A Study on Network Catchwords from the Perspective of Language Variation

Xin Wang

Shanxi Normal University, Taiyuan 030000, Shanxi, China

Abstract: Virtual network language communication space provides a platform for the variation of network language. In this paper, the author starts from the perspective of language variation, combines with the specific network language use cases, investigation and analysis of the current network catchwords, and studies the characteristics of network language. With the help of sociolinguistic language variation theory, this paper also tries to explore the functions of network language variation.

Keywords: Network catchwords; Language variation

Through the analysis of the variation of the words in the network catchwords, this paper wants to make people understand its characteristics and find the inducement of the variation, which is helpful to guide people to look at the network language dialectically, strengthen the study of the network language, and promote its healthy and standardized development. Secondly, language variation is an important field of language research. The study of language variation is helpful to reveal the development law and essence of the whole language system. Therefore, in the modern information age, the study of word variation in network buzzwords has made a contribution to the study of sociolinguistics.

1. Language variation

Language variation is an important subject in the study of linguistic scholars. It has achieved great success in recent years and attracted extensive attention of scholars. The development of language variation theory in China began in the 1980s. Chen Yuan (1987) pointed out, "The main object and core of sociolinguistic research is variation. Variation is a common social linguistic phenomenon. It can be said that without variation there can be no language development and therefore no sociolinguistics". There are also comprehensive discussions on Chinese variation from all levels of language, such as Research on Modern Chinese Variation in the New Era by Cao Qi (2013).

The discussion of national language variants mainly focuses on English, involving the UK, Canada, Australia, the United States, etc. Some scholars also focus on The Chinese-style variation of English, meaning semantic defamiliarization in pragmatics. Li Bangjing (2016) argues that the semantic variation of network language is a different language variants of the conventional language semantics, this kind of network language tends to deviate from the conventional language forms, semantic variation occurs, but it is not exactly a semantic variation of deviating from the original semantics, but retain the original semantic characteristics under the condition of less and less, produce new meaning and usage. Labov, the founder of sociolinguistics, believes that linguistic variation was "different words for the same thing". Chen Zhangtai, a Chinese linguist, believes that "language variation, from a macro point of view, refers to a language community whose language conditions have changed under the influence of various factors". (Chen Zhangtai, 1988).

2. Characteristics of Linguistic Variation of Network Catchwords

2.1 Lexical variation

Lexical variation is a common form of linguistic variation, which is characterized by rapid change and wide use. In today's Internet environment, netizens are becoming more and more dependent on the Internet, and their usage and inclusiveness are becoming stronger and stronger. Some commonly used words can no longer meet new needs, so new meanings are added. This is lexical variant language. In the formation process, there are letters, symbols, numbers, pinyin and other elements. The synthesis of many elements, the fusion of many new meanings and old words, also add new words and new meanings. For example, "gei li", which is the dialect of a certain place in the northeast, its basic meaning is to give strength. However, in the Internet, "gei li" has excellent meaning.

Still have more popular recently "ao li gei" and "gei li". The meaning is about the same, now "ao li gei" had replaced gradually "gei li". For example, nowadays we often hear about "pen zi". "pen zi"are accusations that have no logic and no facts. A person who likes to make wild accusations rather than be reasonable. The occasional rant is not a personality trait. If it becomes a hobby, a character trait or mental ability, it is a "pen zi". "pen zi" here is a random accusation (criticism and abuse, etc.), if reasonable criticism (presenting facts to reason) is not "pen", "pen zi" take their own superficial knowledge as their own point of view, using illogical language to satirize others to achieve their own inner enrichment, so "pen"and "tu cao" are not exactly the same meaning.

2.2 Phonetic variation

In terms of phonetic variation, the most prominent symbol of network catchwords is homophony. Homophony is a pragmatic effect such as pun due to the same or similar pronunciation. When communicating on the Internet, people like to type through pinyin input method, and people tend to take the shortest time and the most convenient method to choose the first character on the screen. For example, as the price of garlic skyrocketed many years ago, the Internet catchphrase "suan ni hen" became popular for a while.

These language forms all belong to the category of phonetic variation, besides, they also include numbers and Chinese homophony and English homophony.

2.3 Grammar variation

Grammatical variation is also a common variation of network catchwords. During the use of the Internet, in order to pursue personalized expression and for the sake of efficiency. Users are very flexible in the use of syntax, away from the regulation of conventional expression. For example, appropriate use of dialect or English syntax, such as "xian mu", "ji du" and "hen" , these words are verbs and have different meanings. However, But because of the need to express the effect and reflect the process from envy to envy, netizens use the three verbs together, in line with the very clear logical thinking level. Network language often defies traditional linguistics in grammar. As it is the language of virtual world, grammatical variation caused by special communicative environment is common. Grammatical variation of network language refers to the emergence of new grammatical phenomena or deviation from traditional grammatical rules in network language. In order to pursue the novelty of network communicative language and improve the speed of communication, netizens often break the limits of general grammar rules and create some new forms of grammar expression. In linguistics, there is the idea of transference, that is, the transfer of a word from one part of speech to another.

3. The Function of Network Variant Language

Sociolinguistics holds that the language variation should have certain social functions, and the emergence of new language variants should have social significance and certain social value. As far as network catchwords are concerned, this new language variant has its unique social function. Different from traditional languages, network catchwords are language variants of traditional languages with more subtle social functions. They are ubiquitous in life, used by various groups and have certain influence on the construction of interpersonal relationships. From the extensive effect of network catchwords on society to see its social functions, there are the following points:

3.1 social functions

The penetration of network catchwords in daily life highlights its social function and realizes its own value according to the needs of different groups. Network catchwords are applicable to all major media. The novelty of vocabulary attracts people's attention, thus increasing the public's attention to hot social issues and making network catchwords have faster and more effective information transmission functions.

3.2 Entertainment functions

The main users of this function are young people, who have a rebellious spirit and use Internet catchwords to make fun of life and to make conversations humorous in daily communication. For example, "ya li" is a homonym for "ya li". Because someone intentionally or unintentionally write "ya li" into "ya li", this catchwords attracts countless imitation. Funny and weird network catchwords are strongly sought after by young people.

3.3 Commercial function

Some media companies or marketing manufacturers, with the help of the powerful charm of network catchwords, grasp the psychological dynamics of people following the trend, shape the practicality of network catchwords and earn profits. For example, a snack manufacturer in the packaging bag on the cartoon character next to write a popular slogan -- "shen ma dou shi fu yun" to add interest, to stimulate people to buy their product curiosity.

4. Conclusion

The emergence and diffusion of network language is the inevitable result of the development of Internet media. As long as you access the Internet, you will be exposed to hot events at any time. When netizens discuss hot events, it is possible to generate new network variant language. In the future, network language will continue to exist as the focus of language research, and the study of network language variation will also obtain more abundant research results.

References:

[1]Cao Qi. Research on modern Chinese variation in the new era [D]. Changchun: JiLin University, 2013,98.

[2]Chen Yuan. Variation and Normalization [J]. Chinese Language Construction, 1987(04): 3.

[3]Chen Zhangtai. Language variation and social and social psychology. Journal of xiamen university (philosophical social science) 1988(1) : 44-50.

[4]Li Bangjing. Semantic Variation of Network Language [J]. Journal of Hubei University of Economics (Humanities and Social Sciences Edition), 2016(8):131-132.