Review of Social Interaction of Barrage Language

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ABSTRACT

Traditional studies on barrage language mainly focus on semantics and pragmatics, including the characteristics and sources. It has begun to integrate with other disciplines to study its cultural characteristics in recent years. This study reviews academic works of the past six years and summarises the social interaction of barrage language from sociolinguistics. It suggests that barrage language has become a new way of sharing knowledge in the digital age, with specific advantages and limitations. This study hopes to guide people to correctly understand and use the barrage language, stimulate language learning and cultural exchange, and carry out broader, deeper, and more positive social interactions.

Keywords: Danmuka, barrage language, social interaction, cross-cultural communication

1. INTRODUCTION

The term "bullet screen" first appeared in military circles. The effect of such comments, which appear to be flying bullets, wafting across the screen on specialized video websites, is called the "bullet screen". Bullet screen has formed a set of conventional language systems. It is mainly used by teenagers and belongs to a minority discourse system with the characteristics of colloquial, exaggerated and diversified.

This study aims to make a comprehensive analysis and evaluation of the social function of barrage language by reviewing relevant studies and putting forward suggestions for improvement. As a new CMC (computer-mediated communication), barrage language challenges traditional language symbols. Its primary purpose is communication, and it has positive and negative impacts on social interaction. It is worth further studying. It is hoped to guide people to understand the language of bullet screen to use it, even create it, and better play the role of social interaction of barrage language.

2. INTERNATIONAL RESEARCH ON THE SOCIAL INTERACTION OF BARRAGE LANGUAGE

2.1. Language Acquisition

Barrage language can be adapted to SLL, a learning model that applies social media and emphasizes the connections between learning activities in different learning Spaces [1]. One is based on the natural context. As important language learning materials, videos can meet communication needs in specific real situations. The second is to provide a platform for language output. Learners create bullet screens to evaluate and feedback the target language in time. Third, supplement social and cultural content. For example, in a Chinese barrage language based on a Spanish video, the focus of the barrage varies. Some express their attitude and sigh over masterpieces; Some talk about the painting and the spelling of the artist's name in Chinese and Spanish to add historical context; Some focus on language differences, such as the speed of speech (Zhang & Daniel, 2019) [2]. As Hsaio (2015) points out, actively build "shared language skills that mimic in-group identity" and encourage patterns of language play.

Here is the main phonetic elements, the most typical example of the "empty ear" phenomenon. In the conversion process, there are differences in users' familiarity with two languages, and the use of homophony, a unique phonetic form, is just a purpose of communication. Such as the English word exciting, use Chinese to express "一颗赛艇". For example, the Word "爱してる" in Japanese is represented in Chinese as "阿姨洗铁路" due to the phonological differences of the sound system.

This language learning style may lead to accuracy over fluency, form over meaning. Bullet subtitles use humorous messages to entertain, such as laughter

encoded in different languages. "HHHH" comes from "ha ha ha", as in "233" for laughing out loud. Second, it isn't easy to decode. The text often involves complex character symbols, which are not conducive to learning.

2.2. Cross-cultural Communication

First, the origin of barrage language is closely related to Japanese ACG culture, especially the Otaku culture [3]. The term "bullet barrage" spread in Niconico, and new otaku terms became popular. Most of the products are made in Chinese, such as "酱"(a Japanese word for young women: "ちゃん" graphic). However, in the Japanese animation industry, humorous and funny works account for a large proportion, so the language style of danmu is mainly "ridicule" and even developed into "Tucao", which is both witty and revealing (Yan et al., 2021, p.197) [4]. In the face of unreasonable social phenomena and unpleasant cultural products, people can do nothing to change the current situation, which is easy to complain about. Secondly, barrage language is also greatly influenced by Korean films and TV dramas. There are many Korean transliteration words, such as "欧尼" (Korean "언니" means elder sister). These words have the same semantic and emotional colour as the original words.

From the perspective of website user group analysis, danmu users create a "virtual community" similar to the concept of "Speech Community" in sociolinguistics. It means that there is naturally a common bond, or cultural positioning of shared values, between the users of danmaku video websites and the same acceptance or preference for comments expressing the same emotional tendency in the form of one after another. In addition, barrage language is an expression of network culture. From the perspective of cultural production and activity consumption, it is closely related to the grasp of the needs of media audiences in the new era. In digital media, people actively produce information, communicate thoroughly, act as both consumers and producers, express their internal subjective demands, and construct independent cultural forms.

2.3. Comparative Analysis

Compare the bullet screen with other "live commentary", such as Hecklevision in the US and "bullet screen cinema" in China and online, and talk about the underlying cultural concretions and frameworks at work. Bachmann (2008) points out that Bachmann, Niconico comments and labels partly express the "passion for condensation in Japanese culture" linked to its highly complex writing system, which includes combinations of three letters including Kanji based on Kanji and words expressed through symbols. However, some cultural genes are also revealed behind the kana anonymity of barrage language. It may be due to the reticence of

eastern culture or the purpose of users to protect personal information. As Nowaza (2016) points out, facelessness is quite common in Japanese society, and the typical virtual negotiation defines popular culture forms such as manga and anime [5].

