This Paper Discusses the Emotional Symbols and Communication Characteristics of Online Language in Social Media

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Abstract. As a prominent buzzword representative in the current society, Internet language is an important window to observe the sentiment of the Internet. In the process of popularization of the Internet in the past 20 years, the language of the Internet has been constantly changing from scratch, forming wave after wave.In the early days, the number of online languages and the number of users were limited, but they were full of warmth；In the middle of the period, the language of the Internet stood out in the midst of the massive amount of information and attracted attention with nonsensical banter and rebellion, and now the language of the Internet stirs up the eruption of group emotions in the carnival game.

Keywords: Internet language, emotional communication, Internet

1 Introduction

Presently,the tendency of online language to be vulgar is increasing, and at the same time, it shows a process of rising social sentiment. The construction of virtual identity has always been the focus of the main body of online language users, and the young and middle-aged users continue to create language and re-assign meanings, reflecting the postmodern carnival psychology of "everything is entertainment".

2 A Review of Studies

2.1 Relevant Research Abroad

The study of network language began with the examination of network terminology and network terms by computer experts at the end of the 20th century. Subsequently, it developed along the three streams of network linguistics (mainly the study of language ontology), computer-aided communication, and language policy orientation. Most of it is just the study of the language of the web. For example, Stanford computer scientist Raphael M. Raphael A. Finkel was the first to focus on the language of

the web. In 1975, Finkel collected all the hacking jargon and compiled it into a dictionary, The Jargon File. This pioneering work was limited to the collection of web vocabularies. British scholar Christal was one of the earliest linguists abroad to systematically carry out research on network language, and his monograph "Language and the Internet" is the most influential work in the early history of network language research. In his discourse, Krystal uses the term Netspeak to refer to the language of the web. "Netspeak is a unique web language that embodies its characteristics as an electronic, global, and interactive medium," he said. Kristel's discussion in the book focuses on the context of language use, the language of email, the language of chat groups, the language of virtual communities, and the language of web pages. Amazingly, he also did research on the combined emojis produced by tapping the keyboard. The book has had a huge impact on the academic community, with reviews of the book published in Science and Nature magazines in 2001 and 2002 respectively, and the Chinese version of the book was published by Shanghai Science and Technology Education Press in 2006. Later, British Chinese linguist David Crystelle, American linguistics professor Susan Herring, Spanish scholars Yus and Posteguillo began research and wrote books from the perspectives of phonetics, vocabulary, grammar, semantics, and pragmatics.

2.2   Relevant Research in China

At the end of the 90s of the 20th century, China's first batch of netizens gave a name to a specific phrase used in online chatting, called "online language". "Online Language" quickly sparked heated discussions among language educators and language scholars. Taking this as an opportunity, the study of network language in the sense of humanities and social sciences has developed rapidly since its inception. Most of the content of domestic online language research has gradually expanded from the ontology of concepts, characteristics, vocabulary, grammar and other ontologies to multi-dimensional perspectives such as language teaching, social culture and social psychology, communication mechanism, and new media writing. Taking the representative work "Internet Language" as an example, the author Liu Haiyan summarized the origin, nature, context, style and standardization of Chinese Internet language, and then summarized seven ways to generate Internet vocabulary: "symbols and graphics, digital meaning, homophonic substitution, abbreviation, escape and change, bilingual mixture, and redundant words". After that, Li Yuming's The Latest Definition of Language Life, Wu Chuanfei's Overview of Chinese Internet Language Research, Zeng Dan's Current Situation and Prospects of Internet Language Research, and Chen Minzhe's Chinese Internet Language Research: Review, Problems and Prospects, etc., most of the literature focused on one-dimensional research based on linguistics.

3   Theoretical and Practical Significance of Network Language Research

General Secretary Xi Jinping in the discussion of building a cyber power, he pointed out that "a prosperous and developing cyber culture...... Cyberspace is the common spiritual home of hundreds of millions of people", and in order to build this homeland well, we must start from the study of the emotional direction of Internet language. Through the dynamic research on online language at home and abroad, it can be seen that most of the previous studies on social media online language have been comprehensively sorted out and analyzed from the perspectives of linguistics, such as language style, stylistic change, construction of new words, and semantic transfer and enrichment. Among the spectacular research results of linguistics, many literatures explain the causes and effects of the changes of online languages in a vertical historical dimension and depth, and even predict the future evolution direction, which lays a valuable theoretical foundation for the future development of online languages and provides theoretical support for this paper at the linguistic level. However, the research on social media network language should integrate many disciplines, especially the interdisciplinary and multi-dimensional research of semiotics, communication, sociology, information science, education and other disciplines, and should be solved with the help of theories and forces other than linguistics.

