

A Cognitive Linguistic Approach to analyze the top 10 internet buzzwords in 2023

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Abstract

With the rapid development and popularization of the Internet and new media, network language has gradually become an important communication tool for daily communication. The annual top ten network buzzwords reflect the categorization of public perception of current affairs and hot topics. From the perspective of cognitive linguistics, constantly innovating network language is closely related to cognitive factors. Therefore, this article analyzes the top ten network buzzwords of 2023 from the perspective of cognitive linguistics' metaphor theory to reveal the cognitive mechanisms and social and cultural implications behind them. The research results show that the characteristics of network buzzwords are consistent with the explanations of language characteristics and cognitive mechanisms in cognitive linguistics. Cognitive linguistics provides effective theories and tools for analyzing network language.

Keywords

Cognitive Linguistics; Network Language; Metaphor.

1. Introduction

With the rapid development and popularization of the Internet and new media, the Internet has entered the life of the public, and the network language has gradually become an important communication tool for people's daily communication. According to the 52nd Statistical Report on Internet Development in China released by the China Internet Network Information Center, by June 2023, the number of Internet users had reached 1.079 billion, and the Internet penetration rate had reached 76.4 percent. With the continuous increase of Internet users, the Internet catchphrase, a new language form, has emerged in an endless stream, changing the expression of people's daily communication language. The annual Internet hot words reflect the social and cultural hot spots and people's psychological state. The "Top 10 Network terms in 2023" were obtained based on the network media part of the national language resource monitoring corpus, using the method of "intelligent information processing technology combining expert opinions in the field and the collection of related sites". The monitoring corpus contains the language resources of different media forms, such as video barrage and network news. The analysis of the hot words of the year is all over all disciplines.

Cognitive linguistics emphasizes the role of cognition in language. Cognitive linguists believe that metaphors are everywhere, and we use metaphors to understand and construct the real world, which is a mode of our cognition of the world. Metaphor affects not only our language expression, but also our understanding and cognition of things. Xie Shaowan and Liu Xiaochun, in the Cognitive Linguistic Perspective of the Yao Epic Milotuo, argue that language is deeply rooted in cognitive structure. "History" the research Angle by Mr Chen Yinqu (1936) "who explain a word as a cultural history", thus produce a way by the word observe social development, now annual top ten network language is to Mr Chen Yinqu "history" concept of continuously, has inheritance value and research value. Based on the metaphor theory of

cognitive linguistics,this paper will interpret these network terms to reveal the cognitive mechanism and social and cultural connotation behind it.

2. Theoretical basis

2.1. The Founder of the theory

The metaphorical theory of cognitive linguistics was developed by American linguists George Reckfeld(George Lakoff)and Mark Johnson(Mark Johnson).This theory focuses on the relationship between human thinking and language,and holds that metaphor is the basis of the way people think.In language,metaphors construct and understand the real world through the way we perceive,think,and interact with the world.Lakoff and Johnson are representative figures of metaphor cognitive research in recent years.In their book,The Metaphor on which We Live,it is proposed that the conceptual system on which our thoughts and actions are based is itself based on metaphor.Locke,the first to explain metaphor from a cognitive perspective,arguing that our basic mental concepts are metaphorical.

2.2. Metaphor working mechanism

The working mechanism of metaphor mainly involves mapping and conceptual fusion.Mapping is the mapping of the source domain(source domain)to the target domain(target domain),and certain features or relationships in the source domain are used to describe the target domain.Concept fusion refers to the new conceptual structure formed by the source domain and the target domain in the mapping process.The core elements of the metaphor working mechanism are shown in Table 2.1 below:

Table1:core elements of the metaphor

Mapping	A metaphor mapping refers to the transfer of concepts,features,or relationships of one domain to another.This mapping is not arbitrary,but is based on the similarity between the two domains.
Source domain And Target domain	In metaphor,we usually distinguish between two main areas:source domain and target domain.The source domain is a familiar,concrete,and easy to understand domain,while the target domain is a novel,abstract,or complex domain that we want to understand.Metaphors helps us to understand the latter by mapping the features,relationships and knowledge of the source domain to the target domain.
Structure-preserving	The mapping of metaphor is not only a random correspondence,but also maintains a certain structural relationship.This means that the relationship between the source and target domains remained consistent during the mapping process.
Concepture Blending	New conceptual structure formed by the source domain and the target domain during the mapping process.This fusion is not a simple addition,but rather an innovative combination based on the similarity of the two.This combination may yield new understandings,new insights,or new ways of expression.

