

Analysis of Internet Buzzwords from the Perspective of Yin-yang Isomorphism

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Abstract

Internet buzzwords are a form of language that has emerged with the rise and development of the Internet in recent years and is favored by the majority of netizens and even people at all levels of society. The buzzwords are mirror image of style and social psychology. Starting from the phenomenon of phonetic and semantic isomorphism, this article discusses Chinese Internet buzzwords. The research found that Chinese Internet buzzwords conform to the law of yin and yang isomorphism, so the combined analysis of the two has certain theoretical value and practical significance.

Keywords

Yin-yang isomorphism; Internet Buzzwords.

1. Introduction

The so-called "yin-yang isomorphism" means that there is a certain correlation between the meaning and pronunciation of language, and the phenomenon of phonetic-semantic isomorphism not only necessarily but objectively exists in languages to varying degree [1] (Gu Zhengkun, 1995). For example, vowels [a], [i], [u], [e], [o], consonants [p], [t], [k], [b], [d], [m], [l], [g], [s], etc., exist in almost all human languages (Gu Zhengkun, 2007: 1-8). In the yin-yang isomorphism law of Chinese phonetics, Gu Zhengkun (Gu Zhengkun, 1995: 87-95) believes that: "The pronunciation of a large number of Chinese words and the meanings they represent have a certain physiological-physical fit, which is embodied in: all the meanings are relatively high-spirited and space-time. Words with a positive expansion in relation and meaning orientation have louder, thicker pronunciations, and the lips have a relatively large opening when pronouncing their sounds; on the contrary, any words whose meanings are relatively contracted, suppressed, and negatively descended. Its pronunciation is dull and restrained, and the opening of lips is relatively small. The former is a masculine character, and the latter is a feminine character." In Chinese, [i], [e], [ei], [u], [ou], etc. with small openings are mostly paired with feminine characters; pronunciations with large openings such as [a], [ang], [an], [o], [ong] are mostly paired with masculine characters (Wei Chuxue & Zhang xiao, 2018: 376-382). And with the rise and development of the network and information technology, a language form that is different from the traditional flat media, concise and vivid, develops rapidly, is loved by the majority of netizens, especially young netizens, and quickly becomes popular in the society has been born. Buzzwords, it usually consists of Chinese characters, Chinese and English letters and punctuation. This language form spreads rapidly in the Internet media, and gradually becomes a unique and attractive existence in people's daily language communication (Sun Xuemei & Liu Haozhe, 2020: 86-88). Internet buzzwords were initially popular among netizens, and their structure and connotation were relatively fixed. They were first spread among creative and fashion-seeking young netizens. Internet buzzwords come from a variety of sources, show strong appeal, are easily widely used by the general public, and echo and record the characteristics of the times. This article is classified by the source of the buzzwords, combined with the phonetic and semantic isomorphism to analyze the network buzzwords.

