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INTERCULTURAL COMMUNICATION OF CHINESE NEW MEDIA LANGUAGE IN THE CONTEXT OF GLOBALIZATION

Annotation

The development of new media technology has pushed information communication into a brand-new era. Characterized by interactivity, openness, and globalization, new media communication breaks through time, space, and geography limitations and becomes the best medium for cross-cultural communication. At the same time, the change of media in the age of globalization prompts the change of language symbols. This paper tries to present the variability of new media language through the analysis of Chinese Internet buzzwords, and compares the difference in the use of emoticons between netizen of Chinese and English language, and proposes that in order to achieve effective communication of new media language, it is necessary to rely on a specific cross-cultural communication strategy, mutual understanding, interconnection, and interoperability.

Key words: new media, cross-cultural communication, Internet buzzwords, emoticons, globalization, language, strategies

МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ КИТАЙСКОГО ЯЗЫКА НОВЫХ МЕДИА В КОНТЕКСТЕ ГЛОБАЛИЗАЦИИ

Annotatsiya

Развитие новых медиа-технологий подтолкнуло информационную коммуникацию к совершенно новой эре. Характеризующиеся интерактивностью, открытостью и глобализацией, новые медиа-коммуникации преодолевают временные, пространственные и географические ограничения и становятся лучшим средством межкультурной коммуникации. В то же время смена средств массовой информации в эпоху глобализации влечёт за собой смену языковых символов. В этой статье предпринята попытка представить вариативность языка новых медиа посредством анализа модных китайских интернет-слов, а также сравнивается разница в использовании смайликов пользователями интернета Китайского и английского языков и предлагается, что для достижения эффективной коммуникации на языке новых медиа необходимо опираться на специфический межкультурный подход, коммуникационную стратегию, взаимопонимание, взаимосвязь и взаимодействие.

Ключевые слова: новые медиа, межкультурная коммуникация, модные слова Интернета, эмодзи, глобализация, язык, стратегия

GLOBALASHUV SHAROITIDA XITOI YANGI MEDIA TILINING MADANIYATLARARO ALOQASI

Annotatsiya

Yangi media texnologiyalarining rivojlanishi axborot aloqalarini yangi davrga aylantirdi. Interaktivlik, ochiqlik va globalashuv bilan ajralib turadigan yangi media aloqasi vaqt, makon va geografiya cheklovlarini buzib, madaniyatlararo aloqa uchun eng yaxshi vositaga aylandi. Shu bilan birga, globalashuv asrida ommaviy axborot vositalarining o'zgarishi til ramzlarining o'zgarishiga olib keladi. Ushbu maqola Xitoy Internet-so'zlarini tahlil qilish orqali yangi media tilining o'zgaruvchanligini taqdim etishga harakat qiladi va Xitoy va ingliz tillarining netizenlari o'rtasidagi kulgichlardan foydalanishdagi farqni taqqoslaydi va yangi media tilining samarali muloqotga erishish uchun ma'lum bir madaniyatlararo aloqa, aloqa strategiyasi, o'zaro tushunish, o'zaro bog'liqlik va o'zaro muvofiqlikga tayanishni taklif qiladi.

Kalit so'zlar: yangi media, madaniyatlararo muloqot, Internetdagi so'zlar, kulgichlar, globalashuv, til, strategiyalar

Introduction. The rapid development of Internet technology has changed how the public communicates, and communication in virtual space has become a necessary part of people's lives. Internet users can access and browse any information of interest almost anytime and anywhere; at the same time, they do not need to spend much time and money. The Internet has accelerated the integration, change, and renewal of people's thinking. In particular, the development of new media has not only changed the mode of communication but also led to a dramatic change in how language is expressed.

In this new electronic communication channel, the conditions and environment in which language exists have been transformed, and non-compliance with linguistic rules and habits has gradually become the norm. The degree of language creation by new media users has increased, and the forms of linguistic symbols have become more diverse. The language of Internet users has attracted the attention of many domestic and foreign researchers. With its diverse forms and rapid spread, Internet language has excellent academic, social, and cultural significance.

