The Influence of Network Catchwords on Middle School Students and Optimization Strategies from the Perspective of Chinese Language and Literature

Yuting Tu

Shaoxing University, Shaoxing 312000, Zhejiang, China

Abstract: The Chinese language is the foundation of China's national culture. In the new historical period, facing the rapid development of the Internet technology, it is being eroded by more and more network languages. Network language is based on the Internet and penetrated into People's Daily life, so the development of Chinese language has also faced new challenges. By summarizing the concepts, characteristics and expression forms of network language, this paper analyzes the positive and negative effects of the development of Chinese language, and puts forward the countermeasures to use network language to promote the development of Chinese language.

Keywords: network language; Chinese language and literature; impact; influence

1. Introduction

Chinese language and literature started early in China, and after long-term development, it has formed a large-scale literary treasure house. With the popularity and widespread use of the Internet, network language has gradually become a new language. Network language is increasingly close to the human language system. Network language, strictly speaking, is not a formal Chinese language, but it has a close relationship with human daily life and production, and also has a strong interest. Many network languages are strongly ironic, so they are popular with middle school students. By analyzing the characteristics of network language, this paper discusses the network language and other norms, which paves the way for the sustainable and healthy development of Chinese literature[2].

2. The concept, characteristics and forms of network language

2.1 The concept of network language

With the advent of the information age, network language as a new form of expression will appear, and with the improvement of the popularity of the Internet, the connection between network language and people's production and life is getting higher and higher. Many people use network language consciously or unconsciously to express their emotions in daily communication. "I convinced you" is a very obvious mixed language of Chinese and English, which can make the speaker have a strong sense of irony and improve the speaker's tone. In addition, humor is a very distinctive network language. For example, the word "fans" can be translated into "fans", while "you made it" is the abbreviation of "do you know". Humorous language can effectively promote human communication. With the development of the Internet, a text different from the traditional media has appeared on the Internet. Network language includes two meanings: one is words and Expressions related to Internet and computer technology; Second, it refers to the use of computer networks for communication and performance of various languages[3].

2.2 Concrete forms of network language

Network language, a unique linguistic phenomenon in the digital age, manifests in various concrete forms that reflect the creativity and adaptability of online communities. Abbreviations and acronyms, such as LOL and BRB, are widely used to save time and space in online communication. Additionally, homophonic substitutions, like "3qorz" which sounds like "thank you" in pinyin but is written in a confusing manner, create humorous and playful effects, representing a unique personality tag among younger generations. Network language also frequently borrows terms from other languages, integrating them into online communication and creating unique chat styles, such as the use of "pro" by sellers on Taobao to address buyers regardless of gender or age. Martian style, also known as "brain disability" language, intentionally creates communication barriers with irregular characters, symbols, and obscure parts of Chinese characters, becoming a fashionable way of expressing oneself online. Finally, inspired by popular culture, network language adopts specific linguistic styles,

such as Zhen Huan style, which features ancient-sounding lines and expressions, often using double words and overlapping syntax, creating a sense of elegance and formality in online communication. These diverse forms of network language shape online culture and identity, demonstrating the dynamic nature of language in the digital realm.

3. The Influence of Internet Language on the Development of Chinese Language Teaching

Here are three paragraphs discussing the impact of network buzzwords on language teaching, particularly focusing on Chinese language education, as well as their relationship with thinking patterns and student expression.

3.1 Impact on Formal Written Expression

The proliferation of network buzzwords has significantly influenced the linguistic landscape of contemporary society, and this trend has inevitably spilled over into the realm of language teaching, particularly in Chinese education. Students, who are deeply immersed in digital communication, often find themselves using informal and abbreviated language in their daily interactions. This habit can pose challenges when it comes to adapting to formal written expression. Teachers report that students struggle to transition from the casual tone of text messaging and social media to the more structured and precise language required in essays, reports, and other academic writings. The integration of network buzzwords into formal texts can lead to confusion, as these terms may not be universally understood or appropriate in such contexts. Therefore, educators must work to balance the incorporation of modern language trends with the preservation of traditional writing norms.

3.2 Adaptability of Textbooks and Exams

As network buzzwords continue to evolve and permeate various aspects of society, textbooks and examination systems must also adapt to stay relevant. Traditional Chinese language textbooks, which focus heavily on classical literature and formal grammar, may not fully prepare students for the informal language they encounter online. To bridge this gap, educators and textbook publishers are increasingly incorporating contemporary language phenomena into their materials. Similarly, exams are beginning to assess students' ability to navigate and analyze both formal and informal language forms. However, this adaptability must be carefully managed to ensure that students develop a solid foundation in traditional Chinese language skills while also gaining proficiency in modern communication techniques. The challenge lies in creating a curriculum that is both inclusive and rigorous, fostering a deep understanding of both ancient and modern linguistic traditions.

