Influence of Network Language on the Development of Chinese Language and Literature in the New Age

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ABSTRACT
Chinese as a language has a long history of development. Every stage of its development is critical, and till now it has stepped into a relatively mature stage. Chinese language and literate is an important foundation of the development of Chinese national cultural. In the current information society, fast-paced social life, to a certain extent, has restricted the development of Chinese language and literature. The advent of the internet in particular has brought unprecedented impact and change on Chinese language and literature. This article takes internet language and Chinese as starting point and actively explores the impact of internet language in the new era on the development of Chinese language and literature.

Key words: network language, Chinese language and literature, impact

INSTRUCTION
With the rapid development of social economy and continuous improvement of network technology, language has an increasingly important impact on people’s communication, and provides strong conditions for the development of Chinese language and literature. However, there are some issues of the development of Chinese language and literature in the background of new era. In response to these issues, it is necessary to formulate a scientific and rational solution and to improve the literary accomplishment of Chinese people, so that the development of Chinese language and literature can meet the development trend of nowadays’ society, and Chinese language and literature will be pushed to the world.

THE CONNOTATION OF NETWORK LANGUAGE IN THE NEW AGE
According to the definition on Baidu encyclopedia, network language is actually a new language form emerged by the development of internet,
which is quite different from the traditional language form of plane media. Network language are used in online communication and can meet people’s specific needs. The form of network language is relatively simple, and some network language is humorous and interesting. When people communicate with network language, they can achieve good agreement in communication. In fact, we can regard network language as a dialect-like language form in the virtual space. Its performance types are: digital type, 88 (bye bye); letter type, GG (brother), MM (sister); homophone, collar (Wei bo); innovation and creation category, all things are of no consequence just like floating clouds (everything is nothing).

For many netizens, network language has a unique language charm, so it is accepted and spread by more and more people. Nowadays, network language and network culture have attracted great attention from domestic educational circles and language and literature circles, and a new language discipline, netlinguistics, has emerged with the research of network language going further. The development of network language is of certain significance for the development of society, as language itself is an important element of the development of social culture and economy. Under the background that the virtual network environment and actual internet technology merge with each other and develop each other, network language has formed a unique language system. As the main way for netizens to chat online, relying on the development of internet, network language has also got a higher level of innovation and development.

Now we will choose one of the most characteristic and representative network vocabulary to analyze. For example, the network word “囧”, pronounced as jiong, is derived from the word “冏”, which has the same pronunciation and is difficult to find in modern dictionaries. “冏” means bright, also can be interpreted as birds flying. It is an uncommon word not commonly used in ancient times. While as a network word, it represents a particularly awkward mood and embarrassing situation. When we first see this word, we will think it looks like a square face with spray eyebrow and open mouth, which is similar with a funny facial expression of helplessness. And when we look it carefully, we will find the humor it contains and produce unlimited imagination. This word is widely used in online space, and its meaning will change slightly according to different situations, but all meanings are similar.

INPACT OF NETWORK LANGUAGE ON CHINESE LANGUAGE AND LITERATURE

Nowadays, the public pay much attention to the new words in the internet, not only because the novelty and interest of internet language, but also because network language, to some extent, is quite consistent with the social psychology of today’s netizens. The impact of network language on Chinese language and literature is both positive and negative.

The Positive Impact of Network Language on the Development of Chinese Language and Literature

Each language in the world has undergone a long period of development and updating before it is widely used and spread by the public. From the perspective of linguistics, the development of network language, to some extent, played a crucial role in promoting the development of Chinese language. Like English, with the development of the times, the
vocabulary of network language is increasing. Symbols and emoji are used as network language, which enrich the meaning of network language and make it more flexible and easy for using. The usage grammar of network language has fundamentally broken the basic principle of conventional grammar, which not only renovates the traditional Chinese grammar system, but also absorbs a large number of English grammars, making the expressions of people more diverse. Network language is not restricted by the traditional language, and its development brings a lot of fun for the life of the public. Most of the popular internet languages are derived from the everyday life and various hot issues of the public. In return, they can indirectly reflect the latest hot issues of society and the development trends of some key events, thus they are favored and widely used by the public. Network language can reflect the specific news events. For example, “My dad is Ligang”, of which the popularity and frequent appearance has drew much attention from the public for the accident behind it. Network language has already been extended to every aspect of the daily life and work and study of the public. Each person can exercise their right to express freely in the internet world. Internet culture can fundamentally reflect the accomplishments of the public.

The Negative Impact of Network Language on the Development of Chinese Language and Literature

Although network language has brought a lot of fun to the daily life of the public and has facilitated the online communication between people, we cannot ignore the negative impact of it on Chinese language and literature. The generation and use of much network language seriously derive from the norms and rules of the Chinese language. The development of network language focuses more on innovation and flexibility, it did not follow the norms of Chinese language in the process of creation. Besides, there are also some Chinese words whose meanings are misinterpreted by network language. Some wrong words are used on purpose to express specific meanings but will mislead teenagers and possibly make them regard these wrong words as right ones. The major group of netizens are teenagers, who are willing to discover and accept new things around them. They have enough passion but not enough life experience to accurately distinguish right and wrong. It is reported that a student answered the synonym of death with the network word “hung up” in the exam, which reflects the serious misleading of network language for teenagers. Network world is a virtual space, which has certain boundaries with people’s real life. The network virtual space facilitate the cultural exchanges and the social communication of the public. The rise of network language enrich the form of online communication, and innovate language models. However, the development of network language has seriously influenced the traditional Chinese language culture, make the language function of the traditional Chinese language decline.

CONCLUSION

With the improvement of network technology and the gradual popularization of the internet, network language has already become an important language form for online communication of the public. The emergence and development of network language is the reform of traditional Chinese language and literature. It can inject more development elements into the optimization and upgrading of traditional Chinese language and literature,
making Chinese language and literature more colorful. The development of language and literature should be open to the world. Confronted with the universal use of network language, we should treat the problems with objective attitude, think highly of the development of both network language and Chinese language and literature, and better combine them organically so as to promote the sustainable development of Chinese language and cultural.

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