

# *Research on the Innovation Mechanism of Mass Media Language under the Impact of Foreign Language and Culture*

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**Abstract:** Globalization not only means that the interaction of culture, economy and politics is constantly strengthened in the world, but also that the consciousness of the world as a whole is deepened. Under the background of globalization, mass media has cultural attributes. It is a gatekeeper of mass culture. Mass media is an important part of modern industry, so it also has economic attributes. The development of the mass media reflects and affects politics. In the communication and blending of Chinese and Western cultures, Chinese media language constantly absorbs the advanced cultural elements of a strong language (the so-called prestige norm). This paper takes mass media as the research object and analyzes the innovation and mechanism of mass media language based on the analysis of the innovation of foreign languages, so as to enhance the internationalization of the language innovation and development of the Han nationality in the international cultural communication.

## **1. Introduction**

The mass media shoulders the mission of transmitting information and reporting events, giving the fastest coverage to social changes and development. Constantly expanding with the development of information technology, the media is integrated through various ways and has already entered the phase of media integration. Language is the core tool of media coverage and a sharp sword for the media to transmit information<sup>[1-3]</sup>. The media records the evolution of the society through the languages from multiple angles, and the media language naturally becomes one of the public languages that have a great influence on the society. With the richness of the media language, new words and phrases have been emerging, which have had a profound impact on the development of modern Chinese. Language is a social and cultural phenomenon; a cultural carrier symbolizes deep emotion. In the context of the globalization of the world economy today, the exchange and communication between language and culture are more prominent than ever before. Each language is influenced by other languages, especially influenced by strong languages. The influence of language is the characterization of cultural impact. As long as there is cultural exchange and communication, there is a mutual interaction of different languages. In the communication and blending of Chinese and Western cultures, the media language of China is bound to be influenced by strong languages. Facing the strength of the western language and the

media, how China's mass media can absorb advanced language and culture and promote the internationalization of the language of the Han nationality is a problem that cannot be ignored<sup>[4-5]</sup>.

## 2. Related Research Based on Mass Communication Language

### 2.1 A Summary of the Mass Media

Mass media of communication is generally called “mass media”. Remy Li Eiffel, a French scholar, thinks the mass media should include two aspects—technology and society. The first layer refers to the technology overall in the process of information dissemination and the product of this technology itself (such as newspapers, books, programs); The second layer is the economic, social and symbolic organization that undertakes information processing and supply (with its own way of operation and many social functions). Divided by habitual usage, media technologies and their forms are generally referred to as “media”, such as newspapers, radio and television, which emphasize the technical characteristics of communication. But “media” is generally used to refer to media institutions and journalism, such as newspaper office, radio station and television station, which emphasize the institutional nature of communication. In contrast, the usage of the “media” is more extensive, not only to describe the “media” but also to replace the “media”. For example, in the “course of communication” written by Guo Qingguang, the media institutions, such as newspaper office, radio station and television station, are called mass media. In other words, “media” refers to both media technology and its form and the form of media organization. From integrated scholar definition and traditional customary usage, we can conclude that mass media refers to the general name of the carrier, means, way and system of information in the process of mass communication<sup>[6-8]</sup>.

### 2.2 The New Trend of the Development of Mass Media

#### (1) The trend of media integration

Media integration refers to the development trend of multi-functional integration of various media, that is, in the field of media industry, with the development of digital technology such as broadband network and file compression, the boundary of media industry is constantly being broken. Figuratively speaking, it is to combine the editing of newspapers, magazines, radio stations, TV stations and Internet stations, and to share resources and deal with them in a centralized way, thus creating different forms of information products. Then, it can be transmitted to audiences through different platforms (readers, audiences, listeners, Internet users, mobile users, etc.).

