A Study of the Language of Bullet Comments in Bilibili Auto-tune Remix-themed Content Videos

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Abstract. As a new and popular medium, bullet comments are popular among young people, and the presence of bullet comments is particularly indispensable in bilibili auto-tune remix-themed content video. The pop-ups themselves have not been a one-day success, but there are many political, economic and social and cultural influences, and the culture of the bullet comments, which originated in Japan, has fused with the culture of Chinese subtitling groups in China, making our bullet comment culture more locally. In fact, many of the internet buzzwords come from online pop-ups, and the auto-tune remix-themed content area, as a gathering place for very talented uploaders, is naturally not short of inspired viewers, and the classic bullet comments from them are gradually becoming visible in many mainstream cultures, and are also used by many influential celebrities or a significant portion of the public, causing a wider spread.From these cultural phenomena, it is easy to see that the producers of auto-tune remix-themed bullet comments have a strong secondary production capacity for specific cultures and a vigorous vitality for cultural products. Therefore, the study of the language of auto-tune remix-themed bullet comments has great significance and reference value for the diversification of cultural industries in the era of online culture and new media.This paper uses literature research, participant observation and inductive analysis to analyse the characteristics and significance of the language of bullet comments in bilibili auto-tune remix-themed content video.

1 INTRODUCTION

First of all, let's talk about bullet comment video sites and the birth of pop-ups. niconico Video began offering an experimental video service on December 12, 2006, after a period of private operation that was not open to the public. At the time, niconico video was the first video site in the world to have a "bullet comment screen" feature, and it became the first video site in the world to have a "bullet comment screen" feature. niconico video became the world's first video site with a "bullet comment" function and has grown to this day. Although the niconico video business has expanded with the commercialisation of its content, the bullet comment video business has always been its core business.

In 2007, a group of otaku culture enthusiasts in China, inspired by the interesting form of video commentary on niconico videos, began experimenting with it on their own site, "Fat Pig", and called this form of commentary "bullet comments". "In June 2007, AcFun was established, which can be said to be the originator of the Chinese bullet comment video website in China, and also one of the earliest bullet comment video websites established in the world. In March 2008, AcFun also began to draw on this form of video commentary, almost as a "transplant" or "Chineseization" of a large number of submissions from niconico video sites. AcFun has also begun to borrow this form of video commentary, almost by "transplanting" or "Chineseizing" a large

number of submissions, phrases and other cultural artefacts from the niconico video site to AcFun, under the explicit and direct banner of a bullet comment video site. After Fat Pig shut down its station due to unspecified problems, AcFun's trend was a roaring success, becoming an influential local video site within China's otaku culture circle, and developing to this day, AcFun is arguably the earliest surviving bullet comment video site in China.

Again, the development. As a personal website, AcFun was often unstable in its early days due to problems such as server attacks, and in serious cases was even forced to shut down temporarily for repairs. After AcFun resumed operations, mikufans did not disappear completely. On 24 January 2010, mikufans was renamed bilibili, diverting some of AcFun's core users and other regular users who had become accustomed to bilibili as the environment on AcFun deteriorated. After the deterioration of AcFun's internal environment and the diversion of some of AcFun's core users and others who were already used to bilibili, bilibili developed as an independent bullet comment video site. During this period, several similar sites such as 2dland and Phantom World emerged, while bilibili gradually gained a foothold in China's otaku culture circle with its good user experience, rich in-site resources, and a number of popular UP owners2, splitting the world with AcFun. At the same time, other types of otaku-oriented websites have also begun to borrow this concept to launch "bullet

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comment" interactive features, such as the trolling function of the online original comic site "Youbi".

Finally, there is expansion. In recent years, bilbili has overtaken AcFun as the number one otaku-oriented bullet comment video site in China, both in terms of visits and user activity. 126th. In the last six months, bilibili has been far ahead of AcFun in terms of average daily visits per million people and daily page views per million people. bilibili was founded in 2009 and has gradually developed into a fully-fledged bullet comment video site that is not to be underestimated today in every respect.

Bilibili was chosen for this study for several reasons: First, Bilibili is currently the largest bullet comment video site in China, and has even become the industry leader in bullet comment video in China. Secondly, Bilibili has a relatively comprehensive and mature profit model, including the purchase of licensed new releases and game co-op. Thirdly, Bilibii is recognised as one of the more successful bullet comment video platforms in terms of popularisation and third-genisation, which of course has also been a source of criticism and controversy. Overall, Bilibili seems to be basically the best choice for our research on bullet comment video platforms and spaces.