4   The Communication Characteristics of Network Languages

4.1   The Spread of Playful Emotions in the Language of the Internet

The types and forms of online languages are diverse. For example: "Ge You Lying" is based on a still from more than 20 years ago, Without any marketing means, it detonated the carnival of netizens in just a few months, and was selected as one of the top ten Internet terms of the 2016 New Media Research Year selected by the State Language Commission. People have created a wealth of cartoons and emoji pictures to express the emotions of "decadence" and "fooling around", which not only satirize and ridicule this negative emotion, but also vent and whip the dissatisfaction with the huge survival pressure of modern society. There are many similar popular cases of Internet language, and people use Internet language with different intentions and starting points, you can use "My dad is Li Gang" to criticize the current situation, you can use "do it and cherish it" to express agreement, you can use "loser" to ridicule yourself, and you can also use   "brick experts" to express dissatisfaction. When the same language symbol is widely disseminated and modified among groups, the initial meaning of the text often becomes no longer specific and clear, and the banter behind the language becomes an important factor to promote the popularity of online language. The culture of banter has been around since before the advent of the Internet, but the Internet technology makes this culture spread rapidly, forming a broader influence. As early as the 1990s, when the Internet was not yet popular, ruffian litera-

ture represented by Wang Shuo started to tease and ridicule daily life, thus breaking the traditional social and moral shackles of orthodoxy. Since then, Hong Kong's "nonsensical" culture, represented by Stephen Chow, has entered the mainland, and the humorous and funny performances that do not follow common sense and make people laugh are deeply rooted in the hearts of the people. Feng Xiaogang's black humor in the Chinese New Year movie "Party A and Party B" also contains banter. It was not until low-cost Internet technology was widely used that banter culture became a collective creation with the participation of the majority of netizens. Based on Chen Kaige's "Wuji" movie, Hu Ge's "A Bloody Case Caused by Steamed Buns" created a culture of online spoofs. Since then, the "chubby" expression, Li Yuchun's "Brother Chun's quotations", "Jia Junpeng Goes Home", Jackie Chan's "Duang" animation, and the "Pippi Shrimp" expression pack emerged one after another. People have gone through a process of not accepting this form of spoof to gradually accepting it and spreading it. At first, Chen Kaige reacted violently, angrily denouncing Hu Ge that "a person can't be shameless to such a point", but later the spoof form intensified, and people began to slowly accept this new Internet culture, which even helped to increase popularity and be recognized by celebrities. Yao Ming responded to this phenomenon in an interview, saying, "I think my images can make everyone happy, which is also very good. "New Weekly" believes that the spoof "takes foreign Kuso culture as the core, and after integrating the local nonsensical spirit, it uses parody, alteration and collage to achieve the purpose of amusement, and its greatest value lies in turning meaningless behavior into meaningful creative publishing activities." "Online language is often used by recollaging celebrities or pop culture elements, borrowing symbolic meanings and decontextualizing them. The original image and meaning are removed and new meanings are implanted, which even becomes an open-ended creative process that can be constantly modified and superimposed. Liu Guoqiang and others believe that with the help of the open platform of the Internet, young people have more channels to express their self-consciousness demands. The motivation for the production of these Internet buzzwords, which are mixed with self-deprecation, banter, and spoof, originates from the representation of contemporary Chinese culture with postmodernism as the spiritual label, reflecting the cultural status quo of pluralism, carnival, grassroots rise, dissolution of authority, and moral nihilism. Banter is the deconstruction of tradition and classics, a kind of pun, which on the surface says one meaning, but actually conveys another meaning, using ridicule, irony, and sarcasm to re-edit the classics and convey the spirit of entertainment. Joke is not a negation and criticism of the classics, but more used for entertainment, using non-serious and formal humorous language to convey each other's heartfelt smiles, and establishing a psychological tacit understanding between the communicator and the receiver, which is a kind of emotional infection. When foreign scholars use smiley face emojis on netizens, they found that 18% of the usage is used for sarcasm and banter, which is a common emotional color in Internet text communication[1]. The online language of banter communication establishes tacit psychological cues between the communicator and the recipient, and expresses opinions in the banter language that covers up the emotion, so as to distinguish between those who "understand" and those who "don't understand". People feel the inner emotional power

