

Analysis on the popular phenomenon of network abbreviations

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Abstract. In recent years, "awsl", "yyds" and other network abbreviations, as a type of network buzzwords are loved by young people in China. The paper will analyze the popular phenomenon of network abbreviations from the perspective of communication, interpret the concept of network abbreviations based on meme theory, explore the generation logic, popular passwords and problems caused by network abbreviations, and deeply reflect on the future of network abbreviations.

1 Page layout

Internet abbreviations have abandoned the expression of Chinese hieroglyphics, showing the opposite characteristics of simplicity and abstraction, and are popular on major social media platforms. So, what exactly is a network acronym? Why does it arise and become popular? What questions does their proliferation raise? In today's normalization of language norms, what attitude should we take towards network abbreviations? These are the questions we need to answer.

In today's interconnection of everything, just as Heilman said, "The Internet provides a new medium for the transmission of memes", forming the interaction between people and language.[1] On this basis, in the process of copying and spreading on the Internet, language memes are "recreated" and innovatively generate new meme complexes, which greatly enhance their spreading power. It is the demand for "contractions" of language memes that produces network language contractions. Due to the single "signifier" and multiple "signified", network language contractions are also "re-symbolized" and constantly innovated in the communication process.

"Contractions and contractions make language more flexible and expressive," Talder noted.[2] Abbreviations of network language memes are often transformed from "reduced word" abbreviations to "no word" abbreviations, that is, network abbreviations.[3] Network abbreviation refers to a kind of language that is produced and popular on the network by means of abbreviation, which is a kind of alternative language representation in the network space. At this time, its form and meaning changed, and "the language became more flexible and expressive", attracting a lot of attention and spreading more widely because it was easy to copy and innovate.[4]

2 Generation logic of network abbreviations

Based on the existing research conclusions, the popular network abbreviations can be roughly divided into five categories: The first is the conventional fixed usage, such terms belong to the common abbreviation that has been accepted by the public, with a wide range of communication, long communication life and obvious communication effect, such as the widely used "CCTV" (China Central Television), "LOL" (game "League of Legends"), "ddl" (deadline), "yyssy" (eternal God) and so on. The second is the obscure expression of sensitive words, sensitive words such as politically sensitive words, swear words and so on. These words need to be abbreviated due to network cleaning and sensitive word screening. Besides, names that are easy to cause the fight between fandom (mostly for stars with a huge following), sensitive topics or gossip also need to be obscure. Third, it refers to a specific group of people, such as "up" (the abbreviation of "upload", refers to the people who upload video, audio or other resources on the video website, resource website and other) and other groups. The fourth is keyboard language, that is, popular in the network culture circle of Internet users, such as "ren jian bu chai" (Some lies are better not exposed, as life is already so hard) and other new Internet idioms, compared with the conventional fixed usage, such network abbreviations are less used and accepted, only in the "keyboard" popular. The fifth is the abbreviation used within a specific group of people. This part of the network abbreviation body has the smallest spread range and is only limited to a specific group of people. It belongs to "slang" and "code words", which may not be known by outsiders. [5] So how did these niche "code words" become national buzzwords? Why do people use Internet abbreviations so much in cyberspace? Mainly internal and external influences.

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2.1 Analysis of internal factors

2.1.1 Based on the theory of "use and satisfaction"

The four types of "satisfaction" summarized by McGuire are the internal motivations for the generation of network abbreviations.

Psychological conversion effect: The Internet abbreviation has certain entertainment properties behind it, which echoes the free and relaxed context of the Internet. In the process of media use, people participate in carnival through the imitation, copy and dissemination of the Internet abbreviation. During the participation, the audience is immersed in the subjective game for entertainment and self-pleasure, and spontaneously completes the cracking communication process from active communication to voluntary acceptance and then to active re-communication, and becomes the communicator from user assimilation.

Interpersonal relationship effectiveness: The network abbreviation increases the difficulty of decoding by further encrypting the symbol code. This artificial difficulty sets up the barrier of the circle and builds the medium of identity in the circle, thus strengthening the stickiness of communication between the circle and forming the interest group. At this time, the network abbreviation is a social currency for individuals in the interest group to integrate into the group, so as to carry out emotional catharsis and interaction, and has the value of identity and emotional carnival.

Self-validation utility: The use of network abbreviations can provide users with a framework for self-evaluation and reference, and on this basis coordinate their own ideas and behaviors. People who use Internet abbreviations are not trying to build a common meaning space and achieve better communication results. On the contrary, the use of Internet acronyms is to rebel against the dominant cultural discourse. This silent resistance allows users to self-confirm their personal image presentation, set labels for themselves in order to integrate into the interest group, and strive for a greater voice.

