Analysis of the language characteristics of college students in the social media era

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Abstract: As society fully enters the era of social media, under the influence of rapid information updates, college students' language use exhibits three characteristics: concise and condensed expression, lively and interesting communication, and stylistic language. It is necessary to objectively and comprehensively view these characteristics of college students, actively utilize excellent mainstream community language to address the disconnection between subject and object discourse, stimulate positive linguistic innovation vitality among college students, and enhance their ability to use language correctly.

1. foreword

The change of media has an important influence on the shaping and use of language. Especially in the 21st century, people's communication mode has changed from face-to-face instant communication to a new form that breaks through the restrictions of time, space and spoken English, which has changed the way of cultural renewal of human beings. At the same time, the emergence of audio media and network services has also expanded the scope of language communication. For example, according to the 53rd Statistical Report on The Development of Internet in China (2023) released by China Internet Network Information Center (CNNIC), as of December 2023, the scale of China's Internet users was 1.092 billion, the Internet penetration rate reached 77.45%, and as many as 97.7% of the Internet users used instant messaging application [1]. Thus, social media has become an indispensable part of people's lives.

Contemporary college students have grown up in the environment of the rapid development of social media. Influenced by social media, the written language, oral language and thinking methods of this group are all shaped by social media, forming a new language symbol system composed of pronunciation, vocabulary, grammar, emoji, audio and video, pictures, etc. Therefore, exploring the language characteristics of college students in the era of social media can deeply understand the formation mode of language and reflect the spiritual outlook of college students, so as to guide college students to establish correct values.

2. Language characteristics of college students in the social media era

College students have just separated from the high school stage with heavy studies and completed the transformation from minors to adults. In this period, they have more spare time and their ideas are in the formation stage, and their application of the network presents distinct characteristics. They can either learn more about what is happening through social media, or they can speak freely on social media.

(1) The pursuit of easy to understand, rapid language dissemination

Due to the immediacy of social media, speeches in the network gradually forms a set of network language in order to improve communication efficiency and conform to the needs of expression. College students influence, have created many kinds of brief words,

And gradually formed a consensus, was quickly spread by the network. The development of language is a dynamic process. With the continuous emergence of new things and the continuous emergence of new ideas, new words will also conform to the birth of The Times. For example, "tourism special forces" refers to the travel mode like special forces raid, "dd (right)" refers to agree to something, "listen to your words, such as listening to the words" refers to read a paragraph of

article without effective information [2]. Such network terms use simple words and sentences to express rich meanings. This way improves the communication efficiency of college students, reduces the time cost, reduces the difficulty of communication in both writing and pronunciation, and is widely loved by college students.

(2) The pursuit of personality expression, humorous and vivid language

College students are active in thinking and pursue personality expression. They try their best to pour their creativity and imagination into the discourse, always deconstruct the culture and products they come to contact with, and express their own unique opinions. Create language symbols in a way that creates humor. For example, "European emperor" is meant to refer to European emperors, and is often used by college students to refer to gamers who are lucky and often draw rare rewards."Non-chief" means to refer to African chiefs, but in the context of college students, contrary to "Ou Huang", it refers to the unlucky person. Through this expression, the showing-off or embarrassing feelings can be transformed into a relaxed and humorous atmosphere, thus reducing the emotional color and containing the positive psychological debugging of college students. Another is that any user can diversify its interpretation according to their own understanding, such as "awsl" originally means "ah I died" abbreviation, to express an emotion of happiness, happiness, excitement and other emotions, but also derived from "A Wei died"   "A Wei Sheng" and other interpretations. In this process, the participants are mostly out of a fun, entertainment mentality.

(3) Pursue the style and resist the leading culture

As a network subculture, network language is considered to challenge the dominant culture through stylized and alternative symbols to establish the accessory culture of identity, and resistance and network are the main characteristics [3]. George. In 1984, Orwell said that the new language is the official language of the ocean, which was created to meet the ideological needs of the "society", and also to make other ways of thinking impossible. Once the new language is adopted, the old language is forgotten, and the heresy idea of deviates from the "society" principle becomes no longer possible in language. This passage tells us how the language has the function of group separation, [4]. Therefore, the linguistic characteristics of college students are "resistance", that is, to challenge the dominant culture through stylized and alternative symbols so as to establish identity. When communicating on the Internet and in real life, college students can use the language trained by the social media community without learning from themselves, while other groups are confused. Through the stylized language, college students have successfully completed the behavior of strengthening identity identification and establishing group identity.

3. epilogue

Social media has influenced the language creation and expression of college students, and also shaped the essence of college students

The appearance of god. The impact of this phenomenon should be comprehensive and objective. On the one hand, the simple construction of this kind of language and the accustomed "taking doctrine" lead to the relaxation of the thinking inertia and self-expression and the ability of text output. On the other hand, it also shows that the positive interaction of college students for the leading culture, stimulates certain creativity and imagination, and then improves their own social identity [5].

At the individual level, college students must start from oneself, to constantly learning the party and the country's latest theoretical knowledge, understand the advanced cultural theory, constantly improve their political theory accomplishment and moral quality, the learning results of socialist core values to their daily practice, alert against the danger of mainstream public opinion, to timely stop and report. At the social level, we should also emphasize the unique advantages of the mainstream culture itself, enhance its attraction to college students, and encourage college students to take the initiative to understand the excellent mainstream circle language, so as to realize the real integration of circle layers and eliminate the stereotype between languages.

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