

Original Paper

An Analysis on Ecological Communication of Positive Network Language

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Abstract

The ecological communication of positive network language is an information dissemination activity that affects the interaction between human beings and network ecology. The ecological communication of positive network language is carried out through media and culture, and follows ecological principles and strategies to realize its value of ecological communication.

Keywords

positive network language, ecological communication, network ecology, ecological principles

1. The Ecological Approach to the Dissemination of Positive Network Language

1.1 The Definition of Positive Network Language and Ecological Communication

The rapid development of Internet gives birth to network language. At present, many scholars have defined network language. For example, Yu (2001) defined “network language” as a kind of network language, which now mostly refers to the natural language with its own characteristics used by netizens. He (2003, p. 74) said that some unique information symbols created by netizens are network language in a narrow sense, while the language used by media and professional terms in the field of IT refer to network language in a broad sense. Language evolves in the interaction of the social environment (human and ecological), both reflecting empirical reality and constructing reality (Halliday, 2013). The rise of ecolinguistics provides a new perspective for the study of network language. Stibbe (2015, pp. 24-30) classifies discourse into three categories: beneficial discourse, destructive discourse and neutral discourse. “Beneficial discourse” endows human beings with a harmonious and ecological spirit; “Destructive discourse” emphasizes those discordant or contrary to nature and ecology; “Neutral discourse” is a combination of both (Huang, 2017, pp. 585-596+729). This study believes that from the perspective of ecolinguistics, “beneficial network discourse” can represent positive network language.

In other words, in the network society, the language that can convey the ecological spirit, spread positive energy or promote correct values can be called positive network language.

Professor Tie Zheng gave the first definition of ecological communication. He believed that “ecological communication refers to information dissemination activities directly or indirectly related to human beings and ecology” (Tie, 2007). This is the definition generally adopted in China at present. The concept of “ecological communication” not only follows the core connotation of ecological whole view, connection view and system view contained in ecological thought (Glotfelty, 1996). It can be seen that “ecological communication” is compatible with the goal of building a social and ecological civilization, and at the same time forms an overall harmonious relationship with the interdisciplinary research strands of contemporary ecological thinking (Hu & Ma, 2010).

This study considers the ecological communication of positive network language as a positive information dissemination activity that refers to the interaction and influence behavioural activities between human beings (language users) and language ecology. Specifically, in the broad sense, it refers to the communication of activities about the interrelationship between humans and language ecology through various channels such as interpersonal, organizational, and mass media; and in the narrow sense, it refers to the ecological information dissemination activities about language conducted by the mass media or medium to the public.

1.2 The Ecological Communication of Positive Network Language - Media Communication

Nowadays, the rapid development of Internet technology and information technology has profoundly changed the communication mode of positive network language. The characteristics of immediacy and integration of positive network language make the relationship of network ecological structure change, and the ecological communication process of network language also reconstructs. Therefore, the ecological communication of positive network language needs to grasp the current media characteristics and combine the network ecological environment to construct the media ecological communication mode of positive network language.

1.2.1 Media: The Realization Basis of Positive Network Language Ecological Communication

In the information age, the network has changed people’s survival and lifestyle to a large extent. Meanwhile, the development of information technology has changed the carrier of information, prompting people to step into the new media era. As an important media platform, new media has the characteristics of immediacy and infinity when expanding language. As a new type of media tool, WeChat is a technical product based on modern electronic media. The social environment of media is its ecological environment. The relationship between ecological environment is mutual restriction and dependence. For example, the ecological environment of positive network language in WeChat, like other organisms, has its own ecological environment for the survival and development of language. In addition to technological, economic and political factors, the interaction and integration of wechat language and other ecological factors will also affect its survival and development. The spread of media provides the basis for a positive development of network language. The green and ecological

communication of positive network language is not only an ideal state for the benign development of media, but also a certain condition for the sustainable development of network language. The dissemination of media not only changes the mode of information dissemination and ecological environment of positive network language, but also lays the foundation for the establishment of an ecosystem for the sustainable development of positive network language.

