

Fantasy Theme Criticism of Bullet Screen in the Bilibili Video of “South Korean Professors Survey China's Post-90s”

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Abstract: This study uses fantasy theme criticism to analyze the Bilibili video “South Korean professors survey China's post-90s speech: they are the most terrible generation in China” and the bullet screen sent by netizens, and to explore the characteristics of international communication in the Internet era. Through the analysis of the text of the video speech and the bullet screen sent by netizens on the website, this paper compares their fantasy theme and rhetorical vision, and finds that: first, the popularity of the video is related to the post-90s issue and the historical origins of China and South Korea; Second, the themes discussed by bullet screen fit well with the speech video, but the attitude deviation is large; Third, the interaction between netizens' bullet screens is the direct factor that causes the difference attitude between the two.

1. Introduction

On May 5, 2017, the netizen “Mu Mu ah” (木木木木木啊) reprinted a 15 minute 37 second speech video on Bilibili website, entitled “South Korean professors survey China's post-90s speech: they are the most terrible generation in China”. This speech caused a huge response in Bilibili, and continued to ferment. As of 22:00 on February 27, 2019, the data collection deadline of this article, There are 3614 comments, 9413 collections, 559 coins, 1316 likes, more than 900000 plays and more than 10000 bullet screens. Moreover, there are still users sending bullet screens at 11:41 on February 27, 2019. If you search Bilibili for “speeches” and rank them according to the number of hits, this video is on the front page of popular speeches such as Ma Yun and Lei Jun. among the videos with a duration of more than 10 minutes and the speakers are foreigners, the number of hits ranks first, far more than many reprinted Ted speeches. Although South Korean wave and Japanese wave have existed for a long time, the author is surprised that similar knowledge speech can arouse such attention. Of course, the focus of the speech on China's development is an important reason, but there are not a few videos of speeches on China's development in other European and American countries. The reasons for this video's attention deserve careful exploration.

Bilibili is a popular website in China, but it is not a popular website in the world. However, users can freely reprint videos from various countries, and this kind of reprint is a common situation. Many users will add “XX website reprint label” to the videos they forward. Bilibili is also a bullet screen video website. When the video is reproduced from other platforms to Bilibili, there is another meaning. Tang Zhuo (2017) pointed out that bullet screen is a kind of interactive comment that can be played synchronously with the video and beyond the time and space. Bullet screen is the most direct response of netizens to the video content. Each bullet screen sent by netizens actually changes the experience of the audience behind, making the whole video with bullet screen form a new meaning. Mary Shen (2007) pointed out that with the emergence of mobile Internet and social media, people can connect themselves without professional media, so that the form of communication can return to the era of city-state speech to a certain extent. From this point of view, the bullet screen is concentrated in the limited area of the video playing window, playing together with the video. Compared with the comments that need to watch the video to publish and turn the page to view at the bottom of the video, it repeats the oral communication setting of “one person makes a speech, the audience whispers” to a greater extent. The content of the rhetorical vision provides more vivid materials for the analysis of netizens' intention and attitude towards the video.

It is more meaningful to discuss this phenomenon from the perspective of international communication. Hong Junhao (2014) pointed out that the core content of international communication is the flow of information between different countries, which first focused on international news reports, and then gradually expanded to TV programs, movies and other fields. With the emergence of new media, the impact of the network on the flow of information between countries has attracted more and more attention, and the impact of new media on the structure of international information flow has become an important theme. Li Jinquan (2015) pointed out that in the era of radio and television, Japan's economy once ranked second in the world, but its cultural influence was far from matching its economic ability and failed to compete with the United States in the flow of information. So in the Internet era, is there a new opportunity for the “non Western” world to balance the flow of information? Of course, this kind of counterbalance may not be a “sell back” to the United States. If it can occupy a larger proportion in another country and occupy the space of “main information sources”, it is also an important contribution to the balanced flow of information. The South Korean Professor speech video selected in this paper is reproduced to Bilibili by netizens. In this cyberspace, the video does not have the channel advantages of “news agency” and “satellite communication” and other technical advantages, and the comments, forwarding, bullet screen and other behaviors are spontaneous by netizens. So what triggered the popularity of this video? Is the content of netizen rhetorical vision a simple Ode to video content? Does it mean that in the case of the Internet, South Korea, an emerging economy, has achieved the cultural influence that matches its per capita GDP? These are the problems that this paper hopes to explore.

