The Coincidence and Tension Between Network Language and Ideology

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Abstract. In this era, network language has become the most obvious spiritual life, it has a strong ideological nature, creating an open, participation, approachable communication environment, bringing the change of the way of the communication which is emotional, real-life, individual and orgiastic. These changes like a double-edged sword, because they are conducive to the breadth and depth of ideological communication, and then bring subversion, deconstruction, kitsch and other tension. In order to resolve these tensions and damages, it is necessary to promote the popularization and modernized transformation of the mainstream ideology to enhance the leading ability of the mainstream ideology.

Introduction

Network language is created by internet users, mainly derived from the life experience, emotion and all kinds of opinions and attitude, and coming from the identifying and rejecting a culture and way of life. Discourse is always accompanied by ideology. With the aid of the network language, the network ideology gradually forms its unique mode and path of the communication.

The previous studies focused on the impact and challenge of the network language to the mainstream ideology. It is believed that the popularity of the network language would lead to the deconstruction of the mainstream ideology and the crisis of identity. If we have a comprehensive investigation on the relationship between the network language and the communication of ideology, we can find a relationship of coincidence and tension. The popularity of network language changes the communication of ideology, which provides the ideology a “home of daily life” and a better platform for disseminating, making the ideology more close to life and more affinitive. The relationship between them is like a double-edged sword, having both the advantageous side and the disadvantageous side. Therefore, we can grasp the propagation rule of network ideology from the perspective of competition and tension.

I. The Network Language Has the Nature of the Ideological Communication

Network new media provides a more personal and subjective expression environment. Network language is usually simple, intuitive, popular and humorous and can be easier to be used to express inner feelings. “The world is in the condition of inner explosion.” Under the new media environment of the network, not only the authority of the fence is broken, but also a variety of personal voices and all kinds of idea are emerging.

Network language not only reflects the relationship between self and society, but also reflects the trend of values. It is a barometer of social psychology. The wonderful presentation of network language seemly is a game of language. However, we can see the true colors of the spiritual life of the society by investigating the “game” and miscellaneous babbling.

The network language has the ideological nature of the communication. The reason is as follows:

1.1 Network language is used to express the thoughts and ideas

With the help of new network media, it is easier for personal opinions to attract attention and endorsement, gather a significant number of real or virtual people, create psychology and behavior performance, get group power, and form a kind of group identity and common psychological.

For the expression of resonance, the language and vocabulary are very rich and vary, and have a
very strong vitality. Each new media event will create one or more widespread network hot words, such as “wrist-watcher”, “my father is Li Gang”, and so on. These words are often full of personality, thoughts and wits, and have a strong unique, situational, three-dimensional and dynamic sense. These words always focus on the issue of social hot spot, can resonate with internet users easily.

1.2 Network language can reflect social emotions

The charm of the new media is that it is gradually becoming the vent platform. Vent is actually a kind of emotional communication. Network users express resentment, frustration and resentment in humorous, joking and irony way, in order to express an appeal of solving the social problems related to their own interests as soon as possible. Once having a clue or a chance, they quickly gather up, express and vent by the way of thread, forwarding and comments. The emotional expression is a mixture of love, hate and other passions. This process can be called network emotional mobilization. Because there are full of emotional expressions, the power of network language can be fully demonstrated.

1.3 Network language can express value

Comparing to the construction of public discourse, a lot of network language has a strong power of destructive and negative, Including that damaging language norms, questioning and denying the existing power and system. In a certain extent, it has brought a deconstruction for the tradition, the seriousness and the norms. Network language is an interpretation of the various social existences. The use of a large number of popular words, such as “counterattack”, “vulnerable”, “tuhao” and other hot words, shows that internet users and young people are desiring to break the group curing, change their identity, and be identified, respected and recognized by others.

Obviously, the network language is a condensed, summary ideology. Its popularity and development have witnessed the trend of ideology. The meaning of what it refers to is widely spread and widely recognized by the community and plays a role of appealing and labeling.

II. Network Language Changes the Way of Ideological Communication

2.1 Network language provides a way of perceptual transmission

Whether language symbols, or non-linguistic symbols of visual expression, all these have highly emotional characteristics. American linguists Langer S. believes that, in the past, people always attached importance to the “inferential form” of language, now, people began to pay attention to the expressive form. In the new-media time, the perceptual expression has more expressive power. Internet users like to use popular language and a variety of symbols to express inner feelings. In the torrent of information, a catchword, a symbol or a logo often represents a kind of idea, and owns a good ability to communicate.