#### (2) The trend of “de-space” of media

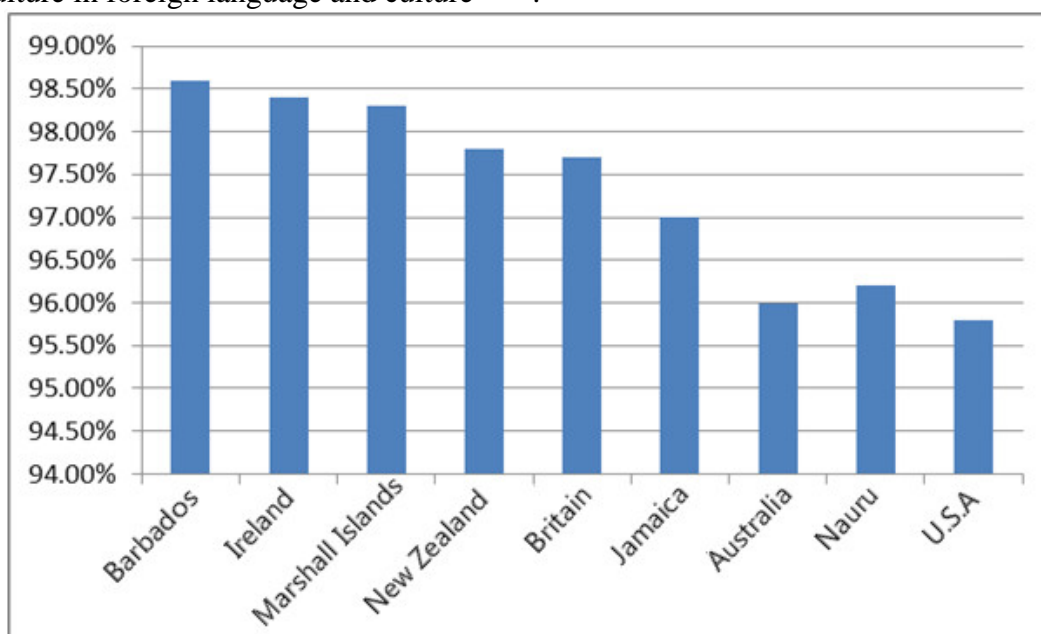
The so-called “de-space” means that in the era of mass media, the public nature (visibility) of an event or an individual is not necessarily related to a “shared public place”. As a result, a new “the publicity mediated by the media “or “publicity of the media” can be obtained. The phenomenon of “de-space” is becoming more and more obvious in the process of mass media communication and has become a trend.

#### (3) The trend of “narrow-casting” of media content

The idea of the spread of “narrow-casting” should be “to spread the appropriate information to the right person.” The mass media is changing from the “broadcasts” instilling the content of communication to the public to the “narrow-casting” designing communication content for group or individual needs. The mass media makes use of the powerful resources of the media to cater to the different tastes of the audience and subdivides the audience. This trend of development tests the ability of the mass media to grasp the target audience and the integration of the content. At the same time, the professional literacy of the journalists will also form an unprecedented test.

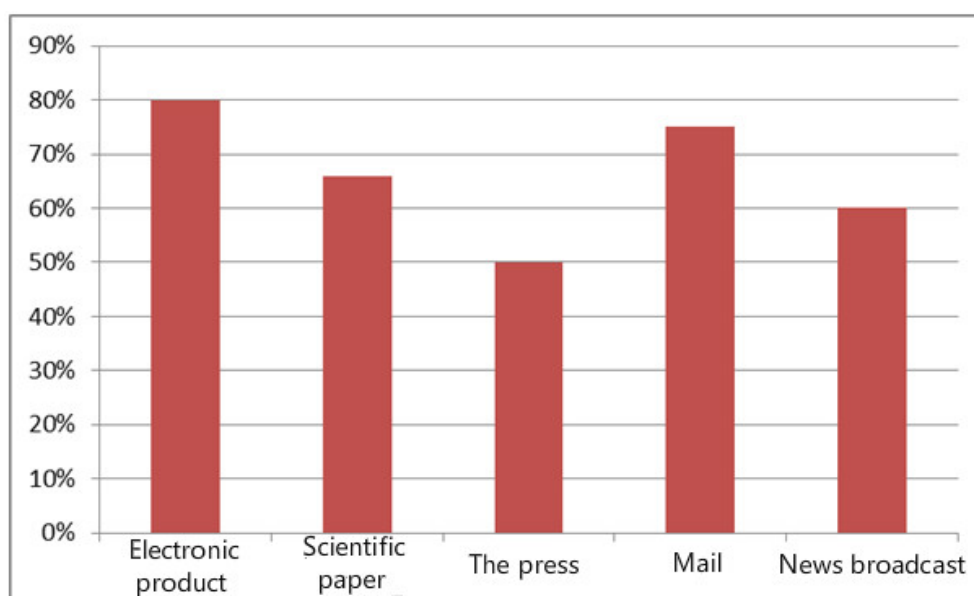
### 3. The Research of the Exchange and Communication of Foreign Language and Culture

