Rich and Poor Chinese Vocabulary in the Context of Convergent Media

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Abstract—With the development of society and science and technology, traditional media and new media interweave with each other, forming a network three-dimensional structure, namely, convergent media. Media platforms such as radio, television and the Internet have become the mainstream way of information dissemination. Under this background, Chinese vocabulary has also developed unprecedentedly. New words change with each passing day and spread rapidly on the convergent media platform, making traditional Chinese vocabulary face unprecedented challenges. On the face of it, the vocabulary ranks are expanding continuously, showing various and flexible features. In essence, under the constant pursuit and imitation of vocabulary users, the current Chinese vocabulary has the coexistence of "increasingly rich" and "increasingly poor". This will not only affect the purity of Chinese, from a certain point of view, it will also cause invisible and huge damage to people's spiritual world. Therefore, the development trend of Chinese vocabulary in the future is worth our deep thinking.

Keywords—Convergent media; Chinese vocabulary; Development

I. INTRODUCTION

Driven by the globalization of media convergence, large-scale media convergence has become an inevitable trend, while the rise of online media has directly contributed to the pace of domestic multimedia convergence [1]. Under the impact of the Internet, traditional radio, television, newspapers and other single media no longer have obvious advantages. In order to win their own living place, they need to take the initiative to adapt to the development of the media in the new era, learn from each other's strong points and carry out self-reform so as to integrate into a huge convergent media system. This network of three-dimensional media has greatly promoted the development of Chinese vocabulary. In recent years, new Chinese words have been produced continuously and emerge one after another. After entering people's vision, they have been widely spread under the background of convergent media. When a Chinese neologism was produced, the major media give up the expression of "Zero degree" language. Under the background of convergent media, more and more young people, especially the new generation of Internet users, give up the expression of "Zero degree" and adopt the way of "deviation", which makes Chinese vocabulary increasingly rich. The "richness" of Chinese vocabulary is mainly reflected in phonetic deviation, semantic deviation and grammatical deviation.

II. THE INCREASING RICHNESS OF CHINESE VOCABULARY IN THE CONTEXT OF CONVERGENT MEDIA

We may use "zero deviation theory" to explain the increasing richness of Chinese vocabulary. "Zero deviation theory" is an important concept put forward by Mr. Wang Xijie, doctoral supervisor of Nanjing University. The so-called "Zero degree" is the standard and standard language expression, and the so-called "deviation" is the unconventional and non-mainstream expression, even the speaker intentionally challenges and deviates from the language standard and standard. It can be said that the emerging language phenomenon has had a huge impact on the traditional "Zero degree" language. Under the background of convergent media, the major media influence each other and learn from each other. More and more young people, especially the new generation of Internet users, give up the expression of "Zero degree" and adopt the way of "deviation", which makes Chinese vocabulary increasingly rich. The "richness" of Chinese vocabulary is mainly reflected in phonetic deviation, semantic deviation and grammatical deviation.

1) Phonetic deviation of Chinese words: the speaker modifies the phonetic form of the original words through homophonic, synchronic and onomatopoeic methods, resulting in language deviation, such as table I:

In dialects, there are a large number of situations in which the flat tongue is confused and the nasal and side sounds are indistinguishable. For example, "Sang Xin (sad)" and "Lan Shou (unhappy)" above, Chinese users give up the original standard pronunciation of Putonghua and deliberately adopt dialect pronunciation to form deviated expressions, which are different and more lively and vivid. As for the initial consonant of Putonghua, the Min dialect area does not distinguish between "f" and "h". The word "Fang" is used to indicate "Huang (hurry)". The hurry is not direct and a little cute. The picture of "Fang Tou Fang Nao (a simple and honest adventurer)" is used to make people laugh. The word "Li Shizhen De Pi" is used to indicate "Ni Shi Zhen De Pi (You are really naughty)". Apart from the intention of intentionally creating interest subjectively, it also implies the deconstruction of authoritative figures and power. It is one of the ways for the younger generation to strive for the right to speak. The introduction of Taiwanese pronunciation into Putonghua and the merging of the two syllables into one, such as "Zao
"know" and "Xuan (like)", will make the unfamiliar sound particularly attractive to the disseminators and receivers of Chinese. These slightly exaggerated onomatopoeia words with lovely colors, such as "Er (Speechless)", "Wa Ka Ka (Ha-ha)" and "Hu Hu (Sleep)", can give people more intuitive and realistic feelings.