2.2 Network language provides a transmission mode of daily-life

Network language mainly comes from the story and language in daily life. The content is close to life and the subject is close to the public psychology. It can stimulate the emotion and the sympathetic chord. So it can be popular in a relatively short time. Network language provides people with a spiritual world that can be touched and experienced. A lot of experience sharing and complain expressing are the real version of real life that let a person feel this is a real “I” and “you” to survive in the real life world. The sense of life has been truly expressed. The concept of society has been shown livingly.

2.3 Network language provides a personalized way of communication

Network language is a small narrative, because it is always only around the “I”. Its belief which it is pursuing also is around the “individual”. The emergence of “network me” greatly enriched the connotation of self, and enhanced the feature of each person to distinguish himself from others. The energy of the individual as the basic unit is activated. Network communication is driven by
commercial interests, with a strong “user centric” characteristic. The information preference led by
the traditional media is gradually diluted, but the individual / user demand preferences are
amplified. The contents and elements have a strong diverse characteristic, which are closing to the
public’s personal life, emotional and experience. There is a turn from elegance to common.

III. The Popularity of the Network Language Is Conducive To the Spread of Ideology

Thompson believes that it is the mass media developments, the ideological phenomenon could
become a popular phenomenon. Therefore, it is necessary to emphasize ideology in the context of
the daily life. With the help of network language, ideology becomes a popular phenomenon, is
combined with daily life and ties with the people.

Network language provides an open, free, friendly and fashionable communication platform.
1. An open and free communication environment is formed, which is conducive to expand the
spread of ideological. The changes of social power in the network society indicated the “plebeian
victory”. Network language is not only conducive to form an open, free and convenient
communication, but also conducive to form a new network culture. It is the popularization of the
communication condition, the common people and elite can share equal opportunities to express
their opinion. Everyone responds actively in the network and everyone pays more attention to
public affairs. The communication effect of public opinion is unprecedented. The nerve ending of
ideological spread is activated and people’s attention and participation to the ideology is
significantly enhanced.

2. The participation mechanism of everyone’s voice is formed, which is conducive to promote the
influence of the ideology. The “new words” that come out in a particular event often have a strong
ability of mobilization. It can mobilize the internet users and social members to participate in the
discussion, banter and emotional mobilization. Therefore, the nature of the event is to achieve a
certain social purpose surrounding the news event which causes the resonance by picking up media
weapons to express and form the pressure of public opinion.

3. The platform that is close to the publics is provided, which is conducive to get the right and
power of ideology communication. Having the right and the power of communication is the
precondition for the right of expression. To have the right to spread, we should master the
communication channels which belong to national machinery. On the other hand, we should make
what we want to spread be recognized and accepted by the public. Network language makes the
mainstream ideology and popular culture (and youth culture) be well combined. Hence, the
mainstream ideology no longer keep people at a distance, no longer like “the spring snow”. The
most essential performance of the modern communication is that it pays attention to the individual,
agrees with difference, and agrees with the individuality and leads to the level of mass
communication, social communication and individual communication. Network language not only
is a bright pearl in the mass culture and the modern communication system but also always plays a
concerto of diversity and personality.

IV. Tension Between the Network Language and the Ideological Communication

The network language is closely connected with the modern life, meets the personality
characteristics of young people and enhances the breadth and depth of ideological communication.
But it has also brought criticism, deconstruction and kitsch. These tensions and destructions also
reflect the multiple relations among the modern communication transformation and the mainstream
ideology modernization.

4.1 Properly handling the tense relation between deconstruction and construct and
promoting the popularization of the mainstream ideology

Comparing to the constructive property of discourse, a lot of network language has a strong
destructive and negative property, including the damage to language norms, the doubt to the
existing system.
During the deconstruction, network language also constructs a new ideological system. Network language reflects the micro life better and expresses the feelings of the masses and the interests of internet users. Facing the helpless in real life, internet users love to ridicule comic complain and self-deprecating in order to get free. Therefore, expressions of common people and the “loser’s mentality” have become the new characteristics of network ecology. Using words such as buddy, meng-meng-da (adorable) can be able to establish a sense of identity at the discourse level and can bring the joy and convenience of communication. The popularity of network language not only exists in China but also sweeps the whole world. Many countries, such as South Korea, the United States and Japanese selected the hot words annually. These annual hot words demonstrated the change of social life and the complicated mentality of the people.

The function of deconstruction and construction of network language is around the “people”. What has been constructed is the popular ideology. What have been deconstructed are those away from the real life and those even false. What has been constructed is the ideology that can express the public interest and can be expressed by public language.