3.3 Network Language and Thinking Patterns, Expression Diversity

The simplification and abbreviation of language in network buzzwords can potentially impact students' depth of thought and diversity of expression. While concise expressions may facilitate faster communication, they may also limit the complexity and nuance of ideas conveyed. This trend can influence students' critical thinking skills, as they may become accustomed to expressing themselves in superficial or oversimplified ways. Furthermore, the overuse of network buzzwords can lead to a homogenization of expression, with students adopting similar linguistic patterns and losing the ability to articulate their unique perspectives effectively. In writing, debate, and speech, the ability to communicate with clarity, depth, and originality is crucial. Therefore, educators must encourage students to develop a balanced approach to language use, appreciating the convenience of network buzzwords while maintaining the richness and diversity of traditional Chinese expression.

These paragraphs provide a comprehensive overview of the multifaceted impact of network buzzwords on Chinese language education, highlighting the challenges and opportunities presented by this evolving linguistic landscape.

4. Strategies of using network language to promote the development of Chinese language and Literature

4.1 Pay attention to the standard teaching of Chinese language and Literature

The Internet has a growing impact on people's lives, and network language has a great impact on people's lives, including in the field of education. Let the development of Chinese language and literature radiate more vitality in the tide of the times. When teaching Chinese language and literature, teachers should first make clear the merits of network language. Using these network languages at the right time can not only make the atmosphere of communication between teachers and students less dignified, but also make the language of teachers' teaching have a certain sense of the times.For example, students often need a lot of materials when writing compositions, and there are a lot of materials to look for in cyberspace. Some sentences in the network language look very popular and simple, but the meaning contained in them is very profound, which can often make

students' thinking active quickly. There are many typical sentences with great influence on the Internet, and the imitation and application of these sentences can enable students to write a lot of innovative words. Combining with their real life experience, students will have something to say when writing a composition, and even achieve the state of witticism. For example, an aunt of news broadcast once said to the reporter, "we villagers can't stand it. The food is too expensive. Please give us a response!" the three words "too expensive" quickly spread on the Internet for unknown reasons. If the teacher makes such a statement in the composition class, it is easy to mobilize the students' learning enthusiasm.

4.2 Standardize the use of language in daily communication

As for the negative impact of network language on Chinese language and literature, we should strive to reduce it and supervise and manage the use of network language by middle school students. At present, some middle school students use more network language in their daily language use, which leads to the fact that they also use network language unconsciously in their written expression. Facing this situation, we should constantly instill the habit of Chinese language into middle school students in education, and attract middle school students with its unique charm. In addition, we can also apply Chinese literature to the Internet, so that the traditional and serious Chinese culture has a certain impact and penetration on the network language, so that the Chinese language can flourish.

4.3 Selective use of network language

At present, it is difficult to distinguish the true and false information on the Internet, and the good and bad are also intermingled. In the face of this situation, the screening work becomes more and more important. The network language should be used correctly and selectively so that the "new" language form can better inherit and develop the Chinese language and literature. For example, some internet languages are tools for spreading bad information. We should resolutely prohibit the use of these languages. Although there are differences between the network and the real world, it also depends on people's self-discipline to purify. If a network language has adverse effects on people's thoughts and behaviors, we must resolutely resist this network language, and at the same time let the middle school students analyze and understand the harm of network language. We can use network language to express our feelings, but this does not mean that we can accept vulgar network language. Only in this way can network language develop healthily and will not hinder the development of Chinese language and literature.

The Internet has indeed made the use of language more ecologically diverse, but this diversity comes with challenges. Many new words and expressions online carry vulgar connotations or exhibit hostility, and some online styles, such as moaning and bluffing, further exacerbate this issue. Although the language system has a self-purification function, the negative effects of these vulgar and violent terms cannot be ignored. Words reflect a person's state of mind, and primary and secondary school students, who are quick to accept new words, may inadvertently adopt these negative expressions. Therefore, the media should shoulder the responsibility of spreading culture and strictly restrict the use of vulgar and violent words. Educators, recognizing network slang as an inevitable cultural phenomenon, should adopt a guiding rather than a prohibitive attitude, incorporating discussions about network language into language teaching to enhance students' language adaptability while ensuring the formality of their written expressions. More empirical research on network language and education is needed to guide policy decisions and improve teaching methods.

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