**TABLE I. PHONETIC DEVIATION OF CHINESE WORDS**

| Type               | Zero       | Deviate           |
|-------------------|------------|-------------------|
| Homophonic        |            |                   |
| Shang Xin         | Sang Xin   | (Sad)             |
| Wo Hao Huang       | Wo Hao Fang| (I'm in a hurry)  |
| Nan Shou, Xiang Ku| Lan Shou, Xiang Gu | (Feel sad, want to cry) |
| Ni Shi Zhen De Pi  | Li Shizhen De Pi | (You are really naughty) |
| Combined sound    |            |                   |
| Zhe Yang Zi       | Jiang Zi   | (Like this)       |
| Zhi Dao           | Zao        | (Know)            |
| Xi Huan           | Xuan       | (Like)            |
| Imitation sound   |            |                   |
| Wu Yu             | Er         | (Speechless)      |
| Ha Ha (Ha-ha)     | Wa Ka Ka   | (Ha-ha)           |
| Shui Jiao         | Hu Hu      | (Sleep)           |

**TABLE II. SEMANTIC DEVIATION OF CHINESE WORDS**

| Type               | Zero       | Deviate           |
|-------------------|------------|-------------------|
| New words and expressions |           |                   |
| Tian Jia Hao You  | Kuo Lie    | (Add friends)     |
| Mei Qian Chi Fan  | Chi Tu     | (No money to eat) |
| Xiao Sig Ge Ren Le| Xiao skr Le| (I laughed myself to death) |
| Ji Xing Fa Hui    | Freestyle  | (Laughing to skr) |
| Zhen Qing Shi Gan | Zqsg       | (True feelings)   |
| Bu Zun Zhong/Qing Shi | Diss   | (Disrespect/contempt) |
| Shoushi/Chuti/Bang Mang| An Pai Y Ixia | (Improvise) |
| Du Ling Feng Sao  | Chen Du Xiu| (Take the lead)   |
|                   | Xiong Xue  | (Show)            |

2) Semantic deviation of Chinese words: In the process of language use, the speaker abandons the traditional Chinese words or changes the meaning of the original words, such as table II:

Under the background of convergent media, whether on radio, television or the internet, we can easily find that the new Chinese words keep refreshing our vision, so that we need to ask others or consult to know exactly what the speaker wants to express. One kind of situation is that the meaning is the same as before, that is, the "refer to" remains unchanged and the "it can refer to" has changed. For example, the "Lie (list)" of the "Kuo Lie (Expand the list)" in the above table refers to "good friends", the "Tu (soil)" of "Chi Tu (Eat soil)" ("refers to cheap food", and the " Xiao skr Le (laughing to skr)", "free style", "zqsg" and "diss" are expressed in more fashionable and trendy letters, while the traditional Chinese words are abandoned. However, the semantics are already widely used. On the other hand, the word is still the previous word, and in the process of using it, new meaning or usage is added, that is, "refer to" is unchanged, while "it can refer to" has changed, such as "arrangement" and "show" in the above table, which have been given new meaning. "An Pai (Arrangement)" is originally a single meaning of "handling" and is usually used to refer to the handling of work affairs. Under the background of convergent media, the scope of application has been expanded a lot, such as "its autumn now, arrange for mountaineering ~" or "arrange for the glory of the king". The word "arrangement" has been given obscure meanings such as "operation" or "behind-the-scenes operation". "Xiu (Show)" was originally a transliteration
of the English word "show", namely "showcase". Now it is used to imply the meanings of "love expression" and "show off". It also introduces "Chen Duxiu", "Di Hua Xiu" and "Xia Wa Zhi Xiu" to show the willfulness and arbitrariness of the younger generation. The subtle changes in the meaning of the word also show that people's values are quietly changing.

