

A Study on the Influence of Chinese Popular Words on the Culture of Hainan's Free Trade Port

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Abstract: with the rapid development of social politics and economy, the times have changed. Changes in concepts and thinking patterns have also caused great changes in people's social life style, which are reflected through language, the most important communication tool for human beings. Catchwords more vividly reflect these changes. . Catchwords are words widely circulated in a certain period of time and within a certain range. They are the most active factors in a language and often reflect changes in social life and social ideological trend in the most sensitive way. This article explores the reflection of language on the development of chinese society after the founding of the people's republic from the perspective of popular words. Tracking buzzwords and studying them in depth is a new perspective to observe the changes in contemporary chinese society, and the establishment of hainan free trade port is considered to be an important means to achieve a deeper integration of china and international trade. The cultural influence of chinese social buzzwords on hainan free trade port further illustrates the economic and cultural complementarity in chinese society. This article aims to propose the relationship between chinese buzzwords and hainan free trade port to improve the culture of chinese buzzwords. Influences.

1. Introduction

Against the background of economic globalization and trade liberalization, on april 13, 2018, general secretary xi jinping solemnly announced at the general assembly celebrating the 30th anniversary of the establishment of the special economic zone of hainan province: to support hainan's gradual exploration and steadily promote the construction of free trade ports with chinese characteristics, and to establish a free trade port policy and institutional system in steps and stages. [1] it is proposed to target hainan island on the basis of free trade zones and free trade zones establish a high-standard, high-quality free trade zone, and try to explore the establishment of the first free trade port in mainland china, and gradually improve the hainan free trade port policy system. [2] with the development of human society, especially since the 21st century, new things emerge in endlessly. In the field of language, the most obvious manifestation is the emergence of popular words [3]. Up to now, the definition of catchwords by chinese and foreign scholars has not been completely unified. Some people think that catchwords are widely spread in a certain period of time, and are the product of political, economic, cultural, environmental and people's psychological activities in a certain period of time. The development decision-making of hainan free trade zone (port) must use scientific ideas and working methods to find out the focus of overall development, so as to complete the great mission of further reform and opening up in hainan [4]. Since the 21st century, china has been publishing mainstream media catchwords by authoritative organizations every year. So far, more than 20 categories of catchwords have been published. These catchwords reflect the hot issues in contemporary china's politics, economy, culture, science and technology, education, social life and other fields. The relevant catchwords fully reflect the development of china's social, political and economic fields [5].

With the rapid development of social politics and economy, the times have changed. Changes in concepts and thinking patterns have also caused great changes in people's social life style, which are reflected through language, the most important communication tool for human beings. Catchwords more vividly reflect these changes [6]. Especially after entering the 21st century, the culture of hainan free trade zone is thriving and flourishing. With the rapid development of computer

technology and network, network culture prevails, and network catchwords are highly praised [7].

2. Construction of Hainan Pilot Free Trade Zone, Free Trade Port with Chinese Characteristics and Chinese Social Buzzwords

