

# The Influence of Network Language on the Development of Chinese Language and Literature from the Perspective of New Media

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**Abstract:** With the rapid development of modern network technology, the development of traditional Chinese language and literature in China has also provided an advanced media communication platform. However, the emergence of network language generalization under the influence of the new media era has also caused a certain impact on Chinese language and literature. Although the current network language has had a positive impact on people's learning, work, and life, Chinese language and literature as traditional culture, the impact of network language on the development of traditional culture in China has both advantages and disadvantages. In order to better inherit and develop Chinese language and literature, it is also necessary to clarify the impact of network language on the development of Chinese language and literature from the perspective of new media. Based on the characteristics of network language in the new era and the impact of network language on the development of Chinese language and literature from the perspective of new media, this paper proposes corresponding strategies to provide guidance for the development of Chinese language and literature under the impact of network language in new media.

## 1. Introduction

As an important component of traditional culture, Chinese language has now reached a mature stage, and its development prospects have not only been recognized by domestic academia, but also attracted the attention of foreign researchers. From a worldwide perspective, many countries have also made the Chinese language and culture more diverse when introducing Chinese culture. But at the same time, with the rapid development of information technology and the arrival of the new media era, the resulting network language is becoming increasingly popular. Although this phenomenon helps promote the development of Chinese language and literature in China, the widespread dissemination of online language inevitably has an impact on Chinese language and literature, and even has a negative impact on the development of Chinese language and literature. Therefore, in the perspective of new media, it is particularly important to achieve the long-term development of Chinese language and literature while network language is popular.

## 2. Characteristics of Network Language in the New Era

### 2.1. Simplification of Network Language

The reason why online language can be loved by the majority of young people is directly related to its own characteristics. Compared to standard Chinese language, online language can replace standard Chinese language with simple and interesting language, which is innovative in expression forms, and enhances the convenience of language communication, with strong simplification. The simplified forms of network language are mainly divided into three types: homophone substitution, homophone, and the use of similar words and numerals to refer to them. The first is to replace words with the same pronunciation, such as "brother" with "GuoGuo". The second is to use homophones as noun references. For example, "Ai Rui Bao Di" is a homonym for "everyone", which can be used to express the meaning of "everyone" in English. The third method is to refer to the meaning of words by using the pronunciation of similar words and numbers, such as the number "88" to express the meaning of goodbye. These commonly used online language expressions not

only make the standard Chinese language more concise, but also convey richer emotions.

## **2.2. Innovativeness and Inclusiveness of Network Language**

Network language is a new type of language created by netizens when communicating on the Internet. With the popularization of the Internet, the public is increasingly relying on online life, and the network language has also been constantly updated and expanded. Therefore, network language has certain innovation. When people have a high level of Chinese language and culture, in the process of online communication, many netizens will innovate online vocabulary based on their personal language habits and preferences. On the one hand, these online languages can increase the interest of chatting, making the content of chatting no longer boring. On the other hand, because of the openness of the Internet, it provides a more free and open platform for the exchange of ideas among netizens. Anyone can publish information and exchange information online, which also makes the online language more inclusive.

## **3. The Influence of Network Language on the Development of Chinese Language and Literature from the Perspective of New Media**

### **3.1. Positive Influence**

On the one hand, network language adds vitality to Chinese language and literature. The emergence and development of network language, to a certain extent, reflects the strong vitality of Chinese language and literature, indicating that written language can innovate and achieve inheritance under its own mechanism. There is no doubt that language needs to be constantly updated in order to achieve historical inheritance. The emergence of network language can effectively exert the mechanism of Chinese language and literature, and add vitality to the development of Chinese language and literature. Unlike standard Chinese language, the humor and humor of online language can vividly express people's thoughts and thoughts, enriching the cultural connotation of Chinese language and literature. And network words expand the meaning of existing words. For example, online words such as "Shenma" and "Fuyun" have common meanings in dictionaries and limited usage. However, "Shenma is a Fuyun", as a popular online phrase, not only makes innovations in "Shenma" and "Fuyun", but also the meaning of these two words in the popular online phrase has changed, which not only has the meaning of ridicule, but also reflects the philosophy of life of some people. From this example, the use of network language has greatly enriched the connotation of Chinese language and literature, and promoted the development of Chinese language and literature.

On the other hand, network language is conducive to the dissemination and exchange of Chinese language and literature. Due to the uneven cultural level of netizens, misunderstandings and ambiguities are inevitable when communicating and interacting online. Network language usually uses some permutations and combinations of expressions, symbols, and other expressions to express emotions. The expression form is vivid and vivid, and the meaning expressed is also easy to understand. It is conducive to communication between network users, and can also avoid misunderstandings and troubles caused by cultural differences. In addition, the rare characters in Chinese language and literature have also gained popularity due to the popularity of online language. For example, as a rare word, the word "Jiong" is not common in daily life, and people do not spend time studying the meaning and pronunciation of the word "Jiong" after seeing it. However, when communicating online, the expression of the word "Jiong" is introduced, giving it a new meaning, and stimulating people's interest in understanding the word "Jiong", thereby promoting the dissemination and popularization of the word "Jiong" (see Figure 1).

