

On the Creation of New Network Language in Recent Years

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doi:10.56397/JLCS.2024.06.04

Abstract

Information age network language has become the people show communication outside a very important language output, and the language of network language innovation is growing, through the 17 network new word technique of analysis, they according to the different words of classification, and further explore the function of different words. "Method of metaphor", "homophonic word method", "dialect borrowing" and "analogy of word method" are often used, with the function of humor, hint and irony. The reasons for making these words include their role in the emotional extension of words, their social environmental influences, and their connection with the environment and function of the network context.

Keywords: network new language, word-making method, productivity

1. Introduction

The emergence of new words and new words is the result of social development and the presentation of people's mental state in the social process. To a certain extent, the development of major social events or events will lead to the emergence of new language, such as China hosted the winter games, Hangzhou Asian games, in the process of these event, people's eyes in addition to focus on the event, will also focus on some interesting things, and Internet friends always have refining ability, summarize these general language or representative things name, then gradually became synonymous with what happened. In the modern society where people's spiritual world is gradually enriched, the new network language greatly enriches people's expression of certain emotions or attitudes. Such language is

more warm and easier to speak in oral expression. Such language is obviously more popular as a "mantra" in daily life. New language an important language carrier is the development of Internet technology, on the Internet, information spread more quickly, casual events in life may be amplified on the Internet, and everyone is able to express their views within a certain limit, so network language is universality and interoperability, lead to a new representative language can be widely spread, and widely used, form a new language network.

The frequent occurrence and innovation of the new network language also reflects the continuous innovation and use of the word method behind it. Domestic research on the way of producing new language includes rhetoric, analogy, borrowed words and new ideas of old

words. However, the way of producing new language on the network does not cover all the above word methods, but more heavy. Through the analysis, the network new word method tend to prefer metaphor, homophonic, dialect borrow, analogy, so analyzed from the word function and the two aspects, can understand the nature of the common word method, and can predict the development direction of network new language and the use of the word.

The new network corpus studied in this paper comes from the "2022" released by "The Most Beautiful" and the "Top 10 Internet buzzwords of 2023" published by The Language Weekly. Among them, the hot word list released in the "most beautiful into new" is divided into ten categories, such as social list, language list, phenomenon list, network people list, workplace list, emotion list, play list, comment list, entertainment list and film list. From the list, we can see the close connection and mutual influence between society and language. In this paper, 17 representative new network languages are selected from the perspective of word making, their classification is analyzed, and the functions of different word creation are summarized after analysis. Then, in the third part, the reasons for common word creation are analyzed and summarized.

2. Common Word-Making Method and Network New Language Analysis

Network new words and words are words from three aspects of phonetic and semantic form, from grammar to rhetorical transformation, which show the development and progress of language. Using rhetoric to create new words, make language more vivid and concise, but also is the use of logical thinking and image thinking, enhance the language expression, enrich the language form, facilitate the communication, improve the communication effect; in addition, can make language synonymous, let people distinguish between praise and vulgar, according to the different context, appropriate to organize language, and even can reflect the personal psychological characteristics.

(1) Metaphorical making

Kong Yiji's long shirt. With the last two years of employment, "Kong Yiji will not take off the gown" became a young people looking for a job, self-mockery a terrier, used to refer to a lot of people would rather not find a job, also reluctant to put down education or face, to do and their

degree or look forward to unmatched job, especially some seem to maintain short-term livelihood. This word uses the metaphor of metaphor, comparing "Kong Yiji's long shirt" to the academic burden of contemporary youth, and at the same time symbolizing the "workplace phenomenon" of young people in contemporary society.

Special forces-style tourism. In the first half of 2023, the state of the epidemic was unsealed, and college students "went out", and the tourism industry was unprecedented. The "special forces tourism", characterized by tight time, more scenic spots and less cost, was born, and the leading role was usually college students. This word mainly adopts the metaphor and exaggerated rhetoric, the extreme way of tourism compared to special training, highlights the outbreak, the phenomenon of the students get liberation, some experts think it may also be due to the repression after compensatory psychology, "main is a limit" high flow topics such as attracting factors such as common.

