

The Domain Composition and Value Change of Chinese Catchwords in Foreign English Linguistics Research

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Abstract: According to the dimensions of communication object, channel and range, Chinese catchwords can be divided into campus catchwords, social catchwords, network catchwords, general catchwords, etc. Each type has distinct characteristics, such as rapid change, creative diversity, and keeping pace with the times. From the perspectives of theoretical linguistics, professional linguistics, diachronic linguistics and consensus linguistics, this work studied the domain composition of Chinese catchwords in current foreign English linguistic research. Based on comparative linguistics, structural linguistics and transformational generative linguistics, the value change of Chinese catchwords in foreign English linguistics research was studied. Exploring the composition and value evolution of Chinese catchwords in current foreign English linguistics research is conducive to exploring the international value of Chinese catchwords, and enhancing the influence of Chinese and Chinese culture behind them.

1. Introduction

Due to each country has different hot spots and people 's concerns in a specific period, it will produce different catchwords. With the development of society and the change of people's attention, a series of catchwords have emerged in contemporary China. Meanwhile, with the development of science and technology, the speed and scope of information dissemination have been accelerated. Chinese catchwords also occupy a place in foreign English linguistics research. This work explored the domain composition and value change of Chinese catchwords in current foreign English linguistic research, and explored the international value of Chinese catchwords to enhance the influence of Chinese and Chinese culture behind them.

2. The Types and Characteristics of Current Chinese Catchwords

2.1 The Types of Current Chinese Catchwords

According to the concept and connotation of the current Chinese catchwords, the current Chinese catchwords can be divided into different types based on different dimensions. Firstly, it can be divided into campus catchwords and social catchwords based on the different objects of communication. Campus catchwords mainly arise in the campus environment of primary and secondary schools and colleges, and the campus crowd is the main disseminator and receiver. Contrary to campus catchwords, social catchwords refer to catchwords derived from social life outside the campus wall. Social catchwords pay attention to social life. Secondly, it can be divided into network catchwords and real catchwords according to the different ways of communication. Network catchwords refer to the language spread in cyberspace. Due to the strong virtual nature of the network, it can be spread through audio-visual symbols and other carriers. The network catchwords are often mixed with homophonic and similar Chinese characters. The real catchwords refer to the catchwords which are different from the Internet catchwords produced and spread in real life. Finally, it can be divided into general catchwords and local catchwords based on different scope of communication. The general catchwords refer to the catchwords with Mandarin as the communication carrier, which can understand the literal meaning of the whole country. If there is

no difference in meaning, it can be regarded as a common catchword. On the other hand, the catchwords with distinctive regional characteristics and local dialect as the carrier are local catchwords. China has a vast territory, and the dialects in the southeast and northwest have their own characteristics and great differences.

2.2 The Characteristics of Current Chinese Catchwords

In general, the current Chinese catchwords have some similarities and characteristics. First, people move quickly. Due to the rapid development of science and technology and the increasing popularity of communication tools such as the Internet, people receive a lot of information in their daily life. Therefrom, we can see that the change of Chinese catchwords is also very fast. At the beginning of a catchphrase, it is often hidden and common. Generally speaking, due to the large amount of information and the speed of transmission, the time span from rise to decline of a catchword is not long. Second, there are all kinds of ideas. Due to the popularity of Chinese catchwords is very wide, it involves different regions, space, objects, etc. The prototypes and thinking of their generation are also different. They are from homophony, abbreviation, transliteration of dialect, similar characters, etc. Catchwords come from various forms and ways, which reflect the national thinking characteristics of novelty, inclusiveness and accumulation in the process of creation, and have creative diversity. Third, there is keeping pace with the times. With the progress of the times, people begin to pay attention to environmental protection and sustainable development. It can be seen that in different periods, the focus of social attention is different due to different social needs, and the emergence and replacement of catchwords are also different. It has distinct characteristics of the times.

3. The Domain Composition of Chinese Catchwords in Current Foreign English Linguistic Research

3.1 Theoretical Linguistics Domain

The field of theoretical linguistics is the current Chinese catchword in foreign English and the subject of linguistic research. Theoretical linguistics in Chinese catchwords offers theoretical basis and methodology for English linguistics abroad research (i.e., theoretical linguistics offers a guiding framework for English linguistics research in Chinese catchwords abroad). First of all, the theoretical linguistics research can clarify the historical and cultural origin of the combination between the current Chinese catchwords and foreign English linguistics. Theoretical linguistics combines the production and development of different languages with historical culture to explain. With this research paradigm, we can seek the integration of current Chinese catchwords with foreign English linguistics to improve the understanding and recognition of Chinese culture to Chinese catchwords. Secondly, the research in the field of theoretical linguistics can clarify the current popularity in China. The nature and applicability of different language statements, as well as the different regions and populations affected by the radiation are different. This can promote the positioning of Chinese catchwords and accelerate the process of promoting Chinese language and culture. Thirdly, the theoretical linguistics research can compare the current Chinese catchwords with the traditional foreign languages in English linguistics. The grammatical logic of Chinese catchwords is based on Chinese. However, the grammatical logic of foreign English linguistics research is based on English. On the one hand, the differences in word order and semantics between the two grammatical structures help to explain the grammatical logic in current Chinese catchwords. The other party's face also helps to promote its integration with English linguistics.