In the current context, the term "bilibili auto-tune remix-themed content" is not a descriptive term for extremely derogatory behaviour, but more of a brainwashing treatment of some curiosities and niche cultures. A bilibili auto-tune remix-themed content video is a new collection of video footage and audio material that is edited to create a specific rhythm. Bullet comments are textual content that appears on the video screen when watching a film, independent of the text of the video itself, and are a form of text often with commentary or trolling.

Table 1. Comparison among niconico, AcFun and bilibili

	Name	Founded	Trait
Japan	niconico	2006	In terms of format, it is the originator of the pop-up video; in terms of content, it promotes the ACG culture that is part of the Japanese Honshu culture
China	AcFun	2008	Relatively few resources, heat, good content and users users are gradually becoming less and less
	bilibili	2009	A lot of resources, each division has quality video content output; the website establishes a good image and culture

2 CLASSIFICATION OF AUTO-TUNE REMIX-THEMED CONTENT VEDIO BULLET COMMENTS

According to the broad categories, they can be divided into form and content. In terms of form, they can be divided into scrolling curtains, fixed curtains and advanced curtains. Scrolling bullet comments are the most common cluster of bullet comments, often white and kept at a certain word count, floating across the screen at a fixed speed. Fixed bullet comments are fixed in the centre of the video, either at the top or bottom or anywhere in the middle, and can be used for emphasis, with the colour chosen according to the nature of the content being highlighted. Advanced bullet comments are a special form of bilibili, which can be freely set in terms of position, size, colour, tilt angle and so on, often with a more "screen dominating" effect.

In terms of content, they are broadly divided into the following categories: 1. deconstruction and construction of the video itself; 2. deconstruction (e.g. misheard lyrics bullet comments) and construction of the video's textual content (e.g. upscaled bullet comments); 3. explanation and popularisation of current events and slots; 4. trolling; and 5. screen-painting (no real meaning,For example, some of the posters will act as "counters" in the bullet comments section, so to speak, "not listening to what's going on outside the window, but only counting the sages", which is sometimes very interesting).

3 ANALYSIS OF THE BULLET COMMENTS VEDIO UNDER THE THEORY OF "MEDIA QUADRUPLE LAW"

In McLuhan's book "The Laws of Media: The New Science", the "quadruple law of media" has been published and systematically explained, the four key points of which are "1. What does the media make amplified, enhanced or expanded? 4. what changes or reverses into what form when it is squeezed?" These four points were later distilled into "elevation, obsolescence, reversal, reproduction".[1]

3.1 Elevation: bilibili auto-tune remix-themed content bullet comments videos go from hot to cold, with a strong sense of audience engagement

There are two important criteria for distinguishing between hot and cold media: the clarity of the information presented and the level of audience engagement. Cold media has low clarity of information and high audience engagement; hot media has low clarity of information and low audience engagement.[2]

For example, on May 18, 2020, the "Strongest Fahai" released by the Pushing Back Bunny uploader had been watched by more than 20,000 people online at the same time, and up to now the total number of bullet comments posted on the video reached 144,829, while the bullet comments had to let the later ones cover the earlier ones due to the limited capacity.

The bilibili auto-tune remix-themed content video itself conveys what the creator expresses, while the emergence of bullet comments makes the relationship between the video content and the audience closer and

closer, and the audience's degree of thinking and desire to evaluate the video is more profound and strong. Thus, it can be seen that bullet comments have improved the efficiency of video information dissemination and changed the audience's viewing behavior and mentality.

3.2 Obsolescence: videos are overturned and reset by bullet comments again and again, each time as something new

Bullet comments give audiences the right to speak, allowing them to turn the original video into their own product at any time and in their own interpretation, as is the case with misheard lyrics bullet comments, which refer to the deliberate hearing of one language as being the same as another (or vaguely the same language). Wordplay of similar words and phrases, rewriting the content in the harmonics of another language for the purpose of spoofing or double entendre.

For example, the original source material of "Ode to Boo Boo" uploaded by the gunshot track uploader on 8 January 2021 was a video of a six-year-old girl performing a Korean children's song on stage, which was widely second-created and second-altered because of its benevolent expressions and movements, and many empty-eared bullet comments were created for the magical Korean language, which drew the audience in.

3.3 Reversal: bullet comments embedded, attention drawn

When the original bullet comments did not appear in the video, people were more focused on the work itself. When they saw content that was "groovy", and when people did not want to interrupt the video to look at the comment section, the bullet comments would hold their attention. As people become more adaptable, they will read more bullet comments and find a new balance and pleasure in watching them.

For example, "Out of the Country" released by AB Fresh uploader on 11 June 2021, using three different countries' explosive music to change one of the hottest music at that time

Honey Snow Ice City, triggered countless bullet comments in the bullet comment section for eager discussion on song titles, song genres and exotic styles.