Deflasking. The meme is from the car repair TV post bar, the party came to the post bar, asking not to spread his personal information, then a brother replied to say his famous quote: "Pandora's box has been opened, you can't decide. Now that you have received the help of the fans, you have to be attacked by the devil." Later, referring to the public exposure of others' privacy on the Internet, is a kind of online violence. Comparing personal information to Pandora's blind box, with a figurative figure of speech. In the era of network information explosion, the speech on the Internet is often out of control, and people like to vent their emotions and anger on the Internet, and the word "open box" is the product of such a network environment. People use the word to simply describe the network violence, which is highly transmitted.

Donkey youth. "Donkey youth" refers to the life that makes me don't think so much, just do well. The network has "I not dragon phoenix, I recognize, I am a grinding donkey. I lowered my head to pull hard, this mill is not turn, but this donkey when I can only continue to pull that will not turn the mill, also do not know when is the head, also dare not stop." So "donkey youth" began to sweep the Internet, from the perspective of structure, the word also belongs to the positive structure, with "donkey" to

modify" youth", overall, the word also belongs to the "XX youth" structure, is based on the word "Buddha-like youth". And the "donkey system" alone out the analysis, can also be regarded as the "X system" analogy, at the same time using the metaphor of rhetoric, the contemporary youth to the donkey, including the donkey, stubborn donkey, grinding donkey, production team donkey, donkey killed after grinding, and lazy donkey..... It vividly shows the contemporary young people "stubborn" "rotten" "let nature" attitude towards life.

Academic Daji. The story is from Qian Lulu, a doctoral student at Shanghai Jiao Tong University and a tenured professor at the University of California. Her story is legendary. Her four husbands, each of whom has improved her skills and career, thus stepping on the shoulders of her four husbands to the top of her life. This meme originally meant to refer to women with high education and high-level of appearance, but now academic Daji is ironic, referring to people who have no feelings, by beauty or some means to obtain other people's academic resources. The word uses the metaphor of rhetoric, the academic fraud, the shortcut of girls compared to Daji, the characteristics of Daji to the academic circle, vividly ironic some girls for fame and wealth and sell their own phenomenon. Of course, at the same time of the outbreak of this problem, there was a "academic King Zhou" corresponding to "academic Daji". The word uses "analogy", which refers to those "mentors" who control rich resources and contacts in the academic field, have significant influence and discourse power, but cannot correctly use their own power. In addition, the words of "analogy" also include "academic ladebug" and "academic rat", which reflects the utilitarian phenomenon in the contemporary social education circle and reveals the academic and educational problems such as "academic fraud" and "seniority".

The sky drops purple micro star. The ancient star researchers all regard "purple micro star" as "emperor star", believing that the main star of "life Palace" is purple micro people have the so-called "imperial phase". In contemporary times, this word has been given a new meaning. In Fanhuan, it refers to the stars who are popular due to their outstanding works. Later, it is extended to other industries, and generally refers to the people with outstanding talent and great potential, which belongs to the new

meaning of the old words.

Electronic mustard. "Electronic pickle" is a word suddenly popular on the Internet, refers to the video, articles, etc., these content like pickle has a strong meal effect, so it is nicknamed "electronic pickle". The word uses the metaphor of rhetoric, pickle as a meal is known to us, we eat the video article compared to "pickle", vividly shows the influence of the network media on us, but also shows the contemporary people on the high degree of dependence on electronic products. "Electronic" and "pickle", as two completely unrelated words in the field of science and technology and the field of food, constitute a formal structure, vividly showing the influence of network media, language humor, innovative.

Rhetoric ci use, metaphor is the most can produce, is also the earliest recognized a rhetoric, such as "academic king zhou" "academic da ji", etc., metaphor ci focus on the similarity between things, borrow that metaphor, more vivid to show the nature of the objective object, makes the words has the characteristics of vivid and specific feeling, so more likely to extend new meaning. Especially after the spiritual world more rich, more attention to language, will combine the initiative with culture, professional, using the metaphor of rhetoric, show their joy, irony, helpless mood, and profound Chinese civilization, population, social phenomenon diversity, to new word provides a good development space, many things can be associated.