Environmental detection utility: Like the concept of "embeddedness" proposed by Karl Polanyi, the substance of the content of the network abbreviation is still embedded in the real world. As a language phenomenon, network abbreviations are the reflection of hot news events and social phenomena in a certain period, and their popularity reveals many aspects of social information. This information is directly or indirectly related to the user's life and can help the user monitor the social environment.[6]

2.1.2 Based on the theory of "innovation and diffusion"

Innovation and diffusion refers to the process of promotion or diffusion of a new thing in the social system, which is closely related to interpersonal communication and mass communication. The process of diffusion is the process of communication. Network

abbreviations have the characteristics of relative superiority, compatibility, complexity and observability, single signifier, multiple signified, and variable meaning. Therefore, in the process of communication, the users of network abbreviations will not only copy and spread, but also carry out witty deconstruction and secondary creation, and compete to imitate and innovate. This innovative participation will continue to stimulate the enthusiasm of users and encourage their active re-dissemination. For example, the earliest popular online is "da gong ren(laborers) have working soul, they are the most important person." The vast number of netizens shortened it to "da gong ren(laborers)". Since then, the network abbreviation "da gong ren" has become a general term for workers in all walks of life and is widely circulated. And the users are not satisfied with the simple copy and spread, began to copy innovation, joking imitation, "gan fan ren"(glutton) and other "XX people" emerge in endlessly, breaking the wall out of the circle, constantly spreading and strengthening the communication effect.

2.2 Analysis of external causes

2.2.1 The influence of media ecology

Obviously, the emergence of network abbreviations is closely related to technology and media ecology, and media ecology studies affect the emergence and popularity of network abbreviations. The media are not neutral. The material property structure and symbolic form of media affect the encoding, transmission, decoding and storage of information. Today, "big screen" and "small screen" linkage, especially the popularity of smart phones, makes embodied communication possible, and the speed of coding and transmission is greatly accelerated. How to speed up coding? Combined with the "cloud input method", the generation of network abbreviations makes typing more simple and convenient.[7]

The media is biased. Just like Innis' space-time bias theory, the significant space-time properties of media affect communication. As a medium, the Internet compresses time and space, and the fast-paced era makes people seek new and fast, which is in line with the space-time attribute of the Internet and the abbreviation of the network.

Communication technology has an impact on culture. The material attribute structure and symbolic form of communication technology will have micro or macro impact on culture. The network abbreviations deconstruct the traditional grammar, meaning, tone, expression and so on, and re-encode, which is made possible by the technological progress of intelligent input method.

2.2.2 Maximization of the principles of language economy

Maximization of the Principle of language economy The core idea of the principle of language economy is "the

minimum cost in exchange for the maximum benefit". Network abbreviations compress the necessary information into simple language symbols, solving the contradiction between too long words and too quick rhythm, using the least symbols to spread the maximum amount of information, improve the communication efficiency, and accelerate the dissemination of information, which is the embodiment of the maximum use of the principle of language economy.

3 Popular password for network abbreviations

3.1 The mild resistance of subculture communication

The network abbreviation is one of the manifestations of the extension and dissemination of the "fan circle" culture, which belongs to one of the subcultures. Therefore, the popularity of Internet abbreviations reflects the unconscious process of subculture merging into mainstream culture, which is accompanied by mild resistance, and its essence is the competition for the right to speak. The Birmingham School pointed out that the style of the subculture was only symbolic resistance and could not solve the real problems. Therefore, this resistance at the symbolic level is mild and ineffective. But the lack of success does not mean it is meaningless. Whether the users of network abbreviations have the intention of resisting or not, they expand their spread and influence in a practical sense, and unconsciously promote their dissolution, integration and intersection with the dominant culture.

3.2 The advantage of the viral communication

One of the reasons why the network abbreviation can stand out is its viral communication. Viral communication is similar to the "chain reaction", and is a process model of "active transmission → voluntary acceptance → active re-transmission". [8] The upgrade of Internet technology and the popularity of "small screen" provide the possibility of low threshold participation for the spread of network abbreviations. Users choose to participate in the chain of rift transmission through simple copying and imitation to share emotions and identity, mobilize groups to discuss and create secondary works, and increase the popularity of network abbreviations.

3.3 The identity of network interest groups

Interest group refers to "a group of people who have a specific and sustained interest in specific people, things and things, and build an interest community through online information exchange, emotional sharing and identity identification." There is no established and regular composition of network abbreviations, which is a further abstraction and symbolization of language, and its meaning is changeable, so it is sometimes difficult to

understand, and this difficulty in understanding causes cultural differentiation. The decoding of network abbreviations is the key to the "connection" of interest groups, and it is also the social currency used in groups to confirm peers, screen audiences, narrow the distance and increase recognition.

