An Analysis of Chinese Internet Buzzwords from the Perspective of Sociolinguistics

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ABSTRACT

With the rapid development of the Internet, Internet buzzwords have gradually entered sociolinguistics and become an important aspect of sociolinguistic research. Based on the criteria of timeliness and popularity, this paper obtains many novel 2022 Internet buzzword corpus through various online social platforms and friends around them, and finally selects two types of Internet buzzwords as research objects: "English homophonic mosaic", "word family analogy" through sorting and classification of the obtained corpus, and attempts to analyze their specific manifestations and causes from the perspective of sociolinguistics.

Keywords: Sociolinguistics; Internet Buzzwords; English Homophonic Mosaic; Word Family Analogy.

1 Introduction

Sociolinguistics as a discipline was born in the United States in the 1960s. It advocates the study of language in connection with social factors other than language ontology, and studies how language is used in social life (You & Zou, 2004). With the rapid development of science and technology and network media, the research field of sociolinguistics has further expanded to the fields of Internet language, medical language, computer language, psycholinguistics and so on.
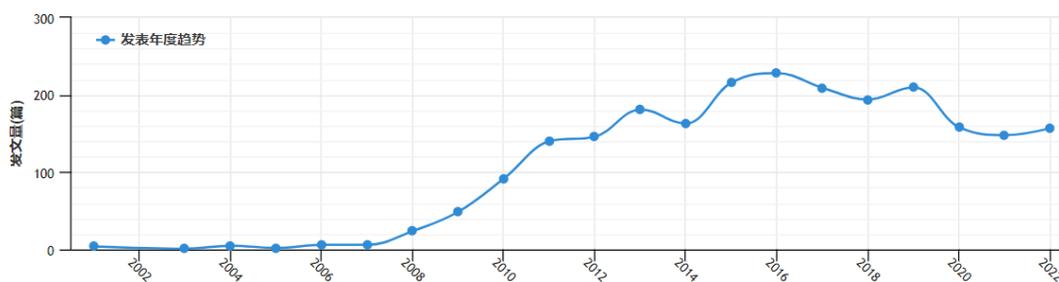
1.1 Internet Buzzwords

Figure 1 Visualization of changes in the number of articles published in the scope of China National Knowledge Network General Database with "Internet buzzwords" as the search term

Internet buzzwords are a special form of language variation derived from the rapid development of computer and Internet technology (Gao, 2014). Many people think of internet buzzwords as internet language, and that the two concepts are interchangeable. Internet buzzwords are just one type of Internet language. To define the connotation of Internet buzzwords, we must first understand what Internet language is. Internet language in a broad sense refers to all languages used or touched in network communication, including human natural language and physical technical language—the former refers to the language used in daily life to achieve interpersonal communication and communication, and the latter refers to It is a technical language used to ensure the normal operation and development of online media. Network language in a narrow sense specifically refers to the language that people use when collecting, publishing and exchanging information on the Internet, such as the language that netizens use when

communicating verbally on QQ, BBS and other network platforms (Wang, 2008). Internet buzzwords contain rich information about the times and can be used as an important window to observe the collective psychology of the masses, understand social hot spots and public opinion, and analyze the characteristics of the times (Gao & Cui, 2022). This paper chooses to analyze it from the narrow perspective of Internet terminology.

2 Sociolinguistics and Internet Buzzwords

This article selects three Internet buzzwords from the 2022 Internet buzzwords sorted out by major Internet platforms: "润了", "无所谓我会出手", "九敏", and classifies them into three categories accordingly: English homophonic mosaicism, word family analogy, and tries to analyze its specific manifestations and causes from the perspective of sociolinguistics.

2.1 English Homophonic Mosaic

With the development of the Internet and cross-cultural communication, it is not uncommon for code-switching to use different languages or variants in the same conversation. However, recently, netizens broke through the above-mentioned code-switching form to create a new creation and gained extraordinarily high popularity, that is, to replace existing Chinese characters in Chinese vocabulary with English words that have similar pronunciations to Chinese characters in Mandarin or dialects. The English vocabulary and the replaced Chinese characters have similar pronunciations but have nothing to do with meaning, and the overall expression has a pun or humorous expression effect. We call this language phenomenon "English homophonic mosaic" or "Chinese-English mixed-blood vocabulary" (Tang, 2010).

According to the part-of-speech division of English vocabulary, that is, embedded words, can be divided into three categories: nouns, adjectives, and verbs. The first category is "Chinese-English mixed-blood vocabulary" with the largest proportion of English inlays as nouns, such as "star 皆空" "无可 phone 告" "Duck 不必", etc.; those embedded with English names such as "Tony 带水"; Embedded brand names such as "Samsung 有幸" "运筹 vivo" and so on. The second category is "Chinese-English mixed-blood vocabulary" in which words are embedded as verbs, such as "lay 流满面" and "祸不 dancing", etc. The third category is "Chinese-English mixed-blood vocabulary" in which the embedded vocabulary is an adjective, such as "呼和 hot" "小试 new 刀", and so on. For example, expressions such as "芭比 q 了" and "栓 q" are more popular in the Internet language this year.

