Record Nr. UNINA9910451800503321 Chinese under globalization [[electronic resource]]: emerging trends in **Titolo** language use in China / / edited by Jin Liu, Hongyin Tao Pubbl/distr/stampa Singapore,: World Scientific Pub. Co., 2012 **ISBN** 1-280-66948-9 9786613646415 981-4350-70-2 Descrizione fisica 1 online resource (225 p.) Altri autori (Persone) LiuJin **TaoHongyin** Disciplina 410.51 495.12 Soggetti Language and languages - China Chinese language Globalization - China Electronic books. China Languages Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia

Note generali Description based upon print version of record.

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto CONTENTS; Introduction; References; Chapter 1 Synchronic Variation or

Diachronic Change: A Sociolinguistic Study of Chinese Internet Language Liwei Gao; 1. Introduction; 2. The Theoretical Framework; 2.1. The apparent time construct; 2.2. Other considerations; 2.2.1. The prestige of CIL; 2.2.2. The likelihood of cross-modality influence; 2.2.3. The role of youths in linguistic change; 3. The Data; 3.1. The lexical usages; 3.2. The sentential features; 3.3. The discursive level; 3.3.1. A bilingual code 5; 3.3.2. A written spoken style; 3.3.3. A joking style 4. Possible Types of Linguistic Changes 64.1. Lexicon; 4.2. Grammar; 4.2.1. Word order; 4.2.2. Change in word category; 4.3. Discourse; 5. Concluding Remarks; References; Chapter 2 The Metaphorical World of Chinese Online Entertainment News Chong Han; 1. Entertainment News in China; 2. Metaphorical Tricks; 3. Defining Metaphor; 4. Description of the Data; 5. The Identified Metaphors; 5.1. War; 5.1.1. Competition is War; 5.1.2. Business is War; 5.1.3. Interaction is War; 5.2. Martial

arts; 5.3. Fire; 5.3.1. Success in market is fire (or heat or explosion) 5.3.2. Enthusiasm is fire (or explosion)5.3.3. Sexual appeal is fire (or explosion); 5.4. Wind; 5.5. Food; 6. Conclusion; References; Chapter 3 The Use of Chinese Dialects on the Internet: Youth Language and Local Youth Identity in Urban China Jin Liu; 1. Introduction; 2. The Educated Youth's Promotion of Dialects on the Internet; 2.1. Xue Cun's internet song in Northeastern Mandarin; 2.2. A reaction to the global English and the national Mandarin; 2.3. Signifying pluralism and diversity in dialect-rendered texts; 2.4. Writing of dialect with Chinese characters on the Internet 5

2.5. The "standard" tests on dialect competence 3. Dialect Rap Songs and Local Youth Identity; 3.1. Distinctive local sensibilities; 3.2. Strong local identity and the construction of locality in dialect rap; 4. The SHN Website and the Shanghai Youth Identity; References; Chapter 4 "My Turf, I Decide": Linguistic Circulation in the Emergence of a Chinese Youth Culture Qing Zhang and Chen-Chun E; 1. Introduction; 2. Theoretical Frameworks; 3. The Origin of "My Turf, I Decide" and Its Metapragmatic Typification; 4. Linguistic Features of the Slogan; 5. Google Search of "My Turf, I Decide"

6. Circulation and Recontextualization of the Slogan in Online Discourses 6.1. Taking a stance of independence and self-determination; 6.2. Taking a stance of defiance against authority; 6.3. Taking a stance of individuality and (bold) self-expression; 6.4. Taking a stance of individuality and audacity; 7. Titles of Commercial Web Pages; 8. Conclusion; Appendix; References; Chapter 5 Chinese Via English: A Case Study of "Lettered-Words" As a Way of Integration into Global Communication Ksenia Kozha; 1. Introduction; 2. Lettered-Words as Transfer Factor; 2.1. Why lettered words?

3. Integration: Its Context and Contents

Sommario/riassunto

As China experiences tremendous economic and social transformation in the reform years, language use in China has also undergone remarkable changes in the past couple decades: the national obsession with learning the global English, which becomes both a resource for modernization and a source of contention; the expanding use of local languages and dialects in mass media, where standard Mandarin is promoted and legally prescribed as the principal language; the emergence of the Internet language that has become a creative source for constructing a distinct youth identity; the Cantonese writing