On Network Catchwords from the Perspective of Sociolinguistics

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Abstract: With the development of Internet technology, network catchwords began to enter the society. At the same time, it has become an important aspect. Network catchwords began to gradually move from the network world to real life, and attracted a lot of attention. Therefore, this paper analyzes the impact of network catchwords on people's life, mainly including positive and negative effects. It also studies the relationship between network catchwords and sociolinguistics, mainly including taking new meanings from old words and simplifying homonyms. It also studies the causes of network catchwords, hoping to improve people's attention to network catchwords and promote the development of society.

1. Introduction

The development of network technology has promoted the emergence of network catchwords. Network catchwords have brought full interest to people's life. Relevant personnel should study the causes of their occurrence and their relationship with sociolinguistics, so as to better guide the development of network catchwords.

2. Influence of Network Catchwords on People's Daily Life

Network catchwords have both positive and negative effects on people. Among them, the positive impact includes entertainment function and improving people's attention to major social events. The reason why network catchwords can spread rapidly is their entertainment, people can relax during the rest time. Some of the network catchwords are evolved from social events, which can summarize social events. People's attention to the network catchwords can promote people to pay attention to major social events. It is a way for people to express their views on society [1].

Network catchwords also have some negative effects, including adverse effects on Chinese teaching, undermining the norms of daily social terms, making them deviate from the right direction and so on.

3. Network Catchwords and Sociolinguistics

3.1 Take New Meaning from Old Words

The new meaning of old words refers to the use of old words to express new meaning. Analyzing from the perspective of sociolinguistics, it is caused by language variation. The process of language variation reflects the changes in society, so we can understand language variation by observing the changes in society. In modern society, young people have strong innovation ability. They are very good at using the Internet to innovate. They integrate some old vocabulary with the Internet, give new meanings to old words, so that the old words become popular in society [2].

For example, the old explanation of the word "buy soy sauce" is to buy soy sauce with a bottle and weigh as much soy sauce as you need, which is its inherent meaning. In the current network environment, the word "buy soy sauce" means things that have nothing to do with yourself, and it is also used to express the attitude of not knowing anything. In the network environment, the word "buy soy sauce" is mostly used to refer to passing by and drifting by. The word "routine" originally

meant to solve or deal with a situation with heart. In the network environment, it mostly refers to the elements of dishonesty, opportunism and insincerity in a person's character. Later, it evolved into the sentence of "urban routine is deep, I want to go back to the countryside". Another example is the term "giant baby". In the online environment, it refers to that although people's age has reached the standard of adulthood, their mind is still immature. The word "very like" indicates that you have a good impression of a first-time person or thing and how much you like some person or thing [3].

3.2 Simplify Homophonic Words

The simplification of alphabetic words in network catchwords is the result of mutual contact between different languages. On the one hand, it includes between different countries. on the other hand, it also includes between various dialects. At this stage, the ties between various countries are strengthened. Under this background, languages of different nationalities contact and learn from each other. Therefore, no language can exist independently. In the process of learning other excellent cultural knowledge, the phenomenon of loanwords appears. Under the background of the rapid development of the network, it promotes the development of loanwords, such as 2-D and so on. We can divide loanwords into two categories, one from abroad and the other from other dialects in China [4].

Neologisms from abroad are mainly caused by the exchange of culture, economy and other aspects. For example, 2-D comes from Japan, which means "two-dimensional". In today's network era, the public can use the form of network to understand the information of the whole world, read books, learn and communicate on the network. In order to express their ideas more vividly, people can make network neologisms by simplifying homophony and other ways. For example, 3Q can express thank you, me2 can express me too. Such a simple expression can more quickly convey thoughts and attitudes. These words first become popular in the network, and then gradually become popular in the world outside the network [5].

The second category is new words from different dialects. With the development of network technology, people in different dialects can publish videos on the Internet. In this way, more people can be exposed to dialects in different places, such as "old iron" (buddy), because the northeast fellow's friendly way of speaking, more people remember the word "old iron", and began to apply to ordinary life. "Blue thin mushroom" is a word mentioned in a video released by a man after lovelorn. Its original intention is to express uncomfortable meaning. However, due to the characteristics of dialect, the public can easily remember the word "blue thin mushroom". The communication between dialects has made more and more network catchwords popular, such as "Xiami" in Minnan language, expressing doubt. The dialect "old iron" in northeast China means "buddy". "No melon with you" in Liaoning dialect means that it has nothing to do with you [6].