To sum up, Bilibili is a special space, which provides a space for free video reproduction, cross space-time interactive comments, and centralized viewing of rhetorical vision with video. In this space, there are a large number of videos from different sources and created by different countries, but the main users are Chinese users. These videos compete with each other for natural ranking under the condition of equal opportunities. From the perspective of international communication research, Bilibili provides an “experimental environment” in which cultural content itself can compete and face all Chinese users without technical factors. In the 10-30 minutes of speech videos, a speech video from South Korea, which surpasses many European and American speech videos, ranks first in popularity. This is a new phenomenon worthy to study. This paper hopes to analyze the content of the video text and rhetorical vision, explore the reasons for its attention, and further explore the impact of new media on the flow of information between countries.

2. International Communication

Hong Junhao (2014) pointed out that international communication refers to the information flow between countries, and its core concern is the imbalance of information flow between countries, which is embodied in the hegemony of cultural media and the political influence of transnational media. With the development of the Internet, the impact of the Internet on the flow of information between countries has gradually attracted attention. Zhang Lei and Hu Zhengrong (2014) pointed out that the Internet makes information flow more freely. It inherits the unbalanced situation of information flow between the United States, western countries and developing countries. On the other hand, it also provides the possibility for the two-way flow of information and the establishment of a multi value system.

Because of the enhancement of information mobility, the factors of information itself such as culture and value are more prominent, the theory of international communication originated in the United States and is deeply influenced by its methods and values. The “internationalization” of contemporary international communication needs “cultural consciousness” and “local experience” to connect with “global theory” (Li Jinquan, 2015). South Korea and China have a deep historical origin. The “Korean wave” in Chinese TV series, variety show, fashion and other fields can not be simply interpreted by cultural globalization and cultural soft power. It should also integrate historical and cultural factors to explore the significance of the text itself.

Ancient China had a set of imagination of international order with the concept of “Tian Xia” (天下)(all lands under sky) and “tributary system” as the core, which was different from the logic of modern imperialism, This imagination did not completely subvert in modern times, but evolved into the idea of “Tian Xia Da Tong” (天下大同)(unity of the world), This kind of idea still has an important influence on today's Chinese concept of international communication (Zhang Lei and Hu Zhengrong,2015). South Korea has a close relationship with this kind of order imagination in history, Ming and Qing Dynasties, Korea's “diplomatic” diplomacy was limited to China and Japan, believing that the Ming and Qing Dynasties were suzerain States and Japan was a neighboring country (Nait torajir ,2017). This historical origin is an important local experience for the information flow between the two countries in modern times and the impact on the Internet's views on each other.

3. Fantasy Theme Criticism

Fantasy theme criticism is a kind of rhetorical criticism, the core of rhetoric can be attributed to concern about the art of speech as a persuasive tool(Lin jingling ,2000). Rhetoric can also be regarded as an ancient theory of human communication, in the early stage, the concern was argumentation, and then it was to promote the identification of perceptual experience, At the same time, it also rose from the level of skill to the level of epistemology and ontology (Mary Shen, 2007).Rhetorical analysis focuses on active intention, a common consensus is that the purpose of rhetorical analysis is persuasion, and language is regarded as the expression of human purpose (Qin Li et al., 2011). Rhetoric is purposeful persuasion, which can be regarded as the basis of rhetorical analysis, rhetorical criticism is concerned with organizational structure, word modification and how persuasive and attractive it is; It is concerned with the theme, idea and thought of discussion, and people's thinking, values and world outlook. In other words, through the analysis of its expression, we can deduce the purpose of the speaker and understand his thinking and spiritual world (Lin jingling ,2000).

