

## Reference

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### **DEVELOPMENT CHARACTERISTICS OF ENVIRONMENT IN MODERN LANGUAGE AND CULTURE (Network Language as an Example)**

#### **Характеристики развития среды в современном языке и культуре (на примере сетевого языка)**

The development of language cannot be separated from the cultural environment, which determines the direction and characteristics of language development. A certain cultural environment will correspondingly breed a certain language. Cultural environment changes with The Times, so the development of language has its own characteristics under a certain background of The Times. The development of modern language also has distinct characteristics. This paper is mainly based on the development of cultural environment of modern language since the 21st century, especially the characteristics of network language and the enlightenment it brings us.

*1. Characteristics of cultural environment of modern language.* Language culture environment is indirect language environment, also can be understood as cultural context, has a very important impact on the understanding and use of language. A language cannot be understood in isolation from its specific linguistic environment. So, mention the word "epidemic" in the early 21st century and people might have understood it as SARS; But if we're in 2020, we're living in an environment where the term would mean COVID-19. With the developing of society and time, the original language will also be endowed with new meanings.

Since the 21st century, the biggest change in people's life is undoubtedly the development and popularization of the Internet. The Internet has brought us great convenience and also provided us with a new medium of communication. The rapid development of Wechat, Weibo, and various short video platforms has also changed the

language environment. People have higher and higher requirements for instant communication, so simple network terms such as emojis and acronyms have gradually entered people's attention, such as "xswl", "yyds", "dogsbody (打工人)" and so on.

The extensive use of network buzzwords has indeed increased the interest and convenience of people's communication online. First, although network buzzwords spread widely, they are not universally used, and some people still cannot understand their meaning. Therefore, if the network language is widely used in daily life separated from the environment of the network, it will lead to isolation of some small groups. This will also increase the difficulty of communication between people, creating social barrier and aphasia anxiety. Secondly, some cyber expressions do not conform to the six "politeness principles" in pragmatics, including the principle of propriety, generosity, praise, humility, agreement and sympathy. For example, phrases such as "lying flat (躺平)" and "laying down (摆烂)" will bring some negative emotions to the society, which is not consistent with the core socialist values.

2. *Inspiration.* The development of culture will be accompanied by the spread of language, which will also promote the promotion and exchange of culture to a certain extent. It is very important to regulate the language environment and the use of language. As for cyber language, we should also adopt a rational attitude to use it. For a small number of positive cyber language, we can encourage the use and show its certain positive significance in this Era. But for the negative parts, we should resolutely resist. Strengthen the construction of the network environment, as well as adhere to the right direction of guidance avoiding the Internet users lost negative atmosphere.

On the one hand, the mainstream media, as the gatekeeper of the network environment, should strengthen the monitoring of the network environment, curb the chaos of culture and language, make correct demonstration and guidance, and jointly maintain a healthy and harmonious network environment. On the other hand, the society should reinforce the relevant education, especially to guide the teenagers letting them use the network language correctly, so as to standardize the civilized language.

3. *Conclusion.* The language of each era carries the imprint of certain cultural environment. In the face of the hidden dangers of language use brought by the Internet language environment in the 21st century, we should neither be overly nervous nor blindly indulge. The mainstream media should play a leading role in promoting deep thinking among netizens instead of vulgar entertainment. The government should carry out standardization measures and strengthen relevant educational activities to ensure the healthy development of the network environment.