Intercultural communication involves exchanging, sharing, and interacting information among people of different countries, races, and cultural backgrounds in a specific time and space. In today's era, the accelerated process of globalization determines the necessity of studying the effective communication of new media languages, and avoiding the risk of deconstruction and misinterpretation in the process of new media language communication is an urgent problem to be solved.

Literature review. Intercultural communication was first proposed by American scholar Edward Hall, who put forward the relevant content about intercultural communication in his book *The Silent Language*, which [1] marked the birth of intercultural communication. Linda Beamer and Iris Varner pointed out that intercultural communication is both a mode of cultural communication and a product of culture, a tool that relies on the development of culture [2]. According to Liu Ying, "Intercultural communication research focuses on two major dimensions: one is the study of the influence of culture on communication, exploring how one culture influences another culture, and through what channels and in what ways it exerts and enhances its influence; and the other is the study of the influence of communication on culture, analyzing the impact of the changes in human communication science and technology on the individuals of cultures and even on the modes of communication. influence on individual cultures and even communication modes" [3]. Intercultural communication research has

a solid foundation. New media research on intercultural communication has also been unfolding in recent years. Many studies have also described the cultural differences in message characteristics in new media communication. For example, Park et al. studied cross-cultural differences using 34 231 emoticons with the help of emotional facial expressions specific to certain cultures and Gudykunst's Cultural Variation in Communication (CVC) framework. [4] With the development of digitization, new cultural relationships are formed within and beyond geopolitical boundaries, and new understandings and theories are needed to explain the motivations, processes, and effects of cross-cultural communication in the digital age. [5] In short, intercultural studies have a long history and are academically essential to study from different perspectives because of their interdisciplinary attributes. With the development of new media communication, the role and significance of intercultural communication in new media languages have become increasingly prominent.

Research Methodology. This work is based on the theoretical research of Chinese and foreign experts (2000-2023) in linguistics and communication, and aims to analyze the importance of new media language in cross-cultural communication. In order to determine the cultural connotation of Chinese new media language, the following methods must be used: linguistic and cultural analysis; corpus analysis; cross-cultural analysis methods.

Analysis and results. In the development of human history, every evolution of media technology will trigger a revolution and profoundly impact human society and culture. The emergence of a new medium will lead to the emergence of a new civilization [6]. The power of science and technology drives the transformation of the medium. The rapid development of electronic media has introduced the media into virtual time and space, improving the quality and efficiency of communication and strengthening the previous media's functions.

Since the birth of new media, the interactive, instantaneous, and multimodal characteristics have immediately attracted the attention of network users. What intervenes in people's lives is communication and interaction anytime, anywhere; audio and video synchronization and simple keyboard input characters can achieve the purpose of communication. The influence of new media covers all aspects of social and cultural life.

As a technical means, new media adopts the technology of storing, processing, and disseminating information digitally. Moreover, with the continuous revolution of digital technology, the connotation and external manifestations of new technologies will still develop dynamically. In addition, as an entity, new media can also refer to an integrated platform that integrates audio, video, pictures, video, text, and symbols.

Regarding the definition of new media language, we can draw on the definition of network language because the new media language is the product of the further development of online language. As an essential element of cross-cultural communication, new media language is a tool for cultural inheritance and a carrier for information dissemination.

David Crystal collectively refers to the network language as NetSpeak. He regards it as a unique language variant different from the language in other media environments. This variant itself is homogeneous, showing language characteristics that can only appear in the network environment (Crystal 2001[7], 2008[8]). Soffer refers to today's online language with spoken language characteristics as "digital orality" [9], arguing that its emergence is related to the digestion of postmodern established social structures (including language structures) and people's rebellion against structures and the seemingly messy and fragmented online language has its specific structure and system.

New media language is an online language produced and developed in the new media environment, including linguistic symbols and non-linguistic symbols, including text, letters, numbers, pictures, and emoticons, with characteristics such as heterogeneity, innovation, and non-standardization.

