literature.

Network language breaks the language norms in Chinese language and literature, and the meanings of many words and sentences are deliberately misinterpreted, and a large number of typos and other words are used, which makes language education difficult. Its negative impact is that many students can't use the network language correctly, and they can't distinguish the differences between Chinese language and literature and network language. They use the network language in Chinese language and literature, which will have a negative impact on the development of Chinese language and literature. In terms of composition, structure and form of characters, network language lacks language standardization, and some network languages misinterpret Chinese characters accordingly, which deviates from Chinese norms and has a negative impact on Chinese education. The network is virtual, which breaks the boundaries in real life and creates a big world of cultural exchange [8]. Network language has built a new language model because of its rich diversity and great tension. This kind of straightforward words and special expressions quickly penetrated into the traditional language and culture, which made the function of traditional language fade.

4. Solutions to the Development of Chinese Language and Literature under the New Media Environment

4.1 Standardize Chinese Language and Literature in Teaching

With the acceleration of the development of the times, the development of Chinese language and literature is also accelerating. In the face of the adverse effects of online language on the development of Chinese language and literature, we should apply online language from a new angle. When dealing with online buzzwords, we must dialectically look at their development of Chinese language and literature, that is, they have produced a series of new usages and derived new semantics. Similarly, online buzzwords can innovate the development situation for the development of Chinese. In the new media environment, people are gradually exposed to online buzzwords. Although the use of these words has injected new vitality into Chinese language and literature, teachers should give students reasonable guidance in the teaching process, so that students can not only enjoy the happiness brought by online buzzwords, but also promote the development of online buzzwords towards standardization.

4.2 Actively Develop Chinese Language and Literature

The development of new media has both advantages and disadvantages, so we should give full play to the role of new media. In Chinese language and literature, it is necessary to strengthen the application of multimedia methods, such as using short videos and displaying words in the form of animation. Based on this, not only the viewing time is relatively short, but also it can be consistent with the fast-paced life of the masses. To treat network language correctly, we must know how to distinguish the essence and dross of network language. Never imitate any kind of network language blindly and discard the essence of Chinese language and literature [9]. We should try our best to explore the ways of communication and dissemination of Chinese language and literature. As a

bridge between countries and a medium to realize language communication and cultural dissemination, the importance of network language is highlighted. We should look at network language critically, take its essence and abandon its vulgarity. To treat network language correctly, we must know how to distinguish the essence and dross of network language. Never imitate any network language blindly and discard the essence of Chinese language and literature.

4.3 Enhance Students' Subjective Initiative in Chinese Language and Literature under the New Media Environment

The new media environment is a good platform for Chinese language and literature to develop better and faster. The wide application of new media technology in teaching promotes the development of Chinese language and literature. The greatest advantage of new media is its abundant information resources. As we all know, the main advantage of multimedia network technology lies in the huge information resource pool. If it can be used effectively, it can further meet the individualized requirements of students and maximize their potential. Teachers should pay attention to relying on new media and other network resources in the teaching process to improve students' subjective initiative, stimulate students' interest in learning Chinese language and literature, and cultivate students' good literary accomplishment. It is necessary to add the desirable parts of network language into the system of Chinese language and literature, so as to enrich and diversify Chinese language and literature, thus forming a complete and systematic industrialization model of Chinese language and literature, thus expanding the influence of Chinese language and literature and enhancing its connotation and significance. At the same time, we should also make full use of classroom explanations, personalized counseling and other ways to build knowledge.

4.4 Promote the International Development of Chinese Language and Literature

With the rapid development of China's economy, the exchanges with the international community are getting closer and closer. As the quintessence of Chinese traditional culture, Chinese language and literature can be regarded as the symbolic symbol of our country, so we should promote the international development of Chinese language and literature. The network is virtual, so we need to divide the boundary between it and real life in time, and build a harmonious and civilized world of language communication. At the same time, our writing ability, reading ability and language appreciation ability are slowly declining. The network is virtual, which breaks the boundaries in real life and creates a world of cultural exchange. Therefore, only when the network environment is open and a pluralistic and diversified cooperative education is gradually established, can students feedback their problems to teachers through the Internet and study under the guidance of teachers. Innovate the way of communication, innovate Chinese language and literature without changing its core content, make Chinese language and literature more interesting and vivid, and finally realize the international development of Chinese language and literature.

5. Conclusions

With the continuous development of society, more and more new things appear and develop rapidly, and the network language is just a new thing under the new media. The network language is a double-edged sword, which has positive and negative sides to the development of Chinese language and literature. Chinese language, as the cultural crystallization in the 5,000-year history of Chinese famous people, has rich literary connotations. With the development of network culture, some coined words and words gradually appear on the Internet and in people's real life. Under the influence of the new media environment, it is imperative to strengthen the management and standardization of Chinese language and literature, to ensure students' high learning enthusiasm and professional devotion to Chinese language learning, and at the same time, to standardize their own network behavior and consciously resist bad network information, so as to promote Chinese language and literature education smoothly.

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