Semantic and Cultural Analysis of Network Catchwords under the Background of Popular Culture

Hui Xiao

Teachers College, Hubei Polytechnic University, Huangshi, 435000, China

Abstract: The spread of network catchwords is closely related to social life, and as a new type of information carrier, how it is used and spread in daily life. Under the background of popular culture, network catchwords can create a relaxed and lively online atmosphere by joking words, which can help young people to release their daily anxiety, relieve their life pressure and relax in the spiritual world. Such a young language form can make online communication more energetic. Based on cognitive linguistics and relevance theory, this paper selects some of the most common network catchwords over the years to analyze their semantic culture and pragmatic value in a specific context. The semantic culture of these buzzwords has also changed in different contexts. By analyzing its semantic culture, we can better understand the meaning and usage of new network catchwords.

1. Introduction

Network buzzwords are a language variant in cyberspace and a special network language. Network buzzwords have the characteristics of fast updating speed, high frequency of use and wide coverage of people. The blending of diverse cultures has created diverse languages, enriched the feelings of netizens, and finally made the emerging network terms quickly popular. Under the background of popular culture, network catchwords can also be popular in the form of ready-made sentences. The emergence and popularity of network catchwords is both a linguistic phenomenon and a social phenomenon [1]. The generation and development of network buzzwords reflect the semantic and cultural characteristics in the process of modernization. This paper takes recent network catchwords searched from the Internet as an example to analyze their semantic culture.

2. Characteristics of network catchwords

The study of network catchwords from the perspective of linguistics mainly focuses on the evolution mechanism of pronunciation and semantic culture, word formation and grammar, language forms and norms, generalization and diffusion. The study of network catchwords from the perspective of communication studies is mainly carried out from the aspects of communication characteristics, communication mechanism, communication effect and symbol characteristics. In the context of micro-communication, network catchwords are short and novel, and the fragmented presentation of words in micro-communication is driven by identity, carnival spirit and critical consciousness.

The generation and dissemination of discourse is related to the awakening of the subject consciousness of netizens, and the existence of restricted expression of netizens leads to dissatisfaction and verbal violence in discourse [2]. The formation of network catchwords promotes the formation of social pioneer consciousness, the interaction and exchange of social multiculturalism, and the socialization of discourse subjects while realizing the expression of group psychological state and wishes.

With regard to the characteristics of network catchwords, it shows different characteristics from different disciplines. Linguistics scholars tend to think that network catchwords are characterized by simplicity, reproducibility, innovation, colloquialism and non-standardization. From the perspective of communication, network catchwords has the characteristics of timeliness, scale, fast communication speed and universality. Semiotics scholars believe that network catchwords are realistic, symbolic and ironic.

Under the background of popular culture, network catchwords can sweep the Internet in a short time and be known and used by netizens. It spreads in cyberspace like a virus, spreading in all directions, and carrying out instant communication with people or media as information nodes. After receiving network catchwords, the information recipients spread it to other audiences in the same way, which makes network catchwords get multi-directional interactive communication from point to face and from face to body.

3. Analysis of communication mechanism of network catchwords

3.1. Characteristics of communication process

The spread of network catchwords is closely related to social life. As a new type of information carrier, how it is used and spread in daily life. What is the relationship between the communication characteristics of network catchwords and people? Network catchwords have spread in the flat internet space for many years and are enduring for a long time, because their network catchwords can meet the needs of netizens and have a series of their own characteristics, which makes them not enough to be eliminated by the tide of the times.

Network catchwords can create a relaxed and lively online atmosphere through playful language, which helps young people to release their daily anxiety and ease their life pressure, so that they can relax in the spiritual world. Such a young language form can make online communication more energetic [3]. The playful network catchwords meet people's needs for entertainment, and at the same time realize people's pleasure of venting their inner feelings, so that people can let go of themselves spiritually and escape from reality.

Because the rise of network catchwords stems from the guidance of social hot events, it can indirectly reflect the current social reality. Therefore, the strong penetration of network catchwords is a good thing for both sides of the public opinion field, indicating that the distance between them is closer and the official and folk attitudes are more consistent.

Under the background of popular culture, network catchwords are novel in the dissemination of content, which has a great connection with the original reasons for the formation of network catchwords. The emergence of network catchwords is generally related to the recent social hot events, and it is also because of "new" [4]. That's why it's called a buzzword. Therefore, only the new network catchwords can capture the hearts of the audience in a short time and attract many netizens to spread quickly. Once more novel network catchwords appear, people will be attracted instantly, so the popularity cycle of network catchwords is generally short. Because of this curiosity, netizens' desire to surf the Internet is accelerated, and the use of the Internet is full of magic for the audience, because people can't expect it, so they have to constantly explore and try to keep up with the pace of changes in Internet content.