Fantasy theme criticism, developed from “group fantasy” in small groups communication , is a symbolic convergence theory analysis method,this theory hopes to find out the common experience, attitude and interpretation that speakers try to shape in the group, Fantasy theme includes four forms, setting theme: action location and background description, Character theme: character personality trait description motivation, Action theme: the action of subject participation and the promise and source of rationalization of the purpose; The results show that fantasy theme is a small concept, Rhetoric vision is a big concept, and fantasy type is an intermediate concept, which is composed of a series of similar settings, characters and actions (Qin Lili et al., 2011).

This paper will first make fantasy theme criticism of the text of the speech, hoping to understand the South Korean professor's attempt to shape the fantasy theme and rhetorical vision in the speech, and then make a rhetorical critical criticism of netizens' rhetorical vision to understand the netizens' collective attempt to shape the fantasy theme and rhetorical vision, and then make a comparative analysis of the results, so as to explore the reasons for the attention of the video The possible influence of the cultural and historical origins of the two countries, and the influence of new media on the flow of information between countries.

For the video part, the text below the speech video is translated into the analysis text. For the bullet screen part, as of 22:00 on February 27, 2019, there are more than 10000 bullet screens, which exceed the default display limit of the website by 3000. As mentioned above, the characteristics of bullet screen are that it is accompanied by video playback, cross space-time interaction, and the influence of other users from the angle of the launcher and the audience is also the content presented by the default bullet screen, Therefore, this paper selects the text of the bullet screen part to be displayed by default when the data collection is finished.

As mentioned above, fantasy theme criticism attempts to discover the “shared experience” constructed by speakers, which is intended to be used for speech analysis. Fantasy theme criticism originates from the theory of small group interaction, it can be used in netizens' bullet screen. Lin

jingling (2000) pointed out that when fantasy theme analysis was put forward, it did not list the analysis steps, Lin jingling put forward the analysis steps: to examine the possibility of sharing themes; to collect relevant discussion and code the artifact; to analysis fantasy theme and construct rhetorical vision.

4. Analysis Speech and Bullet Screen

4.1 Speech Characters1:China's Post-90s

In the speech, the images of “China's post-90s” repeatedly appeared, which were directly stated as “post-90s”, “Chinese young people”, “younger entrepreneurs”, “China's new generation” and “Cai Xiaocen” presented by virtual images. South Korean professor thinks that the post-90s in China, like people of the same age in other countries in the world, have relatively free values , like shopping, proficient in using advanced IT products, The implication is that the young Chinese are no longer conservative, backward and wandering on the food and clothing line. At the same time, China's post-90s have some unique characteristics. Most of them hope to start a business, not only have stable jobs. They are optimistic about the future, even six people are crowded in a small room and men and women share the bathroom, who Korean professors knew during the survey , they are still full of dreams and are not afraid of failure. South Korean professor believes the post-90s will be the hope of China in the future.

4.2 Speech Characters2: Chinese Entrepreneurs

Another important character in the speech is “the older generation of entrepreneurs”, which is embodied in the statement of “successful senior entrepreneurs”, “respected entrepreneurs”, and the names of entrepreneurs such as “Lei Jun” and “Ma Yun”. In the description of his speech, the older generation of successful entrepreneurs are very insightful and have invested in the global layout. They are not only intoxicated with personal success, but also actively provide opportunities and investment for young people to start their businesses and encourage younger generation. They are the most important part of China's unique entrepreneurial culture and entrepreneurial ecosystem.

4.3 Speech Setting1: Zhongguancun

The place where South Korean professors communicate with Chinese young people is “ZhongGuanCun”. In the first half of the speech, ZhongGuanCun is China's Silicon Valley, which is the gathering place of high-tech industries. It is a place full of dreams and hopes. Chinese young people live in a hard environment here, but they are looking forward to a better future, hoping to become the next bill gates, make China's Amazon, here is full of fighting spirit and optimism for the future.