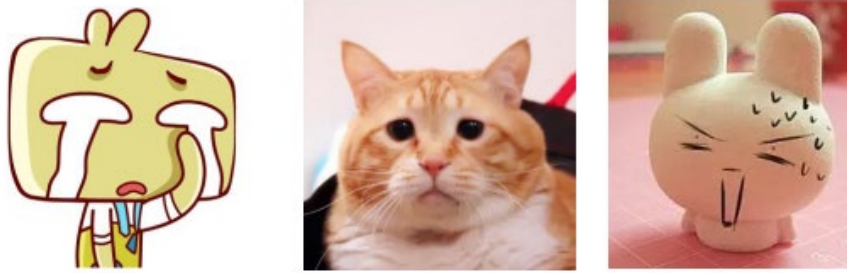


Figure 1 Some emoticons of the word “Jiong” on the internet.

### 3.2. Negative Influence

On the one hand, network language affects the long-term development of Chinese language and literature. The rapid development of online language in the context of new media can promote the dissemination of Chinese language and literature, but it will also have a negative impact on the development of Chinese language and culture. The negative impact of network language on Chinese language and literature, if not promptly improved, will not only affect the development of Chinese language and culture in China, but also affect the inheritance of traditional culture. For example, in order to facilitate communication, online language will modify some idioms or words, which on the one hand will mislead primary and secondary school students, and on the other hand, it is not conducive to the educational role of Chinese language and literature. Moreover, nowadays, China’s netizens tend to be younger. Due to the impact of online language, these younger netizens may form incorrect language expressions and use them in daily life, which is not conducive to the long-term development of Chinese language and literature.

On the other hand, network language affects the international image of Chinese language and literature. With the rapid development of the global economy, exchanges between countries are becoming increasingly close, and foreign students continue to come to China to learn Chinese and traditional culture. In this situation, if foreign students learn non-standard network language, it will not only affect their understanding of Chinese language and culture, but also affect the international status of Chinese language and literature. Moreover, in order to attract the attention of the audience, some products, films, etc. intentionally use homophonics when promoting and promoting them. For example, the movie *Pang Ran Xing Dong* is an evolution of the idiom “Pang Ran Xin Dong”, which can potentially mislead people studying Chinese language and literature, affect the global development of Chinese language and literature in China, and is not conducive to maintaining the international image of Chinese language and literature in China.

## 4. Strategies for Avoiding the Negative Influences of Network Language from the Perspective of New Media

### 4.1. Strengthening the Transformation of Network Language

As a kind of language culture, network language has both dross and essence. It also needs to be distinguished and treated differently by the mass groups using network language. For some network languages that can truly reflect the characteristics of the times and reflect the positive energy of society, they can be effectively utilized to promote the dissemination of this excellent network language and culture, and play a good role in guiding public opinion. For example, at the end of the year, the official website will collect statistics on the annual online buzzwords of the year. These annual online buzzwords are basically words that have received widespread attention, are widely used, and can reflect the characteristics of the times. These words have a positive guiding effect and can be appropriately publicized and reasonably used.

### 4.2. Giving up Using Network Dross Language

With the popularization of computers and the development of the Internet, more and more teenagers, even some young elementary students, can access various network platforms and use

various network languages. However, because these younger netizens do not have the ability to distinguish between good and bad online language, they are easily misled by some negative online language in the new media environment, which has a negative impact on their physical and mental health and learning and growth. In particular, online rumors spread by some cyber criminals not only affect teenagers' values, but also affect their world outlook and outlook on life. Therefore, in order to help teenagers establish the correct values, it is also necessary for us to strictly resist the dross of online language, block it from the root cause, and create a good online learning and communication environment for teenagers.

### **4.3. Strengthening Network Language Control**

The control of network language is a complex task, and it is significant for maintaining the network environment. It is not only necessary to strengthen network language monitoring, but also to strengthen technical investment in managing network language. For example, use language screening technology, intelligent recognition technology, etc. to screen out bad online languages, prevent the spread of these bad online languages from the root cause, and establish a green and healthy online language communication environment for the vast majority of netizens.

### **4.4. Guiding Students to Correctly Understand Network Culture**

With the advent of the new media era, network language has had a positive and negative impact on the development of Chinese language. In the process of teaching, teachers should further eliminate the negative impact of online language on students, guide students to discover and contact online language with a dialectical perspective, and cultivate students' ability to distinguish between right and wrong. Even teachers can select incorrect network language for students to analyze, laying the foundation for students to establish correct values. In addition, students should also actively assume the responsibility of disseminating China's Chinese language and culture, and further exert the influence of the Chinese language and culture.

## **5. Conclusion**

As an important component of traditional culture, Chinese language has now reached a mature stage, and its development prospects have not only been recognized by domestic academia, but also attracted the attention of foreign researchers. From a worldwide perspective, many countries have also made the Chinese language and culture more diverse when introducing Chinese culture. But at the same time, with the rapid development of information technology and the arrival of the new media era, the resulting network language is becoming increasingly popular. Although this phenomenon helps promote the development of Chinese language and literature in China, the widespread dissemination of online language inevitably has an impact on Chinese language and literature, and even has a negative impact on the development of Chinese language and literature. Therefore, in the perspective of new media, it is particularly important to achieve the long-term development of Chinese language and literature while network language is popular.

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