

An In-Depth Study of the Impact of Internet Terms on People's Language

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Abstract: Internet terms have not only emerged as a result of the Internet's rapid and unprecedented development over the past few decades, but they have also become an integral part of contemporary linguistic expression. These terms have undergone significant evolution, adapting and altering in response to the dynamic online environment. Their presence is no longer restricted to technical jargon or niche communities. Instead, they have found their way into everyday conversations, regardless of age or location. This study intends to delve deeply into these internet terms, with a particular emphasis on the modern Chinese language, in order to uncover the cultural and social values they embody. Understanding the evolution of the Chinese language provides valuable insight into the nation's shifting cultural narratives and emergent social trends, given that the Chinese Internet community is one of the largest in the world. The objective is not only to document the symbiotic relationship between the Internet and linguistic change but also to comprehend its essence.

Keywords: Internet Terms, Language and Culture, Language Innovation

1. Introduction

With the development of social media, individuals have begun to communicate online more frequently. Online phrases have become both communication instruments and cultural indicators. By analyzing these phrases, it is possible to comprehend the effects of social, cultural, and political shifts at various points in history. Usually, these alterations are reflected in internet lingo [1]. Certain Internet terms may emphasize contemporary issues, pop culture, or political events, for instance. These terms frequently include newly coined words and phrases that are extensively employed on the internet and have proliferated into everyday speech and writing. This situation illustrates the adaptable and fluid nature of language. The investigation of lexical innovations in Internet terminology can shed light on the evolution of language and its adaptation to new social contexts [2]. Different online communities and organizations frequently develop their own jargon, which symbolizes cultural differences and identifies them. Analyzing these terms can facilitate cross-cultural understanding by aiding in the comprehension of the communication patterns and cultural differences of different communities.

Others argue that Cyber-language is an inventive linguistic asset. This debate has stimulated research on the relationship between linguistic norms and language variation, as well as the social impact of language change. Cyber-language, an emergent linguistic trend, has had a significant impact on linguistic practices. Cyber-language research contributes to a greater comprehension of

language evolution, socio-cultural change, and the complex relationship between language and society [3]. This research enhances linguistic and sociocultural studies while facilitating navigation of the changing linguistic landscape of contemporary society.

The study of the influence of Internet terms on language is of considerable scholarly and societal importance. It highlights the impact of cultural and social factors on the evolution of the modern language [4]. By examining the evolution of Cyber-language, it is possible to comprehend how language and society have evolved over time. This information enables linguists, sociologists, and cultural researchers to trace the development of language. These terms illuminate the cultural and social interactions between younger populations and various social factions, enabling social scientists and educators to meet the requirements of younger generations. Internet terms frequently carry distinct cultural connotations, including humor, symbols, and particular social values [5]. Cyber-language's ascent may pose a threat to established linguistic norms. Recognizing these obstacles and devising strategies to overcome them can aid in the preservation of traditional languages while fostering adaptive language evolution. Evaluating the influence of Cyber-language on language is essential for obtaining a comprehensive understanding of contemporary linguistic, social, and cultural dynamics. It not only contributes to academic inquiry in the disciplines of linguistics, sociology, and cultural studies but also enhances language education, promotes cultural exchange, and enhances comprehension of multicultural societies.

2. The Rise of the Internet and the Change of Language

2.1. The Rise of the Internet

Since ARPANET's inception in 1969, the Internet has experienced more than 50 years of history. China has had complete Internet access since 1994. In modern society, the three most prominent characteristics of the Internet are information technology, digitization, and globalization. These features have altered how individuals access information, interact socially, and conduct business. With the proliferation of the Internet, online communication has become increasingly prevalent. From the earliest tools such as e-mail and BBS to the most recent instant messaging platforms such as What's Up and Twitter, all of them provide alternative communication methods to conventional face-to-face interaction. Due to the interactive nature of these online platforms, language usage has been profoundly affected.

2.2. Internet Features and Changes in Language Forms

The Internet provides consumers with a relatively anonymous communication channel, fostering a relaxed environment for communication. For instance, the term "囧" (used to convey embarrassment) is derived from this creative and anonymous online culture. Since Internet communication is frequently time-sensitive, numerous abbreviations have emerged, such as "GG" for "good game" and "BRB" for "be right back". In addition to receiving information, the Internet is also a centre for creation and sharing. Consequently, many Internet terms, such as (tucao, which means to comment or criticize) and "dianzan," which means to like or offer a thumbs-up, derive from this culture of participation [6]. In addition to text, emoticons, GIFs, and symbols are widely used online to express emotions. The advent of the Internet has not only altered people's lifestyles but also had a significant effect on language. Online terms and their culture will continue to influence the evolution of modern language as Internet technology advances.

