

Analysis of the New Meaning of "Cloud"

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ABSTRACT

The appearance of a new word and new meaning is often closely related to social life, based on the popularization of intelligent informatization and the acceleration of Internet upgrading, the development of the "cloud age" is slightly mature, learning and working are processed in the cloud with one click, "The Internet changes everything". A series of "cloud xx" type words, like bamboo shoots after the rain, mushrooms are constantly appearing in the public's field of vision, there is also a new understanding of the meaning of "cloud".

Keywords: *Cloud, "cloud xx" structure, similarity*

1. FROM "CLOUD" TO "CLOUD XX"

The interpretation of "cloud" in "*Shuowen*" explains: ancient character shape, like a cloud revolving shape; In ancient times, the simplified and traditional cloud characters had their own division of labor, the traditional "cloud" is a word that understands meaning, from the rain, from the cloud, used as the original meaning; Simplified "cloud" is a pictograph and is only used as a borrowed meaning, both are ancient and modern characters. "Clouds, the gas of mountains and rivers." The original meaning is a noun, refers to the water vapor condensing in the air, Clouds, such as: "white clouds floated out of the cave accidentally" ("*come back home*" *Yuanming Tao*); "Wu fu you yun" ("*Wu Su Biography*") "Cloud" is also a noun, which means "words". When borrowed as an adjective, it refers to something as soft and elegant as a cloud. Such as: Yunbin, Yunshan; the second means "high", Yuntian is also high in the sky; The third is to describe more, such as: "The world gathers to respond" ("*Guo Qin lun*"), cloud is a noun used as an adverbial, with many metaphors, that is, people in the world gather like clouds. When borrowed as a verb, it means "say" like "Renyun yiyun"; "Qi yun yi hu" ("*Xunzi Fa Xing*") the cloud in the verb "means to have". When used as a pronoun, it is "Ruci, Zheyang"; "The clans of scholar-bureaucrats, who say that the master says the disciple cloud, will gather and laugh." ("*Teacher's Talk*"). When used as an auxiliary word, it is used at the beginning, middle, and end of a sentence and has no meaning, such as: "*Book of Songs • Ear Rolling*": "Yun he yu yi"; "*Zuo Zhuan • Twelve Years of Cheng Gong*": "Ri yun mo yi"; "*He Zhou Ji*": "Gai dasu fan Chibi yun". In "*Ma Shi Wen Tong*", analysis of the Interpretation of "Yun" mentioned that in modern ancient Chinese grammar research, "cloud" is both a content word and a function word[1]. However, the cloud disk, cloud classroom, cloud conference, cloud era, etc. appearing today do not have the above meaning, then what is the meaning of "cloud" here? Is it a content word or a function word? How did it appear?

1.1. The New Meaning of "Cloud" is Proposed

On August 9, 2006, Google CEO Eric Schmidt first proposed the concept of "Cloud Computing" at the Search Engine Conference, Cloud Computing is translated into Chinese as "Yun Jisuan", obviously this is a parody translation, it uses Chinese morphemes to translate each part of the original word one by one. There are also blackboards, footballs and so on in the same situation[2]. "Cloud" as a word formation component is obviously notional word here. Cloud storage, cloud security, cloud services and other concepts have appeared in cloud computing. "Cloud" can also be used as an independent word. In fact, the concept of "cloud" is not a new trend. It has been in the information industry for more than ten years. At the moment, many new words with the structure of "cloud xx" have appeared, involving various fields.

1.2. How to Understand "Cloud"

"Cloud" is a computing cluster connected by the Internet. The current term "cloud xx" structure appeared with the development of Internet technology, the expansion of network coverage and the popularization of intelligent information equipment. The meaning of "cloud" in the emerging cloud learning, cloud classroom, cloud graduation, cloud service, cloud tourism, and cloud wisdom is the same. But it is far from the original meaning and is a metaphor for the network and the Internet. In the past, the cloud was often used to represent the telecommunications network, and later it was also used to represent the Internet and the underlying infrastructure, and it can exist independently. It can also be directly referred to as online learning, online classrooms, and online services. For the term "online", online learning, online services, and online meetings are opposed by "offline". However, the emergence of "online and offline" was first applied to online consumption, and now the scope of application is gradually expanding. The reason

for choosing “cloud xx” instead of online is that some of the words “cloud xx” rely on technologies such as cloud computing, big data and the Internet of Things, such as “cloud disk” and “cloud conference” to realize interaction on the “cloud” activity. In addition, there are also word-making psychology of seeking novelty and difference, such as “cloud watching school”, “cloud hot pot”, “cloud shopping guide”; forming a series of “cloud xx” words[3].