New media are changing cross-cultural exchanges, including the Internet, social media, smartphones, online games, and blogs. These digital communications have significantly increased the frequency of contact between people and groups from different cultures. The use of new media is more comprehensive than geography, time, or space.

Internet users express their opinions and present themselves online, using various language symbols to implement online communication. They are accustomed to creating new words or giving new meanings to existing words. At the same time, they are keen to send emoticons and other characters to communicate more quickly while alleviating the psychological pressure and frustration brought to them by the real world.

In the era of globalization, new media is not only participating in the process of globalization, it is also part of "globalization" itself. Due to the heterogeneity of Eastern and Western cultures and the complexity of contextual culture, new media languages face the risk of communication failure, especially for emerging words and symbols on some online platforms; if the corresponding cultural background is lacking, this risk will suddenly increase. Due to the characteristics of new media dissemination, it is easy to spread rapidly in cyberspace, resulting in a broader range of deconstruction and misreading. For people from different cultural backgrounds and circles to understand each other and blend, it is necessary to bridge cultural differences and avoid communication barriers and barriers in the communication of new media languages.

In cross-cultural exchanges, selecting appropriate narrative texts can avoid misaligning foreign audiences' understanding of their cultural meanings and values due to improper expression. Peaceful and cordial symbolic interaction can narrow the distance with the audience and achieve identity between heterogeneous cultures. Visual symbols are more likely to stimulate people's sensory systems, and their wide acceptability in the population can minimize the barriers to understanding caused by cultural differences.

Through the research of the Chinese new media language (internet buzzwords and emoticons) in the past ten years (2013-2023), we have formed some essential characteristics of the Chinese new media language.:

- 1) The extensive use of emoticons in virtual space;
- 2) Borrowing of English letters, English words, and other language words;
- 3) Combination of letters, symbols, numbers, and Chinese characters;
- 4) Purposefully use incorrect homophonic pictographic units;
- 5) Borrowing dialects;
- 6) The use of Chinese character homophones.

For example, "栓 (shuan) Q" (from English thank you, the original intention is to thank, and the latter refers to

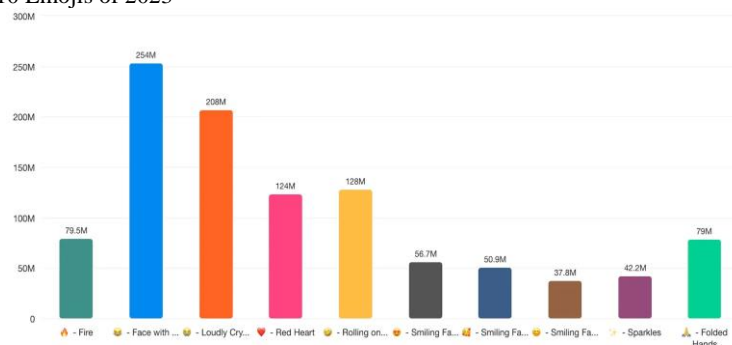
speechlessness), "打 (da) Call" (shout to cheer up), "Hold 住(zhu)" (control, hold), "U1S1" (It is combination of pinyin you ,shuo and number 1, indicating that you agree with the other party's ideas; you can also take a sentence later to lead to a new point of view, at this time the stem plays an emphasis role.) Although the combination of these Chinese characters and phonetic words or letters is novel and innovative, such a combination of words deviates from the rules of Chinese word composition and needs more rationale. In cross-cultural communication, if they do not know the pronunciation or meaning of Chinese characters, or the translation is not in place, it will inevitably cause misunderstandings in new media exchanges.

