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## Policy research and influence of network language on modern Chinese

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### ABSTRACT

With the popularity of the Internet, language mode of network language is growing rapidly, which not only affects our lives, but affects the use of modern Chinese teaching and traditional Chinese. Internet language increases diversity and vitality of modern Chinese, and make language more convenient, imaging, which have a positive influence on modern Chinese; however, due to the standard ability and informality of the network language, modern Chinese are negatively affected such as the emergence of non-standard grammatical phenomenon and wrongly written or mispronounced characters. The definition and characteristics of the network language were described in this study, with a concise description of the Internet language, diversity, vitality, changeability, irregularity, uncertainty, and other characteristics; For the degree of concern and usage of network language, A survey conducted among five different ages, respectively, the survey showed that the use of network language for adolescents and youth account for a large proportion, and youth and middle-aged people paid more attention to the development direction of network language. Finally, the positive and negative impacts of network Chinese on the modern language were analyzed, and showed that the network language had positive impact on rich the form of modern Chinese language and increased the diversity of modern Chinese, at the same time, it illustrated negative effects of the network of non-normative language and randomness brought to modern Chinese, and cited appropriate countermeasures to deal with the negative impact.

### KEYWORDS

Network language; Diversity; Vitality.



**INTRODUCTION**

With development of society and economy, the Internet got fast development in the means of the suddenness of a thunderbolt in the world in recent years<sup>[1]</sup>, The network has gradually came into people's lives, people could shopping, chat, entertainment, make friends through the network, life of network has become a part of modern life, and gradually influencing and changing people's daily life, and Influence character by environment, people's behavior, thoughts,even the traditional way of expression were influenced<sup>[2]</sup>. Network language is a new thing of the Internet booming, and old things would be influenced definitely because of new things` Producing, for modern Chinese, Network language not only brought positive effects of language innovation, humor, era to the modern Chinese language, but also brought the negative influence of irregularity, inaccuracy, instability<sup>[3]</sup>. The development of network language is inevitable development of the modern language. The research analyzed aimed at the development of network language, network language influence on Modern Chinese.

**THE CONCEPT OF NETWORK LANGUAGE**

**The definition of network language**

Network language has two definitions of generalized sense and narrow sense, the generalized network language refers to all languages appeared accompanied the network and related to network, computer, electronic technology, and the narrow sense of network language refers to language used by netizen on Internet when they communicate<sup>[4]</sup>. In general, the network language is the language netizen using for communication on the Internet, expressed through words, letters, numbers, pictures, symbols and other forms of the language, the forms including abbreviations, homophonic, deformation, it is the new language style of convenient, humor, vivid produced in the rapid development of the Internet under a simple<sup>[5]</sup>, and a thing produced under political, economic, cultural environment in a certain period.

**Features of network language**

Network language is a new language conceived with the emergence and development of the network and the changed from the traditional language, it is the inevitable product of the development of Internet technology. In the virtual world of the Internet, a new way of language of vivid, concise, fashion produced due to various kinds of Internet users using their wisdom, playing a strong imagination and creativity, and then by the means of binding, grafting, synthesis of language<sup>[6]</sup>. In order to features of network language were studied for better, we selected 300 popular network language, and analyzed the language characteristic, results drawn from the statistical data, such as TABLE 1 characteristics of 300 main Network Vocabulary analysis". Because a word may have a variety of characteristics, the number of all characteristics is more than 300. we can know from TABLE 1 the network language has various features of concise property, irregularity, humorous property, vitality, oral property, diversity and concise property, diversity are common typical characteristics of network language.

**TABLE 1 : Analysis of the main features of the 300 network vocabulary**

Sorting	Features	Number of vocabulary
1	concise and convenient	276
2	irregularity	223
3	humorous	203
4	vitality	192
5	colloquial strong	164
6	Style and diverse	143

**ANALYSIS OF SURVEY ON USAGE AND DEGREE OF ATTENTION OF NETWORK LANGUAGE**

In this study, in order to fully understand the influence of network language on Modern Chinese, five different ages randomly selected 100 people, respectively, from 15-25 years, 25-35 years, 35-45 years, 45-55 years, 55-65 years to improve investigation, aiming at understanding the usage of their network language as well as degree of concern to the network language's development.

