

Linguistic Features of Modern Chinese Presented in the Context of New Media

Zihan Tian

School of Art, Beihai University of Art and Design, Beihai, Guangxi, 536007, China

ABSTRACT

In the context of new media, Modern Chinese presents significant linguistic features such as indirectness and innovativeness, interactivity and plebeianism, visualisation and multimedia. Simplicity is mainly reflected in the emergence of Internet buzzwords and acronyms, which are adapted to the needs of fast-paced communication by condensing meaning through metaphors and exaggeration. Interactivity, on the other hand, is reflected in language expression that breaks with traditional norms and emphasises equal communication, with flexible grammatical structures and a mix of linguistic styles. Visualisation and multimedia enrich language expression. Technological factors, shifts in socio-cultural psychology and language use habits, and the need for language communication in the attention economy have combined to drive the formation of these linguistic features. The linguistic features of new media have had a positive impact on modern Chinese, but they have also brought about negative impacts such as the impact of linguistic normativity and the loss of cultural connotations, and at the same time, they have posed new challenges to language education.

KEYWORDS

New media context; Linguistic features; Internet buzzwords and acronyms; Interactivity

1 Introduction

With the rapid development of new media technology, the Chinese language we use everyday is undergoing remarkable changes. This change is reflected in a number of ways. The proliferation of Internet buzzwords and acronyms has made the language more concise, often arising from social events or popular culture, and condensing their meanings with metaphors and exaggeration, words like "involution" "lie flat" and Words like "inroll" and "lie flat", as well as pinyin acronyms like "YYDS" and "XSWL", have made expression more efficient. In communication, the language also breaks with traditional norms and places more emphasis on interaction and equality, reflecting civilian colours. People are less concerned about the fixed structure of subject-verb-object in their speech, inverted sentences and intonation are used a lot, and the boundaries between written and spoken language are blurred, so that people from different walks of life are able to communicate in the same discourse system. At the same time, the widespread use of non-textual symbols, such as emoticons and face characters, has led to a visual and multimedia approach to linguistic expression. These symbols can convey emotions that are difficult to express in words, make up for the lack of emotional transmission in online communication, and also allow ordinary people to participate in the creation of linguistic symbols. These changes are driven by technological developments, but also by factors such as socio-cultural psychological shifts and the economy of attention. This new language form on the one hand enriches the expression of the Chinese language and promotes the innovation of the language; however, on the other hand, it also creates an impact on the traditional language norms, and there is a risk of loss of cultural connotations, and at the same time, it brings a new subject to language education. In order to create a healthy media language ecology in the context of new media, it is necessary to coordinate and co-ordinate many factors such as concepts, systems and media people ^[1].

2 Main linguistic features of modern Chinese in the context of new media

2.1 Simplicity and innovation: the proliferation of Internet buzzwords and acronyms

The timeliness and fragmented nature of new media communication has given rise to the need for simplicity in language expression. In fast-paced communication, people are more inclined to use condensed words to convey information, and Internet buzzwords and acronyms have thus become the mainstream forms of expression. Internet buzzwords often originate from specific social events, popular culture or subculture circles, and achieve meaning condensation through metaphors and exaggerations. For example, the word "involution" summarises the social phenomenon of over-competition in just two words, while "lie flat" expresses a negative attitude towards stress with a vivid action metaphor. With strong generalisation and emotional tension, these words quickly break through the circle barriers and enter the popular language system.

The popularity of acronyms further reinforces the simplicity of the language. Pinyin abbreviations and English abbreviations appear frequently in new media communication platforms for reasons of input convenience and group cultural identity. Pinyin abbreviations such as "YYDS" (Forever God) and "XSWL" (Laughing at me) carry complete

emotional expressions with the least number of characters; "GDP" and "PPT" are used on a daily basis to simplify the process of expressing professional terms. English abbreviations such as "GDP" and "PPT" are used on a daily basis, which also simplifies the process of expressing professional terms^[2]. This abbreviation is not a simple linguistic laziness, but a creative construction of a set of efficient information coding information, which not only adapts to the physiological constraints of mobile input, but also forms a unique circle discourse identity, reflecting the self-innovation ability of language in the new media environment.