In addition, "锦鲤" (jin li, meaning scaly carp, in Internet idioms, refers to everything related to good luck), "神兽" (shen shou, refers to Qinglong, white tiger, Suzaku, Xuanwu. These four kinds were called the Four sacred beasts in ancient China. In online idioms, it refers to one's children), "白骨精" (Bai gu jing, originally the character image in "Journey to the West," one of the four masterpieces of classical Chinese, in online idioms, it refers to 白领(bai ling)the white-collar , 骨干(gu gan)the backbone , and 精英(jing ying)the elite , which is the combination of the pinyin initials of these three words) are all related to Chinese culture. These online languages are a clever reference to traditional Chinese culture, but at the same time, in the context of online culture, they also have new significance. On the one hand, the degree and form of such creative use of language show national characteristics and demonstrate national self-confidence. On the other hand, cross-cultural communication is incomprehensible to Internet users, who are unfazed by becoming familiar with traditional Chinese culture—textual information.

The new media language reflects the current status quo of language development and societal changes. Exposure to a new language element can help more Internet users understand a country's popular culture, famous events, and social life conditions and help netizens understand folk customs and regional culture. How to reduce the difficulties and misunderstandings in communication between different countries and regions, expand their horizons, and integrate into the cultural atmosphere of other countries faster and better. It is an important task and mission of cross-cultural communication.

In addition to literal language, emoticons are a vital part of the new media language. In cross-cultural exchanges, the languages of different cultures affect the cross-cultural expression and understanding of emoticons [10]. Due to the differences in cultural cognition and thinking habits of Internet users of different ethnic groups and countries, the two parties involved in the dissemination have differences in symbology, decoding angles, and different choices and understandings of emoticons. The Top 10 Emojis of 2023 according to Emojipedia's mid-year ranking of English-language social media posts across 12 platforms including Instagram, Twitter and Reddit. The rankings for the period from January 1 to November 30, 2023 are shown in the chart below [1]:

Table 1 The Top 10 Emojis of 2023



And in China, the most popular emoji in 2023 are shown below[2]:



Pic 1: Top emoji in WeChat in 2023

These data show the preferences and habits of English and Chinese speakers of social media when choosing emoticons. Of course this data is subject to change over time, but we can at least infer that this usage preference is broadly related to the cultural backgrounds and habits of mind of both English and Chinese speakers.

Internet technology is constantly evolving, and new media are being updated. Under the profound influence of globalization and technological progress in the global village, public life has become inextricably linked to the language of new media. Today, the Chinese part of the global network is in a leading position in the number of documents published, and it is also in a leading position in the innovation of Internet use. As a cross-cultural communication text used in a multicultural context, how can Chinese cross the differences in cultural backgrounds and express the above new media languages carrying cultural connotations reasonably and appropriately as much as possible to achieve the expected meaning dissemination effect?

Table 2 The number of internet users over the years [3]

Year	Number of Internet users
2023	5.3 billion

2022	5.10 billion
2021	4.901 billion
2020	4.585 billion
2019	4.119 billion
2018	3.729 billion
2017	3.444 billion
2016	3.217 billion
2015	2.954 billion
2014	2.750 billion
2013	2.562 billion
2012	2.387 billion
2011	2.174 billion
2010	1.981 billion
2009	1.727 billion
2008	1.545 billion
2007	1.367 billion
2006	1.147 billion
2005	1.023 billion

Conclusion and Recommendations. In the 21st century, the evolution of new media has dramatically changed how we interact and communicate. People in the Internet age rely more on new media to convey information, communicate emotions, indicate identity, and establish and maintain social relationships. All this indicates the necessity and importance of further exploring and advancing the cross-cultural communication of new media language.

Based on the analysis of new media language, we conclude that new media language has become necessary for Internet users in the era of globalization. Due to the change in media, the makers of speech, the means and channels of communication, and the receivers have all changed accordingly compared with the traditional ones, resulting in endless variations of language symbols. However, these new language symbols are not static; they will push forward with the progress of new media technology and the development of the times. Due to the attributes of new media communication, it is worthwhile to pay attention to how to express oneself in cross-cultural communication and promote cultural mutual understanding and co-progression in the new media language communication process. Using the media as a medium to make cultural exchanges more fluent so that network users in the global village can understand and identify with each other is a topic to be studied in the future cross-cultural communication strategy of the new media language.

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