

# The influence of the Emerging Internet Language on the Development of Chinese Language and Literature

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**Abstract:** *As a discipline with a long history, Chinese language and literature have an important position in Chinese history. With the function and technology of the Internet continue to promote the development of culture, learning and life, the application of the emerging Internet language arises, and there are obvious differences from the traditional language. This paper discusses the form and characteristics of the Internet and analyzes the influence of the emerging language on the development of Chinese language and literature.*

**Keywords:** *Internet. Emerging language. Chinese language and literature. Influence.*

## 1. Introduction

With the popularization and promotion of network information technology in various fields, we have now entered an information age, and network language is an important product of this era, affecting the development of Chinese language and literature in the new era. In the face of such a situation, we need to establish scientific ideas, conduct an objective analysis of this influence, and absorb favorable elements from the Chinese language to integrate into the Chinese language and literature, which will make this literary treasure house better cater to the trend of The Times because of the integration of the elements of The Times, and meet the requirements of contemporary people for literature..

Of course, we also need to correctly understand the network language, the bad impact on the development of Chinese language and literature, so as to actively avoid and eliminate the resulting problems and risks, so that the Chinese language and culture can effectively meet the impact of the new culture, always glow and show vitality.

## 2. The influence of the Emerging Internet Language on the Development of Chinese Language and Literature

### 2.1. The characteristic analysis of the network language

As a new form of network language, its generation and development are mainly based on the Internet-based and media. Compared with the traditional language forms, the emerging languages of the Internet with strong compatibility, creation adaptability, simplification, coding language and other characteristics are applicable to the people in the network.

#### 2.1.1 Compatibility and interoperability characteristics

As the medium of cultural communication, the language form of language changes with the generation of new things, with its fast speed and wide communication. Events of the same type of things or the same type occur in different communication processes due to the carrying of the Internet, their digital, eventually things and things, events and events to exchange, things are compatible with events, so as to achieve efficient transmission.

#### 2.1.2. Create adaptive characteristics

As soon as emerging words and short sentences appear, they quickly attracted public attention and prompted the follow-up and imitation of big data calculation. [1]The emerging language of the Internet has emerged at the historic moment. Its biggest feature is creativity. Technology has produced the online world and also greatly developed people's imagination and creativity. People can give full play to

their strengths in the online world and create what they like.

### ***2.1.3 Simplify the universal characteristics***

Before the Internet was widely popularized and promoted on the Internet, people used to use language in the process of communication and communication [2]. For this kind of communication means, although the language meaning could be accurately expressed, there was no new idea and boring in the specific communication. However, through the reasonable application of network language, people are obviously interesting, simplified and popular, and can optimize the traditional form of language expression, and greatly improve the efficiency of social communication.

### ***2.1.4. Coding language characteristics***

"Internet buzzwords" often have a specific language domain, that is, it is very frequently used on the Internet, and the network coding language gradually appears in the public view, and is rapidly developed. For example, "17868" translation "you are full", "886" translated "bye" and other languages digital. Also in the pinyin or English acronym editing language. For example, "YYDS," translated from "God Forever," "EMO (Emotional)," translated from letters, "I am depressed." etc.

## ***2.2. Problems in Chinese language and literature in the Internet environment***

### ***2.2.1 The Internet language hinders the correct analysis of the Chinese language and literature***

In the Internet digital communication environment, in order to speed up the spread speed of Chinese language and literature, it is necessary to make the network more closely connected with Chinese language and literature. However, most of the artistic conception expressed in Chinese language and literature is fixed, but with the continuous aggravation of network communication, once mistransmitted or modified by some people, the connotation of its expression will be different. For example, the "human" network language has been rewritten as "silver"[3]. Obviously, such behavior has involved the blasphemy of traditional culture, and we lack the necessary thinking and guidance in the use of the network language.

### ***2.2.2 The Internet language promotes the expression form of the Chinese language and literature***

Network language is the key carrier of carrying information. From the perspective of text itself, network language can play a certain role in promoting the development of Chinese language and literature. Usually, the creativity of the network language is very strong, and its generation and development have, to some extent, enriched the expression form of the Chinese language and literature. Online language can express people's inner feelings more truly, so it is not only applied in network communication, but also applied in real life, but also can promote the further development of Chinese language and literature[4].

## ***2.3. The Analysis of the Countermeasures for the Development of Chinese Language and Literature***

### ***2.3.1 Constantly standardize the Chinese language and literature***

In today's rapid development of the Internet, the network has not only had a great impact on people's lives, but also brings interference to Chinese language and literature[5]. Therefore, in order to promote the sustainable development of Chinese language and literature, the teaching of Chinese language and literature should be standardized, so that Chinese language and literature can keep pace with The Times and effectively connect with the network, so as to broaden the overall development space of Chinese language and literature.

### ***2.3.2 Standardize the language in the communication***

Facing the negative impact of network language on Chinese language and literature, the use of language should be strictly standardized in the daily communication. At the present stage, because of the large communication of network language, it has become a communication habit of teenagers, which is very unfavorable to the study of Chinese language and literature.

### ***2.3.3 Resolutely resist the vulgar network language***

In order to get the good development of Chinese language and literature, and to realize the coexistence of network language and Chinese language and literature, we should resolutely resist the vulgar network language. If this goal is achieved, it is far from enough to rely solely on laws and regulations, but also to vigorously improve the comprehensive quality of the people[6]. To effectively

control vulgar online languages through legislation, but to eradicate them, the key is to improve people's literacy.

### 3. Conclusion

Language is not only a tool for people to communicate and express, but through the study of language and culture, it can also understand the past and future of a national culture. Internet language was originally a form of language that people communicate in online social platforms to make more convenient expression. The emergence of network language has promoted the development of Chinese language and literature, and will have a positive impact in terms of expression and way of thinking. Due to the unstandardization of the Internet language, it will also have a negative impact on people's cultural cognition and cognition of value in the process of its communication and development. Under the background of the new era, the development of Chinese language and literature will inevitably encounter some new problems. People should try to cherish such an excellent culture, always maintain enthusiasm, so that the combination of Chinese language and literature and social development, in order to obtain more development.

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