The Current Situation of Youth Cultural Exchange between China and Japan from the Perspective of Japanese Catchwords

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Abstract: The catchwords are written in Japanese as 「流行語」, and refer to a phrase that is frequently used in a certain period of time. Whether in Japan or in China, the existence of catchwords is not long, but reflects the social life of a certain period of time. The cultural exchanges between China and Japan are becoming more and more frequent, and Chinese catchwords have entered into Japan, which has played an important role in promoting the youth cultural exchange between China and Japan.

1. Introduction

Japan's "Excessive Wording" magazine introduced the top ten Chinese catchwords in 2013, mainly include "Chinese dream", "clear your plate", "Tuhao", "weirdo", "forced", "counterattack", "tough girl", "MicroBlog", "thumb up" and "big V", While introducing these popular words, they also spread a large number of Chinese culture, especially in explaining the cultural connotation of "Chinese dream", it gives a more detailed description of China's historical culture and contemporary national conditions. In addition, the catchwords used in China in recent years "kawaii", "cutee adorable", "indoors woman" also come from Japan. Therefore, the Chinese and Japanese catchwords have promoted the youth cultural exchange between China and Japan to some extent, stimulated the interest of Chinese youth in learning Japanese, and promoted cultural innovation. This paper will briefly analyze the similarities and differences between Chinese and Japanese catchwords, and analyze the current situation of youth cultural exchange between China and Japan from the perspective of Japanese catchwords.

2. The similarities and differences between Chinese and Japanese catchwords

Whether in Japan or in China, the catchwords have three characteristics, large quantity, type and fast propagation speed. On average every year, both China and Japan use a lot of catchwords, such as 2013 in China, commonly used "Chinese dream", "clear your plate", " Tuhao", "weirdo", "forced", "counterattack", "tough girl", "MicroBlog", "thumb up" and so on, these catchwords were also introduced into Japan through Sino-Japanese cultural exchange, commercial trade, political diplomacy and various network tools.

On the other hand, from the origin and word formation, there are obvious differences between Chinese and Japanese catchwords. There are many catchwords in China, such as "love", "There is no", "tragedy" and "weaning", which are used by youth from cyberspeak and contemporary film and TV works. Japanese catchwords is the most popular buzzwords through the network. In 2010, Japan selected 「そんな装備で大丈夫か？」 (Is that equipment all right?) through the network as a catchwords for gold medal. Thus, Japan attaches great importance to catchwords and regards it as an important part of its culture. In word formation, because of the different language and culture between China and Japan, Chinese catchwords are usually prefixed with or suffixes, such as "Force","NEET" and so on; Japanese catchwords only describe one thing, such as 「ドラえもん」 (doraemon) and 「パラサイト. シングル」 (Parasite Single) and so on[1].
3. Analysis of the current situation of youth cultural exchange between China and Japan from the perspective of Japanese catchwords

3.1 The youth cultural exchange between China and Japan promotes cultural innovation

As early as 1956, China and Japan began to organize youth group exchanges meeting, in the history of more than 50 years of exchanges, the youth exchange has not been interrupted once. No matter what difficulties the Sino Japanese relations face, the youth exchanges between the two countries have been in steady development, and now they are developing more vigorously. The youth cultural exchange between China and Japan can be described as a symbol of cultural art, vitality and future, indicating that the youth cultural exchange between China and Japan will not only have a bright future, but the relationship between the two countries will surely enter a sound track and healthy development. In 2013, China's top ten catchwords were introduced into Japan, such as "Chinese dream", "clear your plate", "Tuhao", "weirdo", "forced", "counterattacking", "tough girl", "MicroBlog", "thumb up" and "big V", In Japanese "Excessive Wording", this popular magazine is translated 中国夢, 光盤, 壕, 奇葩, 倒逼, 逆襲. For the "Chinese dream", the "Excessive Wording" has two sentences: “この中国の夢とはどんな夢か? 一言で言えば「中華民族の偉大なる復興」を目指すことである。” (What is the dream of Chinese dream? In a word, it is "the great rejuvenation of the Chinese nation"). Then, it gives a detailed explanation of the history of economic, political and cultural development in ancient and modern China, praises the history of civilization and contemporary international status of the five thousand years, and expounds the significance of cultural exchange between China and Japan. This is of great significance to the spread of Chinese culture in Japan, and helps to shape the good cultural image of China [2].