1.2.2 Language Information: The Core of the Concept of Positive Network Language Ecological Communication

Positive network language users have correctly grasped the challenges posed by the development of media technology to the dissemination of social core values. From the perspective of the dissemination of social core values, on the one hand, the openness feature of the Internet has built a platform for the presentation of positive network language, which in turn has largely made the ecological dissemination of language a diversified trend. Based on this, netizens' choice of positive network language for conveying information, expressing opinions, spreading positive social energy and other contents will make the dissemination of social core values avoid the risk of facing a crisis; on the other hand, cyberspace is a virtual space, an information system with global and open characteristics, and the network allows the existence of personal space, then many problems that are difficult to be solved by the existing laws will arise, therefore, the law what cannot be accomplished is left to the assistance of morality; especially at the present stage of technological conditions, there are still many loopholes in the network, and the security service mechanism of the network media has not yet been able to be fully and effectively established; therefore, the role of morality becomes particularly important. (Linlin, 2001) The expression of positive network language content enables online language users to clearly express their own position and moral outlook, thus correctly leading the online language trend.

1.2.3 Audience Participation: The Future Trend of Ecological Communication of Positive Network Language

At present, in the context of the transformation of industrial civilization towards ecological civilization, the network ecological environment on which the network language is based needs to be purified, so that the positive network eco-language will become the mainstream language pattern. On this basis, ecological network language needs to be understood and accepted by the general public. New media technology in the context of 5G further eliminates the blockage of language dissemination methods, and integrates the communicator and the audience into one. Therefore, communicators should better exploit the interactivity of eco-communication of network language and realize the "network language resonance" between the teaching subjects. Let more and more audiences actively participate in the eco-communication of network language, rather than just as a passive recipient of information, so as to receive a better communication effect. Nowadays, the development of media technology further breaks down the time and space barriers in the network between the transmitter and the receiver, and realizes the connection of the language field in the virtual space of the network, thus laying a technical foundation for the "participatory" communication of network language ecology.

1.3 The Ecological Communication of Positive Network Language - Cultural Communication

Balter once said, “Culture is a language in every sense of the word” (Zhou, 1997). In other words, language itself embodies culture, and language is the carrier of culture. Therefore, as a part of the language system, the connotations conveyed by network language are closely connected with culture. In the era of the rapid development of the global internet, the communication of network language should be based on the global, holistic and developmental theoretical perspective to build a positive network language ecological culture communication model in line with the contemporary network society.

1.3.1 The “Understanding Model” of Cross-language: The Communication Basis of Ecological and Cultural Transmission of Positive Network Language

Nowadays, the network industry in the world is developed, and the development of network language is in a certain social and cultural environment. The network of rapid information transmission has gradually become a new position for people of all countries to share life and culture, which is not only the growth soil of many popular cultures, but also the exchange of different languages and ideas between countries. Therefore, the emergence of network language is not accompanied by the emergence of network language hegemony. “Once a language is formed, it must spread outward from its place of origin and reach a certain range of use, including the range of people and regions, so that it will not die out, and can continue to develop with the progress of production and the development of culture among the people and regions where it is used and maintain the vitality of the language” (Zhao & Wang, 2006). Therefore, once network language is formed, it will be spread. From the perspective of space, the communication of network language can be the communication between communities, the communication between different parties within a country, or the communication across national boundaries. As a matter of fact, the ecological problem of network language has become a global issue, and no country can stand alone. For this reason, there is an urgent need to strengthen communication and understanding of the ecological communication of network language, and to jointly tackle the problem of ecological communication of network language. Since Professor Edward Hall proposed the concept of “cross-cultural communication”, there has been a theoretical guidance for cultural communication among different ethnic groups. Then, this theory can be applied to the process of online language communication. The “comprehension model” in cross-language theory can facilitate human interaction in positive network language by following the rules of negotiation between participants in terms of action and interpretation, which enables them to communicate with each other to produce mutually acceptable network language. Indeed, there is a common ground of responsibility among nations around the globe to clean up the network language ecosystem.

1.3.2 “Language Diversity in the World”: A Source of Motivation for the Ecological and Cultural Diffusion of Positive Network Languages

As a cultural carrier, network language does not exist as an independent entity, but rather as a communion interconnected with all aspects of network and real society, permeating all aspects of

human life. Language is the most important medium of communication in human society, and different types of languages are used in different countries around the world. Based on this, the “harmony and difference” concept of network language eco-cultural communication is based on wholeness, emphasising the dependence of individual network language eco-culture on the overall cyberlanguage eco-cultural environment, so that network language eco-cultural communication cannot be separated from the whole and exist independently. Countries should follow the viewpoint of “the diversity of the world’s network language”: “network language has a variety of different forms of expression in different places. This diversity is characterised by the uniqueness and variety of the identities of the groups and societies that make up the languages used by human beings on the Internet. Network language diversity is a source of communication, creativity and is as essential to humanity as biodiversity is to the maintenance of biological balance.