When the times are progressing, language is the thing that people communicate with each other, making people understand the world more. In this new era, we should not only be limited to the communication with the people in our country, but also pay more attention to the world and communicate with the world. History has given us a profound lesson that the development of the closed door will bring the pain of becoming a subjugated nation. With the coming of globalization and information technology, there is an undeniable fact that more and more people from different countries are exchanging and communicating ideas with one language (English). “The strength of the English language is like a huge snowball, which is almost impossible to stop.” As shown in Figure 1, it is the number of people who master English in some countries. Therefore, this paper mainly studies the innovation and mechanism of the mass media language under the impact of English culture in foreign language and culture<sup>[9-10]</sup>.



*Fig.1 The Number of People Who Master English in Some Countries*

(1) Media language is a typical carrier of contemporary social and cultural exchanges. The powerful economic and media forces in Europe and America have intruded into other countries. According to the statistical report of the British Council, 80% of the world's electronic product descriptions are written in English, and 66% of the scientific papers are reported by using English. The world's newspapers have one in two, the mail is three quarters, and the news broadcast is three-fifths, all in English. As shown in figure 2, these undoubtedly demonstrate that English has a strong language position in the world.



*Fig.2 The Proportion of English in Media Language*

(2)The strong language position of English is also reflected in the working language. According to David Gretel, commissioner of the British council of culture, a century ago, only elite such as a diplomat or CEO needed to use English at work. The situation is quite different now. In a globalized environment, the most common staff should master English. The 95% language used on various occasions in United Nations is English. Even in China, the strong position of English is undisguised. The passion of the whole people to learn English has revealed the status of foreign languages in the eyes of Chinese. Even if the Chinese learners are not willing to deal with the situation, they eventually have to admit the strong position of English. Many international academic conferences in China began to use English as a conference language, which is a clear proof of this situation.

#### **4. Research on the Language Innovation Mechanism of Mass Media under the Impact of Foreign Language and Culture**

From oral communication to mass communication, “every stage of cultural development is subject to the control of specific media, and the rise of every new mode of communication and technology has caused some cultural change without exception.” The rise of mass media has led to the prosperity of mass culture. In turn, the commercialization and media of culture also endow the mass media with a new position and role. Mass media is no longer only a carrier of mass culture, but a leading force in cultural production and cultural consumption. Mass media impel culture to be media, and media culture is increasingly dominated social culture. The innovation characteristics of Chinese mass media absorbing foreign language culture are mainly described in the following three aspects.

##### **4.1 The Innovation of Affixes**

Affixes are the morphemes of the fictitious and fixed position of the synthetic words in the modern Chinese Mandarin system. Affixes absorbed by the modern Chinese textbooks are shown as follows in Table 1.

Table 1 the Affix Absorbed by the Modern Chinese Textbooks

版本	张本	邢本	胡本	邵本	黄本
词缀	老	老	老	老	老
1	阿	阿	阿	阿	阿
2	小	小	可		第
3		第	反		小
4		初	非		
5			泛		
6			超		
7			无		

The “nature” and “hua” in Chinese are derived from “-ty, -ce, -ness and -ize” in English, and the use of the suffixes like “sex” and “ification” has become more and more extensive, and the ability of word-formation has become more and more strengthened, and it has become stable basic suffix. For example, table 2 is a word for Chinese to learn from English culture. Compared with most western languages, Chinese vocabulary lacks real morphological characters and morphological changes. In terms of the overall morphological characteristics of English and Chinese, the number of affixes in Chinese is not as abundant as English, and the range of application is not as extensive as English. In this way, the relatively abundant affixes in English provided some new affixes for the formation of modern Chinese, enriched the expression of Chinese words, and accelerated the development of Chinese affixes. This is not only in accordance with the development needs of the Chinese language, but also reflects the changing trend of language use innovation.

