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HOW IT REVEALS TODAY'S CHINESE MIND; Chinese Characters and Matters of the Heart; Drawing Characters Creatively: Word-drawings on the Internet; Melodious Homophones; Twisted Meanings; From Common Expression to Advertising Slogan; Chinese Names for Foreign Companies; Magic Numbers, for Texting Addicts and Internet Users; Online Catchphrases; English Loanwords: Mixing Languages; Some Buzzwords in 2013 and 2014; Some Interesting Stories and a Taste of Chinese Humor; Websites & References; Photo Credits; Copyright

Sommario/riassunto

Explores how the Internet in China has bred a youth subculture, and identifies the social characteristics of popular "tribes" that represent the diversification of society and their use of shorthand forms and wordplay.