3) Grammatical deviation of Chinese vocabulary: the speaker breaks grammatical conventions and is more flexible and free in word collocation and sentence pattern selection, for example:

| TABLE III. GRAMMATICAL DEVIATION OF CHINESE VOCABULARY |
|-------------------------------|-------------------|
| Type                          | Zero              | Deviate                     |
| Wo Fu Le (I did)              | Wo Fo Le (I am   | Buddha)                     |
| Ke Yi Hen Ba Qi               | Ke Yan Ke Tian    | (Salt and sweet)            |
| Ye Key I Hen Ke Ai (Can be    |                   | domineering                 |
|     very domineering          |                   | Can also be                 |
|     very cute)                |                   |                              |
| Qiang Lie Zhi Chi (Strong     | Yan Zhong Zhi Chi | (Serious support)           |
|     support)                  |                   |                              |
| Bei Zi Ji Da Li (Beat yourself| Zhen Xiang Jing  | (Sweet warning)             |
|     in the face)              |                   |                              |
| You Yao Chou Jiang Le (There  | You Yao Chou Chou | (There will be another      |
|     will be another lucky draw)|                   |     draw)                   |

In the traditional process of using words, the collocation of words and the choice of sentence patterns are all constrained by grammatical rules [2]. However, with the rapid development of the Internet, people's expressions are more casual and show grammatical deviation. This deviation has a broader and freer territory in the context of convergent media, like a runaway horse breaking away from the original shackles. For example, "Fo (Buddha)" in the above table is a noun, because it is similar to the pronunciation of "Fu" and is used as a verb, which is a deviation of part of speech. "Key An Ke Tian (Salt and sweet)" is a phrase with a joint structure. In a symmetrical structure, the antonyms of "Yan (salt)" and "Tian (sweet)" with the same part of speech should be selected. However, here "Yan (salt)" and "Tian (sweet)" are a noun and an adjective. When they are matched together, there seems to be no obvious sense of disobedience. "Yan Zhong (serious)" is usually used with derogatory words, such as "Yan Zhong Hou Guo (serious consequences)", "Yan Zhong Cuo Wu (serious mistakes)", "Yan Zhong Sun Shi (serious losses)" and so on. "Zhi Chi (support)" means "support, maintenance", "approval and encouragement", with obvious commendatory color. The two words are mixed and matched with words with different emotional colors. The combination of "Zhen Xiang (true fragrance) "and "Jing Gao (warning)" is totally unconventional and confusing. It needs to be consulted before it can be known. The word originated from Hunan Satellite TV's "Bian Xing Ji" in which the city hero Wang Jingze dropped harsh words when he first came to a rural family, followed by the funny plot of slapping his face. Now it is mainly used to ridicule someone opposite behavior soon after he has made up his mind to shout slogans. The continuous repetition of "Chou (draw)" is to emphasize that the lottery is about to begin. In the overwhelming headlines, the continuous repetition seems to be an orderly army with great momentum, which can attract people's attention more than a single word "Chou (draw)", thus achieving a better publicity effect.

On the whole, no matter what kind of words or usages are produced, they add a different color to traditional Chinese. New words and expressions proliferate, with various forms and flexible expressions, making Chinese vocabulary increasingly rich.