1.3. Analysis of “Cloud xx” Structure

In terms of the newly appeared “cloud xx” structure, It has the form of [cloud+noun/verb/adjective] , “cloud” as a prefix plays a role of modification and limitation, the “xx” part is used as the headline, and according to Yu Deng 's analysis, these words are mainly divided into two types: Adverbial plus center and attributive plus center[4]. Looking at the part of speech of “cloud” from the perspective of transformation analysis, The structure of “Cloud xx ” can be transformed into “yun shang xx ”, “xx zai yun shang ”. Listed as the following rectangular square matrix:[5]

Form A: yun+ noun/verb/adjective

Form B: yun+shang+ noun/verb/adjective

Yun Huiyi ⇒ Yun Shang Huiyi

(Cloud conference)

Yun Qiandao ⇒ Yun Shang Qiandao

(Cloud sign-in)

Yun Kanxiao ⇒ Yun Shang Kanxiao

(Cloud watch school)

Yun Zhineng ⇒ Yun Shang Zhineng *

(Cloud intelligent)

Form B: cloud + noun/verb/adjective

FormC: noun/verb/adjective + zai + yun + shang + verb

Yun Shang Huiyi ⇒ Huiyi Zai Yun Shang Zhaokai

Yun Shang Qiandao ⇒ Qiandao Zai Yun Shang Jinxing

Yun Shang Kanxiao ⇒ Kanxiao Zai Yun Shang

Yun Shang Zhineng ⇒ Zhineng Zai Yun Shang *

From the above [cloud+noun/verb] form , form A to form B, and form B to form C, it is a transformation of sentence patterns. The sentences on the left and right sides of each row of the transformation matrix are used as examples of the original sentence and as examples of the transformation, the grammatical difference between the two is the same. Form A can also be directly converted to Form C, but the [cloud+adjective] from Form B to Form C will deviate from its intended meaning. When [cloud+noun] is attributive plus head mode, such as: cloud classroom , cloud album , cloud disk, etc. , “ cloud ” here serves as an adjective to modify the noun behind it, for example, company manager, the first noun becomes adjective; When [cloud+verb/adjective], it is an adverbial plus a head mode, such as: cloud tourism, cloud graduation, cloud security, cloud wisdom, etc. When “xx” is a verb, it uses “cloud” as the technical support for cloud and offline interactive activities; When “xx” is an adjective, for example , in “ cloud security ”, “cloud” is the object of use and assistance, and “security” is a feature. We cannot say “security on the cloud ” or “ intelligence on the cloud ”.

2. LOOK AT “Cloud XX” FROM TOW ANGLES

With the development of society and technology, the emergence of the Internet information age as a new thing has gradually become popular. Its advantage across time and space meets people’s urgent needs under certain circumstances and realizes face-to-face. Often the emergence of new things and the demise of old things are one of the main sources of the development of word meaning. The development of the meaning of the word “cloud” conforms to the current network information age. In addition , during the epidemic, people have personally felt the convenience of the Internet, work and study are flexible and economical, “yun xx” new words emerge in endlessly.

2.1. The perspective of the principle of metaphorical similarity

The so-called similarity is the similarity between two things, which is the basic element of the establishment of metaphor. Only with similarity can people move from appearance to thought association . That is, thinking produces a series of associations along with the similarities and relevance between things. It is the similarity in the scope of the source domain and the target domain, which makes the new meaning of the word more reasonable, and when the new meaning is consolidated, it becomes the fixed term of the word [6], for example, “yoke” is yoke and chain, which is a metaphor of oppression and restraint, and is a new meaning produced by similar association. The new meanings on display are mostly metaphorical meanings, such as “east wind” originally meant “spring breeze”, but in the common phrase “the east wind overwhelms the west wind”, the east wind refers to the revolutionary power and momentum “Clouds” are in patches, and small patches of clouds can be connected to form a large patch. This is similar to the Internet’s connection to computer groups, that is, giving the Internet a metaphor of “cloud”. It is to start from a relatively familiar metaphor carrier, gradually approach new concepts, and create new meanings and express new ideas with the help of metaphors or similar metaphors[7]. Black believes that metaphors sometimes play a “cognitive tool role”, and the “cloud xx” structure is to construct a cognitive system based on the principle of metaphor similarity.

