

Abstract

At present, network language, as an internet derivative with strong arbitrariness, has been widely spread among the public. As a product of the development of the times, network language conforms to the new social phenomenon in the internet era, which makes it easier for people to express metaphorical feelings by using fragmented time and special hierarchical meaning. In the context of multi-modal society, the construction of linguistic meaning relies more and more on the integration of diversified token, in addition to the traditional language. However, due to the differentiation of the first group, people of different classes have their own unique network language characteristics. The cognitive gap in the context of group difference leads to some tendency like cognitive dissonance, role deviation and kitschy tendency of network language. Under the protection of the internet, everyone is a microphone, so the violent tendency in the network language has increasingly become the focus of people's attention. Language uses the network as a refuge medium to mix with other voices in communication activities, which makes the influence of communication face cognitive difficulties such as information transmission bastion, information transmission distortion and communication barrier, and gradually deviates from the traditional cognitive psychology. Therefore, from the perspective of cognitive metaphor, this thesis will analyze the phenomenon of network language and its causes, the relationship between the communicator, audience and the media in the process of communication, the impact of cognitive differences on language, and the prospect of the future of network language.

Key words: cognitive linguistics network language language communication
medium audiences

摘 要

互联网逐渐成为群众的主流社交媒体，其中，网络语言作为互联衍生品，有着极高的随意性、大众性。广泛流传于传媒时代的网络语言，顺应了互联网时代下新的社会现象，利用时空限制的缩减，群众愈加偏向于通过匿名或实名机制表达认知隐喻情感。其中，不同的首属群体具有不同的传播形态。由于大众首属群体具有差异，不同圈层的人拥有各自独特的网络语言特性。因此，对于不同人群的认知心理和认知状态的研究尤为重要。目前，网络语言处于高度发展状态，不同种类的网络语言具有不同时间环境的传播效力，带来传播泛众化的语言发展效果的同时，也随之造成了许多网络语言乱象问题。网络分层化使本就具有不同的文化属性的受众差异圈扩大，网络暴力、舆论带动现象尤为突出。所以本文将通过对网络语言现状及成因的分析、网络传播中传授媒三方传播认知关系分析、网络语言影响及应对措施等方面进行讨论。

关键词： 认知语言学 网络语言 语言传播 媒介 受众

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