

The Impact of Network Subculture on Traditional Culture: An Analysis of the Linguistic Features and Social Culture of Modern Chinese Network Buzzwords

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Abstract: Network subculture represents the values and aesthetics of the new generation. Relying on the Internet, social media and other new media to spread, it has new aesthetic standards and cultural symbols, and there are some special social behavior patterns and cultural norms, which will have some conflicts with traditional culture, but also bring some new possibilities for the inheritance and development of traditional culture. The emergence of network buzzwords is not only an innovation in language form, but also an embodiment of social and cultural changes. This paper studies the linguistic features and sociocultural relations of modern Chinese network buzzwords, and analyzes their features in language form, pragmatic function and cultural connotation through the overview and classification of network buzzwords. Combined with the social and cultural background, this paper discusses how the meaning and communication mode of network buzzwords reflect the hot issues, cultural trends and group identity of the current society. This paper probes into the impact of network buzzwords on traditional culture from three aspects: value concept, aesthetic standard and social behavior mode, and gives corresponding solutions.

Keywords: Network Subculture; Traditional Culture; Network Buzzwords; Language Features; Socio-cultural Analysis.

1. Introduction

With the popularity of the Internet and the rise of social media, modern Chinese network buzzwords, as a special linguistic phenomenon, spread rapidly on the Internet with novel and vivid forms of expression and become an important tool for communication between young people and specific groups. This network culture is called network subculture [1]. The network buzzwords in the network subculture contain rich social and cultural connotations, which have a profound impact on the traditional culture, social values and even the language itself.

Modern Chinese network buzzwords have experienced a development process from the germination of the Internet to the outbreak of social media, and their forms and modes of communication are constantly evolving and innovating. The development of network buzzwords is closely related to Internet technology, social media platforms and social and cultural background, which reflects the characteristics of information dissemination in the network era and the cultural trend of social groups. Therefore, this paper analyzes and studies the linguistic features and social culture of modern Chinese network buzzwords.

2. Overview of Modern Chinese Network Buzzwords

2.1. Definitions and Features

Modern Chinese network buzzwords have the characteristics of novelty, humor and simplicity, and are popular words in the communication between young people and specific groups. Network buzzwords have a unique way of expression, with a certain degree of humor, through the creative combination of words, sentence patterns or emoticons, bring people a fresh and refreshing feeling, these symbols are very recognized by young people, users through the common use of buzzwords to express each other's identity

and social relations. Exaggeration, ridicule or sarcasm can more strongly attract the attention and resonance of young people, become a joke in social media and online culture, and thus increase the speed of transmission. For example, the Internet buzzword "Bengbu lives" is derived from the homonym of "untenable", which is used to describe the situation when the emotions are strongly impacted or hit, such as the mood is about to collapse, can not help but laugh [2]. Different from traditional ways of expression, network buzzwords express concise words and short sentences, which can quickly convey information and meet the reading and expression needs in the contemporary fast-paced network environment. For example, "EMO", which originally refers to a rock music form similar to punk, has been used to express negative emotions such as depression, sadness, decadence and bereavement on the Internet. Young people can indicate a state of depression with just three letters. The biggest difference between network buzzwords and traditional culture lies in their relationship with social hot events, current affairs news or specific groups, which can reflect the current social concerns and cultural trends.

2.2. Development History

The development of modern Chinese network buzzwords can be traced back to the popularity of the Internet and the rise of social media, and its evolution has gone through the following stages:

(1) The germination of the Internet era (from the late 1990s to the early 2000s) : With the popularity of the Internet, Chinese Internet users began to form online communities and discussion platforms, and some words and phrases began to circulate on the Internet, such as "pollution" and "irrigation". Although these words are not typical network buzzwords, they lay the foundation for the emergence of network buzzwords later.

(2) The rise of the Forum era (mid-2000s to early 2010s) : With the rise of Internet forums, more netizens began to

communicate on these platforms, and some words and expressions became popular on the Internet, such as emoticons and abbreviations such as "Jiong" and "orz". The network buzzwords of this period were mainly circulated in specific network communities.

(3) The outbreak of the era of social media (2010s to now) : With the popularity of social media such as Weibo and wechat, network buzzwords have entered a stage of rapid development. The convenience and transmission speed of social media platforms have accelerated the spread of network buzzwords. Some expressions such as memes and memes have emerged in large numbers, and the scope of network buzzwords has gradually expanded to various social groups.

(4) The era of cross-platform communication (2010s to now): With the popularity of mobile Internet and the development of multimedia technology, network buzzwords begin to cross different social media platforms, such as Douyin, Kuaishou and other short video platforms have also become the transmission places of network buzzwords. At the same time, some influential network buzzwords have begun to be quoted and applied in traditional media and commercial activities [3].