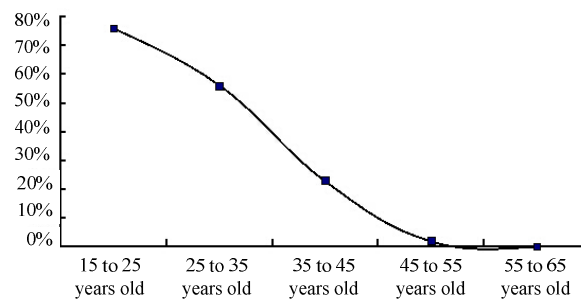
**Investigation and analysis on the application of network language**

As TABLE 2 " questionnaire of the use of network language in different ages " as shown: for the young people of the two age of 15-25, 25-35 years, as the main force in society and the creator of network language, most of them use network language, and have a better understanding to the current popular network language; For 35-45 years, because the majority of people will contact with network and know it's existence, and occasionally use Network Vocabulary; For the 45-55, 55-65 years, they are unfamiliar with the network, even many people didn't contact with it, so that only a few people know some popular network language, and occasionally use in their life. Shown as Figure 1 "figure of different ages of often

using network language ": the older as a man, the less who often use network language, once they reach 55-65 years, no one has used the network language, it showed that the network language is a new thing emerging generated along with the Internet development, the use of population concentration to young people, they are the network language users, even many people are the creators of the network language.

**TABLE 2 : Questionnaire of using language network in different ages**

Age group	Often use (%)	occasionally use (%)	never (%)
15-25 years	76	21	3
25-35 years	56	42	4
35-45 years	23	68	9
45-55 years	2	23	75
55-65 years	0	15	85



**Figure 1: Different ages icon of often using network language**

#### Investigation of attention degree of the network language's development

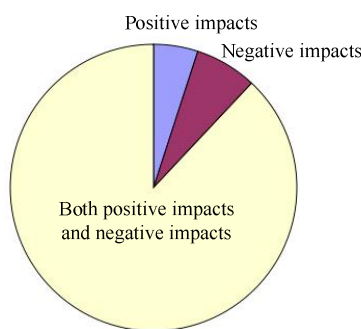
Shown as TABLE 3 " attention degree of different ages to development of the network language ":15-25 years had no high degree of concern about the development trend of network language, and in return, they are more concerned about the use of the network language and whether there was new word appeared, for the development of network language and its influence on modern Chinese language, relatively few people concerned; 25-35 years of age, as the main users and main creator of the network language, they were not the blind pursuit of creation, but paid attention to the development direction of network language, and they think network language will develop to a better direction; people of 35-45 years and 45-55 years also concerned about the development of network language, however, whether the language of the web will bring negative effect to the modern language environment or not is their main concern; and for the 55-65 ages, they do not understand the network language, and a minority of people who are concerned about network language because they worried about whether it will affect young people learning and the formation of right language grammar.

**TABLE 3 : Attention to network language development of different ages**

Age group	concerned extremely (%)	the general (%)	Indifferent (%)
15-25years	16	35	49
25-35 yeas	42	42	16
35-45 yeas	35	52	13
45-55 yeas	30	39	31
55-65 yeas	2	25	73

### THE INFLUENCE OF NETWORK LANGUAGE ON MODERN CHINESE LANGUAGE

Known from the investigation of usage of the network language, the majority of network language users belongs to young people, they were the creators of network language, and also the main users of network language. According to the investigation of concern degree, for the 15-25 age group of people, they did not pay attention to the development direction of network language, but concerned about the usage and innovation of network language, and for the older, they began thinking about influence of network language on the development of the society and the influence on the cultivation of children's language habits of teenagers. As a new product, the network language would have a certain impact on the modern Chinese, 500 people randomly selected were investigated, shown as Figure 2 " survey chart of network language influence on Modern Chinese ": most people think network language on the development of modern Chinese had both positive and the negative impacts, we must treat the influence of network language on Modern Chinese language rationally and objectively, guided network draw on the advantages and avoid disadvantages, made the network language play a greater role in promoting the development of modern Chinese.



**Figure 2 : Survey map of influence of network language on modern Chinese**

### **Positive impacts**

#### **(1) Network language rich modern Chinese**

The network language with the complexity and diversity, including Chinese characters, letters, symbols, pictures, numbers and other forms, Rich forms of network language was mostly produced by all kinds of semiotic resources in the computer network, for better communication of Internet users, network language was simplified as much as possible, and also could express the rich meaning, which embodies the simplicity and the richness of the network language. For example, random combinations of various types of symbols, letters, numbers and other forms: 520 (means I love you), 7456 (representing the piss me off), CU (representing goodbye). It provided convenience for network communication, highlighted the characteristics of network language, enrich the way of expression in modern Chinese.