through the literal meaning, and it is this emotional contagion that makes the spread of online language continue to be transmitted. Although some online language seems vulgar on the surface and is an uncivilized word rarely used in people's offline social interactions, it is the entertainment behind the online language that makes the extreme vocabulary relatively mild, using humor and exaggeration to criticize and blame, and using praise words to satirize, so that the original negative meaning of the language is no longer extreme and strong, and it also reduces the strength of this point of view while echoing the views expressed in the language. Such an expression may seem illogical, but in fact it can achieve a more effective and concise communication effect. The banter language full of sarcasm and ridicule often breaks people's cognitive ste-reotypes and produces unexpected effects, and at the same time, it is rich in humorous and funny emotions to resolve the possibility of contradictions. Playful language not only conveys the literal meaning, but also expresses the emotions behind it, which can achieve the purpose of communicating on two different channels at the same time. The main function of playful language is to communicate and eliminate hostili-ty.Although pun banter has the potential to increase linguistic misunderstandings, the value of using banter language also lies in its subtle and complex emotional connota-tions, which can add an additional communicative function to plain language. Brown and Levinson argue that one of the functions of irony is to reduce threats[2]. Harris and Pexman[3] also found that playful language helps to reduce the intensity of dis-course, making critical language less negative, and similarly, commendatory language less positive. The Internet language has developed from the original ASCII code-based keyboard symbols to the later text language carnival, and recently it has been more combined with emojis, and a rich emoji culture has emerged. This is also because the written language is prone to ambiguity, and the information can only be conveyed more accurately with the help of non-verbal symbols such as expressions, tones, gestures, and movements. The playful mood of online language is more prom-inent after the popularity of emojis. Network language achieves the communicative function of non-verbal symbols with the help of emojis, which makes up for the lack of emotional communication in written language and promotes Internet communica-tion. The widespread use of emojis well verifies that the spread of network language is not only the expression of opinions, but also the display of attitudes and emotions. The use of rich and colorful emojis makes the network language full of playful emo-tions and humorous emotions, making Internet communication more popular.

4.2   Emotions Drive the Accelerated Diffusion of Online Language

Emotions are the glue that holds human society together, and there is no doubt that emotions are of great importance to human society. The internet space provides a place for online groups to collaborate and express themselves, and emotions play an important role in this. Parkinson argues that emotions are not only a biological re-sponse of an individual, but also a social phenomenon. Human beings have basic emotional and expressions such as happiness, sadness, anger and fear, and at the same time, more emotional expressions are obtained through cultural, educational, and social influences in the process of socialization, and people's emotions are easily in-

fected and can be transmitted. Since emotions are socialized, that is to say that emotions have group characteristics. Schoenewolf points out that emotional contagion is when the emotions of an individual or group affect other people, and in the process, this information may be conveyed through conscious or unconscious emotional expressions or behavioral attitudes. Hatfield et al. (1994) proposed the theory of emotional contagion in social groups[4]. It can be seen that emotional infection can be achieved through a variety of ways, not necessarily through specific interpersonal communication behaviors, online language use can also achieve emotional diffusion, and the emotional color carried by language itself is continuously transmitted through interpersonal networks in social interactions. Tu Hailan divides the propagation process of Internet buzzwords into two stages: "resonance" and "spillover", and believes that buzzwords are easy to arouse the "onlookers" of netizens in the process of network communication, and are constantly extended in the process of "onlookers", so as to promote the expansion of their communication scope. The role of emotions in the production of this resonance cannot be underestimated. Chakrabarti and Berthon argue that emotions[5], especially social emotions, are at the core of today's social media, and that people have shifted from the exchange of products, services, and experiences with the Internet in the past to the exchange of emotions. In other words, the biggest change in human social communication caused by Internet group communication is not only to deepen the traditional exchange of economic behaviors, but more importantly, to bring more extensive and in-depth emotional exchanges.The spread of emotions on the Internet is more pronounced and violent than in any previous media era. The proliferation of online language has a pattern similar to that of viral marketing, in which emotions play a huge role. Viral marketing refers to the rapid spread of information on the Internet through social media like a virus. Since the Internet is a medium used to disseminate information, breaking the traditional geographical restrictions, it can achieve the effect of global dissemination of information in a very short time. Some scholars have found that emotion plays an important role in the crazy spread of some videos, and when they asked people why they spread certain popular content, the answer was "because of emotional resonance".

5   Conclusions

So it can be seen that arousing public emotional resonance is the root cause of the rapid spread of these videos. Internet language, like the information in viral marketing communication, can establish an emotional connection between the information content and the recipient, and realize the sharing of social emotions in the transmission process of the Internet group network relay race. Through the network language, the linkage and even resonance of individual emotions and social emotions can be realized. The more sensitive people who use online language are to capture this inner emotional characteristic, the more likely they are to pass on the corresponding language vocabulary.

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