

1. Record Nr.	UNINA9910812027903321
Autore	Michel Veronique
Titolo	China online : netspeak and wordplay used by over 700 million Chinese internet users / / Veronique Michel ; illustrations by Claude Muller, Sebastien Koval and Marcio Lobo
Pubbl/distr/stampa	Tokyo, Japan ; ; Rutland, Vermont ; ; Singapore : , : Tuttle Publishing, , 2014 ©2012
ISBN	1-4629-1518-3
Descrizione fisica	1 online resource (203 p.)
Classificazione	H193.4
Disciplina	495.17
Soggetti	Chinese language - Slang China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Introduction; PART 1 PORTRAITS; China's Internet Boom; Young People in China Today; The "Cafe Latte" Tribe; The "Moonlight" or "Starlight" Tribe; The "Rush-Rush" Tribe; The "Mortgage Slaves"; The "Returnees from Overseas"; The "Low Carbon Footprint" Tribe; The "Ants" Tribe; The "Strawberry" Tribe; The "Corporate Insects"; The "Crazy Jargon" Tribe; The "Luxury" Tribe; The "Otaku" Tribe; The "Couch Potato" Tribe; The "Thumb" Tribe; The "Flea" Tribe; The "Pressure Cooker" Tribe; The Tuhao or the "No Class Nouveaux Riches"; Men; The "Four Gentlemen" and Modern-Day Men The "Diamond Bachelor" The "Affordable" Man; The "Three Highs" Man; The "Three Lows" Man; The "Herbivore" Man; The "Phoenix" Man; The "Diligent Bull" Man; The "Perfect" Man; The "Poor" Man; Women; The Historic "Four Beauties" and Modern-Day Women; The "3 No's" Woman; The "Carnivore" Woman; The Shengnu; The "Dried-fish" Woman; The "Peacock" Woman; The "No-No" Woman; The "37°" Woman; The "Perfect" Woman; The DAMA; The "Manly" Woman; Modern-Day Couples; Cupid and the "Three Preconditions"; The Couple from "Only-Child" Families; The "Half Candy" Couple; The "DINK" Couple; The DINKWAD; The DINKEM The DINSThe New DINKs; The DINK Exit Tribe; PART 2 WORD PLAY:

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.

---