2.2 Interactivity and civilianisation: language expression breaks with traditional norms and emphasises equal communication

In the traditional language system, grammatical rules and stylistic norms constitute a relatively strict set of expressive order, while the new media context deconstructs this hierarchical linguistic logic and shifts to an expressive paradigm that emphasises interactivity and civilianisation^[3]. In social media, live pop-ups and other scenarios, language is no longer a one-way information transfer tool, but a medium for building interactive relationships, which has given rise to a large number of forms of expression that break traditional norms. On a grammatical level, new media language often breaks through the conventional structure of subject-verb-object and reinforces the sense of dialogue through omission and inversion. For example, the inverted sentences such as "absolutely this film" and "have you eaten today" simulate the natural tone of oral communication, which draws the distance between the expresser and the receiver closer; from the perspective of stylistic style, the language of the new media completely breaks the boundaries between the written language and the spoken language, and presents distinctive features of civilianisation. civilianisation characteristics. Serious political topics can be expressed in "grounded" Internet slang. Serious political topics can be expressed with "grounded" Internet slang, and professional academic discussions can be incorporated into everyday colloquial vocabulary. This mixing of genres dissolves the authority of language and allows people from different classes and educational backgrounds to communicate in the same discourse system. The widespread use of self-deprecating terms such as "labourer" and "bricklayer" not only reflects a humorous deconstruction of professional identity, but also implies a gesture of equal dialogue across social classes.

2.3 Visualisation and multimedia: the widespread use of non-textual symbols such as emoticons and face characters

The multimedia characteristics of new media technology make language expression break through the limitations of pure text and move towards a new form of visualisation and multimedia fusion. Non-textual symbols such as emoticons, face characters and animated pictures have become important supplements to verbal expressions, and together they constitute an integrated communication system of "picture, text, sound and emotion". Emojis are centred on the combination of images and text, and are able to convey emotional details that are difficult to carry in text. A crying emoji can replace lengthy descriptions of sadness, and a set of panda-head animated pictures can accurately convey the complexity of flirtation. These symbols are derived from real-life expressions and actions, but also through artistic processing, forming a set of universal emotional coding system, which solves the pain point of "lack of emotion" in online communication. Face Characters, on the other hand, simulate facial expressions in a minimalist visual form by combining simple punctuation marks, such as "^_^" and "T_T". They were widely popular in early internet chats, and are still a convenient tool for quickly conveying emotions on mobile.

The widespread use of non-literal symbols is essentially a compensation for the "asynchronous nature" of new media communication. In an online environment lacking body language and changes in tone of voice, emoticons and colourful characters take on the function of "paralanguage" to help expressers convey implicit information such as tone of voice and emotions, and reduce communication misunderstandings. At the same time, the creation threshold of these symbols is extremely low, and ordinary users can participate in the production of symbols through secondary creation, which makes the language expression move from "professional creation" to "universal co-creation", and further enriches the expressive dimension of new media language.

3 An Analysis of the Reasons for the Formation of Linguistic Features in the Context of New Media

3.1 Technological factors: the impact of new media communication technologies on linguistic expression

In this new media era, in which "everyone is a communicator", the language of the media also presents phenomena and characteristics unique to this era. The evolution of language has always been closely linked to communication technologies. The evolution of language forms has always been closely linked to communication technologies, and the

iterations of new media technologies have directly reshaped the logic of language expression. The limitations of mobile input methods first gave rise to a tendency to simplify language. In the square space of the touch screen keyboard, pinyin associative input favours short words, while handwriting input is difficult to carry complex sentences. In the square space of a touch-screen keyboard, pinyin associative input prefers short words, and handwriting input is difficult to carry complex sentences. This physiological constraint makes "abbreviation" and "harmonisation" a natural choice - when "yyds" is five keystrokes less than "God Forever", and "Jue Jue Zi" is five keystrokes less than "It's brilliant.", it's a natural choice. When "yyds" is five keystrokes less than "God Forever", when "Jue Jue Zi" is more suitable for the nine-colour box than "Too wonderful! When "Jue Jue Zi" is better suited to nine-gang input than "It's brilliant.", technological convenience becomes an invisible driver of linguistic simplification. The characteristics of communication carriers also have a profound impact on language patterns. The "second-level communication" of short videos requires language to have a "first impact", and the scrolling speed of live pop-ups has forced the emergence of "terrier culture" - only highly condensed symbols can be captured quickly in the information flow. -Only highly condensed symbols can be quickly captured in the information flow. The algorithmic recommendation mechanism further strengthens this trend, and those network buzzwords that are easy to spread and carry their own memory points are more easily identified and pushed by traffic algorithms, forming a cycle of "the more frequently used - the more widely spread - the more frequently used," accelerating the proliferation of new language forms. This accelerates the proliferation of new language forms ^[5].

3.2 Social factors: socio-cultural psychology and shifts in language use habits

The "stratification" of contemporary society makes language a label of identity. Young people build subcultural communities with "expanding columns" and "language C", and working people form industry resonance with "touching fish" and "KPI". This kind of tacit understanding among "insiders" is essentially a way to demarcate social boundaries with special language symbols. When "social fear" and "social cow" become popular words, they are not only descriptions of social status, but also implied identification with a certain lifestyle. When "social fear" and "social cow" become popular words, they are not only descriptions of social status, but also imply identification with a certain way of life, and language is thus upgraded from a communication tool to a carrier of group belonging.