(2) The homophonic word-making method

bolt Q. This joke is from a sound English teaching blogger @ Liu Tao (Teacher Liu), the blogger is a farmer, once translated "Guilin landscape is the best in the world, Yangshuo can be called jia Guilin" and said "welcome to Guilin, welcome to Yangshuo, thank you (Shuuan Q)", so it became popular. "Q" is "Thank you" empty ear, the use of "Thank you" phonetic features, homophonic words, can achieve a humorous effect, has a strong transmission, plus the Guilin blogger "magic" pronunciation, more let people imitate; we can also from the perspective of "borrowed foreign words", "Thank you" because of the blogger pronunciation, and translated into "bolt Q", not only retain the meaning of foreign words, using the Chinese familiar simple Chinese word formation, more ground. Due to the influence of

the blogger's dialect intonation and his humorous form of word formation, it is gradually used to express the meaning of gratitude, in as to express the head, strange, speechless and other emotions.

Thai pants spicy. "I'm a very stubborn person, and I never care about what people tell me, but let me do it, and I don't care what I do." If, you can also be like me, then I think this thing Thai pants hot! The word is a typical homophonic word, which ignores the intonation and emotional tendency of the word "too cool", and seems like reading vernacular, without ups and downs. Therefore, netizens use the word to joke, "there is a desire to inspire others, but there is a feeling that the cultural level is not high." Of course, behind many young people will be behind the "Thai pants spicy" plus an exclamation mark, the use of its "surprise" and the "excitement", "stimulation", ignore the ironic meaning of the word, also very accord with the pursuit of the young trend, from the font, the word "hot" both a "stimulus" and "excitement", from speaking, compared with the last "read" softly, "spicy" continue to read, but has played the role of emphasis, more can reflect personal strong emotion.

Chicken beep you. Chicken beep you are killing you, from TikTok blogger Archimedes, the video he rolled a towel into two balls on his head, weaken his male voice, repeating the chicken beep you in the video, very brainwashing. This word is from the homophonic word, in which "beep" this onomatopoeia vividly shows the sound of bullets flying out of the ground, of course, there is also an exaggerated meaning. Will "kill you" homophonic into "chicken beep you" has a humorous effect, plus a specific pronunciation, more awkward, memory point is strong, become the means of web celebrity drainage.

The homophonic word-making method of pronunciation is mainly used in network words, number words, letter words, such as "hot Thai pants" and so on. Homophonic word-making method is a kind of rhetoric device to enhance the effect of language, making the language vivid and humorous. Of course, homophonic word method is also related to the network input method, pinyin input method can not in the beginning to identify a whole phrase or sentence, it is easy to cause pronunciation errors, Chinese, will lead to the production of the homophonic words, but because of correction,

people lazy wrong, simply led to the original homophonic words; but later with the input method improvement, the chance of homophonic words is reduced, but young people in order to pursue new ideas and humor, and picked up some homophonic words, this is the young people pursuit of personality, so homophonic word method is very common in the new words.

(3) Dialect borrowing

Dazzle. The first from 3 Bangz rap song dazzle! I crazy dazzle, to show off, show meaning, and one of the lyrics "dazzle my stomach dazzle" dazzle from the northeast, meaning with "plug", used to describe to eat, hard into the meaning, here "dazzle" is to eat, from the northeast dialect, then fire online terrier "dazzle sugar orange" take this meaning. The word uses the "dialect word creation method", from the font point of view, "dazzle" from the fire, itself has "bright" and "dazzling" meaning, give a person the feeling is very "cool", there is a crazy thing into the mouth inhalation image, so this dialect has become a substitute word of netizens "eat and drink".

Big SAI fan. From a social news on the network interview video, video of the old man generous admitted that because lust married the old man, classic sayings is "the old man 13 years old than I, I SAI, SAI fans, aunt young SAI fans, I before the old man also handsome, handsome guy, the old man also handsome, and then fell for it". This is a northern dialect, "color" in northern dialect to read "Sai", and there is no suitable Chinese characters can express good expression, so the net friend directly use pinyin instead of pinyin, essentially belongs to "borrow dialect word", such a combination of Chinese characters and pinyin, also brings the visual humor and lovely.

Small party dish. "Small party vegetables" is a dialect in Sichuan and Guizhou, which refers to a saying that others have no strength and are weak, just as soft as boiled cabbage, and later became synonymous with excessive drinking power. Some people directly edited it into videos, which quickly caused netizens to imitate it. The word uses the method of "borrowing dialect words", which is more colloquial. At the same time, it also uses the rhetorical device of "metaphor", comparing "drunk people" to "cooked cabbage", which is vivid and lovely. Such expression can express certain sarcasm, but

not make people angry, and is generally accepted.