4.4 Speech Setting2: China

China emerged as setting. In the speech, China was once the market of South Korea and the source of cheap goods. But it is very different now. Although there are still a large number of low-end manufacturing industries in China, China is also striving to upgrade its industry and invest in world-famous brands and infrastructure construction, striving to build high-speed rail and create a half hour life circle. China is also a place with a unique entrepreneurial culture and entrepreneurial ecology. This kind of environment allows young people to try and make mistakes, which is conducive to the ultimate success. Taking South Korea as the coordinate, China is very close. Taking off from Seoul airport, South Korean people can fly to Beijing, the capital of China, in two hours. But most South Korean people don't understand China today. For South Korea, China is a strange and magical neighbor.

4.5 Speech Action1:Start a Business

In the speech, the action from the beginning to the end is entrepreneurship. China is in the tide of entrepreneurship. Successful entrepreneurs and government policies are supporting young people's entrepreneurship. Entrepreneurship needs courage, vitality and dream. China has entrepreneurial

culture and a complete entrepreneurial ecosystem. South Korea have entrepreneurs, but lacks atmosphere.

4.6 Speech Action2: Development

In the second half of the speech, the action of development and entrepreneurship goes together. The speaker pointed out that South Korea used to have industrial advantages over China, but now the conservative division hinders South Korea's development. Young people lack a stage. In contrast, in China, the government is ambitious in infrastructure development and provides various entrepreneurship support policies. Young people can bear hardships and dare to imagine, Successful entrepreneurs consciously feed back young people and encourage entrepreneurship, which is a setting of great development.

4.7 Speech Rhetoric Vision

After analysis, this paper finds that the rhetorical vision is to learn from China. China is very close to South Korea, but most Korean people's understanding of China still stays in the past and do not see the possible development of China. China's entrepreneurial vitality and development power come from three aspects: first, young people can bear hardships, have dreams, do not pursue extravagance and are not afraid of failure; Second, the government is ambitious to create a good environment for young people; Third, entrepreneurs believe in young people, consciously feed back and support young people to start their own businesses. All these together form a good entrepreneurial environment, which is the bottleneck of South Korea's economic development.

5. Analysis Bullet Screen

5.1 Bullet Screen Character1: South Korean Professor

The netizen's bullet screen paid special attention to the speaker. “This person can't live”, “the professor may be scared”, “this South Korean knows too much”, “he is a flatterer” all refer to the speaker and Professor himself. Netizens have all kinds of joking expressions about the speaker, but they basically think that he is a person who understands China and exaggerates China too much.

5.2 Bullet Screen Character2:China's Post-90s

In the bullet screen, netizens responded to the theme of post-90s, expressing “post-90s”, “post-99” and “post-95”. In the bullet screen of netizens, post-90s are a generation connecting the past and the future, and have made some achievements, but they are also confused and hesitant, which is not exactly what the South Korean Professor said. At the same time, post-90s are not young in Bilibili, Post-00 is the real young people.

5.3 Bullet Screen Character3:China after 2000

In the bullet screen sent by netizens, a large number of Post-00 discussions unexpectedly appeared, “Post-00 is almost 20 years old”, “Post-00 laughs but doesn't speak”, “Post-00 shut up and read”, “post-02 don't take the misplaced blame”, “post-04 children are basically addicted to online games”, The post-90s are old, and the post-00s are the real future. Netizens think the post-00s have more advantages than the post-90s, but they are full of uncertainty. If they don't work hard, they may become China's “strawberry generation”.

5.4 Bullet Screen Setting: East Asia

In the bullet screen of netizens, some terms such as China and South Korea appear as the abbreviations of China's economy and South Korea's economy. The theme of repeated settings is East Asia. For example, “our competitor is Japan, not South Korea”. Although it is expressed as Asia, it refers to East Asia in terms of the context of the discussion between China, Japan and South Korea, Similar situations include “visual observation of two island countries, South Korea and Japan, will sink into the sea in the future”, “Japan, what are you?” There is also a direct statement that “South Korea is also deeply influenced by the East Asian cultural circle”, and netizens regard

East Asia as the field of comparison between China and South Korea.