III. THE GRADUAL LACK OF CHINESE VOCABULARY IN THE CONTEXT OF CONVERGENT MEDIA

A. After Chasing Imitation of the Same

Under the background of the era of convergent media, everyone is the receiver and disseminator of information. The audience has multiple identities such as audience, audience, readers and netizens. We are both users and disseminators of Chinese [3]. It is not difficult to see that when a new word or new usage comes into being, many people, especially young people, rush to imitate and try to express all kinds of contents in the same way. On the surface, such intensity and speed of dissemination have indeed promoted the development of language. However, we should also see that excessive pursuit and imitation have resulted in a large area of similarity in language expression itself. The "one-size-fits-all" language appearance has made Chinese vocabulary taste like a piece of wax, and at the same time, it has seriously damaged the people's language creativity ability [4].
For example, the word "Xin Sai (heart plug)" originally referred to as "Xin Ji Geng Sai (heart infarction)", now refers to "heart affljective" instead of the words "loss", "affljective", "sad" and "fidgety" etc. It weakens the subtle differences in negative emotions and uses the same word to express in general terms, which will reduce the accuracy of Chinese vocabulary meaning. Another example is the letter word "skr", originally referring to the sound of tires rubbing against the ground when the car drifts or swerves suddenly. Now it is mostly used to express excitement, excited mood or humorous discourse features. Then there are "Xiao skr Ren Le (laughing to skr)", "Fan skr Ren Le (annoying to skr)", "Qi skr Ren Le (angry to skr)", "Leng skr Ren Le (cold to skr)", "Re skr Ren Le (hot to skr)". Full of "skr" have not brought us more surprises. The same direct consequence is boring and boring, and the more serious consequence is to destroy the interest and beauty of Chinese.

\section{B. Grasp the Shadow and Let Go the Substance After Seeking New Things and Differences}

People generally pay more attention to new and different things, and vocabulary is no exception. The psychology of seeking new and different things has become one of the important factors to promote the development of Chinese new words. Under the background of convergent media, new words can always easily attract the attention of the audience. Many young people actively adopt new expressions in order to prove that they keep pace with the trend or to show their bohemian personality, thus accelerating the spread and popularity of new words. However, people seem to have forgotten the importance of traditional Chinese heritage while showing too much difference.

The Chinese language has a long history and contains the wisdom of the Chinese nation for thousands of years. Its concise and heavy bearing of our national spirit and culture is worthy of every Chinese to safeguard and vigorously inherit [5]. At present, all major media are integrated, and the constant pursuit of new differences makes traditional Chinese face a huge test. New differences mean trendy, playful and interesting, but also mean vulgar, shallow and even ignorant. When most people pursue new and different expressions, they will naturally discard traditional expressions. Little imagine, people discard classical Chinese as well as the profound connotation of the Chinese nation. This is obviously a language attitude of abandoning the original and pursuing the end. We have to say that the future development of Chinese is really worrying.

\section{IV. Reflections on the Development of Chinese Vocabulary in the Context of Media Integration}

A. Wide Space for Vocabulary Development

The reason why these expressions deviating from the mainstream can be widely used and spread by the younger generation has become a new language phenomenon and even a new social dialect. There are subjective and objective reasons. First of all, language deviation, as a non-mainstream way of expression, is fresh and popular, sometimes vivid, sometimes humorous and ironic, sometimes subtle and tactful, which can express the potential and subtle psychological tendency of the speaker and meet people's psychological needs [6]. Secondly, with the progress of society and the development of science and technology, convergent media platforms are becoming more and more mature, people's thoughts are becoming more real and free, and new words and expressions have a wider scope of application.

B. Lexical Standardization Is Imperative

However, what we need to reflect on is that although the emerging language phenomenon is unique, it also shows the characteristics of arbitrariness, obscurity, confusion, vulgarity and vulgarity. Compared with traditional Chinese, it lacks accurate, civilized, solemn, elegant and delicate aesthetic feeling, which is not conducive to the spread and inheritance of fine traditional culture. The relaxed and convenient media environment has provided great impetus for the development of Chinese vocabulary and virtually created a carnival place for the "bad teenagers" in vocabulary.

\section{V. Conclusion}

In short, under the background of convergent media, the development of Chinese vocabulary is uneven. Facing the rapid changes of Chinese vocabulary, we need to carefully identify and treat them differently. The healthy development of Chinese in our country can be ensured by a combination of explicit regulations at the national level, public opinion guidance at the social level, official education at the school level and guidance and restraint at the family level.

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