This article takes "润了" selected from the 2022 Internet buzzwords as an example. Because the English "run" has the same pronunciation as "run" in "润了", many netizens choose the word "润了" when communicating To express their own meaning, but there is no semantic connection between the two. When using it, you must restore English phonetically to Chinese, that is, "run away, slip away" to understand. In addition, because "润了" in Chinese means "to make shiny" (retouch), "interest" (profit), etc., and in some colloquial languages, it also means "to live comfortably", so "润了" has a deep meaning of "running to a better place". Other collocations include "I'm running first", "Fortunately I'm running", etc. The usage scenarios are mainly related to the fight against the epidemic, for example:

1. "上海人经此一役很多该想润了。"
2. "我认识的上海客户，好多早润了，但凡家里有条件的能润就润，不是自己润就是孩子润。"

3. "上海疫情冲击最大的是中产。富人早看清楚润了......一旦你在封城期间生个病，你就会希望自己能和跑到美国看病的阿里高管一样。"

(The above examples are all excerpted from the Sina Weibo comment section of the *Pengpai News*)

The meaning difference between "run" itself and the replaced Chinese character "润" can produce humorous expression effects from the side. In addition, the inlaid English words cover and replace the Chinese characters with similar sounds in form, and the English words inserted visually are more eye-catching and different, so they are favoured by netizens when communicating and expressing.

2.2 Word Family Analogy

Languages have mechanisms for analogy or analogy internally. Bloomfield believes that analogy is a grammatical pattern or rule, and people can speak out language forms they have not heard according to its components (Leonard, 2002). Saussure once believed that the analogy form is to use one or several forms as the basic model and forms new forms according to certain rules (2002). The analogy mechanism is an internal strong driving force for the generation of word families. It is the essence of memetics. It can help memetics explain how word families are copied and spread, including which morphemes are easy to be copied, modified and replaced. and semantic changes. On the one hand, the analogy mechanism can generate a large number of word groups, so the word family system becomes complex; on the other hand, the analogy mechanism in turn continuously consolidates the status of the word model, making it a highly productive meme.

There is a parallel and aggregation relationship between the semantic morphemes, because X is a centripetal compound of the core morpheme, and other morphemes conceptually belong to the lower category of X, that is, common morphemes in the same word family represent common meanings or external features, while Other morphemes represent distinctive meanings or individual features of each word, showing family resemblance (Saussure, 2002). For example, this year's popular "废话文学"、"发疯文学"、"你是懂 XX 的"、"我怀疑你在 XX 我"、"心巴" and so on.

This article selects"无所谓我会出手" from the Internet buzzwords in 2022 as an example. In Wang Feng' bar, someone posted a set of pictures of a giant fish swallowing the earth in the future with the text: How many years later will humans have a chance to resist if this fish arrives? When everyone discussed more and felt more hopeless, one person replied in the building: It doesn't matter, I will take action. This person's disdainful attitude amazed all the netizens. After posting screenshots of the post, it was spread on the Internet, and more and more people began to use it and apply it in connection with their own actual situations. This paradigm began to become popular on the Internet. For example:

1. "无所谓，遇到人贩子我会自己抓。"
        ----广西警察学院
2. "无所谓，病了我们学生会自己治自己。"
        -----桂林医学院
3. "无所谓，我们去旅游可以自己当导游。"
        ----桂林旅游学院

(The above examples are all excerpted from @紫菜蛋花汤 Douyin comment area)

The original paradigm "无所谓我会出手" in the situation at that time, there was a feeling of domineering sideways, and most netizens liked novel and trendy sentence patterns, so more and more people began to use this paradigm. It consists of This survives in long-term dissemination and communication, and becomes popular.

3. The Motivation for the Emergence of Internet Buzzwords

Firstly, the emergence and rapid development of the Internet is the most important cause of Internet buzzwords. The emergence of the Internet has greatly changed people's social life and broadened the communication channels between people. Interpersonal changes and communication changes in the network context determine the change of the expression form of network terms. The information content conveyed in online communication is rich and changeable, and the writing environment of online language is free, which makes the language of netizens continue to develop in the direction of simplification and humour.

Secondly, Internet language communication often appears in the phenomenon of Chinese and English code conversion, mixed with English words in Chinese. Most Chinese netizens are young people, and they are willing to be different, and unconventional, which reflects the identification of young people. They dedicate to pursuing novelty and a fashion mentality.

Thirdly, Language variation is another important factor in the creation of online buzzwords. With the development of society, language is constantly changing, and new concepts and things are expressed through absorption, change, learning, etc. Therefore, language mutation will give many old words new meanings and re-enliven them in the public eye with a new look so as to change people's life.

4. Conclusion

This paper selects three online terms from the 2022 Internet phrases sorted out and summarized by major online platforms: "润了", "无所谓我会出手", and classifies them into three categories: English homophonic mosaic, word family analogy, and attempts to analyze their specific manifestations and causes from the perspective of sociolinguistics, reflecting some characteristics of the communicative language of social network media in 2022, showing the linguistic variation and social development in the new era. To some extent, this article has important reference significance for us to study the humanistic value of language in social development.

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