2.3. Classification of metaphors

In cognitive linguistics,the classification of metaphors mainly includes the following categories,see Table 2

Table 2:the classification of metaphors

Entity metaphor	Transform abstract concepts or unknown things into"entity"content for better understanding and expression.
Structural metaphor	The structure of one concept can be systematically reshaped with the structure of another,allowing the mapping of the cognitive domain between the two.
Zimuth metaphor	A series of metaphorical concepts formed in reference to the spatial orientation.

2.4. The role of the metaphor

As a rhetorical form,metaphor has long been seen as the decoration of language.However,with the rise of cognitive linguistics,metaphor is considered as a fundamental tool of human thinking and cognition.Metaphor is not only a language phenomenon,but also an important way to understand the world of the progress and development of The Times,let new things,through comparative research,people tend to use the existing words in the language to describe or name some new things,this way is based on concept metaphor model and the concept of my model,this is the concentrated embodiment of network vocabulary metaphor cognitive.

From the perspective of cognitive linguistics,metaphor is very rich.First,metaphors can help people use the known to explain the unknown or reunderstand the known.This is because metaphor is a technique to describe and explain one thing by comparing it with another thing.This comparison can often reveal the similarity and correlation between things,so as to help people to better understand and grasp the essence of things.Secondly,metaphors can create new words or new concepts to expand the expression ability of the language.Metaphor creates new vocabulary or ways of expression by combining concepts from two different fields,thus enriching the connotation and extension of the language.This way of creating new words or new concepts can not only help people to express their thoughts and emotions more accurately,but also can promote the development and progress of language.In addition,metaphors can also influence people's thinking patterns and cognitive processes.Concept mapping in metaphor can associate people from one conceptual domain to another,thus stimulating people's creativity and imagination.At the same time,metaphors can also help people to better understand and remember abstract concepts or theories,because they are often associated with specific images and situations,and are easier to be accepted and remembered by people.

3. Ten network language analysis

The top 10 network terms in 2023 are:ai da wei lai, yan huo qi, shu zhi sheng huo, cun BA, te zhong bin lv xing, xian yan bao, zhu da yi ge XX, duo ba an chuan da , min yun de chi lun kai shi zhuan dong, xin zhi ren。 These Internet buzzwords are from annual reports released by the National Language Resources Monitoring and Research Center and the editorial department of The book.According to its connotation,they can be preliminarily divided into four categories,see Table 3

Table 3:four categories

State events	ai da wei lai
Future class	shu zhi sheng huo, xin zhi ren

Life attitude	yan huo qi, cun BA, te zhong bin lv xing, xian yan bao, duo ba an chuan da
Daily communication	zhu da yi ge XX, min yun de chi lun kai shi zhuan dong

In the following text,five representative models of metaphorical analysis are selected from the top 10 network terms in 2023.

3.1. “ai da wei lai”

“ai da wei lai”comes from the theme slogan of the Hangzhou Asian Games,"Heart is in harmony,@future".From the perspective of metaphor of the word,“ai da wei lai”belongs to phonetic metaphor.Phonetic metaphor refers to the similarity of phonetic homophonic and semantic similarity.In network language,homophonic metaphor is very common,that is,one kind of sound and semantic relationship is used to activate another kind of sound and semantic relationship.Based on the original pronunciation of the symbol"@",a phrase with similar pronunciation“ai da”is replaced to create such an interesting word.The expectation of delivering confidence,optimism,not afraid of challenges and meeting the better together is consistent with the spirit of"always moving forward"and"faster,higher and stronger",and also embodies the good wishes of facing the future and building a community with a shared future for mankind.

3.2. “yan huo qi”

“yan huo qi”belongs toStructural metaphorIt is a metaphor for the Chinese people,the source area is the fireworks of cooking at home,and the target area is full of vitality and vitality of life.Structural metaphor,Generally,the unfamiliar,intangible,abstract and rare conceptual domains are recognized from the familiar,tangible,concrete and common conceptual domain,so as to establish the connection between different conceptual systems and form the interrelated cognitive mode and psychological experience between different concepts.in a manner of speaking,Structural metaphorIt provides a source for the abundant emergence of network vocabulary.At the same time,the popularity of the word“yan huo qi”also reflects proximity principle in the formation of metaphor.The proximity principle refers to the fact that language users often refer to more common,familiar or specific things in our lives as the cognitive source domain in the process of language cognition.