2. Internet buzzwords triggered by hot events and hot topics.

Modern people like to express their comments and opinions on hot social phenomena humorously. Hot events or hot topics have touched the excitement of the creators of online buzzwords intentionally or unintentionally, thus creating a unique online popularity language. The term "destroying relatives," which was popular during the COVID-19 epidemic in 2020, is homophonic from "killing relatives by righteousness," which means that when a sudden epidemic broke out, someone concealed their itinerary, resulting in the infection of a family or close contacts(Li Shaoduo, 2021: 106-112); During this period, elders in some families did not listen to dissuasion, did not wear masks or gathered to have fun, and were reported by their family members. In the word, the [i] in the word "Yi" is a negative element, and when pronounced [i], the lip shape is unrounded, and the word "Da" before the word "Yi" includes the positive element [a], the sound will be louder and the momentum will be stronger when pronouncing [a]. So, it forming a contrast of rising first and then suppressing, and this sense of contrast adds to the irony. Scholar Hou Weirui is researching linguist roots. According to the language habits people continue to use, it is concluded that those with a higher tongue position and an open mouth smaller front vowel [i:], [i], [e], etc. are relatively crisp and thin; while a vowel with a large opening and a low tongue, such as [a:], [ɔ], [æ], etc. are louder bright; rear vowels with higher tongue position, such as [u:], [u], [ɔ:], etc. appear more deeper (Hou Weirui, 1986: 3-13). The timbre effects of these phonemes serve as an indicator of buzzwords creation the sympathy function provides the basis. There is also an example of this "contrast" is "Poverty limits the imagination". The word "poverty" has the pronunciation [in] sounding by a small mouth, and "imagination" owns a positive pronunciation feature such as [ang]. This is an example of first depression and then raising. The short sentence is very graphic, and the striking characteristics make this sentence easy to remember. Furthermore, being easily remembered is one of the secrets of a buzzword's ability to spread quickly. In 2008, Huang Xiaoming sang a song, "one world one dream" and in sing the lyrics "not at all", due to Huang Xiaoming's pronunciation and singing level, the pronunciation "not at all" is very similar to "Nao Tai Tao", which made netizens have a deep memory after watching and sharing much harassment on the Internet. This vocabulary is used to summarize Huang Xiaoming's singing level. Moreover, the reason why this term is easy to remember is that the pronunciation [ao] in the "Nao" and the [ai] in the "Tai" are all masculine pronunciations, which makes it even more hilarious to Huang Xiaoming's singing level. And maybe this is the reason why this catchphrase is still often mentioned more than ten years later. There is another example, after repeated criticism and punishment, a young man in Guangxi was imprisoned for stealing a battery car frequently. What makes he notorious is not only did he not repent in his speech, but he felt that he was very happy for stealing many battery cars and went to prison. His bizarre idea was merged by creative netizens into Stephen Chow's King of Comedy's line "I support you!" and changed it to "I steal the battery car to support you". The word "steal" means bad, while in pronunciation, it has the feminine pronunciation of [ou], in, but the word "support" follows it, has pronunciation [ang]which is not only pronounced in a positive sense, but also express a upright meaning, therefore, the strong contrast makes people laugh. Internet buzzwords have the characteristics of seeking innovation and pursuing entertainment and to a certain extent, represent people's attention to the topic of events pointed to by these words. Behind the huge amount of attention is actually indirectly related to the pronunciation of these buzzwords, and the right use of yin and yang can establish a clearer image.

3. Network buzzwords caused by network communication symbols (pinyin, English letters or words, etc.) and their homophony.

The online term "AWSL" was sent more than 1.4 billion times in the barrage by users of "station B" in 2019, meaning "Ah, I am dead", which is generally used to describe the excitement when seeing something cute or brilliant (Wang Wenbo, 2022: 147-151). The virtual anchors became popular and widely used on various happy occasions or comments on funny things. "AWSL" is the acronym of "Ah Wo Si Le". The beginning of "Ah" is to express emotional excitement, followed by words "dead", and the contradiction in rhythm appears again, the pronunciation is from [a] to [i]. Another example is the famous phrase "Ball ball you," in which ball means "please," which is a homonym of "hug", so "Ball ball you" is used by people to mean "I beg you." And actually, the pronunciation of "beg" is sounding like the sounding of ball in Chinese. If you want to excuse someone in Chinese, then the successive feminine pronunciations [iu] will become weaker and weaker, while the pronouncing way of "ball" will become stronger. The two consecutive balls and the "you" at the back lower the pronunciation, which is also stronger the first step and then restrain the last word. This makes the meaning of "begging you" no longer contain a single weak image but lively and playful.

Internet catchphrases are popular because their pronunciation is different from that of formal languages. Many young people are not used to formal languages. Actually, they also pursue equality and respect, and this playful language can express themselves. The meaning of wanting to ask for help can be lively and cute to make yourself appear inferior. For another example, YYDS is taken from the first letter of each of the four words "Yong Yuan De Shen". It not only can be used to praise people, but also be used to praise countries, institutions, organizations, and then expand to events, affairs, things, etc., everything can be a god. "Yong Yuan De Shen" is not really a buzzword, its acronym has become a buzzword and everyone says YYDS because the part of pronunciation of "Shen" is [en], this is a lower pronunciation lower than the ending pronunciation of YYDS which has a lot of [ai] sounds. In contrast, YYDS more intensely show the power of the person or thing you want to describe. Simplifying four Chinese characters into four letters, the short and powerful pronunciation can express enough and complete communication information in the shortest time. These concise network buzzwords conform to the economic principle of language (Liu Nian, 2004: 91-94) and are also social mirror image of culture presents colonial style. Many easy-to-understand and entertaining expressions are popular among young people and gradually accepted by the general public.