2.3. Internet Culture and Language Innovation

Internet culture is the result of frequent interactions between members of diverse online communities and the utilization of these communities for communication, entertainment, commerce, and recreation [7]. Internet culture consists of cultural phenomena that are conceived, disseminated, and incorporated on the Internet. It consists of components such as social media, gaming, forums, videos, audio, etc., each with its own distinct set of internet lingo. Each Internet culture has its own communication strategies and linguistic characteristics. For instance, gamer slang is distinct from everyday language, and forum users may use particular terms to convey emotions or positions. Gamers have coined terms such as "DPS" (damage per second). Typically, the greater the DPS value, the more damage the game unit can inflict.

To express appreciation, social media users have coined numerous new terms, such as "Friend Circle," "Repost," and "666." Participants may use "owner" (original poster) and "sofa" (first reply) to allude to the initial post and initial reply, respectively. The development of new terms satisfies the need for communication as internet culture develops. Simultaneously, these terms contribute to the development of internet culture, intertwining and playing a crucial role in the evolution of modern language and culture.

3. The Influence of Network Phrases on Daily Language

3.1. Internet Terms in Oral Communication

Internet terms are not only extensively used in written communication but are also beginning to influence people's daily spoken language as a result of the Internet's ubiquity [8]. This is due to the fact that Internet culture appeals greatly to the younger generation, and language, as an element of culture, is naturally incorporated into daily communication. For example, young people frequently use the abbreviation "LOL" (Laugh Out Loud) to indicate "very funny" in spoken language. Similarly, the Chinese character "囧" has been given a new meaning in Internet culture to express humiliation. Nowadays, people also use "囧" to convey similar emotions in spoken language.

Therefore, the influence of Internet terms on oral communication has enriched the means of expression, and Internet terms have added colorful methods of expression to daily spoken language, thereby making people's communication more vibrant and engaging. Numerous Internet terms are extremely succinct and can swiftly convey a particular emotion or message.

Internet terms have greatly facilitated oral communication, but they still have limitations. People of middle age and older who do not frequently use the Internet or who are unfamiliar with Internet culture may feel unfamiliar with these terms, which may create communication barriers. While enjoying the convenience it brings, they should also be aware of its limitations and try their best to use appropriate language in various communication situations.

3.2. Infiltration of Internet Terms into Written Language

The incorporation of Internet terminology into common speech is an evident linguistic phenomenon. This not only reflects the evolution of language but also the changes in modern society's communication methods. Internet terms consist of new vocabulary, abbreviations, emoticons, etc. The frequency with which these elements are employed and their meanings may shift rapidly. This necessitates that the written language be continually updated to reflect these changes; otherwise, it may appear obsolete. For instance, some young people may inadvertently disclose their age or unfamiliarity with current trends by using obsolete online terms.

In social media and private conversations, individuals frequently use online terms to express their personalities and establish a sense of community. These words and phrases, frequently associated

with particular subcultures, communities, or interests, enable users to rapidly connect with peers who share their perspective. For instance, gamers may use specialized gaming jargon, whereas contemporary culture aficionados may use words that reflect their passions. In addition, emoticons, emojis, and Internet vernacular allow for more accurate expression of emotions. These elements are increasingly incorporated into written language in order to convey the author's emotions more effectively [9]. A simple smiley-face emoticon, for instance, can make a message more approachable and humorous. Numerous Internet-related terms have been abridged or abbreviated to make the written language more concise and understandable. "OMG" stands for "Oh My God" and is a popular acronym used on social media platforms and messaging applications.

The use of Internet terminology transcends linguistic and cultural boundaries, paving the way for cross-cultural interaction. "Cyber-language" founded on the English language, has facilitated global communication and fostered international understanding and cooperation. In addition to advertising, media, and entertainment, the rise of Cyber-language has affected other industries, such as marketing. Numerous advertisements and brands have incorporated popular Cyber-language to resonate with younger demographics, while media and entertainment entities have followed suit to maintain audience interest [10].

4. The Contribution of Internet Languages to Linguistic Innovation

4.1. Creation and Dissemination of New Words

Significantly increased influence of online words in promoting language innovation in the digital age. In addition to adding new elements to the language, they also reflect the swift changes in society, technology, and culture. In the Internet era, the emergence of new technologies and applications is frequently accompanied by the introduction of novel concepts and vocabularies. For instance, the emergence of terms such as "blockchain", "cloud computing", and "artificial intelligence" provides a useful linguistic tool for discussions in their respective disciplines. Frequently, these terms first appear in specialized disciplines before spreading to the broader social and media landscape.