The popularity of network language has promoted the popular construction of mainstream ideology. There are two tasks for mass construction. The first, we should make the socialism with Chinese characteristics go into the hearts of the people by using the forms which is easy to understand and loved by people. We should also enrich these theories and improve these systems through in response to changing conditions and tasks. The second, we should adhere to the people’s principal position in the country, bring their initiative into full play, make mainstream ideology truly represent the fundamental interests of the people and enhance people’s recognition to socialist ideology.

4.2 Properly handling the tension between kitsch and propose and enhancing the leading ability of mainstream ideology

The network language is “vulgar”, because it pays more attention to the “individual” rather than to macro theme. It uses a fragmented narrative, which is neither insightful nor cooperative. “Our present age is made up of fragments. On this ‘irreversible time’, it is not possible to find a complete and uniform rule.” In most of the time, the text of network language is destined to be a kind of popular text with no insightful contents. “The disappearance of depth” let people no longer fear the mainstream value and noble sentiment. Pursuing spirit and uplifting interests are gradually missing. This narrative is also in a rebellious and unruly way, because it only caters to the novelty psychological needs of net user, which is very superficial and utilitarian. But that is a true portrayal of group identity, and that is a mirror of modern youth’s thought and life.

Therefore, if we want to promote the life transformation of the mainstream ideology, we should continue to enhance the leading ability of the Marx doctrine. The meaning of the life transformation is: Mainstream ideology not only comes from life, but also leads the life. What the network language broadcasts are not all of the seeds of civilization. It is often accompanied with vulgar expressions and other uncivilized sediment concomitants. Therefore, the network language needs to be guided. Mainstream ideology should take the active power to seize the initiative of the use of language. We should be good at using network language to voice and make the network language become an important tool and means to spread socialist core values.

4.3 Properly handling the tension between tradition and modernity and promoting the modernization of the mainstream ideology

Network language is one of the most active ideological phenomena, because it reflects the ideals, values and life beliefs of young people. Nevertheless, if we only use the theoretical and systematic ideological concept to evaluate these phenomena, what we can see are not the perfect and whole ideology, but the scattered, fragmented life consciousness. Network language is fragmented and perceptual. It is very difficult to form a systematic analysis by itself. However, it contains the most real and vivid value of life. Therefore, the tension between traditional ideology and modern ideology is obvious.

The modernization of the mainstream ideology not only includes the modernization of the
mainstream ideology itself but also includes the modernization of the means of communication. Over the past 30 years of reform and opening-up process, China has made impressive achievements in economic, political, cultural and social aspects; However, many of the challenges from the domestic and foreign factors are more severe, for example, the impact of Western political thoughts, the confusion of multiple values, the unbalance of development, and so on. We should realize that, in consideration of China’s needs for social and economic development and today’s increasingly intense international competition, we still have many shortcomings to overcome in improving our national governance system and capacity. At the same time, the arrival of the new era of network media, the communication environment of ideology is greatly changed and the ideological struggle is fierce. Therefore, the construction of socialist ideology and the core socialist values are an arduous task. To achieve the modernization of the mainstream ideology, the theory of socialist system with Chinese characteristics should be adhered to and developed and the core socialist values should be cultivated and practiced. In addition, we should change and remove the old concepts and theories which are not consistent with the socialist modernization construction. To advance reform and opening-up, and to lead the new journey of socialism, we should follow the latest achievements of the Marxism theory, should have the courage and capability to address pressing issues in our work and remove doubts in people’s minds, and come up with solutions.

Xi Jinping put forward specific requirements for the modernization of the mainstream ideology: “We are now to a battle with many new historic features. We are facing unprecedented challenges and difficulties. Therefore, we must continue to enhance and intensify the underlying trend of thought in our country, advocate the themes of the times, popularize positive energy, and encourage the whole country to strive as one for progress.” The core socialist values are the souls which guide the development of socialist ideology. We urgently need to strengthen the construction of new network media, strengthen the online positive public opinion and improve the ability of setting online issues and guiding the level of public opinions. It is a long-term task to ensure keeping online public opinion healthy and sound. We should innovate and improve online publicity, use internet communication rules to advocate things which are wholesome and positive, disseminate and put the core socialist values into practice. We should properly handle timing, extent and efficiency so as to make our cyberspace wholesome and clean. We should firmly carry out the struggle of online public opinion and make people be confident of our path, our theories, our system and our culture, so as to obtain the initiative of the network ideological battle and make the core socialist values be widely recognized and be fully accepted by people.

References