

On the Diversification of Language and Culture from the Perspective of the Spread of Network Language

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Keywords: Network Language; Language and Culture; Cultural Diversity

Abstract: With the development of modern media based on Internet, network language emerges as a new form of language at the historic moment. The emergence of this new form of language promotes the diversification of language and culture, but there are bottlenecks in the development of network language and culture. In this context, based on the characteristics of network language, combined with phonetic culture and communication theory, this paper analyses the pluralistic features of language and culture through the communication link of network language, and on this basis, analyses the bottleneck of its existence, so as to provide new ideas for further study of this language form.

1. Introduction

With the rise of Internet technology, the modern network media based on it has been greatly developed. In just a few years, it has penetrated into all levels of social development from the economic and technological levels, bringing about great changes in the form of social development and people's daily life. In this change, network language is one of the typical links to change social development and people's lives. As a form of modern media communication, network language complements the current language and shows its unique aspects, making the language and culture more diverse. Based on this, this paper makes a detailed analysis of the relationship between the spread of network language and the diversification of language and culture.

2. Network Language Communication Promotes the Development of Network Language Culture

Mr. Yu Genyuan said, "Internet Language is the product of the Internet. In order to improve the input speed, most netizens transform some Chinese and English vocabulary, and link and mosaic words, pictures and symbols at will." [1] From the standardised way of language expression, when Chinese characters, numbers and English letters are mixed together, some strange words, wrong words and other characters will appear, which is totally a sick sentence. But in the network, it is the authentic language loved by netizens. It can be seen that network language is not only for the convenience of information dissemination, but also for other reasons. This section focuses on this aspect of content.

2.1. The exploitability of Internet provides conditions for the birth of network language

At present, the Internet has a high degree of openness, which enables it to make breakthroughs in the game with traditional media. The information transmitted by the Internet is highly interactive and three-dimensional, and it is unpredictable. This aspect of language is characterized by high freedom and arbitrariness. Because of the powerful advantages of the network, it caters to the needs of modern language communication, and thus becomes a new carrier of the current language. The change of this carrier also leads to the change of language form, which provides conditions for the emergence of network language. Network language, with its default freedom, combines the traditional unreasonable and illegitimate language with various forms of language to form a convenient form of expression. On the one hand, its main manifestations are symbolic superposition, digital homophonic, self-created English, reduced language, self-created Pinyin and other forms,

which are formed in traditional language forms, but break the existing rules of traditional language, with a high degree of randomness.

2.2. Network media promotes network language

Language is an important symbol to express people's way of thinking, structure and other important symbols, but also a carrier of cultural heritage, reflecting the characteristics of a country or a nation, such as national culture. Sapir, an American linguist, pointed out in *Language* that "language has an environment, it can not exist without culture, and it can not be separated from the traditions and beliefs inherited from society." [2] It reflects the relationship between language communication and social development. [3] In this connection, language is no longer merely a means of communication, but a cultural phenomenon. With the development of Internet-based network media, the concrete example of this cultural phenomenon is the network language formed at present.

2.3. Characteristics and challenges of network language

As a cultural phenomenon, network language has the characteristics of pluralism and compatibility. It can realize the integration of various cultures and achieve a new expression. For example, it can take part of the characters in oracle bone inscriptions as a symbol in current network language, thus realizing the combination of the past and the present and forming a new meaning. In addition, network language has the virtuality, mainly through its transmission way as the network, the two sides of communication can not know the real identity of the other side, but communicate with a virtual identity. This communication can break the formality and restriction between acquaintances, leading to the personalization of language style, that is, more and more personal emotional output. Because of the above characteristics of this form of language, it has been recognized by the vast number of netizens and formed a cultural force that can not be ignored. However, it is undeniable that there are serious challenges in the process of its development. The main reason lies in the arbitrary expression of the language and the lack of effective constraints of formal language norms, which can easily lead to people's forgetting of complex formal language. The impact of this is extremely negative. After all, the current mainstream mode of communication is still based on formal language. This unconstrained process can easily lead to an increase in language risk, especially the uncertainty of its development, which leads to a large number of potential problems.

3. Language Communication Promotes Linguistic and Cultural Pluralism

The essential purpose of language is to convey information. From the history of language development, we can see that every link of its development is closely related to human information dissemination: of course, when people have the desire to communicate, spoken language was born; when people need to write records, words emerge as the times require. All of these express that people's demand for language is the result of their own development. In the new era, the development of modern media based on the Internet has led to the birth of network language.

