

# On the Influence of Network Language and Culture on the Development of Chinese Language and Literature in the New Era

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**Abstract:** With the continuous development of society, the Chinese language of our country extends out of Chinese language and literature after thousands of years of development and precipitation. Under the development of the new era, the network language is becoming popular, which has a certain influence on the spread and development of Chinese language and literature. In order to adapt to the current pace of life, Chinese language and literature should also be innovated and transformed. This paper discusses the influence of network language and culture on the development of Chinese language and literature under the background of the new era.

## 1. Introduction

The continuous development of the information age makes people's scientific and technological life gradually rich, but in the use of language and characters, is still in the basic stage. With the development of Internet in the new era, words not only bring convenience to people's information, but also bring opportunities and challenges to the innovation of Chinese language and literature. With the acceleration of social rhythm, the development of Chinese language and literature has been impacted by the network language culture, therefore, it is very necessary to explore the influence of the network language on the development of Chinese language and literature in the new period, which needs our attention.

## 2. Understanding the New Era Network Language

### 2.1. Net Language Content

With the continuous development and popularization of network technology, the number of Internet users in our country is also increasing, network language is a new language form conceived in such an environment, and different from the traditional language, network language is only popular in the network environment, so that the two sides of the communication cannot communicate face to face to feel each other's thoughts and feelings. By the English alphabet, numbers, symbols and other forms of innovation by splicing, this relaxed and pleasant expression has been launched by the majority of netizens, with the help of chat tools and social software has been popular[1].

### 2.2. Type of Network Language

The first is the digital network language, which is mainly expressed with the help of the meaning of numbers or homophones, the common "520" means I love you, "886" means bye-bye.

Then there's the alphabetic web language, which replaces the characters with the English alphabet, which not only makes communication more interesting, but also improves the speed of typing. The common ones are: "pljj" means beautiful sister, "xswl" means laughing to death and so on.

The third is the mixed network language, this kind is mainly the number, the text and so on carries on the splicing, carries on the meaning expression, the common has "3Q" to express the thanks, "reads the ing" to indicate is reading and so on. These online languages have strong advantages in expressing meaning, and if people use these words or pinyin alone, the effect may be

unsatisfactory, so this is also a more common type in life.

Also is the accent transformation type network language, this kind mainly is people's daily spoken language carries on the transformation, uses the homophone and so on way to carry on the transformation, such as "on the sauce" the expression is like this.

Finally, there are pictorial language, which are mainly embodied in emojis and emojis, both of which appear frequently when people are chatting, and are very accurate and popular among Internet users [2].

### 3. Current Development of Chinese Language and Literature

The major of Chinese language and literature is an important subject to study Chinese language works, such as words, syntax, prose, poetry and so on, which is basically opened in every university. Chinese language and literature is the traditional literature of our country. After thousands of years of inheritance and development, it has become concise and straightforward, widely loved by people. The reasons for this phenomenon are as follows:

First of all, the world's keen attention to Chinese traditional culture is gradually rising, China's economic strength is gradually growing, the overall national strength is constantly improving, after the reform and opening up, the economic level has been greatly improved, and China's trade is all over the world. Especially in the 2008 Beijing Olympic Games, the comprehensive strength of our country has been displayed, greatly publicized the traditional culture of our country, so that the world has a new understanding of our country, and have developed a curiosity about our traditional culture. The continuous establishment of Confucius Institute makes the people of the world feel the charm of Chinese language and literature, and the Chinese language is popular all over the world[3].

Secondly, the media's vigorous propaganda has promoted the public's interest in the study of Chinese language and literature, such as the popularity of programs such as "Chinese good poetry ", and made the audience feel the charm of poetry culture, which has aroused people's interest in learning poetry to a certain extent. Some public figures are also beneficial to people's imitation and learning, such as the famous host dong qing, her personal speech and manners reflect her cultural accomplishment, let people feel appreciation and worship, but also as an example to promote people to improve their chinese language and literature literacy.