Conspicuous bag. Used to describe a person or object love limelight, very publicity, and shameful, in the context of the Internet social media. There are two sources of the “conspicuous bag”, one is from the northeast dialect “disgrace”, and he said, “Now the eye bag.” The meaning is the same. Are used to show the showers. But “now” sounds “show”. It highlights its meaning even more, table of the “obvious” meaning. In the first theory, the word uses “homophonic word making method” and “borrow dialect word making method”, with a figurative device of speech, compare “people” to “bags”; Another term, “conspicuous bao” is a word in the Sichuan dialect. Also called “conspicuous bag” or “total bag”, used to describe the raised portion on either side of the human cheek. From this point of view, “conspicuous Bao” uses the “borrowing dialect to make words”. At the same time, using the rhetorical device of borrowing generations. Use “the very towering part of the cheek” instead replace man.

We mean. Some people say that the word comes from the blogger complaining male 0, often use “that is” in the microblog, was formed with the subject, some people say that the word should first come from Teacher Guo “sisters let’s say” this sentence, the specific source remains to be studied. In terms of word, the word is a “subject” “adverbial” “center” compound words (studies show that the language is a kind of “discourse mark”, due to its solidification and meaning specialization caused its vocabulary), “za” the subject to borrow the northern dialect to word, “is” the word emphasis, with oral color, easy to imitate, and the word in the use in the sentence is very flexible, on the first emphasis, on the end inversion can emphasize and with a bit of humor.¹

A large part of the reason for dialect borrowing is the cultural exchange and integration. China’s vast territory, although mandarin as our common language, but different regions still has its unique dialect, such as “flowers and young” in “liao” is the northern dialect “row” meaning, after variety of character expression and scene rendering, easily let a person feel the enthusiasm of the people in the northern and bold, and these

dialects can very good show different regional culture, can accurately express special emotion. With the rapid development of education in China, young people go to study across the country, which accelerates the communication and integration of people in different regions; in addition to the tourism industry, people can feel the cultural characteristics of the Internet — Many catchy dialects are rapidly spread, people like to use these with specific accent “dialect” to express emotion, show personality charm.

(4) Analogism

Contemporary metaphysical youth. Contemporary metaphysical youth, network popular words, describe the contemporary young people every beginning of the month to open the centralized type for good operation for — a treasure draw for good luck, forwarding koi for transshipment, change wallpaper for good luck, etc., pray through metaphysics to open a new month. For example, “forwarding of Yang Chaoyue koi” and “going to the temple to worship the god of wealth”, from the perspective of structure, belong to the positive structure of compound words, taking “contemporary metaphysics” as an attributive to modify “youth”. In fact, this is also related to the word “Buddhist youth” before. According to the structure of the word, the attributive was changed to form the word “contemporary metaphysical youth”, which belongs to the analogy of lexology. In fact, we can also regard the “contemporary metaphysical youth” as the abbreviation of the “contemporary advocating metaphysical youth”, concise and clear, and the meaning is complete.

Ice cream assassin. In the summer of 2022, the “ice cream assassin” sparked a heated discussion on the Internet. No clear price, all the ice cream stacked together, the checkout found that there are dozens or even hundreds of pieces, the price is surprisingly high; but has entered the payment process, many consumers have to pay. This word uses the rhetorical device of “metaphor”, these “hidden” in the ordinary ice cream high-price ice cream compared to “assassin”, very vivid image, reflecting the emergence of some “profiteers” means in the society. And later using the analogy of analogy also derived “XX assassin” to refer to the high-priced products hidden in the market.

The grammatical imitation of speech is simulated by fixed affixes, for example,

¹ Zhao Lang. (2022). The analysis of the emerging discourse marking “we say”. *News Research Guide*, 13(04), 115-117.

“shopping guide” is simulated by “tour guide”. The reuse of various rhetoric, the reconstruction of new words and new words, the derivative of words, resulting in word serialization, and some abbreviations gradually become word formation components, resulting in new words and phrases, which show the regeneration and derivative of new words.