2. The Principles and Concepts of Ecological Communication of Positive Network Language

2.1 The Principles of Ecological Communication of Positive Network Language

The ecological dissemination of positive network language can promote the rapid development of positive network language as well as the expansion of cyberspace by paying attention to the related interaction and wholeness of cyberspace, and aiming to maintain the harmony of the network language ecological environment, and treating the dissemination of positive network language with a reasonable concept. The ecological dissemination of positive network language should follow the following principles of ecological dissemination.

2.1.1 Upholding the Principle of Ecological Rationality in Positive Network Language Communication

The eco-communication of positive network language needs to focus on the holistic nature of the network language environment and ecological rationality. The so-called ecological rationality refers to realising the harmonious development of man and nature in accordance with the idea of wholeness, which takes into account the value of all things in the human and natural worlds, and believes that things have their own intrinsic value (Zhuang, 2014, pp. 116-119). Positive network language takes into account the relationship and value between different levels and categories of network language groups when realising communication, and attaches importance to all language forms and related values existing in the network language ecological environment. From the perspective of values, positive network language dissemination guided by ecological rationality pays attention to the current and potential values of language. From the conceptual point of view, the ecological rationality of positive network language communication is based on the concept of the harmony of the whole language ecosystem, i.e., different language groups can maintain their own characteristics while seeking their commonalities.

At the same time, the ecological rationality under the dissemination of positive network language also includes the following two basic principles: (1) the principle of optimisation in the coexistence of people and networks; (2) the principle of win-win situation in the coexistence of people and networks.

First of all, the principle of optimisation in the coexistence of people and networks refers to the premise that people realize their own interests in the pursuit of personal and ecological interests in network language, i.e., the sustainable development of positive network language in the pursuit of a dynamic balance between cyber-ecological environment and development. The win-win principle in the coexistence of human and network is the result of long-term reflection on the relationship between network language users and the network, because human beings have always played the image of a conqueror in the process of getting along with the network for a long period of time, thus creating an antagonistic situation of “one win, one loss” between human beings and the network. It is only when the network ecological environment takes revenge on human beings for their wanton destruction and ignorance that human beings realize that they are caught in a dilemma between the development of network language and the protection of the ecological environment in network language. Therefore, the win-win principle between human beings and the network should be taken into account in the process of positive network language dissemination. Only in this way can both network language development and ecology be taken into account in the process of dissemination, and both dissemination and ecological benefits can be gained.

2.1.2 Adherence to the Principle of Egalitarianism in the Ecological Communication of Positive Network Language

In the process of positive network language communication, each language ecosystem is dynamic and constantly changing, and the impact of such changes is both positive and negative. When the language ecology is changed, it will cause an imbalance in the ecosystem, so it is necessary to carry out the ecological remodelling of online language. The remodelling of network language ecology should follow the principle of egalitarianism. Each language group or language form has its own value of existence and its unique linguistic ecological function, which plays an important role in the overall harmony of the language ecosystem. Therefore, in the process of positive online language communication, we should take the value of the popular language as the value orientation, the concept of multi-language symbiosis, and the principle of giving priority to the language ecology based on language ecological environment. Promote the communication between different forms of language.

2.2 *The Eco-communication Concepts for Positive Network Language*

The development of network language should be deeply aware of the law of communication, innovation of positive network language ecological communication concept to create network language atmosphere, to enrich the positive network language ecological communication content in order to eliminate bad public opinion, to grasp the positive network language ecological communication of the timing and effectiveness of the retention of the excellent results, so as to strive to enhance the positive network language ecological communication efforts, which is very important to speed up the positive network language ecological civilisation construction.

2.2.1 Innovating the Positive Network Language Ecological Communication Concepts to Create a Network Language Civilization Atmosphere

The existence of communication concepts facilitates the emergence of forms, ways and means of communication. Ecological civilization communication should highlight the conceptual innovation, and lead the popularization of ecological civilization communication of positive network language with conceptual innovation. Secondly, in the process of network language development, it is necessary to build a good ecosystem and create a civilized atmosphere, so as to promote the benign propagation of network language.