3. Impact of Network Buzzwords on Traditional Culture

3.1. Collision of Values

As a part of contemporary social media culture, network buzzwords differ from traditional culture in terms of values, which are mainly reflected in individualism and collectivism, entertainment supremacy and traditional morality, negative attitude and positive attitude, personality pursuit and traditional norms, etc. Therefore, there will be collision and conflict to a certain extent. Network buzzwords are mainly characterized by humor and ridicule, and pursue entertainment effects. The values respected in some traditional cultures will conflict with the entertainment needs in network culture. Network buzzwords pursue the independence and freedom of the individual, tend to the values of individualism, and emphasize the uniqueness and personalized expression of the individual, which is opposed to the collectivist values emphasized in traditional culture. In addition, there is a gap between the negative and pessimistic sentiment in some network buzzwords and the positive and optimistic mentality advocated in traditional culture. The collision between network buzzwords and traditional cultural values not only reflects the diversity and change of contemporary social values, but also brings about the reconsideration and reflection of traditional culture.

3.2. Change of Transmission Mode

Unlike traditional culture, which is restricted by time and space, network buzzwords spread rapidly through the Internet and social media platforms, and language information is easily overloaded. Under the influence of this phenomenon, people pay less attention to traditional culture. Although rapid communication can improve the efficiency of communication, it also leads to the fragmentation and surface of information, which cannot reach the depth of traditional culture, let alone reflect the connotation of traditional culture. Many social media platforms such as Weibo, wechat and Douyin can spread network buzzwords through different communication channels such as text, pictures and videos. The explosive communication mode has marginalized the status of

traditional cultural communication channels. The dissemination of network buzzwords is often closely related to individual social interaction, which is transmitted and shared through personal accounts, social circles and other channels. This personalized communication mode makes the traditional cultural communication mode change from collective to individual, and social interaction becomes an important feature in the communication process

3.3. Changes in Aesthetic Standards

The impact of network buzzwords on traditional culture in terms of aesthetic standards is mainly reflected in the diversification of visual aesthetic, the simplicity of language aesthetic, the change of theme aesthetic and the influence of group aesthetic, etc. Such change not only affects people's aesthetic concepts and cognition of traditional culture, but also reflects the change of social culture and the rise of new cultural forms.

Different from the aesthetic standards in traditional culture, network buzzwords are often presented in the form of images, emojis, etc. Diversified, vivid and interesting images make people more impressed. On the contrary, traditional art forms such as literature and painting in traditional culture have lower visual effects and image dissemination than network buzzwords. In terms of language expression, the language style of literary works in traditional culture is more formal, and the language expression of network buzzwords is usually concise and clear, full of humor and ridicule. In terms of expression, the language mode of network buzzwords is more concise and clear, full of humor and ridicule, while the language mode of traditional culture is more formal. In addition, the aesthetic theme of traditional culture is mainly in the aspects of history, traditional culture and religion, while the network buzzwords pay more attention to the current social reality and personalized experience.

4. Linguistic Features Analysis of Modern Chinese Network Buzzwords

4.1. Lexical Features

The lexical characteristics of modern Chinese network buzzwords are mainly reflected in the following aspects: (1) Innovation. Network buzzwords contain a large number of innovative words, such as new words, variant words, mixed words, etc. These words come from very different sources, such as network words, loanwords, dialect words, etc., through creative combination and change, they have a unique expression and distinct personality characteristics. (2) Simplicity. The vocabulary expression of network buzzwords is usually concise and clear, the words are simple and direct, and can quickly convey information, and even simplified words or abbreviations are used, such as "yyds", "666" and "999", which makes the expression more concise and efficient. (3) Humor. Many network buzzwords have the characteristics of humor, through exaggeration, irony, ridicule and other means of expression, arousing people's laughter and resonance. Humorous style makes network buzzwords more attractive and easier to be accepted and spread by people. (4) Diversity. The vocabulary of network buzzwords is diversified, including Chinese words, loanwords, and non-linguistic symbols such as emoticons and memes, so as to adapt to different contexts and expression needs more flexibly. (5) Fashion. The vocabulary of network buzzwords is usually

closely related to current events, social culture, etc., with the characteristics of fashion, and the vocabulary will be updated and iterated with the passage of time, reflecting the changes of The Times and the aesthetic preferences of young people [4].

4.2. Grammar Features

In terms of sentence structure, network buzzwords will avoid complicated grammar and make the expression more concise through simplified sentence structure, that is, only some simple subject-verb-object structures or phrases are used to ensure that the content is easier to understand and spread, such as "lying flat" and "PUA". In order to strengthen the tone or express a specific emotional color, network buzzwords often use repetition and inversion and other grammatical techniques, such as "afraid of fear", "retreat!" "Make way! Stand down!" "Let's wait."