3.3. “cun BA”

The term“cun BA”originated from the"Beautiful Village"Basketball League in Guizhou Province,held in Taipan Village,Taipan Township,Qiandongnan Prefecture,Guizhou Province.The annual basketball game for local villagers became popular on the Internet through short videos,with netizens imitating"NBA"and"CBA"and called them“cun BA”.First,from the perspective of vocabulary structure,the word“cun BA”combines"village"and"BA". "BA"usually refers to the abbreviation of basketball games,such as NBA refers to the National Basketball League.Here the meaning of"BA"expanded from the previous"international basketball"to the"famous influential basketball".Further analysis from the perspective of metaphor,reflectedStructural metaphor.The famous international competition"BA"is used to describe the popularity and popularity of village basketball games.At the same time,the combination of"village"and"BA"shows the unique integration of rural culture and modern sports elements,and conveys the charm and vitality of rural culture.

3.4. “te zhong bin lv xing”

From the perspective of vocabulary structure, the word uses the synthesis method, consisting of “special forces” and “travel”, among which the word “special forces” has also experienced a transition from a noun to an adjective. Further analysis from the perspective of metaphor, the word is reflected. Structural metaphor, “Special forces” is explained in the modern Chinese dictionary as a service performing a special task, and they often need to perform high-intensity and efficient tasks in harsh environments. In this metaphor, the source area is “special forces”, and the target area refers to the way of travel with a short time and many scenic spots. The emergence of this new word also reflects the lifestyle and attitude of young people who like to travel, but do not have much time or money, so they desire to get more experience and memories in the limited time. At the same time, they also pursue a fast-paced and efficient life, and care about the efficiency and enrichment of tourism.

3.5. “duo ba an chuan da”

“duo ba an chuan da” refers to a wear style that creates a sense of pleasure through clothing collocation. It is characterized by colorful, sunshine and vitality, and matches high saturation colors to seek coordination and balance in bright colors. “Dopamine” is a neurotransmitter related to pleasure and satisfaction, and from a metaphorical point of view, the word dopamine uses structural metaphor, the source domain is “dopamine” and the target domain is bright and bright style that makes people feel happy. This analogyizes the process and outcomes of wearing and dopamine functioning in the brain, creating a systematic metaphorical link between wearing and pleasure. This metaphor enables us to understand and describe the psychological effects of wearing clothes in a more intuitive and vivid way.

4. Conclusion

This study is a preliminary study of the top 10 network terms in 2023 under the guidance of cognitive metaphor theory in linguistics. It supports and verifies the cognitive view of metaphor, namely that human physical experience and the real world is the premise of realizing metaphor, and cultural values will inevitably influence and shape the formation of human metaphorical thinking mode. Through an in-depth analysis of the top ten network terms in 2023, this paper reveals the linguistic phenomena and cognitive mechanisms behind these network terms from the perspective of cognitive linguistics. These network expressions not only reflect the cultural trend of contemporary society and people's psychological needs, but also reflect the creativity and diversity of language. Metaphors play an important role in these network expressions, and they help people to better understand and express complex concepts and emotions through concept mapping and comparison. At the same time, these network expressions also enrich the expression of the language, and provide more choices and possibilities for people's communication.

Although this study provides an in-depth analysis of the top 10 network terms in 2023 from the perspective of cognitive linguistics, there are some limitations. First, this study is interpreted mainly based on existing theories and viewpoints, and fails to fully cover all possible cognitive mechanisms and language phenomena. Second, this study focuses on the cognitive interpretation of network language, but fails to fully consider the social, cultural and psychological backgrounds of network language, which are equally important for understanding the evolution and acceptance of network language. In view of the above limitations, future studies can further explore the application of cognitive linguistics theory in network language analysis, combined with other related disciplines, such as sociology and psychology, to more comprehensively understand the process of the generation, dissemination and acceptance of network language.

In short, analyzing the top 10 network terms in 2023 from the perspective of cognitive linguistics will not only help us to better understand and grasp the nature and significance of these network terms, but also help us to further understand the relationship between language and cognition, and promote the development of linguistics and cognitive science. I hope that this paper can provide readers with some new perspectives and thinking, but also hope to make some contributions to the research and development of network language.

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