

A multi-dimensional study of the popular construction "Versailles"

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Abstract: "Versailles" is a popular Internet term recently. Once it appears, netizens have been imitating it, which not only reflects the real life of the present people, but also reflects people's psychological state. Based on the construction of Versailles, this paper discusses four problems related to the construction: First, the source of construction; Second, the structuralization process of Versailles; Three, the main form of construction; Fourth, the cause of popularity.

1. Introduction

With the development of network media, cyber language is playing an increasingly important role in speech expression and daily communication. Recently, the spread and rise of "Versailles literature" has brought a lot of joy and reflection to people. "Versailles literature", a hot word on the Internet, is also a hot construction, but there is no systematic discussion to analyze it. This paper will analyze the construction meaning of Versailles through the construction source, and concretize the construction process of "Versailles", reflecting the change of its emotional expression meaning. At the same time, it is connected with sociology and language memetics to analyze the causes of its popularity.

2. The source of construction

Here "Versailles" refers to "Versailles literature", but it is not a literary form, but a way of discourse expression. Versailles originally refers to the French aristocratic palace, Versailles is the satellite city of Paris and the capital of the province of Evelyn, for an art city, Versailles Palace within the territory of the pearl of French art, palaces, gardens spectacular and exquisite, internal furnishings and decoration are extremely artistic. "Versailles" now refers to a spirit, often used to refer to the circle of friends of the aristocracy, by the micro-blogger @Little Milk Ball to bring fire. "Versailles literature" refers to the words that seem to be complaining but actually show off. By euphemistically expressing complaints or dissatisfaction, it unwittingly reveals its own extraordinary qualities to the outside world, which is referred to as "Fanxue" or "Versailles". "Versailles Literature" is an implicit way of showing off. Its popularity is related to some netizens' "flaunt wealth" and vanity psychology. At present, most of the comments on "Versailles Literature" contain derogatory meaning.

3. The structuring process of Versailles

Liu YinJiao (2011) believes that there are two factors in the evolution from non-construction to construction. The first reason is the subjectivity of language, and the second reason is the extension or metaphor mechanism of language. Language is not immutable. In daily communication, people express their positions, attitudes and emotions through language, that is, language is "subjective". The structure of "Versailles" shows the speaker's position and subjective emotional attitude, and reflects a certain tendency to praise or derate, which is the result of subjectivism of language. "From the original meaning to the extended or metaphorical meaning, there is a relationship of succession in time, which is a process of gradual structuralization" (Liu Yinjiao). The original meaning expresses other relevant meanings through extension or metaphorical mechanism. Due to the frequent use of the structure "Versailles" on the network platform, its extended meaning or metaphorical meaning is fixed to form the construction meaning.

The popular construction "Versailles" was originally not derogatory, but more neutral. It was most commonly used in online articles discussing the entertainment and film circles, for example: Week of "entertainment" everything ", "don't sing", sa beining is "all" "(on November 28, 2020, sohu net), deep zhou has attracted much attention in recent years, the strength of the singer, when attending a show weeks deep by other guests offer to sing a left hand refers to the month, week and deep but rejected the proposal, the reason is that their" don't sing ". When Sa was asked about his memories of being 18 years old on CCTV, he calmly said, "My 18 years old was boring." When he hosted the variety show "My Talk", he told the audience of college students, "When I was 18, I was forced to drift north because I was recommended to be admitted to Peking University." This kind of disparaging, complaining but ostentatious text not only shows the power of the speaker, but also brings joy and laughter to the online audience.

As the online audience expanded and the popularity of the word increased, the word "Versailles" was not limited to the entertainment and film circles, but gradually spread to other fields. For example: "Versailles literature popular, Siwei car: who is handsome and do not know" (BB0 network November 28, 2020), "when Jiujiang property market open" Versailles literature "mode....." (www.sina.com.cn, December 1, 2020), "Versailles literature" shows young people to make fun of their own life, but also shows young people's positive attitude towards life.

Similarly, with the increasing popularity of the word and the continuous enhancement of subjectivity, "Versailles literature" gradually infiltrated into the field of personal life, thus the emotional color of the word gradually changed from neutral to derogatory.

For example: 1. Today is really speechless, eat a meal and send beer and send watermelon juice to give us free of charge, get on the car and be caught up to want WeChat, so big rain is really very difficult.