3.2 Professional Linguistics Domain

Professional linguistics, as its name implies, is a branch of science that regards a special language as an independent research object of linguistics. Due to its specialization in a particular language, Chinese catchwords offer materials for English linguistics abroad research at present. The special linguistics field is a field with positive value and function. On the one hand, the hypothesis

of Chinese catchwords in English linguistics abroad offers a scientific and feasible verification method. On the other hand, it offers a foundation for Chinese catchwords research in foreign English linguistics. Currently, Chinese catchwords take Chinese as the main language carrier. Strictly speaking, it belongs to the research category of Chinese linguistics. In foreign countries, English is the main language carrier of linguistics, which belongs to the field of English language research. In special linguistics field and foreign English linguistics research, it is necessary to explore the common ground and combination of the two professional linguistics. Some Cantonese catchwords are transliterated or changed from spoken English. This is a hot topic in the research of Chinese catchwords and foreign English linguistics, which offers a way to excavate Chinese catchwords from China by combining Chinese and Western cultures.

3.3 Diachronic and Synchronic Linguistics Domain

Diachronic and synchronic linguistics are a set of corresponding concepts in linguistics. Diachronic linguistics studies the dynamic dimensions of linguistics and is a longitudinal comparative study. It studies the background and historical changes of linguistics. First of all, this work studied the changes of current Chinese catchwords and discussed the influence of historical, political and cultural factors on current Chinese catchwords. Specifically, on the one hand, it studied the historical origin and status of the current Chinese catchwords in Chinese linguistics. On the other hand, the influence ratio of various factors in different periods was studied. The second is studying the evolution of foreign English linguistics. Due to English is a relatively universal international language, it covers a wide range of international areas. In addition to countries that use English as their mother tongue, there are also countries that use English as a common or official language due to colonization, trade and other factors.

4. The Value Change of Chinese Catchwords in Current Foreign English Linguistic Research

4.1 Comparative Linguistic Value Change

Comparative linguistics studies languages of different languages to find out their common ground, and finally to find out the common mother tongue of different languages. This research method is applicable to the current English linguistics research in Chinese catchwords abroad. By exploring the origin or reference of Chinese catchwords research by foreign English, the common ground between the two is explored, thus finding the common law of research. With the development of comparative linguistics, the starting point of its research has also changed. More and more researchers have realized that it is difficult to find the common mother tongue of different languages due to the so-called common language. This is the turning point in the direction and value of comparative linguistics. The starting point for comparative linguistics to explore the common mother tongue of different languages is that there are common and unified rules based on the origin of language, and the development of language follows these rules without exception. However, linguists have come to realize that language is the product of human subjective initiative thinking and does not fully follow the unified and strict rules. As far as the research of English linguistics on Chinese catchwords is concerned, although we can explore the common ground of the two catchwords, which are borrowed from each other and come down in one continuous line, they are more specific due to their different backgrounds.

4.2 Structural Linguistic Value Change

Structural linguistics refers to the opposition to the study of isolated linguistic phenomena in linguistic research. It is advocated to study all parts of linguistics systematically in order to build a complete linguistic framework. The structural linguistics value change has changed from the functional school to the phonological school and the descriptive language school, and its research focus has changed from the functional value of language to the expression and communication form of language. Specifically, the current Chinese catchwords are a value change of structural linguistics in foreign English linguistics research. It exists in the reference of Chinese catchwords in

the current foreign English linguistic research, focusing on its function and influence on grammar rules, structural expression, description content, etc.

4.3 Transformation-Generation Linguistic Value Change

At first, transformation-generation linguistics drew on the research ideas and paradigms of structural linguistics, trying to explore the composition and internal relations of language through classification, and to build a unified language framework. However, Chomsky, the representative of transformation-generation language school, found that the study of language by structural classification can only explore its surface structure, but not its internal laws in the process of research. For example, the expression of the same meaning can not be realized through only one language. Passive sentence and active sentence express the same meaning is a typical example. Therefore, Chomsky proposed that human beings have a natural language mechanism and structure, and the specific expression of language lies in environmental stimulation. This is of paramount importance to Chinese catchwords research in foreign English linguistics. Currently, some Chinese catchwords have been transferred from English phonetics to borrowed English thinking. These Chinese catchwords research can certainly explore their integration with foreign English linguistics. However, it is more important to further explore the stimulating effect of culture on different languages and the innate language ability of people in different historical and cultural backgrounds.

5. Conclusion

There are many kinds of popular Chinese words with their own characteristics. Some are directly transplanted from English linguistics, while others have a deeper connection with English linguistics. By exploring the composition and value changes of Chinese catchwords in the current foreign English linguistic research, the international value of Chinese catchwords can be further explored, and the influence of Chinese and the Chinese culture behind them can be enhanced.

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