Adherence to “Internet thinking”. As far as the Internet is concerned, the basic concepts to be adhered to for the eco-communication of positive network language include freedom, equality, openness and sharing, which are precisely the concepts needed for the communication of network language to enable the establishment of norms for language eco-communication. The traditional one-way authoritative mode of communication has been replaced by interactive communication. This requires that online language communicators must strengthen the concept of mobile internet, recognize and accept the new communication media in their concepts, scientifically master the laws and technologies of mobile internet, and actively draw on and integrate them in practice, so as to grasp the correct orientation of online language and further reduce the spread of undesirable network language.

Secondly, “users’ mindset” should be upheld. This mindset emphasizes the need to pay attention to real-time interaction between users of network languages. Internet language communicators should formulate differentiated and diversified communication methods according to the different conditions of the Internet language ecological communication audience, including education level, age, working experience, social class and so on. At the same time, in the process of dissemination, they should strictly manage the network ecological environment, regulate the network language to an acceptable range, guide netizens towards the correct values, and create a civilized atmosphere of the network language, so that they can receive the knowledge and education of the ecological dissemination of the positive network language in a pleasing way.

2.2.2 Enriching the Positive Network Language and Ecological Communication Content to Eliminate Negative Public Opinion

One of the important purposes of positive network language eco-communication is to convey the concept of online eco-environmental protection, knowledge and other information to the general audience, and to enrich the connotation of positive online language eco-communication, so as to arouse the audience’s awareness of online eco-environmental protection, and to take the initiative in blocking the sensitive vocabulary, such as vulgar and uncivilized vocabulary, so as to create resistance to uncivilized language and form a sense of positive boycotting.

Firstly, the content of positive network language dissemination should be diversified. In order to effectively disseminate network language and ecological civilization to the audience, it is not necessary to indoctrinate them in the same way as the official media. Positive network language dissemination

should use more vivid and real language content, adopt diversified forms to educate the public and guide the public opinion. Secondly, the content of positive network language communication should be comprehensive. Nowadays, the audience can quickly access a huge amount of network language resources by using various new media platforms, which will help people to improve the awareness of online language ecological and environmental protection if utilised properly. Again, the content of positive network language communication should be personalized. In the current development, the ecological and environmental protection big data of network language is an important resource that can be used, and this resource should be fully utilized when spreading the content of positive network ecological civilization, and highlighting the personalization to improve the readability of ecological and environmental protection knowledge, so that audiences of different ages, different education levels, and different social strata will have the opportunity to receive network ecological and environmental protection knowledge. In this way, positive network language communication more effectively reminds people to consciously update their network language eco-environmental protection concepts and actively participate in network language eco-environmental protection actions.

2.2.3 Grasping the Timeliness and Effectiveness of Positive Network Language Ecological Communication Retaining Outstanding Results

Timeliness and effectiveness are the yardsticks for testing the level of media communication work. In the new media era, the content of the positive network language ecological communication is new, diverse forms should highlight the organic unity of time, degree and effect, to promote its excellent results, can promote the positive energy of the network, the formation of a good ecological development trend. In order to achieve the ultimate goal of network language ecological communication.

First of all, the dissemination insists on seizing the moment by winning with speed. Timeliness is an important factor in media communication, and seizing the moment is all about speed. Positive network language eco-communication relies on modern technical support, can be quickly spread, with rapid information dissemination speed to occupy the audience's mind in order to grasp the initiative of the network language. Secondly, the dissemination of information should be carried out with a good degree of tension and relaxation. Finally, the dissemination should insist on the combination of time and degree to seek practical results. The ultimate goal of the eco-communication of positive network language is to see practical results, which is the result of the co-operation between time and degree, and the key is to get the audience's good evaluation and reach a broad consensus. In order to promote the benign development of network language, network language dissemination should really penetrate into the cyber ecological environment, make effective use of the convenience brought by new media, and at the same time follow the laws of media dissemination and innovate the dissemination, exchange and communication methods, so as to achieve the best effect of the ecological and civilized dissemination of positive network language. In the process of communication, there are a lot of essence network language produced.