2.1 The Characteristics of Popular Words and the Establishment of Hainan Free Trade Port.

Some people also think that catchwords are widely circulated in certain social periods and can reflect the social culture and local conditions and customs at that time. An expert on English catchwords and an English lexicographer, e patrick, said: “catchwords are a popular and popular saying [8]. Xingyu comes into being under certain social development conditions, reflecting the characteristics and changes of the times and the development of the society. Some catchwords die out with the changes of history, while others are spread for a long time. But generally speaking, catchwords have common features. In recent years, with the acceleration of people's life rhythm, the phenomenon of language abbreviations has become more and more common and accepted by people. In a specific range, when the communicators have more common features, the use of abbreviations is more frequent. English abbreviations used on the Internet are especially obvious. Hainan has played an important role as a window, test platform, pioneer and doer of reform and opening up, and Hainan's reform and opening up has a solid foundation [9]. In terms of 30 years' development and accumulation, Hainan's economic strength, construction level and people's living standard far exceed the comprehensive development level of other free trade ports in the world at the beginning of their establishment. As the youngest province, Hainan is sparsely populated, with many hills, land and sea crisscross, relatively complex topography and landform; lack of broad hinterland support for economic development, lack of support for large-scale industrial clusters, etc. The vast rural areas, many farmers, the rural agricultural base is relatively weak, the regional development is not balanced, the economic foundation and education are relatively backward, the total GDP is still in the backward position in the country, and the per capita GDP is also lower than the national average level. Compared with the independent unit, the economic operation cost is relatively high and the challenge is unprecedented. The dissemination of buzzwords has expanded from paper to electronic media and has drawn increasing social attention. They are comprehensive, international current affairs, domestic current affairs, economics, science and technology, social life, culture and education, sports and entertainment, and several special topics. We put these buzzwords into tourism cultural clusters. The buzzwords included in the tourism culture cluster involve problems in many tourism fields such as tourists, tourist destinations, tourism agencies, tourism hot spots, tourism management, tourism technology, and tourism laws and regulations. I believe that these issues can be collectively referred to as tourism culture. It can be concluded that the emergence of popular words has driven Hainan's economy and added a new force to Chinese culture.

2.2 Experience and Exploration of Free Trade Port Construction

Most mature international free trade ports are located in developed countries and regions, with a long history of ocean and a good capital market. Each country and region has established free trade ports with different characteristics according to its own specific conditions and strategic considerations. First of all, it is necessary to improve the convenience of enterprises engaged in port trade. China should establish a comprehensive and international standard transportation network, combining river ports, seaports, highways, railways and aviation. At the same time, a large-scale, intelligent and multifunctional information network will be established to form a safe and effective electronic customs clearance system, accelerate customs integration and simplify procedures. Ports in less developed regions should ensure the implementation of the policies of “domestic and overseas customs” and “free entry into China”, carry out strict inspection before entering the domestic market, enter and exit freely within the free trade zone, and explore a more competitive offshore tax system. Secondly, the port must take measures to improve the mobility of personnel and the ability to attract talents. These measures will help create a more livable

environment and better service for businessmen and international talents. In order to achieve this goal, the first step is to standardize the permit system for foreigners working in China and establish an effective visa system for Chinese talents to enter and leave China and stay there. The second step is to attract high-tech talent to ports in less developed regions. These measures will help improve the environment and infrastructure, improve public services, and establish international work standards to address the difficulties of attracting and retaining local economic talent. Later, the process of improving the port financial system provided opportunities for deepening financial reforms and increasing market openness. Ports should continue to adhere to relevant open policies and improve the efficiency of cross-border foreign exchange settlement. All these measures will financially support re-export trade and reduce trade risks for port companies. In addition, the Chinese government should establish a financial leasing system to provide sufficient capital support for all port enterprises and encourage more international companies to set up headquarters in free trade ports. The development of high-tech in the 21st century, especially the widespread application of computers and the Internet, has made it possible for China to build a corpus of considerable size. The buzzword data extracted is relatively objective and reliable. Human and funding. Of course, the current buzzwords are limited to mainstream media such as newspapers, radio, television, and websites. They have official and written features. You should also explore ways to collect other media, such as mobile phones, periodicals, books, etc. Rich language information.