From the complementary way of knowledge sharing, the author compares bullet screen comments and typical forum comments. In terms of user participation, bullet screen comments have a higher frequency of communication. In terms of language use, bullet screen comments use more slang terms and bullet screen terms. Language patterns include abbreviations, taboos, short and simple sentences, etc. Generally speaking, there are more negative comments on bullet screens than on forums. However, active users posted more positive words in danmaku. In terms of knowledge sharing, barrage language promotes explicit knowledge sharing, while typical forum comments encourage tacit knowledge sharing. The former is more straightforward, the latter more tacit. Drama and sports are the most obvious in the distribution of different video types [6-7].

From the perspective of discourse in the public space of the network domain, the author compares Bilibili in China with Nico Douga platform. It finds that the form of barrage language is far more critical than the content: Pay attention to the utility of social structure, the process of the relationship and interaction mode. In addition, despite the importance of the content, as much of the content in Bilibili comes from ACG in Japan, users will also include regular subtitles to ensure that audiences unfamiliar with Japanese can understand the substance of the game being played. But the point of interaction and communication among millennials is to perpetuate and expand -- the spread of communication itself [8].

2.4. Content and Discourse Analysis

The text of barrage language is explicitly collected to study the language patterns of different aspects of bullet screens in network videos. The conclusion is similar to that above, but its reasons are further discussed. Found the limitations of the scope of use, the forum design has been widely used in most video websites in different countries, but the current use of bullet screens is mainly in Asia. Regarding the number of comments, the higher number of words is the synchronisation and anonymity, the safe way of interaction, and the loss of accountability. In terms of language emotional colour, language memes come from more diverse cultures, collective emotions, channels for seeking information and expressing feelings. Internet slang is a type of Internet meme. In terms of knowledge sharing, knowledge management of bullet screens plays a supplementary role in sharing bullet screens (Wu et al., 2019) [9].

To study the coherence problem in barrage language, the most common means in language resources seems to

be lexical cohesion, which is the actual passage:1) citation or repetition; 2) Indirect address, such as semantic anaphora; 3) Cultural references, such as pragmatics. There are also second person references. However, some users use the incoherence of barrage language for fun (such as "wait for me in front of you" "don't go yet") (Zhang & Daniel, 2020, p.15) [10].

3. PROBLEMS AND THOUGHTS THAT EXIST

At present, the social studies of barrage language nationwide mainly focus on the causes and characteristics of its use, and the analysis of its application and influence is rather general. The central research angle is the external form of language and language phenomenon, comparing the fragmentation and formalisation. Still, the microanalysis of each element of the language structure system is less. The research method is still a horizontal comparison, but the corpus analysis and content and text analysis are still insufficient, the number of case studies is small, lacking explanatory strength. Therefore, how to effectively use barrage language after understanding barrage language is the key to solving the problem of barrage language.

This paper evaluates the effect of barrage language from four dimensions of social interaction. First, barrage language is mainly about affection, love and hate. For example, negative language in bullet screens is a complaining style of "teasing". Second, the depth. Barrage language mainly focuses on surface interaction and has clarity, but it pays more attention to the form of language than the content. Third, the scope of social interaction of barrage language is limited. The region is Asia, such as Japan and China, and the user group is contemporary young people. The interaction field is relatively simple, mainly animation and games, but the future development direction is still worth paying attention to. Fourth, the frequency of barrage language is vital. In addition to the advantages of pseudo-synchronisation and anonymity in the setting, it also influences the characteristics of the language itself, such as brevity, flexibility, vivid humour and so on.

Barrage language can be regarded as a small community language. The culture of shared values connects users. In digital media, people actively produce information, and thorough communication and constructor endow new social meanings in interaction. It helps develop intellectual curiosity and civic voice while learning languages and cultures worldwide. However, the promotion effect of barrage language on social interaction can only be in a potential stage because there are undeniably many limitations. First, the language is not standardised, and many negative barrage languages cause contradictions and conflicts. Second, the impact of subculture on popular culture and mainstream culture; third, bullet screen languages are more temporary

emotions and cannot achieve in-depth communication of thoughts and feelings. All these have the opposite effect of blocking social contact, so verbal communication is counterproductive.

4. SUGGESTIONS ON USING BARRAGE LANGUAGE

4.1. The User Participation

Barrage language exists in specific terms and implicit information, and it will expand the ways for understanding and comprehensive understanding of breaking down the barriers between the exchanges. Given the barrage of non-standard language problems, the audience should also improve their media literacy, speak civilisation, use properly play rationally, enjoy playing experience at the same time, fulfil their social responsibilities. Because of repeated and meaningless discourse accumulation in bullet screens, evaluation and elimination should be carried out to make communication more efficient and in-depth, rather than just entertainment to satisfy emotional function.

4.2. Resources Applying

To give full play to the advantages of barrage language, expand the application scope of barrage language resources, remove the obstacles in using bullet screens, such as introducing bullet screen pair into the classroom of colleges and universities, and enhance interaction enthusiasm of students. For example, danmaku films try to give the audience a more diversified sensory experience. Many elements and colours were added to make the screen more substantial and vivid. Further optimisation of language form should enrich the diversity of language expression band

5. CONCLUSION

It shows that barrage language has become a new way of knowledge sharing in the digital era, with specific advantages and limitations. Barrage language plays a particular role in promoting the learning of languages and cultures worldwide. Creative forms and language features are used to learn new languages, share knowledge and exchange ideas. However, due to its limitations such as shallow interaction, negative emotions and small scope, barrage language hinders the further development of social interaction. In the future, the social interaction of barrage language can be further played from user participation and resource application.

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