

On the Internet Catchwords*

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Network catchwords refer to the popular words which occur almost synchronously on the network, and are popular both inside and outside the network with the occurrence of social events. Sometimes, they are also called “network thunder words” or “network hot words,” which belong to the network language. Network catchword is the most sensitive reflection of language system to social reality. It is not only a unique language phenomenon, but also a profound cultural phenomenon. The rapid spread of network catchwords has a certain role in promoting our current culture. Through the spread of network catchwords, many problems can be known and concerned by the public, thus effectively promoting the development of society. The spread of network catchwords has a certain impact on many social cultures, making it quickly disappear. Therefore, we should treat network catchwords dialectically with an inclusive attitude, and stick to our bottom line when using them.

Keywords: network catchwords, development trend, influence

Introduction

The emergence and development of computer and network gave birth to the emergence and development of network language and network catchwords, and gradually became a hot spot in academic research. More and more scholars begin to pay attention to this language phenomenon and publish relevant research papers. This paper attempts to analyze the connotation, development, and influence of network popularity, and puts forward corresponding strategies.

The Connotation of Network Catchwords

With the growing strength of China’s network and the increasing number of Internet users, Internet catchwords are emerging in an endless stream, and the pace of updating is also accelerating, and gradually infiltrates into the real world from the network world, from the network to the media, and then to our daily life, it has become a public language. “Network catchwords refer to the hot words that occur almost synchronously on the Internet, become popular rapidly, and become popular both inside and outside the network with the occurrence of real social events. Sometimes, they are also called ‘network thunder words’ or ‘network hot words,’ which belong to the network language. Network catchwords are the most sensitive reflection of language system to social reality. It is not only a unique language phenomenon, but also a profound cultural phenomenon” (Wang, 2019). Network catchwords, as the name implies, are the language popular on the

***Acknowledgements:** This paper is the phased achievement of the general project of pedagogy of the National Social Science Foundation “the research on Central Education Administration in the early period of the Republic of China from the perspective of econometric analysis” (Project Fund No. BOA180050); and the project “Research on the development, practice and historical influence of the party’s education theory from 1921 to 1949” (Project Fund No. JYBZFS2019112).

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Internet, and are the conventional expression of netizens. He has two characteristics: One is younger, the other is cultural. Young people are active in thinking, flexible in thinking, like new things, eager to communicate, advocate innovation, pursue fashion, and are not willing to bear too many constraints in real life (including the constraints of mainstream language norms) (Sogou Encyclopedia, n.d.). Network catchwords exist anonymously in the fictitious world of the Internet. Undoubtedly, this provides space for the Internet users mainly composed of teenagers to display their talents. At the same time, because teenagers have high cultural literacy, and they know English and computer operation well, the emergence of “network catchwords” is inevitable. Language is a reflection of the current era, and network language is also a reflection of the current “network era” to a certain extent, which is closely related to the way of life and ideology of modern people. Therefore, with the rapid development of the information age, “network catchwords” will certainly expand its influence scale.

“The dynamic existence of language in society, and in the process of reproduction and transmission, constantly mutates and brings forth new ideas, following Darwin’s evolutionary principle of natural selection, survival of the fittest” (Luo & He, 2015, p. 109). As the winner of language in cyberspace, catchwords follow this evolutionary principle with the continuous development of cyberspace and the continuous change of information age. “Network catchwords are the most widely spread and used network language. Network catchwords either intercept part of their public task discourse or derive from public events. Network catchwords are produced in the network interactive communication and develop rapidly in the new media environment” (Shi, 2017, pp. 66-69). First of all, Internet catchwords can well express netizens’ life demands and their own views and attitudes towards some things, such as “I read little, don’t lie to me,” “God and horse are all floating clouds,” “brain is a good thing,” etc.; secondly, network catchwords can fully express some material needs of netizens, such as “local tyrant (gold)” and “money is willful.” Then, netizens use some Internet catchwords to reflect the social problems and social phenomena existing in the current society, such as “I ask you to be afraid,” “You can eat by your face, but you have to rely on your talent,” and so on. Finally, Internet catchwords are only entertaining, such as “blue and thin, mushroom,” “I also drunk,” “feel the body is hollowed out,” “baby heart bitter,” and so on.

Through the understanding of network catchwords, the authors think the network catchwords have the following four characteristics: First, they are simple and clear and easy to remember; second, they are ingenious, innovative and easy to read; third, some network terms are ironic and figurative; and fourth, many network catchwords have strong structure and analogy. In addition, network catchwords have their own internal reasons. First of all, network catchwords mainly rely on the promotion of young people, so network catchwords can widely stimulate the interest of young people, and let more young people participate in it; second, the real world has a high degree of enthusiasm for the network world, in recent years, many social events have been spread through the network, and the number is increasing, almost every well-known news event. It can be seen that the Internet “is an important way for the public to participate in the discussion of public affairs. The popularity of catchwords is essentially an irresistible social collective call for public space and democratic rights. Therefore, catchwords are almost the vane of public opinion on the Internet” (Wang, 2019). Finally, network catchwords are deeply influenced by grassroots culture.