5. Analysis of Modern Chinese Network Buzzwords under Social and Cultural Background

5.1. Social Events and Current Affairs Commentary

In the context of social culture, modern Chinese network buzzwords are often closely related to social events and current affairs comments, reflecting the cultural trend of the current society and people's attitudes and views on social phenomena. Usually, after a certain social event or phenomenon occurs, network buzzwords related to the event will appear quickly and spread quickly on the Internet. For example, with the explosion of Liu 哏 Hong's live broadcast, the network expression "Liu 哏 Hong girl/boy" has also been widely circulated. In current affairs news and social hot spots, there are often network buzzwords, which reflect people's attitude and emotion towards the event through ridicule, comment or reflection, such as "the most beautiful rebel", which expresses people's high praise for the heroes who move forward bravely in danger. The rapid dissemination of social events and current affairs comments through various media communication channels and social platforms will promote the generation and dissemination of relevant network buzzwords. People share, comment and forward these buzzwords through social media platforms, forming a social and cultural sharing and interaction network space. Network buzzwords reflect the mainstream trend and values of the current social culture to a certain extent. Some popular words will reflect young people's pursuit of freedom, individuality and entertainment, and indirectly show the diversity and change of social culture, such as "bad love", "broken defense", "internal volume" and so on. At the same time, popular words also contain the mockery or reflection of traditional culture, reflecting the changes and collisions of social values

5.2. Cultural Symbols and Symbols

Network buzzwords will be influenced by popular culture, such as film and television works, online games, entertainment stars, etc., and become the object of discussion and imitation. Some buzzwords may even be to ridicule and pay tribute to a certain movie plot, game character or celebrity event. For example, in the popular TV drama "Legend of Zhen Huan", "Brother Three grows taller again" is shown by netizens in cartoons, jokes and other humorous ways because

of its highly ironic meaning, which also reflects the influence of pop culture in the current society. As an expression of group identity, network buzzwords reflect the spirit of cultural creativity and innovation. Through the re-interpretation and creation of cultural symbols, rich and diverse cultural connotations are formed. Through the common use of specific buzzwords, one can highlight one's social identity and sense of belonging

5.3. Group Identity and Social Network

Different groups have their own unique buzzwords, representing their common interests, values or cultural characteristics, and this expression of group identity helps to strengthen the cohesion and sense of identity within the group. For example, the "fender" in the motorcycle friend refers to the boy who likes the motorcycle and asks the girl if he is willing to be his fender, which is actually to ask if you want to sit on the back seat of his motorcycle, which is also a confession. The communication mechanism of social networks enables network buzzwords to spread rapidly to a wider group, reflecting the mainstream trend and value concept of current social culture. People can participate in the generation and dissemination of buzzwords through creation, sharing, comments and other ways, and make network buzzwords become hot topics on social networks through interaction and participation. Promote social interaction and communication among people. For example, in the "April 11 Chongqing man jumped into the river incident", a game agent with the net name "fat cat" jumped into the river because of his feelings, which also triggered a wide discussion of the network buzzword "pure love soldier".

6. The Influence and Enlightenment of Modern Chinese Network Buzzwords on Traditional Culture

The influence and inspiration of modern Chinese network buzzwords on traditional culture reflects a phenomenon of cultural change and collision. Although they may pose a certain challenge to traditional culture, they also provide a new perspective and opportunity to think about the development of traditional culture, prompting people to better understand and inherit traditional culture, and seek a balance between tradition and modernity in the current social and cultural changes. The emergence and spread of network buzzwords reflect the vitality and creativity of contemporary social culture. Through absorbing the innovative elements of network buzzwords, strengthening cultural interaction and exchange, and spreading cultural identity and values, traditional culture has been better inherited and developed in contemporary society. For example, the combination of traditional culture and network buzzwords creates new ways of expression and promotes the inheritance and innovation of traditional culture. Traditional culture should be good at making use of network buzzwords, and realize the organic combination of inheritance and innovation by integrating traditional and modern elements, exploring new fields, creating new experiences, strengthening education and promoting industrial development, so as to make traditional culture glow with new vitality and vitality in contemporary society.

7. Closing Remarks

As an important part of the current social culture, modern

Chinese network buzzwords convey the emotions, attitudes and values of the contemporary society through innovative language expression methods, leading the development direction of social culture, thus showing the new trend of language development, and carrying the rich connotation of social culture. However, people should also recognize the challenges and problems brought by network buzzwords. In the process of its popularity, it is necessary to treat its impact on traditional culture carefully, and strengthen the protection and inheritance of traditional culture. At the same time, we should also be good at learning from the innovative thinking and expression of network buzzwords to inject new vitality into the inheritance and development of traditional culture.

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