3.2. Social psychology reflected by network catchwords

Conformity psychology means that individuals are influenced by the external environment and crowd behavior, and thus make behaviors consistent with mainstream values, public opinion or the behavior of the majority in their own judgments, perceptions, understandings and actions. People usually think that in most cases, the views of the majority are often right, so this kind of conformity psychology has emerged. Due to the influence of herd mentality, they will also consciously forward and quote this network catch word, thus further expanding the spread of network catchwords, so network catchwords became popular and became what we see now.

In modern society, entertainment is even more essential, and the ways of entertainment are also varied. Entertainment has brought us a colorful life. Modern culture, technology and social methods have brought us various types of entertainment network catchwords. Before the advent of computers and networks, China people usually used regular Chinese characters to express their thoughts and feelings, except in special circumstances, when pictures or other language methods were used for auxiliary expression. However, after the emergence of the network, all this changed.

Under the background of popular culture, netizens also put their creativity into people with unique personalities, so all kinds of online celebrities emerge one after another, each with its own characteristics, representing all kinds of people and reflecting all kinds of phenomena in society. Network is such an effective media, in which people can speak freely, express their views and vent their emotions, thus relaxing the pressure and releasing their psychology.

4. Semantic and cultural analysis of network catchwords under the background of popular culture

4.1. Expression and catharsis of emotions

In the information age, the society is developing continuously, and the driving force of development is the contradiction existing in the society itself. From a philosophical point of view, development and contradiction are the relationship of unity of opposites. The more the society develops, the more prominent the contradiction becomes. Therefore, there are still many contradictions and problems that seem to be developing rapidly in China. Network catchwords, as the weather vane of society, just marks people's emotional expression at a specific stage, which is the result of the interaction between netizens' language exchange in cyberspace and social life.

In the real society, people have formed a certain social psychology and expressed their demands. However, no suitable language form has been found in the language system for the time being, thus forming a contradiction between the public psychological needs and language expression. For example, the sentence "Top your lungs" means surprise and dissatisfaction, but more expresses helplessness.As far as "Top your lungs" is concerned, the original expressions in the language system can no longer accurately express the social psychology contained in it, thus forming the phenomenon of absence in language expression. In the past, people obtained knowledge mainly by accumulation, but in the modern information society where the internet is popular, people obtained knowledge mainly by selecting, analyzing and judging information. In the process of selection and acceptance, individuals have completed socialization.

4.2. Instability of values

Cognitive linguists believe that metonymy and metaphor are important tools for human beings to understand the world. The contextual meaning of Chinese parts of speech formed by cognitive metonymy mechanism will solidify into new meanings under the action of high-frequency use. The "ceiling" often appears on online social platforms and is frequently used, completing the functional

evolution from denotation to characterization, and its appreciative and critical semantic culture is gradually highlighted, forming the usage of online slang [5-6]. The original meaning of "ceiling" is located at the top of the room, which has special spatial characteristics in cognition and then expands into two projection paths. Mapping to the target domain appears as "the highest limit". Another spatial feature is: "ceiling" is the highest object in indoor space, which is mapped to the highest level and represents the top person or thing in a certain field. The latter is the usage of network catchwords.

Similarly, there are such things as "looking stupid" and "the picture is too beautiful for me to look at", which are all entertainment spoofs of social reality by netizens through copying, metaphor, homophonic, pictographic and other ways. The meaningless network catchwords make netizens get the pleasure and sense of participation in creating new things, and eliminate the sense of nothingness caused by lack of thought and belief. "Melon-eating people" are such a group of people who just "watch" all kinds of things without expressing their opinions, which means that "things have nothing to do with themselves". In this era of entertainment to death, many netizens in China are playing the role of "melon-eating people" and become insensitive. "I just want to be a beautiful man quietly" and "I want to be quiet" are both teasing and people's attitude of avoiding the world when facing difficulties, and they don't want to be noticed and disturbed by others [7-8].

4.3. Two-way infiltration of discourse

Internet, as a subversive technical force, gives every connected subject the right to speak. In the Internet era, language is limited by physical factors such as geography, urban and rural areas, and it has become a new era in which "the communication energy based on individuals is activated" [9]. Internet has achieved "flattened" sharing at the whole social level.