The egalitarian social psychology then deconstructs the hierarchical order of traditional language. The Internet has dissolved the identity differences in reality, professors and students may use the same "emoticon" dialogue, elders and juniors in the "hahahaha" context of equal communication. This "de-authorised" social atmosphere allows the language to move away from the solemnity of the written word and towards colloquial, life-like expressions. At the same time, the need for emotional catharsis in a fast-paced life has driven the popularity of emotional language. The anxiety of "involution", the helplessness of "lying down" and the excitement of "breaking the defence" are words that resonate precisely because they accurately hit the pain points of social emotions.

3.3 Economic factors: new demands for linguistic communication in the attention economy

In the age of information explosion, attention has become a scarce resource and language has to become "more photogenic". Businesses compete for live traffic with magical slogans like "buy it, buy it", the media rely on "shocking body" and "reversed headlines" to attract clicks, and even official propaganda has begun to use words like "hardcore" and "powerful" to reach the public - all essentially competing for users' "eyeball time" with novel forms of language. In an era of information explosion, attention has become a scarce resource, and language must become "more photogenic." Businesses compete for traffic with catchy slogans like "buy it, buy it," the media relies on "shocking bodies" and "reversed headlines" to get clicks, and even official propaganda uses words like "hardcore" and "powerful" to reach the public. These words are essentially a novel form of language that competes for the user's "eye time." This "competition for attention" has shifted the language from "accurate expression" to "efficient eye-catching", giving rise to a large number of "explosive words" with strong communication.

The habit of fragmented consumption requires a language that is "plug and play". In the fragmented time spent on mobile phones during the commute, people have difficulty digesting complex sentences. During the fragmented time spent on mobile phones while commuting, people find it difficult to digest complex sentences and are more inclined to accept "ready-to-use" language modules. The "universal reply", "sentence pattern" and "emoticon template" have become popular. The popularity of "universal replies", "sentence formulas" and "emoticon templates" has led to the development of prefabricated language units, which are like fast food and can quickly meet the needs of instant communication. The choice of "convenience first" is also driving the development of language towards modularity and lightness.

4 The Influence of new media language features on modern Chinese language

4.1 Positive impact: enriching the vocabulary system and promoting innovation in language development

The vigorous development of new media has injected fresh impetus into the evolution of the language, and the unique expressions derived from it have continuously enriched the vocabulary treasury of modern Chinese, pushing the language system to realise innovative development in the midst of dynamic changes. The emergence of Internet buzzwords is constantly expanding the boundaries of the vocabulary. The emergence of Internet buzzwords continues to expand the boundaries of the vocabulary, and these words often carry a strong imprint of the times, accurately capturing new phenomena and emotions in social change. Words such as "double-decrease" and "peak carbon" are closely related to policy hotspots, while "meta-universe" and "blockchain" follow up the The words "Double Reduction" and "Carbon Peak" are closely related to the policy hotspots, while "Meta-Cosmos" and "Blockchain" follow up on the technological frontiers, and "Retrograde" and "Big White" record the collective memories of a special period. They are like the "fresh blood" of the language, enabling modern Chinese to adapt more flexibly to the expressive needs of contemporary society. In the instant interaction of social media, people often use condensed and vivid words to summarise social phenomena or emotional states, for example, "involution" accurately describes the social anxiety of over-competition, and "lie flat" expresses the negative coping attitude towards high-pressure life in a subtle way. With their strong generalisation and dissemination power, these words have rapidly moved from online contexts into daily life, and have even been cited by mainstream media as "language symbols" reflecting the characteristics of the times, and their emergence has broken the slow rhythm of traditional vocabulary generation, enabling language to capture social changes more acutely.