For language, as a symbol, it is transmitted through the relevant media. It breaks the limitation of traditional face-to-face communication, but closely links the whole earth, forming a form of language communication across regional constraints. At the same time, due to the diversity of network media, language communication has diversity, such as audio communication through telephone, radio, video, visual communication of images, etc., forming a comprehensive and diversified transmission system. This diversification of communication forms has led to new changes in the transmission of language in the network media [4].

In fact, the emergence of network language is the inevitable demand of instantaneity in the transmission of network media. The traditional language forms are affected by the existence of normative constraints on instant communication, so breaking the constraints of network language will obtain the soil for development. This demand for instant messaging leads people to choose less symbols to express more connotations when choosing linguistic expressions. Therefore, the

corresponding abbreviations, homophonic and heteromorphic symbols are the raw materials for the construction of this linguistic form. In fact, it uses a visualized thing to visualize the connotation of information transmission. In this case, graphic symbols and character numbers are widely used in the form of symbols in language information expression. In fact, these character symbols and graphic symbols can transmit the corresponding information very well. The main reason is that the images represented by these graphic symbols and graphic symbols are acquired by people's direct or indirect life experience, so that they can acquire a wide range of knowledge and realize the accurate expression of language information [5]. At present, the most popular image symbols are emoticons [6]. Table 1 shows the commonly used emoticons and their meanings. From the table, we can see that these simple emoticons can vividly express emotions that are difficult to express in traditional language. Thus, the pluralism of network language can effectively complement the traditional language expression.

Table 1 Common emotional symbols and their meanings

Expressions	Meanings	Expressions	Meanings
:D	Happiness	:(Dissatisfaction
:-P	Tooth spitting	:-*	Kissing
;-)	Blink	:-x	Shut up
<※	Bouque	:-O	Surprise
\$_\$_	One's eyes grow round with delight at the sight of money	@_@	Confusion
>_<	Crazy	T_T	Crying
= =b	Cold sweat	>3<	Kiss
≡◇≡	Moved	=_=#	Anger
(×_×)	Fainting	(-_-)	Out of ear
(~^~)	Discontent	(=^_^=)	Meow
(¯_¯)	Drooling	(T_T)	Crying
ヽ (¯▽¯) ㄥ	Spread of hands	ㄥ (ノ_ノ) ㄥ	Passes by
(*+_+_*)~@	Can't stand	*\(^_^)/*	Come on
(づ¯_¯)づ	Blow a kiss	b (¯▽¯) d	Thumbs up

4. Bottlenecks in the Current Development of Language and Culture

Although the network language has been well promoted and popularized, and even has formed a cultural phenomenon, there are still bottlenecks in its development. Generally speaking, this bottleneck is the limitation of the context of language communication. For the process of language communication, only when it is built in a certain semantic environment can it have its representative

significance and achieve the purpose of language communication. For context, it mainly includes cultural context and situational context, which is the bottleneck hindering the development of current network language and culture.

For situational context, it mainly represents that the language used corresponds to certain situations. Different occasions will lead to great differences in the language meaning expressed, and misuse will lead to certain problems. After thousands of years of development, the traditional language has constructed perfect formulaic norms, whose correspondence consistency can reduce the ambiguity of language in communication. "People use a mature and stable system of linguistic symbols, and the relationship between signifiers and signifiers of linguistic symbols is basically stable and unchanged." [7] In addition, this context also includes body language, gesture and other non-verbal language, which becomes the compensation form of the current language.

As for network language, its organizational form and expression are arbitrary or individualized. This process of language organization will express network language according to the personal situation and experience of the current speaker, and then the other party may not have the same mood and experience, which will lead to errors in the correct acquisition of information and misunderstanding happens from time to time [8].

For the transmission of language, it needs to carry out the expression of language symbols on the basis of mutual understanding. For example, the reason for the obstacle of communication between human beings and animals is the lack of necessary contextual environment between human beings and animals, and the problem in the transmission process of network language is essentially this problem [9]. Because of the lack of a common understanding of the meaning of symbols used in cyber language, it will lead to the inaccurate information acquisition in the process of using this language to communicate, which will lead to the rapid development of cyber language, but its development momentum is insufficient, and it still has a niche.

5. Conclusion

As a new form of language, network language provides people with the possibility of convenient and instant communication in the process of development, so it has been well popularized and promoted with the development of Internet media. Despite such rapid development, there still exists the problem of insufficient momentum for development. Under this background, this paper deeply studies the conditions for the emergence of network language, the characteristics of network language and the corresponding bottlenecks in the development of network language. From the research, we find that the arbitrariness and individuality of the corresponding expression of current network language make it difficult to construct stable corresponding relationship in a certain context, which leads to the incorrectness of the expression of network language and the deviation of information transmission, which is also the bottleneck of the development of current network language. The key to promote the development of network language and the diversification of language is to solve the corresponding context of language transmission.

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