2. To tell you the truth, I just want to buy a Longine moon phase more than 10,000 yuan, then my husband said to buy Cartier or Rolex..... Dizzy... I was going to have a look.

This class is a typical "Versailles" express, case 1 through "really speechless die", "really good difficult to express the author" complain about emotions, but it is through the side describe "beer", "watermelon", "free of charge", "catch up to WeChat" and a series of behaviors to show off the appearance advantage and its own charm, the text made no mention of their own advantages, but through the expression of "Versailles". Example 2, first of all through the "true", "just want to buy", "dizzy" and other expressions of the author's own disdain for the purchase of watches, in fact, through the comparison of Longgen, Cartier, Rolex to show off their feelings and wealth. In the literature of Versailles, the beauty, wealth, status, power, love has almost pathological praise and publicity, at present, most of the evaluation of "Versailles literature" contains derogatory meaning.

4. The main form of construction

In the process of development, the construction mainly has a form, that is, "Versailles literature", or referred to as "Versailles" or "Fanxue". "Versailles Literature" belongs to the structure of formal phrase, which formally represents a literary mode, in which each component cannot be replaced, and the structure as a whole has a meaning that cannot be obtained by the combination of forms. The whole structure produces the effect of "1+1 > 2".

For example: 1. "Fanxue Sweeps the Maternal and Baby Circle? An Overview of Versailles Grade 10 Mothers" (China.org.cn, December 2, 2020)

2. "Interpreting CBA Rookies from the Perspective of" (Beijing News, November 24, 2020)

3. In addition to the above content, Versailles can also be like this: the core business district, the elite gathering... (sohu December 26, 2020)

No matter "Versailles literature", "Versailles literature" or "Fanxue", they all refer to the flasteful expression by denouncing with praise, and the meaning is derogatory. But the structure type not develop into a more mature form, in this mode, no item and replacement parts, although in a short period of time travel faster, widely spread, but in the long run, the mode of the lack of continuity, can produce low, main reason is that the structure type of transliteration loanwords, not by adding or replacing elements make it become the new structure type.

5. Motivation of popularity

5.1 Language memetics

Blackmore (1999) believes that any information can be counted as a meme as long as it can be copied through the process of "imitation". He Ziran took the lead in discussing the relationship between meme and language and held that meme in language is any language unit that is transmitted through imitation in pragmatics. He divided the replication and transmission of language meme into meme genotype and meme phenotype transmission. In the process of copying and spreading, the form of "Versailles Literature" does not change, but the content does, and its transmission mode on the Internet belongs to meme phenotype communication. When netizens use "Versailles" to express, the ridicule contained in it enhances the authenticity, fertility and longevity of the meme "Versailles Literature", which is copied more and more frequently in network media or personal life social circle, and the spread scope is gradually wider.

5.2 Sociological interpretation behind the popularity of Versailles

5.2.1 Removal of "physical barriers" between groups

Fast and convenient Internet social media provide a platform for people to exchange and spread information, and the physical barriers of public communication and communication between different classes and industries have been removed, so that network audiences can communicate barrier-free on the same network platform across different classes. In addition, the "drainage" effect of the media era can be added. This makes "Versailles Literature" more familiar and applied online or offline, and become the conclusion and way for people to evaluate or ridicule the event.

5.2.2 Promotion of "Comparison Culture

With the increasing speed of economic development, people's demand for material and spiritual culture is gradually enhanced. In order to seek others' pursuit and recognition, the psychology of comparison among social groups is gradually enhanced, and "comparison culture" emerges as The Times require. People's pursuit of beauty, wealth, status, power and love is manifested through social

media, and the purpose of showing off oneself is achieved through the "Versailles-style" comparison. Economic development and the promotion of the culture of comparison are the propelling agents for the expansion of the influence of the term "Versailles literature".

Five, the conclusion

Cyber language is a new form of language formed with the rapid development of the network. It is innovative and can deliver information with high efficiency. At the same time, it is innovative and has a wide spread range and fast transmission speed. The word "Versailles" the transliteration loanwords, in the new language environment and given new meaning, on the one hand reflects the language internal changes, but also reflects the different culture between migration and reference, on the other hand also reflects the characteristics of the social development in a certain stage and a group of people living condition and others for its evaluation.

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