2.2. From the Perspective of Pragmatics, “Cloud XX” Words

Analyzing the structure of “cloud xx” in the constraints imposed by language users and language environment can understand the changes of pragmatic meaning and discourse structure under these constraints, and discover the rules of its application. On July 3, 2020, the “cloud xx”-

style words listed in the article were searched in the BCC corpus in multiple fields. Among them, 1607 entries were retrieved for “cloud computing”, 258 entries for “cloud service”, 46 entries for “cloud security”, and There are 22 entries for “Cloud Disk”, 11 entries for “Cloud Storage”, and 2 entries for “Cloud Travel” (from Weibo 2010 and 2012), and other newly appeared words have not been retrieved yet. From the search results, “cloud computing” has the most applications. Relatively speaking, the retrieved words are used more in the Internet environment, and the user population is only limited to Internet users, and new words continue to appear.

First of all, from the point of view of the issuer, the issuer of “cloud xx” words is generally netizens, and there are many major online application platforms currently active. Campus platforms such as: corporate WeChat, Tencent meetings, DingTalk, etc. public platforms such as: Douyin, Kuaishou and major media websites, newspapers, etc. Such platform users, participants, viewers or public media may all be the issuers of the word “cloud xx”.

Secondly, from the word category included in “cloud xx” form, there are mainly noun components and verb components after “cloud”. No matter what part of speech is attached to it, it is based on the network, and it is an objective form and action that actually exists in the network. Such as: cloud classroom, cloud photo album, cloud wisdom, cloud graduation, cloud learning, cloud service, cloud tourism, cloud flash payment, cloud sign arrival, cloud guide shopping, etc., covering a wide range of areas. As long as the action is seen, understood, and applied by people through the Internet, and someone’s participation, such words will be produced “Officially started the career of shoveling officer~friends of cloud sucking cat remember to buy her cat food~”. The “cloud sucking cat” in this dynamic is also a “cloud xx” type word, merely relying on the interaction of pictures and texts led to the term “cloud sucking cats”, that is, to make audiences like his cats through WeChat Moments pictures. As a network word, it does not need to follow strict word formation requirements, but it actually expresses the wishes of the sender. So far, there are no clear grammatical requirements for the “cloud xx” new words. Instead, people’s casual expression creates new meaning and express new opinions.

At last, From the context of the use of “cloud xx” words, the context is different according to the user’s identity, role, purpose, etc. As far as students are concerned, practical operations such as learning, class, graduation, sign-in, etc. that cannot be completed in schools and classrooms are replaced by the Internet, resulting in a series of “cloud xx” new words. Judging from this year’s graduation season, many schools have held and broadcast live “Cloud Graduation” ceremonies for recent graduates. The context of “cloud graduation” here is that when students cannot return to school during the epidemic, schools cannot hold graduation ceremonies online, and “cloud graduation” is not only a virtual form on the Internet, it is an offline practice. The mode of online display is two-way interaction or multi-directional interaction through network connection. The same is true for “Cloud Tourism”. Major live broadcast platforms have opened online tour services. Although tourists are not immersively visiting, the interaction between tourists, tour

guides, and scenic spots is only limited to the Internet, and no actual contact has occurred. But it still produced a certain impression. From this, it can be concluded that the context of the appearance of “cloud xx” new words mainly depends on the “~xx” part “cloud” is more like an additional form, acting as a condition for the occurrence of “~xx” part, different behaviors, actions, and needs produce different pragmatic environments.

3. CONCLUSION

In a special period, when public safety cannot be ensured, “cloud processing” has become the way people choose to work, you can complete work tasks safely, conveniently and efficiently without going out, and the “cloud xx” structure has also been used and developed to the greatest extent. The development of the times has given “cloud” a new meaning, and the emergence of many new words and hot words makes the vocabulary more colorful and expressive. At the same time, this is the inevitable result of the development of economy, technology, and social living standards.

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