

Language alienation and remodeling in the new media platform

Li Lu *

School of Journalism and Communication, Zhengzhou University

* Corresponding Author Email: 15738898480@163.com

Abstract. The booming development of the Internet and new media has annihilated people in the era of information explosion. Under this social background, people's values are gradually biased, and the language alienation represented by violence and banter emerges in endlessly in the new media platforms. This article tries to take the case of Liu Xuezhou and "Rose boy" Gao Yan as an example, based on the investigation of the new media platform, analyze the phenomenon of language alienation in the new media platform, and explore the path to reshape the language of the new media platform.

Keywords: New media platform, language alienation, language reconstruction.

1. Introduction

As a philosophical concept of Hegel and Feuerbach, "dissimilation" is often used by Marx and Engels in their critical investigation. "Dissimilation" simply refers to things that originally belong to people or are created by people, but in turn becomes the controller of people. It also means that the result of the subject cannot be controlled by the subject, but in turn becomes the controlling power of the main subject. Marx in the "Muller comments" first put forward the concept of "language alienation", he believes that language is not isolated phenomenon, alienation language reflects the distorted social relations, "present in front of us is a pair of connections and interaction of endless picture"[1], so the study of alienation language depends on its production and development of the whole premise. In the Internet era, Internet language is undergoing changes, and network empowerment has brought information production into an era dominated by UGC. As a space for language production and discourse delivery, the new media platforms should assume social and public responsibilities like the "public domain". However, due to the alienation of social environment, network environment and language subjects, the new media platforms are full of various language distortion and alienation phenomena. At present, language alienation has affected the rational interaction between language subjects and poses a threat to the security of mainstream ideology.

2. Language evolution and language alienation

Because language has social attributes, human plays an important role in the process of language evolution and language alienation, and the subject of choice in the process of language change is human. From a diachronic point of view, language changes begin with the individual behavior, but when the individual behavior is recognized by the social level, it becomes a social fact, thus producing a new language phenomenon.

The development of human society is one of the important conditions of language change, the evolution of language has certain rules, it as social change constantly absorb from different regions, national vocabulary, combined with their social reality form applicable to local habits. Such as complex or too long nouns simplified in line with the law of language evolution, such as "WTO", "UFO", "CEO", "APP" English abbreviation concise social needs of people, but not all abbreviations conform to the law of language evolution, now the popular network hot word "emo", "yyds", "srds", in addition to construct language barriers and no other practical meaning, should be classified as a part of the language alienation.

Language evolution is a phenomenon of language change derived from social development, which aims to make language more in line with the needs of human development, while language alienation

refers to the variation phenomenon that language deviates from the core social values and human essence in the process of language evolution. The social attribute of language determines that language change is a kind of artificial choice, so language alienation originates from human alienation.[2]

3. language alienation in new media platforms

The language on the new media platform is favored by the young people because of its great creativity. At the same time, the phenomenon of language alienation is also attracting attention. The language alienation is "a language in the process of being used, gradually developed with the original style of the language, culture is difficult to coordinate, difficult to identify with a special language variation phenomenon".[3] Language alienation can be divided into two parts: form alienation and content alienation.

3.1. Form alienation

3.1.1. Semantic confusion

Language is a conventional symbol formed in the process of human life development, and the common language is the premise of maintaining the development of community life. Saussure defines the form and content of symbols as "capable" and "meaning" respectively, and the relationship between the two is conventional. In the expression system of short video platforms, "money" becomes "rice", "studio" becomes "kiss kiss", "little red book" is "little sweet potato", "Taobao" is "some orange software", "epidemic" is "mask reason" and other network language chaos, all show a chaotic state of "ability" and "meaning".

3.1.2. Language code mix

The code refers to any language item and its variant form. At present, the popular code mixing on the new media platforms is more chaotic. TikTok The buzzwords, such as 'Barbie Q', 'Tie Q', '3Q Deorz' and 'I really thank you', can be seen everywhere in the comment area. There is no logic. It is difficult for the language cognition model constructed by human beings to construct a complete language logic chain according to the above information, which is not only the embodiment of cultural in confidence, but also does not conform to the National Common Language Law.