4. Internet buzzwords triggered by some rhetorical methods (homonyms, metaphors, etc.)

The rhetorical devices commonly used in Internet buzzwords include homophony, metaphor, etc. (Lian Xiaoxia, 2006: 44-47). Expressing emotion or a particular mood or state of mind through words with the same or similar pronunciation can enhance the specific expression effect. For example, "Xue Fei Le Mang" refers to a relatively difficult thing or method. You think that you have learned it when you are studying, but in fact, you are not good at anything, and you may just get it totally wrong. Instead of "Xue Fei Le Mang", the fricative [f] in the word "Fei" has a positive character, showing the characteristics of something that has not been learned or that it is difficult to learn. Another example is "Mu Dan", which is the abbreviation of "Mu Tai Dan Shen". "Mu Dan" is a state of keeping single from birth. The nasal [m] of "Mu" must be pronounced with a closed mouth, the vowel [u] of "Mu" is the sound of a small mouth, the vocal organs are so obstructed that every time the reader makes a sound the plosives [d] of "Dan", the tip of the tongue must first touch the palate, and the mouth shape becomes smaller, reflecting the emotional control. Secondly, from the point of view of the meaning of words, these

words which include [u] and [d] all give people negative suggestions, such as “Ku” (cry), Wu(without), “Wu” (wrong), “Dai” (odd), “Diu” (lost), “Deng” (wait). In addition, there is “Xia Ren Zhu Xin”, is the homophonic of (Sha Ren Zhu Xin) and refers to “it is better to expose and condemn the motives, thoughts, and intentions destroying a person's body”. Compared with the “xia” in the word for “shrimp”, to pronounce the “sha” in the word “Sha”, the mouth needs to be opened harder and bigger, so “Xia” (shrimp) can weaken the previous momentum and become cute. Moreover, Xin Teng giegie(feel sorry to boo) is also a typical example. It originated from a girl in a video who was coquettish to a boy she liked and deliberately called “boo” “giegie” in condition of the boy already had a girlfriend. This sentence is used a lot in irony because compared with pronunciation [ə] of “Ge”, gie's pronunciation is like [gɿ], the opening of mouth is flat, small, pointed, and appears contrived.

The use of these homonyms makes the language more humorous and with the flavor of the times, and at the same time, it is concise and fast in online communication and can express one's emotional feelings at the fastest speed. In addition to homophony, metaphor is another rhetorical device commonly used in Internet buzzwords. For example, “Gao Chan Si Mu Zhu” (high-yielding like a sow) is a catchphrase used to describe efficient and hard-working people. The way young people praise is generally very unique. They do not use flashy words to praise others or themselves directly but in the form of devaluation. “Gao Chan” has [ɔ] and [an] which are the elements of masculine characters, and “Mu Zhu” has pronunciation[u], which means is also negative, so this difference can have a novel feeling of exaggeration and scolding, which arouses the interest of netizens and can be widely used. Metaphors link two unrelated words together, transforming abstract words into vivid and interesting entities, reflecting popular psychology. Homophonic in network buzzwords, through similar pronunciation, transforms and derives new word meanings and achieves a special expression effect in a new way. These rhetorical devices express people's thoughts and emotions humorously.

5. Conclusion

To sum up, the emergence and spread of online buzzwords have greatly enriched, and splendid people's lives and their widespread use has become a sign that people follow fashion. Internet buzzwords express the speaker's thoughts conveniently, quickly, and harmoniously, making people in a humorous and humorous communication atmosphere. They truly reflect the psychological and social demands of the era, such as paying attention to people's livelihood issues, complimenting social positive energy phenomena, and criticizing negative phenomena. Starting from the phenomenon of yin-yang isomorphism, this paper demonstrates that the specific composition of buzzwords is related to the rate of yin-yang isomorphism through several popular words composed of typical yin and yang characters. Studies have found that the pronunciation characteristics of vowels and consonants in English can inhibit or release people's emotions. In a large number of buzzwords composed of Chinese characters with yin and yang characteristics, the vowels or diphthongs with large and loud pronunciation are used in English (such as [ai]). [s], [d], [p], [t], [k] can express the meaning of negative and dull semantics in Chinese. What I advocate is to make full use of “yin-yang isomorphism” to study online buzzwords and break through the circles and groups, in-depth exploration of youth ambivalence, have a more detailed understanding of youth social cognition, and through the analysis of the causes behind such online buzzwords to sort out the classification, so as to filter out the key popular elements in the buzzwords, and finally to provide a new perspective of studying the buzzwords.

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