3. The Ecological Communication Responsibilities and Values of Positive Network Language

3.1 The Ecological Communication Responsibility of Positive Network Language

At present, the ecological problems of network language are becoming more and more prominent, so the ecological dissemination of the use of online language is particularly important. Therefore, in the process of network language development, the ecological dissemination of positive network language bears an important responsibility. This is because the ecological communication of positive network language embodies the core values of socialism and is an important symbol of modern civilisation. As the most decisive part of the value system of a country and a nation, core values influence all value judgements. The core of socialist core values is people-oriented. At present, the rapid development of the Internet has prompted network language to become an important part of people's daily life. The existence of network language affects people's values to a greater or lesser extent. The construction of network ecological civilization has gradually gained importance, which focuses on the relationship between human beings and network ecology, and pays attention to the survival state of network language while promoting the comprehensive development of network language. The eco-communication of positive network language is a concrete embodiment of socialist core values in the eco-communication of network language, as it shoulders the responsibility of the communication of network language survival environment from the perspective of affirming positive network language and attaching importance to positive network language; secondly, the eco-communication of positive network language will shape the image of a responsible big country in the international community. Secondly, the eco-communication of positive network language creates the image of a responsible big country in the international community. The eco-communication of network language reflects a country's cyber eco-environmental policy as well as environmental protection endeavour, which is not only a concrete embodiment of a country's initiative of assuming the international responsibility in the international community in line with its own strength and the expectations of the outside world, but also an important way to enhance the international community's understanding of the path of the green and peaceful rise of the cyber society of each country. Lastly, the ecological dissemination of positive network language carries great responsibility. Firstly, the ecological dissemination of positive network language helps to promote the ecological civilization construction of the network. The ecological civilization construction of the network is a long-term process. The eco-communication of positive network language spreads network ecological environment education, enhances the concept of network ecological civilisation, and raises the awareness of network ecological protection of the environment. Secondly, the eco-communication of positive network language is conducive to improving the public's awareness of network ecological protection of the environment and their literacy. Positive network language through ecological communication is conducive to the public to think about the relationship between human beings and the network, between human beings and human beings, and comprehensively improve the public's network ecological literacy, awakening the public's deep-seated network environmental moral emotions and moral rationality, and actively participate in the action of

network ecological environmental protection. Finally, the eco-communication of positive online language is conducive to the cultivation of the green online language speaking style of netizens. By advocating the use of green ecological online language, the ecological dissemination of positive online language is conducive to the formation of a good online social atmosphere for ecological protection, guiding the public to actively change to a green online lifestyle that is healthy, civilized, and where people live in harmony with the online ecology, which will be conducive to the popularisation of the use of green ecological online language in the long run.

3.2 The Ecological Communication Value of Positive Network Language

3.2.1 Civilisation Drives Values

Positive network language not only reflects the psychological and opinionated identity of Internet users, but also reflects the inheritance and promotion of culture. Positive network language ecological cultural communication inherits and carries forward the traditional Chinese ecological cultural concept of “unity of heaven and mankind”, and the philosophical thinking represented by it can improve the public’s awareness of Internet ecological protection at the spiritual level, and then cultivate Internet ecological people in line with the requirements of the Internet ecological civilization society, which makes positive network language ecological cultural communication have a strong educational significance and practical significance. This makes the dissemination of positive network language and ecological culture have strong educational significance and practical significance. Traditional eco-culture includes “the holistic thought of ‘unity of heaven and man’, the eco-ethical thought of eco-equality, and the eco-protection thought of ‘using and taking with moderation’” (Zhu & Qi, 2018, p. 15). These ideas provide an important historical reference to the cultural communication of network ecology.

3.2.2 The Value of Information Technology

As netizens’ demands for time, content and effect of information dissemination on the Internet continue to rise, i.e., the information should be released instantly, and the way of presentation should be textual, graphical and audio, etc., the positive network language related to information technology has been created continuously, and at the same time, it also promotes the continuous innovation and progress of information technology in line with the needs of the public. Highlighting the timeliness of news dissemination. In the era of new media, the development of media promotes the timeliness of the ecological dissemination of positive online language. Internet users use the media around them or other network devices to disseminate them in a timely and effective manner, which reflects the promotion of information technology for the dissemination of positive online language.

4. Conclusion

The eco-communication of positive network language is not only an important part of communication as well as an activity for the further development of positive network language, but also an advanced communication concept, which is a reflection and mirror image of the philosophy and way of existence

of our human cyber home. In this sense, the eco-communication of positive online reasons is related to the future of our online ecological environment, which transcends national boundaries and has the value function and significance of global communication.

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