3.4 Individual choice for self-entertainment

The best of mass communication is that which allows the reader to immerse himself in the game of subjectivity. According to the theory of communication games, the popularity of network abbreviations is an individual choice of users based on their self-entertainment needs, and it is a play and pastime based on the purpose of self-pleasing, which can make participants immerse themselves in it and interact and give feedback with an entertainment mentality. For example, "awsl" has been played out by users, with several interpretations such as "Ah, I am dead", "A Wei is dead", and "A Wei is half alive".

3.5 The positive boost of the media environment

Network abbreviations are not only a simple representation of symbol abbreviations, but also a process of user's conversion and re-creation of network technical symbols. The network abbreviation greatly speeds up the input speed and meets the requirements of real-time interactive feedback in cyberspace. Now, the intelligent "cloud input method" can incorporate network buzzwords into its huge lexicon in real time, and automatically recommend relevant network buzzwords when users type, and network abbreviations naturally become popular. [9] It is undeniable that the upgrading of media environment technology is actively promoting the popularity of network abbreviations.

4 Problems caused by network abbreviations

4.1 Language aphasia

The simplicity, convenience and versatility of network abbreviations make them popular, but also lead to many people ignoring and forgetting the beauty of language, and even the continuous degradation of language expression ability, leading to "language aphasia". If the praise can only think of "yyds", it is sad to see that all the delicious and funny things are a simplified and abstract "yyds". But in the current network virtual space, everything can be "awsl", a "yyds" replaces 10,000 sentences, language rich and concrete description and imagination gradually dissolved in the all-powerful network abbreviation body, this digestion and degradation even have a certain impact on the real world.

4.2 Tear the context and affect the normal use of Chinese characters

The constant use of Internet abbreviations may lead to the misuse of Chinese characters, and even "forgetting the character". After getting used to using network abbreviations in the context of the Internet, users may subconsciously continue to use network abbreviations in formal and serious contexts, causing a tear in the context. At the same time, the main participants in cyberspace are teenagers. The mass spread of Internet abbreviations may have a negative impact on young people's Chinese learning and affect the normal use of Chinese characters. In order to prevent such a situation, the State Administration of Press, Publication, Radio, Film and Television issued a notice as early as 2014 to strictly regulate the use of the common Chinese language, and not to use or introduce words based on Internet language or idiom forms, such as "shi dong ran ju" and "ren jian bu chai". [10]

4.3 The possibility of group polarization and the tendency of pan-entertainment

The network abbreviation is the identity symbol of users, and the cultural division allows them to connect the network interest group with the circle identity. The mobilization of the group allows the network acronym to carry out a rift and spread. But as Le Pen describes in "The Crowd," the emotions of groups are sometimes irrational, and the "unconscious" of groups can take over the rationality of individuals.[11] Although the Internet is not an outlaw place, the anonymity of the Internet can amplify the "dark side" of the human mind. In the group, the expanded emotional catharsis, especially the negative emotional catharsis, will accelerate the spread and development of the group, make the group irrational, and may lead to group polarization and even network populism. Today, "Amusing Ourselves to Death", the tendency of pan-entertainment is inevitable, and the emergence and popularity of many network abbreviations are precisely because of the users' needs for entertainment and self-entertainment. Based on this purpose, many network abbreviations have short propagation life and high replacement frequency, which cannot carry profound meaning and value behind them, and are easy to go with the stream. Although such dissemination produces pleasure, we cannot blindly pursue popular entertainment, become an ungrudging appendage of entertainment and a species that entertains itself to death. This will make people feel floating, in the era of information fragmentation, information without knowledge, knowledge without culture, is not conducive to personal growth. Therefore, we should be "happy and not lewd", remain vigilant, sober and rational, moderate play and recreation, have self-reflection on value and meaning, and try our best to avoid pan-entertainment tendency.

5 Conclusion

Network buzzwords inject new vitality into the development of modern Chinese. Therefore, we should first of all hold an open attitude to the popularity of network abbreviations, willing to accept the emerging language expression and communication methods, can not blindly deny. Obviously, the popularity of network abbreviations is a challenge to the mainstream normative language and mainstream culture. At present, people's attitude towards network abbreviations is mixed, but it will eventually move from rejection to acceptance. In today's developed network communication, network abbreviations may become more and more popular. However, there is no need to worry too much about the problems caused by Internet abbreviations. The generation and dissemination of network buzzwords are still mainly based on the inner circulation of small circles, so most of them are only a kind of transient language drift, which does not affect the "basic disk" of social language use. It is believed that after experiencing a broader and more long-term social choice, the network abbreviation will separate the wheat from the chaff. As for the development of network abbreviations, it depends on its own vitality.

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