Analysis of the Impact of Internet Language on the Development of Chinese Language and Literature

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Abstract: The rapid development of information technology has led people into the era of the internet. In this context, the generation of internet language has enriched the content of language and cultural information in China, which has had a certain impact on the development of Chinese language and literature, and also injected new impetus into the innovation of Chinese language and literature. This article is based on the connotation and characteristics of online language and Chinese language and literature, focusing on analyzing the positive and negative effects of online language on the development of Chinese language and literature in the new era. It proposes the development path of Chinese language and literature under the background of online language in the new era, aiming to promote the innovative development of Chinese language and literature in the new era and achieve the effectiveness of promoting Chinese culture through Chinese language and literature.

Keywords: Chinese language and literature; Network language; Impact; Develop

Language is a gradually formed communication tool in human development, promoting the flow of ideas and emotions between people, and playing an important role in the human life system. Network language is a language form generated in the online environment, with novelty and creativity, enriching people's language output content and form. The development of online language has a profound impact on Chinese language and literature. Therefore, in the context of the new era, taking the development of Chinese language and literature as the starting point, further analyzing the negative and positive impact of online language on Chinese language and literature, realizing the co development model of Chinese language and literature and promoting innovation in Chinese language and literature, can promote the healthy development of Chinese language and literature in China.

1. Overview of Internet Language and Chinese Language and Literature

1.1 Overview of Network Language

Network language is the language content generated in the era of the Internet, and with the development and popularization of the Internet, it has permeated people's lives and become a commonly used language for daily communication. The purpose of forming online language is to facilitate smooth communication among netizens, and to quickly convey the information they express in a universal language form.[1] There are various forms of online language, including English letters, punctuation, Chinese Pinyin, icon text, and other content. Network language has its own characteristics. One is the rapid change of network language, which is consistent with the development trend of the Internet. The language pattern formed by the radical influence of a hot topic in the online environment is a language form that is constantly created and produced at the level of network development, with diverse forms and rapid development speed; The second reason is that network language has a high degree of simplification. Network language is produced on online platforms, using a certain topic as a starting point to convey relevant information to people. Network language can present relevant information through its language presentation. For example, the commonly used online language "I'm sour" means "envy"; Thirdly, internet language has a contemporaneity. It emerged in the context of the new era and reflects people's emotions, life, and other information in the context of the times; The fourth is that internet language has a high level of fun, which can bring joy to people's lives and make them rich and colorful.

1.2 Overview of Chinese Language and Literature

Chinese language and literature is a general term for Chinese literature, language, culture, etiquette, humanistic sentiment, and

people's thoughts and behaviors. Chinese language and literature, as the essence of Chinese culture, are the carriers of our national spirit and provide guidance for people's standardized and scientific life. Chinese language and literature is not only a language discipline, but also an ancient cultural discipline with profound connotations. It originates from the exchange of individual language and ideas. As a carrier of cultural information inheritance and promotion in China, Chinese language and literature play a major role in cultural transmission. Chinese language and literature cover a wide range and are a literary carrier that the Chinese people love and constantly study. They have gone through multiple eras and transmitted language and cultural information from multiple eras. Meanwhile, under the influence of Confucianism and Confucianism, Chinese language and literature have extraordinary significance for the development of world culture. In the development of Chinese language and literature in China, the Confucius Institute has become the main carrier for its dissemination and promotion. With the rapid development of Internet technology, the media industry is also vigorously promoting Chinese language and literature, so that people can better understand and understand Chinese language and literature [2].

2. The Positive Influence of Internet Language on the Development of Chinese Language and Literature

2.1 Adding vitality to Chinese language and literature

In the era of the internet, there are thousands of netizens who form a large amount of online language every day, and the generation and formation of these online languages are more in line with the development of the times, satisfying people's thinking and language communication patterns. It can be said that the generation of online language poses certain challenges to the development of Chinese language and literature. China's Chinese language and literature have rich connotations, and online language is a universal language model formed under the Chinese language and literature system. The generation of online language is an innovative form of Chinese language and literature, guided by the innovative mode and generation method of online language, which can inject a continuous stream of innovative power into the development of Chinese language and literature. Therefore, in the development process of Chinese language and literature, we cannot blindly exclude internet language. Instead, we should draw on the pragmatic advantages of internet language and incorporate it into the development system of Chinese language and literature. Through further research, we can construct a network language system to add vitality to the research of Chinese language and literature, and achieve common progress between internet language and Chinese language and literature.