In addition, with the increasing frequency of cultural exchanges between China and Japan, many popular terms are produced and developed in the communication. The "strawberry generation" and "Nibbling chair-occupying clan" described in Japanese are developed by the Chinese popular word "NEET". Chinese youth also invented new catchwords in the process of learning Japanese culture, such as "peacock woman", "indoorsman", "otaku", "indoorswoman" and so on. Thus, the cultural exchange between China and Japan has promoted the spread, innovation and development of culture.

3.2 Stimulated the interest of Chinese youth to learn Japanese

The catchwords are popular with young students, Chinese youth can learn Japanese culture and improve their interest in learning Japanese while using popular language to communicate with each other. One Chinese student use the catchwords in Japanese writing, the example is as follows:

大学生として、たいてい三年生になると、卒業後の自分の進路について真剣に考え始めます。私の専攻は日本語で、日本の会社で翻訳者に関係する仕事をしたいです。そのため、私は一級試験に合格しなければなりません。それに、日本語の勉強は話すことだけでなく、書くことも開くこともとても大切です。夢は叶えるためにあるものですから、無理なら新しい夢を作ればいいと思います。中国夢に向かっていく過程で、私は成長していくと思っております。そして、私は新聞社に入ることも決してしまいません。編集者関係の仕事をしたいです。私は日本文学が大好きですから、翻訳者にならないとしたら、作家になりたいです。その中国夢を実現するために、たくさんの名著を読んで、努力していくことも幸せだと思います。また、理想を語ることは簡単ですが、実践するのは難しいです。だからこそ、どんな時でも、ベストを尽くして努力しています。それから、自分の計画を持っていれば、何でも可能だと思います。人間はハッキリとした目標をもって行動する時、もてる能力を十分には発揮することができます。卒業後の進路のために、私は毎日努力しています。

In this paper, the students pointed out the importance of learning and using catchwords, indicating that they like Japanese literature. Under the influence of "Chinese dream", she changed her study direction and dream, integrated her personal dream with the dream of the country, and tried to realize the Chinese dream, learn Japanese carefully and contribute to the exchange of Chinese and Japanese literature. Therefore, the communication and dissemination of the catchwords
can help stimulate students’ potential, and enhance the interest consciousness of Chinese youth learning Japanese culture [3].

3.3 The youth cultural exchange between Chinese and Japanese helps to build friendly diplomatic relations

On June 26, 2010, the sino-Japanese friendship culture and art exchange conference was held in Waseda University’s OKUMA hall, the conference is jointly organized by the Japan-China friendship association (All Japan Alumni Association) and the Confucius Institute at Waseda University, The Ministry of foreign affairs of China and Japan strongly supports this event and pointed out that through the cultural and artistic exchange of youth between the two countries, it can further realize the purpose of deepening mutual understanding and promoting friendly exchanges between China and Japan. At the cultural exchange conference, the Chinese and Japanese young people performed excellent performances with popular words and popular culture, which demonstrated the characteristic language and culture of the two countries and created a harmonious cultural link for the construction of Sino Japanese friendly diplomatic relations [4].

4. Concluding remarks

To sum up, the catchwords in China and Japan have similarities and differences, which have the characteristics of large quantity, type and fast propagation speed. There are obvious differences in the origin and word formation of Chinese and Japanese catchwords, which reflect the cultural characteristics of the two countries. From the perspective of Japanese catchwords, the youth cultural exchange between Chinese and Japanese has promoted the dissemination of popular words and cultural innovation, stimulated the interest of Chinese youth to learn Japanese, and helped to create friendly diplomatic relations.

References