Internet-specific events, stems (memes), and cultural phenomena give rise to a large number of new vocabularies. "da kao" is a word that conveys support and encouragement; it originated from a programme in which viewers voiced their support by calling in, and it has since gained popularity. These terms are frequently observed in social media, pop-up comments, and online videos. The Internet's global reach transcends geographical and linguistic barriers, allowing individuals from diverse cultural contexts to converse. This has resulted in the assimilation and adaptation of foreign terminology, giving rise to new localized variants [11]. In Chinese online culture, "cosplay" is interpreted as "role-playing".

When celebrities or powerful influencers use platforms like Instagram, Facebook, and TikTok, their large user bases can significantly increase the impact of a word. This effect can significantly increase the popularity of a word. Unique online communities, such as gamers and anime aficionados, frequently generate their own vocabulary. As these communities become more assimilated into mainstream culture, their specialized terminology becomes more pervasive.

4.2. Regional Integration and Linguistic Convergence

The role of online terms in fostering linguistic innovation is not limited to the creation of new words and phrases but also includes the incorporation of regional languages. Online, dialects are widely tolerated in this instance. For instance, some Northeastern dialects have gained national popularity. These occurrences have fostered the integration of Mandarin and local dialects and improved regional communication and understanding. Although there are differences in diet, customs, and language between the South and the North, the Internet has made it easier for these differences to be widely

discussed. Comparisons between "morning tea" in the South and "breakfast" in the North foster cultural integration and acceptance. Popular Internet terms and expressions tend to assume a uniform form regardless of the region from which they originated [12].

The Internet has contributed to a greater respect and understanding of each other's cultures and customs and the construction of a closer national identity among people from different geographical regions. This has diminished regional prejudices and miscommunications. In addition, regional integration has introduced numerous new words and expressions, thereby enriching the linguistic tapestry. The Internet has provided a venue for the creation and dissemination of new linguistic elements, thereby fostering linguistic innovation. A profound appreciation for diverse regional cultures and dialects has prompted people to challenge inherent regional prejudices, thereby promoting cultural diffusion and linguistic innovation and nurturing interregional harmony.

4.3. Intercultural Communication of Languages

In the era of globalization and the Internet, where interactions between different languages and cultures have become more frequent and profound, promoting linguistic innovation through cyber-language plays a crucial role in cross-cultural communication [13]. The combination of the Internet and globalization portends the introduction and widespread use of numerous foreign words. These words contain both specialized and popular cultural terms.

Not only do specialized disciplines benefit from these foreign words, but they have also crept into everyday speech. The term "PK" is derived from the English phrase "Player Killing," which is commonly used in Chinese to denote a contest or comparison between two individuals. These words have improved cross-cultural communication and enriched the spoken language [14].

The widespread recognition of foreign brands and trade names in Chinese further reflects this cross-cultural exchange. Brands such as "iPhone" and "Starbucks" have been flawlessly incorporated into the Chinese lexicon, representing international consumption and cultural influence.

The incorporation of foreign words into the Chinese language has increased the Chinese vocabulary, allowing for the precise expression of numerous concepts and ideas. Intercultural communication facilitates the emergence of new grammatical structures and phrases in addition to vocabulary acquisition. With its adaptability, the Chinese language has perpetually assimilated these new linguistic elements, maintaining its vitality and innovation. With the incorporation of foreign vocabulary, the global status of the Chinese language continues to rise. The increase in the number of individuals acquiring Chinese is indicative of the ascending status of the Chinese language in international discourse.

In the Internet era, Internet vocabulary has facilitated cross-cultural communication. These exchanges have not only increased the vocabulary and expressions of the Chinese language but also internationalized it, promoting cultural diversity and global connectivity. In the era of globalization, this dynamic highlights the need to enhance cross-cultural comprehension and respect.

5. Conclusion

Online lexicons are significant markers of contemporary linguistic evolution in the digital era, reflecting contemporary cognitive patterns, communicative tendencies, and value paradigms. Internet terminologies are brief, straightforward, and original, distinguishing them from conventional written and spoken languages. They challenge conventional linguistic structures, infusing language with new vitality. The ascendancy of Internet terms demonstrates that language is not a static entity but rather an ever-changing one. When technological development and cultural exchanges advance, linguistic innovation also progresses. Examining Internet terminologies provides insights that can be used to predict the future trajectory of the language. Cyber-language research and emphasis not only enhance

our comprehension of contemporary culture and values but also provide invaluable resources for comprehending linguistic transformation and innovation.

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