5.5 Bullet Screen Action : Calm Down

“This professor can't live”, “this is the theory of China threat”, “that's right, it's flattery”, “this guy knows too much”, “this is an understanding person, limit him”, “it seems that concealing strength is not in place”. The number of replies similar to banter is the largest. Although the forms are different, they have similar meanings, “understand” “Knowing too much” indicates that it reflects the real situation to a certain extent, while “threatening” and “winning” indicate that it exaggerates the reality to a certain extent. “Not staying” and “arranging” are joking to show that China should not expose its strength, and some netizens' direct statements should be treated rationally, for example, “South Korea is a developed country because it is indeed developed in some places (such as cosmetic surgery and electronic industry)”, “won't you feel a little uneasy when you are analyzed by the South Korean people?” “Although South Korea is small, it is really a developed country.”

5.6 Rhetoric Vision

After the analysis, this paper found that the development of Rhetoric vision: China should focus on development. From the bullet screen of netizens, we can see that netizens think that “ South Korean professor” exaggerates China's achievements. They think that China's post-90s generation is not all like what South Korean professor said. The younger post-00s generation is the hope of the future, but it is full of uncertainty. China and South Korea are located in East Asia and face competition from Japan. What China needs is not to flaunt our achievements, China should concentrate on our development.

6. Conclusion

From the theme of the characters in the speech and bullet scree, the post-90s of China are the themes of both parts. The post-90s of China portrayed in the speech are full of dreams and fearlessness. The post-90s of China in bullet scree are more prominent in “not all like this” and “no longer young”. Although they are endowed with different meanings, they are still the themes with the highest degree of coincidence between the two parts, At the same time, the theme of the post-00s, as well as the discussion of the speaker itself, are also triggered from the discussion of the post-90s in China. Therefore, the motive of netizens' bullet screen discussion is closely related to the theme of China's post-90s generation.

From the theme of the setting, ZhongGuanCun the entrepreneurial center where dreams gather, and a dynamic and developing China are constructed in the speech. The theme of the setting constructed in the bullet scree is East Asia, which is a comparative field between China, Japan and South Korea. It can be seen that although the theme of the setting of the speech and Bullet scree is different, there is a covering relationship between them, and there is a certain link. On the other hand, netizens naturally put China and South Korea in the field of East Asia rather than global, and bullet screen brought Japan into the discussion, and even directly talked about the concept of “East Asian cultural circle”, which is consistent with the historical and cultural origins of China and South Korea mentioned above.

From the action theme, the speech, through what South Korean professors saw and heard in China, shapes the setting of China's entrepreneurship and development, and tries to summon the enthusiasm of South Korean audience for entrepreneurship and development. Bullet scree thinks that it has the orientation of “China Threat” Theory, and shapes the action theme of calm treatment. The theme of action is the biggest difference between the two. A lot of discussions among netizens think that South Korean professors exaggerate facts or expose China's strength. It can also be found that the interaction between these related screens is very obvious. Some of them are interesting, imitate the sentence, Just like “this person cannot live” and “restricted”, but it will eventually focus the issue of the latter screen, which will trigger the discussion of this issue.

From the rhetorical vision, the deviation of many fantasy themes makes the rhetorical vision on

the contrary. Many themes constructed by South Korean professors hope to touch South Korean society and carry out Chinese style policy. However, Chinese netizens are playing the bullet screen to fighting . They think that China can't expose its strength, can't be complacent, and should take the goal further, Concentrate on development.

By comparing the video of the speech of South Korean professors and the bullet screen of Chinese netizens, this paper finds that the popularity of the video is related to the post-90s issue and the historical origins of China and South Korea. The interactive environment of new media has a significant impact on the cognition of netizens. The topic discussed by bullet scree fit well with the speech video, but the attitude deviation is large. Among them, netizens “follow the rhythm” and “follow the trend” are very obvious. The self entertainment behavior of bullet scree also produces the effect of strengthening the focus, which lays the foundation for the formation of new attitude. Of course, the speech video is reprinted, and the audience is not the original audience of the speaker, but it represents the intention of the reprinted. From the perspective of international communication, this analysis is still meaningful.

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