Figure 1 Good Chinese poetry

Finally, the influence of examination-oriented education. The popularity of Chinese language and literature was first introduced by the compulsory education stage of poetry, classical Chinese and so on, this way makes the students'understanding of Chinese language and literature not deep enough, only as a tool to score by rote, but the profound implication of its content is not enough to understand, although the proportion of Chinese language and literature in the Chinese curriculum is high, but the students'ability to internalize it is not enough, which leads to the phenomenon of high scores and low energy.[4].

### 4. The Influence of Network Language and Culture on Chinese Language and Literature

The influence of all things has advantages and disadvantages, and the influence of network language and culture on Chinese language and literature is the same, which can hinder the development of Chinese language and culture.

#### 4.1. Positive Impact

Due to the continuous development of the times produced a series of network language, for the majority of Internet users have a certain practical and attractive, with the continuous development and extension of network language, has been widely concerned by people from all walks of life. As a language, if he wants to extend his life, he needs to be used continuously and innovate and perfect constantly. For characters, the development of network language can effectively promote the progress of Chinese language and literature, promote the improvement and innovation of Chinese language and literature, so as to get great development. Because young people are the main group of Internet users and have a strong ability to accept new things, the use of online language has a far-reaching impact on young people. Every year, for example, some new words are included in the dictionary, which makes the content of the dictionary perfect. Internet language is the vocabulary that people use in daily communication, break through the limitation of language rules in the past, carry on certain reform and innovation to Chinese language, enrich the form of communication and communication in language to some extent, break through the limitation of grammar in the past, add fun to people's life, and make the development of Chinese language and literature more abundant.

For example, in recent years, the more popular word "lost ", the word has existed in the oracle, this kind of vivid expression makes it quickly become the widely used object of Internet users, and then included in the dictionary, figure 2, is also used in life, such as the film " lost in Hong Kong ", " lost in Thailand "and so on. The film expresses the funny experience that happened in the journey, and the use of embarrassing words is extremely appropriate to express this helpless and depressed mood, add the network popular elements in the film, so that young people have an interest in the film. Through a series of development of network language, it is also involved in the Chinese language education in our country, especially in the most obvious Chinese writing, which not only makes the article fun, but also makes the content expression richer, using the network language to express the Chinese language and literature, which makes the influence of the Chinese language and literature expand constantly, and the Chinese language and literature also more abundant and vivid[5].

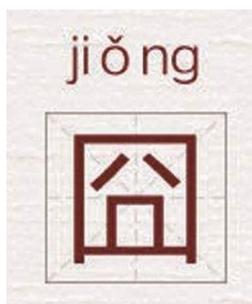


Figure 2 Embarrassing

#### 4.2. Negative Effects

The use of some network languages may also lead to a certain misinterpretation of the meaning of Chinese language. In order to enhance the attention, some network languages use the wrong words to pursue the similarity of language meaning and ignore the application norms of language, which will mislead people in learning Chinese language to a certain extent. Especially the youth account for a large proportion of Internet users, they are in the important stage of life development, knowledge and skills are not perfect, lack of certain discrimination ability, have great curiosity about new things, so some bad network culture may affect them. Youth is also the key period for language learning, often contact with non-standard language will cause their language non-standard, have a bad impact on the learning of young people, resulting in their reading, writing skills cannot

improve. Because of the diversity of network languages, it greatly affects the development of traditional languages, which may lead to the gradual forgetting of traditional expressions[6].

For example, the common phenomenon of homophonic characters, such as the film "Staring "," Unthinkable" and so on, although the names of these films fit the main theme of the film, but will bring misleading to the majority of young people, in the use of idioms may appear the phenomenon of using wrong words, resulting in a certain impact on the Chinese language culture. There are also online phrases such as "Do you make it?" that may affect normal language communication by causing teenagers to have bad accents and slurring their speech.



Figure 3 Film "Unthinkable" Fig.3 The film "can' think differently"

## 5. Conclusion

To sum up, under the premise of the new era, the spread of network language has brought some vitality and reform to the development of Chinese language and literature, which makes the content and form of Chinese language and literature expand, and also makes the Chinese language and literature develop to the international level, but we should also guard against the negative influence brought by network language, give full play to the advantages of network language, and promote the steady development of Chinese language and literature, so as to make the traditional culture of our country pass on.

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