3. The Reason Why the Above “The Method of Making Words” Can Produce

¹Metaphor is a relatively simple figure of speech. From its itself, the use of metaphor mainly includes two parts: ontology and metaphor body. In real life, it’s actually very easy for people to find two similar parts. In particular, many written characters or film characters are written or adapted based on reality. High similarity between people and some “characters”, so now there is a kind of said “people set” of the new network language emerge in endlessly; From the figurative derivative mechanism, metaphor is a form of expression of semantic development. The generation of figurative meaning is also conditional and regular — phonetic polysyllabic words are easy to produce figurative meaning. Grammatical partial positive phrases are easy to produce figurative meaning. Internet language are often phrases taken from long sentences. And it is often used to describe or to satirize, easy to satisfy these two conditions, so metaphors are very common. In addition to the extensive and profound Chinese culture also contributed to the new words, the creation of ancient Chinese myth, fable also become one of the netizens form word inspiration such as “purple star”, often these metaphors or borrow new words, not only a complete word meaning, and its borrow meaning, and also contains its semantic, language environment of its bondage is not so strong. Therefore, in today’s fast-paced era, to express the focus and highlight the emotion, people will naturally choose such a metaphor for creating new words to “comment”, “ridicule” and “humor”.

The use of homophonic word mainly satisfies the emotional value of “funny” and “humor”. This method is mainly for some independent language such as “sigh” “onomatopoeia” homophonic change, to correspond to the

“ontology” common words for reference (too cool), imitation of similar speech “harmonic body” (Thai pants hot), make the language appear less straightforward — a lot of homophonic to new words are due to some celebrities on the network pronunciation not standard or said the word, extended or increase the meaning of the word to express emotions, such as “Thai pants hot” is “too cool” increase the emotional expression. People use homophonic to construct words, often have its catchy reasons, not only simple pronunciation, but also with full of emotion and, fertility is also very high.

Dialect word method is also speech method, in body color enhancement and emotional value, and homophonic word method is similar, but the reason of dialect method can produce is not only its language value, also leave the social environment — Chinese higher education rapid development, China’s transportation industry developed, make the youth to study, fresh blood communication and fusion, let the culture and language burst out of the many possibilities. In some areas, dialects are highly infectious, such as “Northeast dialect” and “Changsha dialect” will spread rapidly, and the more representative words will become people’s “mantra”. In addition to the development of China’s tourism, many regions are popular under the spread of the Internet, and the corresponding characteristic languages are popular.

Analogy is the grammar of a word, it can produce the combination of word morphemes and aggregation of universality, often constitute a phrase and not just words, such as “X assassin”, “youth” XX, “X”, this kind of phrase often just appear a, can XX this part of the aggregation collocation, change different morphemes can form a new phrases, so the analogy is also a word. Above summary of the analogy of the new language is positive structure, in the “to” control, show “for example of transliteration word evolution” (2024) in the author also from the perspective of analogy mechanism and cognitive perspective about the “object” “object” type word transformation, such as “X” “X” emphasized “semantic” structure “relevance and” semantic “near principle” in this kind of “object” “object” swap on the role of the analogy. This also reflects the

¹ Li Jiarong. (2024). Comparative semantic derived mechanism study — Take the figurative semantic study of Chinese vocabulary as “i” as an example. *Modern Ancient Prose Creation*, (17), 121-123.

advantage of analogy in production.¹

4. Epilogue

To sum up, in the case of metaphor, homophonic, dialect and analogy, the reason for the metaphor is the emotional significance and the cultural background and the pronunciation and the language are the language environment, and the analogy mechanism is mainly because of its ductility and structural advantages, but the analogy is generally applicable to phrases. From the analysis of common word method and social development, the future the formation of network word metaphor word use may be more, because of its own metaphor meaning mechanism developed, while class dialect and homophonic word method may slowly reduce, because the society will not often appear “typical dialect” or “humorous accent”, and homophonic word “ontology” and “harmonic body” between the semantic connection is not strong. As a word making method, the grammar level has high requirements on the structural conditions of words, and can make words through word combination, and the analogy mechanism has the advantage of “one action and one action”. Therefore, the word making method will not be eliminated for a long time in the future.

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¹ Liu Ying, Bi Xiaohan. (2024). Take “control and show” as an example to talk about the evolution of transliterated loanwords. *Language Newspaper*, 2024-01-24 (002).