The Development Trend and Influence of Network Catchwords

First of all, “the nature of language is dynamic development, network catchwords belong to the category

of language, so its essence is also dynamic development, basically along the track of emergence, popularity and decline” (Wang, Zhou, & Wu, 2013, p. 88). However, with the continuous development and progress of science and technology, network catchwords have become endless, and the pace of replacing outdated network catchwords has also begun to accelerate. This also means that the popular time of network catchwords is constantly shortened, and it is impossible to have a long popular time.

Secondly, netizens are the main transmission force of network catchwords. Therefore, the popularity time of network catchwords completely depends on the degree of their liking for them. If most netizens like it, their propagation speed will be accelerated, which makes the network catchwords have strong instability and speed up the updating speed of network catchwords.

Finally, the government also plays a very important role in the dissemination of network catchwords. The government will issue corresponding policies to make the network catchwords develop in a more standardized direction, and various network media will continue to seek truth from facts and self-regulation, contribute their own strength to the standardization of network catchwords and make the network more “clean.”

In today’s era of rapid development of information technology, network catchwords can develop so rapidly, and widely spread among the public, the authors think it has a very close relationship with its difference. However, there is no perfect thing in the world, so is the network catchwords. Its inherent defects are also one of the important factors hindering its development. At the same time, network catchwords are not standardized, and there are certain differences between them and traditional culture, which determines that network catchwords will not go too far. Therefore, the development of network catchwords is not optimistic. In today’s network catchwords, we can see that most of the network catchwords are like a flash in the pan, but only a few important network catchwords will be retained and join the ranks of standard languages.

“Internet catchwords use certain language symbols to spread the thoughts and culture of network audiences, so that netizens can express their views and vent their emotional consciousness, thus constructing a new way of ideological and cultural communication and expression with technology as the carrier” (Dang & Wang, 2016, pp. 78-83). Network catchwords have a very important impact on people’s real life: First, the rapid spread of network catchwords has a certain role in promoting our current culture. As a new and popular culture in recent years, network catchwords undoubtedly reflect many contemporary social backgrounds. Network catchwords, to a certain extent, are a form of public opinion and play a certain role in shaping the public sphere. Through the spread of network catchwords, many problems can be known and concerned by the public, thus effectively promoting the development of society. Second, the spread of network catchwords has a certain impact on many social cultures, making it quickly disappear. Network catchwords reflect the background of the times, promote the development of social culture, but also have a certain impact on social culture. With its extensive penetration and influence, network catchwords have a subtle impact on the mainstream social discourse system and traditional culture.

Strategies for Network Catchwords

First of all, we should treat the spread of network catchwords with an inclusive attitude. In today’s highly prosperous culture, network catchwords as a kind of popular culture are spreading rapidly. We should believe in the public’s discrimination and aesthetic ability, and look at the multi-culture of “network catchwords” with an inclusive attitude. In addition, under the correct media guidance and government constraints, the Internet can promote the development of network catchwords and embark on the track of healthy communication.

Secondly, we should take a dialectical view of the spread of popular language and understand that the influence of Internet buzzwords on the public values is beneficial. Therefore, we must constantly improve the quality of the media, extract the essence, remove the dross, and treat the Internet buzzwords with caution. We should take a supportive attitude to the network catchwords, let them play their due functions and boost social progress. At the same time, some vulgar network catchwords should be seriously criticized and dealt with to stop their development.

Finally, we should stick to our bottom line in using Internet buzzwords. The spread of network catchwords makes the public find a sense of belonging to a group. Therefore, the phenomenon of people following the same pattern and following the trend will occur. Some people will lose the most basic moral bottom line, causing the distortion of human psychology. Both social citizens and media practitioners must have the basic moral bottom line of citizens, improve their media literacy and basic judgment, make network catchwords play their positive value, and provide a good environment for social harmony.

In addition, teachers should correctly guide students to use network catchwords, and encourage other students to use it, which resonates with students, so that students can gradually reduce their vigilance to teachers' sermon. Then, while emphasizing the individuality, explain to the students the generality. That is to say, what you write can be understood by all the people who see it, because there are many abbreviations of the first letter, or abbreviations of Chinese words, which can express various meanings.

Due to different cultural and living backgrounds, writers and people who see them have different understandings, while Internet catchwords have their own fixed background. In this way, students can understand that when writing a composition, they should pay attention to the use of network catchwords, and let them understand that the use of one or two appropriate network buzzwords may make the composition more colorful, if used more, the article will be "black." Second, it is certain that students can follow the development of the times, and conform to the trend of the times, and express their thoughts with network catchwords. However, teachers should also guide students to pay attention to the charm of traditional language, introduce the works of outstanding writers to students, and directly choose the sentences to give students to experience the "flavor." They can choose the essence in Qian Zhongshu's fortress besieged color metaphor can also pick out interesting, sharp, and reasonable sentences from Lu Xun's works. It can also bring the exquisite sentences from excellent works of popular young writers, such as Han Han and Bai Luomei, so that students can taste and understand them.

Conclusion

As a new language phenomenon, network catchwords have attracted more and more attention from scholars at home and abroad, and many studies have important reference value. However, there are still many problems in the research of network catchwords. In the future, we need to further improve the research methods and theories, expand the new research direction of network catchwords, and make the research of network catchwords more systematic and in-depth.

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