Table.2 English and Chinese Affixes

Chinese	English
标准化	standardize
物质化	materialize
军事化	militarize
机械化	mechanize
可能性	possibility
偶然性	fortuity
重要性	importance
神秘性	mystery
确切性	exactness

#### 4.2 The Localization of Foreign Phoneme Morphemes

Some pure transliteration loan words used in mass media language have no meaning, but after a long period of use, the transliteration words in these transliterations have gained their independence. The original meaningless ingredient has been given a meaning (or used alone or used to form a new word) to become a Chinese morpheme with a combination of sound and meaning. For example, the morphemes “Di” in the transliterated words “Dishi (taxi)” become a morpheme of partial official and verb-object word formation, and it can generate “Diba, Dige, Dijie” and “Dadi, Jiaodi, Zuodi” and so on. Its semantics are related to the “taxi”, and after these words are widely used, its meaning is also generalized as a “vehicle” and “conveyance” with the nature of a taxi, and then “Jingdi, diandi, modi” are generated. Similarly, the “Ba” in “Bashi (bus)”, the “Di” in “Disike (disco)”, the

“Ba” in “Jiuba (bar)”, the “Pi” in “Pijiu (beer)”, the “Mo” in “Mote (model)”, and the “Xiu (show)” and so on. It can become a free morpheme or a semi free morpheme, with a strong ability to form a word, and can generate “Bus”, “Disco”, “Bargirls”, “Dry beer”, “model”, “Talk show” and so on. Language innovation is a very important factor in language development, and it is the expression of vitality of language. The above-mentioned Chinese language development words are also derived from the innovation and development of some phoneme transcoding in English, which is also an important embodiment of the localization of English morpheme. When using, people pay attention to the pronunciation and meaning union, make full use of ideographic performance of Chinese characters, carefully select the combination of expression Chinese characters, then they intend to integrate it into the word formation model of Chinese characters, thus making it dyed the color of the language characteristics of the Han nationality.

### 4.3 The Innovation of Attributive

In the beginning of the Chinese language, there was no attributive, then the language was impacted by foreign language and culture, there appeared the attributive. The attributive is one of the most serious aspects of Europeanization in Chinese, which is influenced by the foreign language culture, and the attributive has become longer and more complicated in modern Chinese. For example:

He expressed the hope that he would come over to visit China again.

The expression of attributive in English is flexible and diverse, some attributive can be placed in front of the modifier, others follow behind, and we turn the latter into postpositive attributive, In Chinese, attributive is usually put in front, and it is convenient to regard the variant configuration of the “heart language + attributive” format that appears in Chinese as the position of the centering structure, and it becomes the postposition of the attributive. The phenomenon of postposition attributive in English is very rich and widely used. In Chinese, many aspects of the postposition attribution correspond to the postposition of the English attributive. For example:

That book with a blue cover is mine.

I gave him a movie ticket which the time is Monday evening.

### 5. Conclusion

With the development of the society, language should keep pace with the times, not only for modernization, but also to the world. It is also the bounden duty of Chinese mass media to make full use of the contact and communication between foreign strong language and Chinese culture and language, let the world know China, let China go to the world, spread the Chinese language and promote the Chinese civilization to the whole world. Chinese is the essence of Chinese civilization, and also a communication tool for Chinese civilization. The mass media must maintain the Chinese language from the high level of maintaining civilization. Globalization is inseparable from cultural imperialism. We should change the one-way flow of media information, change the passive defense, make full use of the dissemination resources and channels of newspapers, radio and television and the Internet as well as overseas Chinese, and overseas students, and vigorously promote the advanced culture of Chinese civilization and Chinese national language through the way of simultaneous dissemination of foreign languages and Chinese.

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