3.2. Content alienation

3.2.1. Language violence

The new media platform has broken through the limitation of time and space, in which people can exchange views on various affairs. The openness of cyberspace brings about the concealment of interpersonal relationship. When the subject is free from the moral shackles of reality, irrationality will be recklessly, which is typical manifested in the language violence on the new media platform. The language violence on the new media platform is similar to the language violence in reality, that is, the perpetrator intentionally causes personal insult and mental harm to the other party. It is an emotional expression containing the aggressive factors of the perpetrator, and the most direct form of expression is the vulgar abuse and attack.

On December 6,2021, blogger Liu Xuezhou released information on TikTok. In the early morning of January 24,2022, only 15, Liu was confirmed dead by Sanya police. Liu's suicide note "Light, Return and Net" posted on social media platforms has attracted social attention, "abandoned", "obscene", "bullied" and "Internet abuse". The suicide note can see that his misfortune is due to multiple factors, but online violence is an unavoidable part of the tragedy. TikTok The broadcast room and the comment area are full of "niang", "scheming", "disgusting", and "dying" and other abuse. The speech in the public space have been so unsightly, and the attack degree of private messages is more self-evident. The overwhelming abuse reflects the darkness and distortion of human nature.

Traditional concept of language violence is mainly insulting abuse, but from Liu Xuezhou comments section to see, without dirty words insult brought by the aggressive and lethal more, as Em Griffin said, be labeled and classified with very destructive, these words force people to the mirror to doubt and oppress themselves. Recently released new media platform release platform civilization, using technology filtering mechanism to illegal character harmony, instead of creating users derived various indecent character deformation to avoid platform regulation, gave rise to a new media platform of multiple network violence form, further aggravate network violence, damage to the network ecological civilization.

3.2.2. Language entertainment

Neil Bozeman in the book "Entertainment to Death" wrote: "This is a city of entertainment, all public discourse increasingly in the form of entertainment, and become a kind of cultural spirit, our political, religion, news, sports, education and business are willingly become a vassal of entertainment, without complaint, even silent, the result is we become a species of entertainment to death." [4]

Similar to Liu is the "Rose Boy" who caused public opinion recently. Gao Yan, also suffering from bullying, studied at Shandong University of the Arts and died in September 2022 at the age of 19. In reality, violence is the direct cause of their suicide, while Gao Yan, a sexual minority, has gained a high intensity of public opinion support on the Internet. Users of various social platforms and even opinion leaders in various fields speak out for Gao Yan. TikTok bloggers in the Little Red Book are actively spreading the relevant content of "Rose Boy". Many Weibo users spontaneously @ Shandong University of the Arts and asked the school to fully explain the truth. High frequency in public opinion is "Rose don't have to grow into cypress, young qualified to be he want to be", "Rose in the most the bloom age withered", "Blooming rose shouldn't wither", etc., gorgeous rhetoric obscures the disappearance of fresh life and living pain, rhetoric of beautiful illusion may even mislead teenagers' life.

First of all, the juvenile discourse whitewashes the disaster and reduces the sensitivity of the audience to the tragedy. Liu Xuezhou and Gao Yan after his death, TikTok and Weibo began overwhelming memory, "State Brother", "Yan Little Angel", "Rose Heaven", "Star", "Young or Capital" young comments let people ignore the victims suffered suffering, forget the tragedy of offenders and perpetrators liability, let a person ignore the serious events behind the profound pain and serious meaning, dissolve the people critical thinking and cognition of the world, added some banter to life. The juvenile expression in the face of the tragedy is not only inappropriate, but also loses the due solemnity behind the disaster, and eliminates the sharpness and penetration of the emotion itself. Sociologist Bernadette Atuahene once commented on the impact of youth: "Juvenile is a deprivation of dignity, which makes individuals unable to recognize and respect their rational thinking ability, thus limiting people's independence. A more serious consequence is dehumanization, neglect of individual humanity, and deprivation of the social and emotional bonds between the public." [5]