In addition, the cross-domain generalisation of industry terminology promotes cross-border integration of vocabulary. This is the first time I've seen this. With the rise of live streaming, artificial intelligence and other fields, professional terms such as "empowerment", "traffic" and "closed loop" have gradually been removed from their original contexts and are widely used in all aspects of social life. The term "empowerment", "flow", "closed loop" and other professional terms have gradually been removed from their original context and are widely used in all aspects of social life. "Empowerment" was originally a management concept and is now often used to describe the process of empowering individuals or organisations. Originally a management concept, "empowerment" is now often used to describe the process by which an individual or organisation is empowered; "traffic" has evolved from a physics term to a measure of attention, which in turn has led to the term "popularity". "traffic" evolved from a physical term to an indicator of attention, and then to a synonym for "popularity". This cross-domain migration not only enriches the semantic connotation of vocabulary, but also facilitates the communication and integration of different knowledge systems, making language a "universal bridge" connecting various domains, and demonstrating great adaptability and inclusive qualities. From the perspective of discourse ecology, pluralistic and innovative new media languages and symbols not only promote linguistic diversity and enhance cultural dissemination, but also inject new vitality and vigour into the discourse ecosystem in the new era ^[4]. Innovations in forms of linguistic expression have also broken the shackles of traditional expression. The mix of emoticons and text creates a new paradigm of "graphic intertext", a sentence "today is also a hard worker" with a tearful cat head emoticon, which not only conveys self-deprecation but also implies resilience, and this composite expression of emotional concentration is difficult to reach with pure text! The "harmonic terrier" "terrier map secondary creation" and other play, more so that the language from a serious communication tool, into a creative carrier full of fun, this creative practice, the essence of the continuation of the Chinese "harmonic pun" "imagery superimposed" traditional wisdom, but in the new media soil to grow a new look. This creative practice is essentially a continuation of the traditional wisdom of Chinese "harmonic puns" and "superimposed imagery", only that it has grown into a new form in the soil of new media.

4.2 Negative impact: impact on language norms and risk of loss of cultural connotations

The tendency of new media language to be "de-regularised" poses a challenge to linguistic norms. The oversimplification of some online languages may also lead to the loss of cultural connotations. The term "inward roll" accurately summarises the state of competition. Although "inwardly rolled" accurately summarises the state of competition, it is far less philosophical and historical than idioms such as "snipers and mussels fighting over each other" and "pulling up seedlings to help them grow"; The popularity of "lie flat" has marginalised words with positive worldly wisdom such as "be at peace with oneself" and "take things as they come". When highly condensed Internet buzzwords replace rich traditional expressions, the cultural heritage and depth of thought carried by language inevitably face the risk of dilution. When highly condensed Internet buzzwords replace richly layered traditional expressions, the cultural heritage and depth of thought carried by the language inevitably faces the risk of being diluted. With the development of new media technology, the infinity of cyberspace makes the language of communication no longer adhere to the principle of economy, due to excessive redundancy, resulting in a large amount of useless information, so that we are trapped in a sea of information, unable to find the information they need in a short period of time. It cannot be ignored that while possessing the above characteristics, Internet language also has the disadvantages of ambiguous semantics,

irregularity, excessive novelty, and communication difficulties, etc ^[5].

4.3 Challenges to language education: new issues facing traditional language teaching models

The Internet digital army represented by the "post-90s" and "post-00s" is rising strongly, and it is beneficial to the reserve of front-end talents in the Internet era to strengthen the educational input of higher education institutions in the areas of Internet information technology, content dissemination and media literacy. There is also pressure to adapt the content and methods of education. In the past, the focus was on the systematic training of "words, sentences, paragraphs and essays", but now it is necessary to respond to the students' confusion about "why can't the 'inner volume' be written as 'inner weariness'" and "whether 'yyds' is a standard expression". "'yyds' is not considered a standard expression" and other practical confusion. How to respect the law of language development while guiding students to distinguish the difference of expression between "network context" and "formal context", and how to cultivate students' ability to recognise new linguistic phenomena on the basis of teaching the essence of traditional language have become new issues that language educators must face. How to cultivate students' ability to recognise new linguistic phenomena on the basis of teaching the essence of traditional language has become a new topic for language educators. When emoticons and pop-up language become the "mother tongue" of students, the traditional text-centred teaching form also needs to think about how to incorporate multimedia elements, so that language education can be closer to the cognitive habits of contemporary students.

5 Conclusions

Language transmutation in the context of new media is never a simple "norm loss" or "cultural downgrading", but the self-adjustment and growth of Chinese language in the digital age. The new media have merely given the Chinese language a new river, which washes out both sediment and pearls. It is important to learn to maintain reverence for tradition as well as embrace the possibilities of innovation in the midst of surging trends, so that this ancient language can always breathe freshly in the digital age.

References

- [1] Zou Xiaoling. The necessity and measures of China's media language standardisation in the context of new media[J]. News knowledge, 2019 (9):3-6.
- [2] Li Mingwen, Liang Shuai. A preliminary study on the norms of using language symbols in new media in the Internet era[J]. Today's Media, 2022, 30(4):124-126.
- [3] Xing Juanni. Representation patterns and effective construction of new media language under the perspective of human-media integration [J]. Communication and Copyright, 2021(5):58-60.
- [4] Liu Linqi. Language-Symbol-Culture-The Change and Communication of Discourse Ecology in the New Media Era[J]. Literature and Art Controversy, 2021(6):195-199.
- [5] Li Changwen. Research on communication language in the all-media era[J]. Modern Communication(Journal of Communication University of China), 2012, 34(12):118-120.