Under the background of popular culture, every netizen, as the subject of discourse, has gained the democratization of discourse expression right and the discourse right has become popular. Therefore, the grassroots can speak freely on the Internet platform, and seize the opportunity of discourse in the network field through network catchwords. The penetration of network catchwords is not only "bottom-up", from folk to official, but also "top-down" propaganda diffusion from official to folk. Network catchwords such as "Do not forget your initiative mind", "Chinese Dream" and "1.4 billion flag-bearers" are all set by the government and then spread to the field of public opinion. In a word, network catchwords acts as a bridge between the official and private public opinion fields, and builds a channel of understanding and recognition for both sides.

4.4. Unity of form and meaning

Construction is a kind of language expression, and through high-frequency language expression, the corresponding knowledge structure and paradigm are formed in the cognitive system of the subject [10]. According to the characteristics of Chinese language, constructions are divided into fixed constructions and schematic constructions, in which the former includes morphemes, words and fixed idioms, while the latter includes semi-fixed idioms and abstract sentence patterns. Schema construction has strong discourse productivity, and discourse form realizes the unity of internal semantic culture and external form. Based on the construction form, a fixed discourse framework can be extracted.

Under the background of popular culture, the ontology of network catchwords has strong derivation and productivity, and it has a fixed discourse framework such as format filling. Based on the characteristics of schema construction, the unity of discourse form and meaning is the form and meaning basis of discourse representation mentality. For example, the appearance of "Do and cherish" in network catchwords triggered large-scale imitation sentences on the Internet, and formed derivatives, such as "The red light is short, the future is long, and do and cherish." Based on the structural form and structural relationship, netizens expressed the same feelings by combining

their personal life experiences. The stable structure of schema construction provides a structural basis for the realization of discourse representation mentality.

The formation of schema construction pushes discourse to form deep meaning based on surface meaning. From the perspective of deep semantic culture, the expression of "doing and cherishing" reflects the sequential relationship and causal relationship, and the discourse expression shows that from premise to process to result, many things in life are easy and difficult, so it is necessary to maintain a cherished attitude in the process of exploration and cherish the hard-won gains, which not only reflects emotional value but also presents practical significance. Schema construction realizes the unity of surface meaning and deep meaning, and the formation of its deep meaning realizes the representation of the subject's mentality.

5. Conclusions

Network catchwords can also be popular in the form of ready-made statements. The emergence and popularity of network catchwords is not only a linguistic phenomenon, but also a social phenomenon. Under the background of popular culture, the generation and development of network catchwords reflects the semantic and cultural characteristics in the process of modernization. The generation and dissemination of discourse is related to the awakening of the subject consciousness of netizens, and the existence of restricted expression of netizens leads to dissatisfaction and verbal violence in discourse. The formation of network catchwords promotes the formation of social pioneer consciousness, the interaction and exchange of social multiculturalism, and the socialization of discourse subjects while realizing the expression of group psychological state and wishes. This is closely related to the development of society, and it also reflects that when the society changes or changes dramatically, the language as a social phenomenon will change unequivocally with the pace of social life progress. Network catchwords well reflects the dynamic situation of society, which is also the significance of our research.

Acknowledgements

References

[1] Zeng Runxi &Wei Feng. (2016). Semantic Evolution and Popular Motivation of network catchwords from the Perspective of Strong Memetics—Based on the eight-year evolution track of "You know". Language and Character Application, 2016(2), 6.
[2] Fan Jie. (2013). The formation of the new construction of Network Catch Words and its semantic cultural psychology-from the "truth". Chinese Culture Forum, 2013(10), 5.
[3] Duan Na. (2016). Analysis of syntactic and semantic features of "various+predicate elements" in Network Catch Words. Chinese Construction, 2016(8), 87-88.
[4] Chen Xuguang, & Song Qixun. (2019). Memory Construction and Significance Practice of "Buddhism" Discourse. China Youth Social Sciences, 38(1), 7.
[5] Fu Xinqing, & Yuan Renyu. (2011). The cultural value orientation of Network Catch Words-Based on the analysis of the new words of "X Emperor". Exploration and contention, 2011(9), 3.
[6] Wang Fei, Yi Mianzhu &Tan Xin. (2018). Language Understanding Model Based on Ontology Semantic Network. Computer Science, 45(6), 5.
[7] Sang Lei. (2019). "Turn words into education": An analysis of the value of ideological and political education hidden in network catchwords. Theory Guide, 2019(4), 6.
[8] Cai Liang &Hu Zhiwen. (2018). Construction scheme of network language evolution mechanism based on semantic knowledge base. Foreign language audio-visual teaching, 2018(3), 5.
[9] Fu Xinqing, Yuan Renyu. (2011). The cultural value orientation of Network Catch Words-Based on the analysis of the new words of "X Emperor". Exploration and contention, 1(9), 78.
[10] Yang Xuming. (2019). The origin, semantics and network evolution of dialect words. Language and Character Application, 2019(2), 8.