Secondly, the entertainment discourse weakens the audience's empathy and empathy for the victims. The beautiful metaphor of "Rose Boy" whitewash the reality of the victims, which is easy to mislead people to ignore the essence of the victims. Entertainment language behind is a overwhelmed real fresh life and family, and even on the national and national heavy weight. The entertaining language description covers up the cruelty of the disaster, guides people to deliberately avoid thinking about the pain of the victims, forget that mankind is a community with a common destiny, and makes people lack of empathy and reflection.

4. The cause of language alienation in the new media platform

4.1. Memination of the language

Memes (meme), the original means can batch copy and rapid spread of cultural units, in the derivative meaning close to "network stem", its characteristic is personality color, irony, and the

concept of the word "metaphor" highly Chinese, so the specific meaning of "memes" changing is difficult to define, almost applies to all of the network scene.

The network language on the new media platform has strong infectivity and transmission speed. The process of some "phenomenal" network jokes from birth to popularity is the process of generation to spread of network memes. For example, a Guangxi netizen released a short video after Lovelorn, accent will "uncomfortable want to cry" as "blue thin mushroom", "blue mushroom" gradually bully screen in QQ, WeChat, microblogging, Hunan university canteen launched new dish "blue" blue mushroom, and netizens adapted "blue mushroom" songs, create a "blue mushroom" expression. The popularity of "blue thin mushroom" network stem shows that the openness and interactivity of the network give the network memes a powerful transmission effect. First of all, the network platform has a large audience base and obvious loudspeaker effect; second, this kind of network language can often express some vague meaning more, and users can express different emotions in various scenes, with strong applicability and easy to cause circle empathy.

4.2. The alienation of the language subject

Marx believed that the product alienation in the capitalist society leads to the alienation of human essence, and the alienation of human beings then leads to the language alienation. By means of language alienation, the alienation between different subjects in social relations is revealed through the form of language alienation, indicating that the language alienation is the direct result of the alienation between people.

5. Moral alienation of linguistic subjects

The concealment of the new media platform makes the network subject break free from the realistic moral bondage in the network practice [6]. The network subject is immersed in the unconscious carnival, and "the network anonymity opens the convenient door for the biased people to openly express racial discrimination and attitudes". People give up compliance with norms in new media platforms, resulting in rude, mean, and even violent and threatening language phenomena. Liu Xuezhou incident some netizens to vent desires wanton direct messages others insult abuse, and more than 90% of network violence account for small or is set for private account, side reflects the network main body trying to hide the subject identity under the Internet and the new media platform, lack of moral constraints makes the network main body of moral consciousness of alienation[7]. In Freud's words, the id broke through the shackles of self and ego, destructive power and criminal behavior are on the trigger.[8]

6. The emotional alienation of the language subject

People use language to convey not only information, but also emotion. Network brings together all kinds of views, language subject values differences between also easy to lead to emotional alienation, the social platform "rose young" agitation, from the beginning called for inclusive equality respect for life, to the public opinion trend gradually biased, as the lost life as traffic password, also lost empathy and empathy. Fromm's "emotional alienation theory" describes it as the indifference and solitude of interpersonal relationship caused by the inability of individuals to perceive the connection with others in the emotional experience. People constantly feel the alienation and loss in the network, and this alienated emotion becomes the alien power to manipulate people.

7. The path of reshaping the new media platform language

Historical linguist Grimm once said: "Language is history. "Language practice is the mark of human development and records the changes of history. Dialectic view of language alienation phenomenon in the new media platform, network language update iteration on the basis of people's

material and spiritual production activities, seemingly random and produced in a specific social environment, its emergence is the necessity of social development.