3.3 Intentional Neologism

Language is social. Through the analysis of language, we can understand the ideological and psychological changes of the public in the times and society. For example, Chinese-style crossing the road expresses our new ideas in the context of the new era and is disseminated by people through the Internet. Chinese-style crossing the road is a problem described in the Internet that Chinese people run red lights collectively. As long as there are enough people, they force their way through the road regardless of traffic rules. It is a ridicule of uncivilized phenomena by contemporary Internet users. As soon as this word appeared, it immediately aroused strong discussion among netizens. The "Chinese Dream" was put forward by the general secretary, including the great desire to build a well-off society in an all-round way and realize the great rejuvenation of the Chinese nation. It has left a deep impression on the Chinese people through the dissemination of the Internet. The popular Internet word "pan ta" expresses the public's love for people or things. They just want to hold the loved in the palm of the hand. It can also be used to express the practice against someone.

4. Causes of Network Catchwords from Sociolinguistic Perspectives

4.1 On the Causes from the Perspective of Social Factors

The development of network technology has promoted the emergence of network catchwords. The popularization of network technology has brought convenience to people's life and strengthened the communication between people. The communication mode of the network world has affected the change of network catchwords. There are various ways of transmitting messages in the network. Due to the relative freedom of the network environment, people in the network world will simplify or make it more humorous when using language. For example, the number 886 is used to replace goodbye, which is fast and interesting. The emergence of the Internet has provided a platform for the spread of network catchwords. According to the relevant data survey, the number of Internet users in China is already a very large number, and people's life is inseparable from the Internet. The application of network technology makes the speed of information transmission rapid, and the number of Internet users has increased significantly, which also promotes the development of network catchwords to a certain extent [7].

The current era is inclusive and open. Under this background, the development of network catchwords is very fast. The modern cultural environment can allow a variety of cultures to develop freely. Relevant personnel should take a guiding way to promote the development of network catchwords. Relevant surveys show that more than 70% of Internet users are in the stage of 10 to 39 years old. Teenagers have extremely rich imagination, strong ability to accept new things and strong ability to innovate. They hate invariability. Therefore, vivid online catchwords are more loved by teenagers. In addition, traditional media has also promoted the development of online catchwords to a certain extent. For example, the traditional magazine *Chewing Words* publishes ten catchwords every year, which has greatly promoted the development of network catchwords [8].

4.2 On the Causes from the Perspective of Language Contact

One of the reasons for the emergence of network catchwords includes the contact between languages. Under the background of globalization, cultural exchanges between countries are more frequent, coupled with the development of Internet technology, people of all countries can communicate on the Internet. Therefore, language contact will produce many new words and concepts. When new words spread in the network, they form network catchwords. For example, c-position means center position, which generally refers to the most central and conspicuous position in the crowd or group photos. "C" is developed from the English word "center".

4.3 On the Causes from the Perspective of Language Variation

One of the reasons for the formation of network catchwords also includes language variation. The development of society promotes the transformation of language. Language expresses new things through absorption and change. Therefore, language variation can give new meaning to the original vocabulary and make it appear in public life in a new form. For example, "shopkeeper" in the top ten catchwords of a year originally refers to the waiter who is responsible for reception in teahouses and hotels. It has developed in the online world and has been given a new meaning, that is, the person who provides Q & A service in the online world. Then, it has developed from online to offline. It refers to the government departments and cadres who serve the people and enterprises, and gives them the meaning of people's public servants.

5. Conclusion

The emergence of Internet catchwords is a double-edged sword for society. On the one hand, it innovates the language. On the other hand, there are non-standard words in network catchwords. Relevant personnel should actively explore the causes of network catchwords and the relationship between network catchwords and sociolinguistics, so as to promote the development of network catchwords in a good direction.

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