3. A Cultural Study of Popular Words in Chinese Society

3.1 To Explore the Structure and Significance of Popular Words to Hainan Free Trade Port

The sociological study of catchwords is a cross study of linguistics and sociology. The development of high technology makes it possible for linguists to build multi-dimensional corpus, and the catchwords extracted from it can be used as quantitative analysis data. The reason why these words are chosen as catchwords is that hot social issues are widely reported by mainstream media. Sociologists should not only care about the listed catchwords, but also explore the deeper factors implied in catchwords, reveal the intricate and interwoven social and cultural sections and modules of historical origin, economic basis, political system and cultural form contained in catchwords to the public, answer the social reasons, social groups involved Social consequences and future development trend. This is like looking at Hainan Free Trade Zone as a tree. The cultural characteristics of popular words are leaves and flowers. The cultural collection of various catchwords is branches. Interlaced and powerful cultural clusters form a cultural pattern, that is, the trunk of a tree. Leaves, flowers, branches and stems form the whole tree, that is, the social and cultural system. By sorting out the points related to the cultural characteristics of catchwords into cultural clusters, one can observe a certain aspect of Hainan FTZ culture in a certain period. A prominent feature of modern society is that industries that serve people gradually replace industries that request resources and processing resources from nature, that is, the scale of the tertiary industry is expanding. Among them, the proportion of the benefits created by the cultural industry in the tertiary industry is increasing, and cultural products have become daily consumer goods of the public. With the development of technology, traditional working methods are gradually eliminated, and people have more and more free time. The concept of “people-oriented” is becoming more and more popular. Therefore, an important aspect of sociological research has also shifted from the past emphasis on macro research to micro research that is close to daily life. The study of the tertiary industry serving people has made Hainan Free Trade Port a further innovation.

3.2 Hainan Free Trade Port Construction Should Highlight Cultural Buzzwords

Comrade Xi Jinping pointed out that unless we emancipate our minds, it will be difficult for us to see the crux of the solidification of various interests, to find the direction and focus for a breakthrough, and to come up with creative reform measures. Successful development in different regions can be traced back to historical and cultural factors. Culture has a guiding function for the basic direction of economic development and a condensing function for relying on strength. The

great achievement made by Hainan on the 30th anniversary of the establishment of the province was created by Hainan people carrying forward the spirit of the special zone, which dares to dare to enter and try, dare to be the first person, and work hard. Shenzhen special economic zone has formed a new value of “time is money, efficiency is life” and created many national firsts. During the development of popular words in the construction of Hainan free trade port, many theories and research methods for understanding, analyzing and explaining cultural phenomena have been accumulated, which have been reflected in the works of cultural sociologists and cultural anthropologists in the past. The study of contemporary social buzzwords provides the ideological basis and innovative means for the construction of Hainan's free trade port, stands at the forefront of China, provides empirical research basis for Hainan's thriving cultural and creative industries, is conducive to the sound operation and coordinated development of Hainan's free trade cultural and creative industries, and creates more and better cultural products with social and economic benefits for the public. We need to emancipate our minds, change our ideas, seek truth from facts, strengthen our foundation and consolidate our foundation, build a common understanding and work hard to create a free trade area. The advantages and disadvantages of the business environment have a direct impact on the business development of enterprises in the region that attract foreign investment, and have an important impact on the economic development, financial and taxation personnel, social employment, etc. The emergence of Chinese catchwords has further expanded the foreign exchange of Hainan's free trade port, further improving the business environment, and using the cultural impact of catchwords to drive the construction of the free trade port at the government and social levels.

4. Conclusion

Economic globalization is the inevitable trend of the development of the world today. The economic and trade development of all countries is increasingly linked and influenced by each other. It is the inevitable choice to promote the common prosperity to promote the “mutual” connectivity and accelerate the integrated development. The construction of free trade port with Chinese characteristics is in line with the new trend of global economic and trade development. It is another important strategic measure for China to be more active in opening up. It is to explore a new path and new mode of opening up Hainan free trade port. In general, the development of language is closely related to the development of society. As the most active factor in a language, buzzwords can often most sensitively reflect changes in socio-political economy, socio-cultural life, and other aspects. Today, the task of Hainan Free Trade Port is very arduous, it is a new major responsibility and historical mission, and it is also a major historical opportunity. With the integration of popular words in Chinese society, the spirit of nails can be carried forward and the brilliant blueprint of Hainan Draw to the end. Achieve a win-win situation in both culture and economy. Popular words can further reflect the development of Hainan Free Trade Port. In the social context of increasing social and cultural exchanges, the cultures of various nationalities and regions interact with each other, promoting the generation of popular words and the development of Hainan Free Trade Port.

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