7.1. Both government and enterprise supervision: cultivating "media awareness"

New media platforms, because of their commercial nature, adhere to the flow theory, and the "gatekeeper" is passive or even actively absent. Many platform regulations become decoration because of the fear of user loss, and the alienation of network language is inseparable from the lack of supervision of new media platforms. In order to realize the healthy circulation of information in cyberspace, new media platforms must put social responsibility in the first place, which requires them to implement new ideas of parallel government and enterprise supervision, and cultivate the "media awareness" of new media. The government should actively intervene in the new media market, or force professional media personnel to supervise the content operation of the platform, so as to create a good network ecology.

The openness and sharing of new media platforms determine that they have the obligation to assume social responsibilities. The government and enterprise supervision are parallel. The "media" consciousness of new media should be cultivated, information quality and user behavior should be supervised, correct values should be promoted and rational expression of public discourse should be guided.

7.2. Improve users' media literacy and reshape the understanding between subjects

Due to the dual loss of entry threshold and gatekeeper, the information of new media platforms is uneven, and the intensification of various contradictions in the network space leads to the separation of interpersonal relations in reality.[9] The post-truth era, Emotional communication is becoming increasingly prominent, the intense expression of black and white emotions and attitudes becomes the new generation of traffic code, The truth is lost under the emotional appeal. As a social animal, man can make meaning only by realizing the dialogue with others. Therefore, in the information age, it is more necessary to strengthen the media literacy education of teenagers, emphasize the "communication rationality" of Habermas, guide teenagers to consciously construct rational discourse order, and reshape the understanding between subjects.

8. Conclusion

Relying on the rapid development of the Internet, the network language is in the era of development and prosperity. On the one hand, the production and popularity of network language reflects the character of the language subject, which brings liberation to traditional Chinese. It enriches the connotation of traditional language and brings plasticity and creativity to traditional Chinese, such as the new version of Xinhua Dictionary including "fans" and "refresh". On the other hand, behind the popularity of network languages, such as "cabbage", "town worker" and "migrant worker", is self-mockery, including their forced struggle to escape fear and doubt of self-ability. Facing the social difficulties beyond their control, network language also provides the current youth group.

Language in human practice and serve human social communication, so network language dynamic rendering reflects the survival mentality, modern state of mind and cultural accomplishment, really stand the time and practice test of network language is to meet the needs of human development, and language has self-purification function, language users have choice, zang, innovation or spread consciousness, so if the alienation of language has the right vitality, will be accepted by the mainstream culture.

References

- [1] Socialism from the sky to the development of science, the complete Works of Marx and Engels [M]. Vol. 19, Beijing: People's Publishing House, 1982: 219.
- [2] Zhang Jianhua. On the selection mechanism in language evolution [J]. Journal of Xi'an University of Arts and Sciences (Social Science Edition), 2016, 19 (01): 52 - 56.
- [3] In all have. Cultural Perspective and Rational Choice of Language alienation in Contemporary Chinese Society (A) [J]. Academia, 2001 (06): 77 - 86.
- [4] Neil Bozman. Entertainment to death [M]. Zhang Yan, translation. Nanjing: Yilin Publishing House, 2003.
- [5] Atuahene, B. (2016). Dignity takings and dignity restoration: creating a new theoretical framework for understanding involuntary property loss and the remedies required. *Law & Social Inquiry*, 41 (4), 796 - 823.
- [6] Barber, B. R. (2008). *Consumed: How markets corrupt children, infantilize adults, and swallow citizens whole*. WW Norton & Company.
- [7] Coffey, B. & Woolworth, S. Destroy the Scum, and then Neuter their Families: The Web Forum as a Vehicle for Community Discourse [J]. *The Social Science Journal*, 2004 (1): 1 - 14.
- [8] Liu and Lin. The distortion and alienation of network social media discourse [J]. *Yunmeng Academic Journal*, 2020, 41 (05): 112 - 117.
- [9] Shen Qinglai. Analysis of the alienation characteristics of network language —— Take Tieba language as an example [J]. *Reform and opening-up*, 2015 (09): 62 - 63.