#### **(2) The network language has enriched the expression way of communication**

Network language is great different from traditional language expression, which changed original text through the language of the homophonic, shortening, ellipsis and other forms, such as GG (brother), BF (boyfriend), GF (boyfriend), the language changed on the basis of the traditional language, the concise language greatly improved the efficiency of network communication, also added some humor. Sometimes, network language transformed between commendatory and derogatory, such as idol (represents the vomiting object), protein (represents idiot, neuroticism). This increased more ways for the text meaning, and active atmosphere of exchanges between people

#### **(3) The network language reflects the vitality of the modern Chinese**

Netizens entertained, leisured on the Internet, and they also created a vivid, humorous expressions, pictures, symbols such as language in the process of them using various symbols on the computer, expressing the passions of netizen with the vivid language, as applications on the network in a wide rang, gradually came into our daily life. Netizens' communication had features of interesting and lively because of the vivid network language. Internet users could exert a powerful and unconstrained thinking style, expressing some unspeakable things, actions and facial expressions in the vast network of space. For example, ZZZZZ (said sleep), 55555 (said cry), rookie (said novice), 0-0 (said the man with glasses).

#### **(4) The network language has activated a large number of forgotten old words**

Network language not only committed on revision, modification, synthesis for the modern Chinese vocabulary, but deeply excavates and studies on the ancient Chinese, such as embarrassed words, is the representative of light in ancient, the word combined the morphology and faces together in modern time, vividly expressing depression, sadness, helpless mental activity of people.

### **Negative impacts**

#### **(1) Not normative of the network language easily led to language ambiguity**

Young people were the main force in the creation of the network language, they were full of vigor and vitality, liked breaking the normal procedure, and innovative. But on the other hand, among creation of the network language, some people only pursued their uniqueness and ignore the language of some standards, Subversion for the modern Chinese grammar. Some expressions are dialect, for example: "I sleep first", "I go first"; some mixed the use form of Chinese and English, for example: "happy ing", "I service U "; some are using homophonic forms, for example: "I Rice porridge (U" I love you), "ash machine" (aircraft). Not Standard of Network language impact greatly logic of modern Chinese, made the modern Chinese neither fish nor fowl, resulting in language ambiguity.

#### **(2) Randomness of the network language led to the vulgar language**

Randomness is the typical characteristic of network language. When Internet users communicated on the network, they could go all lengths, enjoy the play, and free transformation and innovation of modern Chinese, casually used network

symbols, pictures, letters, numbers. This made a lot of network language not abide by the grammatical norms of modern Chinese, sometimes also generated some garbage language, for example: SB (idiot), BS (looks down), with serious adverse effects of these rubbish to modern Chinese language.

### **(3) The impact of internet language in modern Chinese teaching**

Not of normative and arbitrariness network language result in a lot of network vocabulary does not conforming to the specification, and appeared many typos, for example: "grace" (representing well), "cloud" (on behalf of halo). These abnormal phenomena interfered learning of students, prevented the writing ability of students from raising, directly affected the ability promotion of citizen language and culture.

## **STRATEGY OF DRAW ON THE ADVANTAGES AND AVOID DISADVANTAGES FOR THE NETWORK LANGUAGE**

Network language has its positive side of modern Chinese, but also has its negative side, we should see its role in promoting the development of modern Chinese, and then guided the scientific normative and positive on it<sup>[7]</sup>.

(1) Written wrongly of network language should be responded actively, and looked for positive measures to guide to the network language. The relevant working departments should focused on the not normative of language network language formulating corresponding norms and standards, and vigorously advocate and promote the importance of language standard, pay close attention to the network characteristics of language development, constantly had a correction and guidance on the network language to appear anomie phenomenon timely. The government should play a leading role in strict compliance with the "provisions of the national common language law", in all documents, notice, reports, played a leading role for the language norms. The media should be a guiding and positive exemplary role to play in society. fully considered the characteristics of Internet language when the network language was regulated, effectively ensured diversity, vitality of language network, made norms of language reasonable at the same time.

(2) Legal force of public and public opinion should be played a role in regulating the network language. At present, many countries made network language of the necessary specifications. We should took relevant management policies and regulations to restrict the network language, and then improved civilization and the degree of self-discipline on the Internet, improved their literacy, strengthen their self binding. Then added the role of public opinion through the mass media to promoted conform to the language phenomenon of language standard and out of garbage language.

## **CONCLUSION**

As a new thing, the network language has its positive side, also has its negative side. This study aimed at the influence of network language on Modern Chinese, firstly introduced the concept of network language, and then investigated five different ages, respectively, of 15-25 years old, 25-35 years, 35-45 years, 45-55 years, 55-65 years aimed at investigating the usage and degree of concern for the network language, survey showed the juvenile and youth of the network language accounted for a large proportion, and paid more attention to the development direction of network language of young and middle-aged people; and then described the positive influence and negative effects of network language on modern Chinese produced, finally explored the corresponding countermeasure of network language to draw on the advantages and avoid disadvantages.

## **ACKNOWLEDGEMENT**

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