3.4 Reproduction: the collective viewing model creates a new type of social venue

The combination of the bullet comments and the video has created an impulse for the audience to become familiar with it and to spread it, gradually joining the camp of the bullet comments and turning them from recipients to spreaders. This is a time when watching videos is no longer a single purpose, but rather a world where there are few like-minded people in the real world, but where there are voices everywhere that share the same position.

For example, in the video "[Trump] No one knows how to imitate better than I do" uploaded by the uploader

of Gunshot Tracks on May 15, 2020, the child in the video imitates Trump's classic movements and gestures, while making sure to add the most classic "China" to his mouth, which inevitably triggered the collective hilarity of netizens.

4 THE SIGNIFICANCE OF THE BILIBILI AUTO-TUNE REMIX-THEMED CONTENT VEDIO BULLET COMMENTS AS A KIND OF ARTISTIC

4.1 A new way of expressing popular culture

The Internet environment is so diverse that a culture that captures the attention of the youth of today can be considered a "success" in the sense that it easily expresses itself while gaining countless attention, and the deconstruction and construction of videos by bullet comments has become a "favorite" of the contemporary audience. [3]

4.2 The catharsis and mingling of emotions

The audience expresses their own opinions in the bullet comments, and different emotions are intertwined, not only expanding the flow of information, but also forming a kind of emotional carnival mode. The various types of trolling and swiping are a reflection of the emotions they place in the bullet comments grid.When emotions gather to a certain extent, a huge emotional camp is formed.

4.3 Resistance to the hegemonic culture

Not all mainstream cultures today are accepted by niche youths. They try to guard their favourite circles, or the unique "black humour" of bilibili auto-tune remix-themed content, or the popular hot spots and music that are often used as material for bilibili auto-tune remix-themed content, and they are not willing to lose such subcultures.

5 FANS OF AUTO-TUNE REMIX-THEMED CONTENT VIDEO BULLET COMMENTS

Most of the material or immaterial culture is made by "people", so "people", as the terminal of the bullet comments culture, naturally plays a significant role.

5.1 What is meant by "fan groups"?

The term "fandom" is essentially a combination of "fandom" and "community". The term "fan" is derived from what we commonly refer to as "fans", but the term 'community' is close to 'community', except that the term 'community' is often thought of in a geo-administrative sense, while its sociological meaning is rarely thought of. It refers to "a group of people who share the same values and help each other in a humane way". Nowadays, with

the huge number of Internet users, virtual communities are often the object of multiple references, and the concept of 'fan groups' - in most cases 'fan' - has emerged. The activities of the role-players within a certain area satisfy the notion of community, and thus the 'fandom' is formed.[4]

5.2 The way in which fanzines operate

De Sédou suggests that, in general, "poachers" plunder texts and interpret them for themselves, recreating texts that are useful to them in the process of the consumption stage of cultural products. Jenkins points out that the second identity of the 'poacher' is in fact that of a 'nomad', who wanders between various 'fan' cultures and re-engages with different cultures, holding different texts hostage. These newly created discourses have a great potential and a vibrant and dynamic appearance.

5.3 The psychological activity of the fans

Identity is divided into self-identity and social identity. The fandom in the bullet comments includes both self-identification and social identification. In virtual community-based online social networking, audiences form a strong sense of psychological identity and empathy by watching others' performances, and thus communicate through bullet comment conversations, which happen to deepen the audience's sense of identity indefinitely.

6 CONCLUSION

This paper uses various methods such as literature research, participant observation and inductive analysis to study and explore the classification methods, posting methods, language forms, expression meanings, as well as the behavioral rules and psychological activities of pop-up posters on the bilibili bullet comments video website.

The paper argues that auto-tune remix-themed content videos, as an important strand of youth subculture, have survived in the relatively well-established and well-regulated video media system of bilibili and continue to exert a deafening influence, creating a postmodern cultural landscape. In this paper, we borrow McLuhan's "quadratic law" theory to analyse the release mechanism of auto-tune remix-themed content video pop-ups, which enrich the texts of auto-tune remix-themed content videos, spread auto-tune remix-themed content culture, and link up with auto-tune remix-themed content videos to build a carnival ritual in the square.

The cultural connotations of auto-tune remix-themed content videos have changed in response to the changing discourse patterns. Auto-tune remix-themed content videos have developed out of the circle and have appeared to be politically and commercially adopted. The fame of good auto-tune remix-themed content videos is bound to mean a rise in the level of bullet comments. A good subculture should be mutually

fulfilling in every aspect, and how to inspire more quality bullet comments is not only something that bullet comments publishers should consider, but also something that video uploaders should ponder.

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