2.2 Promoting the exchange and dissemination of Chinese language and literature

The emergence of online language meets the needs of people's psychological, emotional, and ideological development, and its fun and entertainment add color to people's lives. The information in online language is mostly vocabulary that netizens enjoy, which conveys relevant emotions and thoughts, enriches people's communication information, and achieves a good communication mode. For example, online languages such as "little brother" and "little sister" were originally used to refer to children and have been widely used in the online environment, permeating people's daily lives.[3] By using the terms "little brother" and "little sister" to refer to young people, it is possible to bring people closer and facilitate friendly communication. Applying these online languages to the Chinese language and literature system not only enriches the content and form of the Chinese language and literature system, but also makes it more vivid and enjoyable, thereby enhancing people's enthusiasm for studying and exploring Chinese language and literature. Through understanding and cognition of Chinese language and literature, people can obtain the part of network language from it, which can stimulate researchers' research enthusiasm, deepen their understanding and cognition of Chinese language and literature through network language, and promote the widespread transmission and dissemination of Chinese language and literature.

3. The Development Path of Chinese Language and Literature under Network Language

3.1 Standardizing Network Language Patterns

In the context of the new era, in response to the negative impact of online language on Chinese language and literature, we should strengthen the development of online governance from the perspective of Chinese law, standardize people's language usage patterns, reduce the generation of negative and negative online language, purify the online environment, and thus make the standardization of online language generation. The standardization of online language can provide strong support for the development of Chinese language and literature, and promote the healthy development of Chinese language and literature. At the same time, standardizing internet language can reduce the generation of erroneous internet language, enhance the pragmatic value of internet language, make internet language a trend of the times, and thus achieve the good wish of using internet language to support the development of Chi-

nese language and literature.[4]

3.2 Standardizing the Model of Chinese Language and Literature

As the essence of Chinese culture, Chinese language and literature should be reformed and innovated in the development of the times, continuously enriching the Chinese language and literature system, promoting the popularization and promotion of Chinese language and literature information, and achieving good results in Chinese language and literature education. Unlike the online language model, the development of Chinese language and literature has its own developmental characteristics and shoulders the carrier of cultural, political and other information inheritance in China. In the context of the new era, we should strengthen the standardization of Chinese language and literature, promote innovation in Chinese language and literature, integrate the spirit and mode of online language into it, establish correct thinking concepts in Chinese language and literature, and enable people to better understand and study Chinese language and literature, thereby achieving the educational goal of promoting Chinese culture through Chinese language and literature.[5]

3.3 Learn from strengths and make up for weaknesses

In response to the positive and negative impact of online language on Chinese language and literature, we should promote the integration of Chinese language and literature with online language, so that the two can complement each other's strengths and weaknesses, achieve a good integration of Chinese language and literature with online language, and enrich the Chinese language and literature system. From the perspective of language and literature, both Chinese language and literature and online language are forms of language expression, and each has its own advantages in the development process. Based on this, in the development process of Chinese language and literature, we should draw on the advantages of online language, inject new impetus into the development of Chinese language and literature with online language, and deepen the research on Chinese language and literature. At the same time, using the Chinese language and literature system to regulate and constrain the development form of online language, making online language more standardized, and promoting the comprehensive development of online language, making online language truly a carrier form of Chinese language and literature research, enriching the Chinese language and literature system.

4. Conclusion

As a new language tool model, internet language is in line with the trend of contemporary people's thoughts and emotional expression. However, the development of internet language has both positive and negative impacts on the development of Chinese language and literature, which poses certain obstacles to the healthy development of Chinese language and literature. Therefore, in the context of the new era, we should attach importance to the research on the separation and integration of online language and Chinese language and literature, standardize the models of Chinese language and literature, and draw on the language expression advantages of online language to achieve the complementarity between Chinese language and literature and network language, thereby promoting the healthy development of Chinese language and literature.

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