

# Research on Application and Reason Analysis of Taobao Style Network Language

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## ABSTRACT

The rapid development of Internet technology will promote the emergence of network culture, including network language. In recent years, with the popularity of Taobao shopping, Taobao Style has gradually penetrated into people's life. Taobao Style is mainly formed in the commodity trading dialogue through the online trading crowd with the online shopping website Taobao as the carrier. Because this kind of language is intimate with buyers and has no sense of distance, it is often used by sellers on the Internet to facilitate transactions. Nowadays, Taobao Style is not only popular in cyberspace, but also widely used in social real life. This paper analyzes the application scope and characteristics of Taobao Style, and explores the reasons for the formation of Taobao Style from three aspects: the development needs of Internet economy, the rapid pace of modern life and the youth of interactive groups. Taking Taobao Style as an example, this paper holds that the occurrence of new language and culture scene and social and economic development have mutual construction. This study will be beneficial to discuss the emergence of new language and culture phenomenon from the perspective of social function.

**Keywords:** Taobao Style, Web language, Formative Causes.

## 1. INTRODUCTION

Taobao Style is a kind of web languages, which was first seen in the description of goods by Taobao sellers. Its kind and lovely way has gradually become popular on the Internet and has been used on many occasions to create a cordial and pleasant atmosphere. Taobao has derived Taobao Style. Because of the popularity of the Internet among the public and the popularity of online shopping, a large number of online businesses came into being. Sellers bargain with buyers online in the form of customer service, carry out consultations, exchanges on product attributes, evaluation, freight, price, after-sales service and other aspects of commodity transactions. The new language comes from these conversations.

There have been studies on Taobao style from different aspects. Some scholars discussed the stylistic features of Taobao Style from the perspective of linguistics. Chen Xi believed that Taobao Style was a language that depended on Taobao network, and its characteristics were mainly due to language variation [1]. Chen Yong analyzed the stylistic features of Taobao

Style from three aspects: language table, language inside and language value, and predicted its development prospect [2]. Zhang Yihan analyzed the application status and style of Taobao Style from the perspective of popularization and popularization of Taobao Style [3]. Wang Wei explored the phenomenon of register misuse and register deviation in the cross register use of Taobao Style, and further revealed the general law of the diffusion of network language to real life [4]. Li Mingye analyzed the pragmatic significance of Taobao Style language and provided a new perspective for the interpretation of this kind of vocabulary. He believed that Taobao Style common words realized the interpersonal function of language with the help of specific address terms and modal particles [5].

Another scholars have discussed the causes of the popularity of Taobao Style. Hu Fang and Wu Jianguo explored the reasons for the popularity of Taobao Style with the help of genre intertextuality theory. Through the analysis of the generation and interpretation process of Taobao Style intertextuality, they revealed the

informal trend of public discourse and its pragmatic effect [6][7]. Yan Shuang analyzed the popularity of the language meme Taobao Style from the perspective of memetics, and found that the language meme Taobao Style had been accurately copied and widely spread with the help of the horizontal communication mode of the new media network, which has the characteristics of wide range, fast speed and short time [8]. Some researchers thought that since Taobao Style was people's choice nowadays, it surely had its typical values. Well using the new expression could influence human lives significantly [9][10]. Sun Yanmei thought that Internet languages such as Taobao Style could help ease the doubts of customers [11], which was also Xiang Shan's opinion, who thought Taobao Style could help sellers enhance buyers' trust and reach transactions, and buyers' uncertainty and doubts could also be eased through these nice words [12]. Lu Xiaowei believed that the youth could express their views in a unique way through non-normative languages such as Internet languages [13]. Zhang Tulin thought that using Internet languages could help save both time and Internet access costs [14].

Based on discussion about the features and the application scope of Taobao Style, this thesis will analyze main social reasons of its spreading and popularity.

## **2. APPLICATION SCOPE AND CHARACTERISTICS**

### ***2.1. The application scope of Taobao Style***

Taobao sellers often use the words *Qin* and modal particles such as *Oh*, *Ah*, *Ha*. This new web language is gradually popularized among Taobao sellers, and has also become a popular style in real social life, which is widely used by people.

Taobao Style is widely used in both social media and daily life. For example: "Qin, what will happen if you drink before and after work, you know!" "Qin, when you cross the railway level-crossing, stop and look then pass!" "Qin, safety is greater than the sky, we can't afford hurt!"

Recently, the Daliuta Railway Station-Shenchanan Railway Station used the electronic screen in the dispatching room of the maintenance workshop to show the newly designed Taobao Style safety slogans. For ensuring safety of the staff, the railway workshop constantly innovated methods while carrying out personal safety warning education. The popular Taobao Style was used to make the safety slogans warmer, so that they would not be that harsh. Many carefully designed safety slogans would be shown to people in various channels, including local area network, publicity newspaper and showcases, in order to keep the staff's

attention to personal safety and improve their awareness and initiative in obeying rules and regulations [15].

Taobao Style is also everywhere in our daily life. The traditional, blunt traffic slogans are always lack of innovation and unable to attract people's attention. Therefore, traffic slogans at crossings are always following the time. For example, Chengdu traffic police used Taobao Style to make warm reminder slogans: "Qin, the fast lane is dangerous! " "Qin, red light could hurt! " "Qin, be careful to let pedestrians go! "

The launch of Taobao Style traffic slogans was the first time for Chengdu traffic police to make warm slogans using Internet language, which was bold innovation. It is a kind of new service in the Internet era. Without old-fashioned, blunt, ordering words to make citizens obey traffic rules, a more humane method was used, closer to daily life, guiding to traffic civilization through people's subconsciousness. [16].

Taobao Style offered original old slogans new soul. They became interesting with local color, and the sense of distance had also been eased. No matter what style these slogans were and how they made people feel, Taobao Style did give them unique vividness.

## ***2.2. Characteristics of Taobao Style***

### ***2.2.1. Qin***

*Qin* is the most commonly used appellation in the dialogue between Taobao buyers and sellers. Appellation is a name used by people to express various social relations and social roles they play. When using appellation, you generally need to know the gender and age of the other party, such as "Sir, madam, uncle, aunt, children". However, due to the protection of consumer privacy law when shopping on Taobao, many consumers' personal information when registering is virtual. And different from physical store shopping, it is difficult for sellers to grasp the real situation of each other and choose the corresponding appellation words during online shopping. Therefore, the appellation of *Qin* is not limited by external conditions such as gender, age, occupation and status, and is applicable to a wide range of groups. In the invisible and untouchable online world, the word *Qin* quickly pull into the relationship between two people who didn't know each other, eliminate the sense of distance and estrangement between them, and establish a kind of cordial, equal and friendly atmosphere.

### ***2.2.2. Extensive use of modal particles***

In Taobao Style, it is normal to see modal particles such as "ah", "Oh", "ha" and "Na" . They are common at the end of a sentence and generally have no independent and practical significance. They play a role in

transmitting feelings when sellers communicate with buyers. This feature also makes it oral and easier to be accepted. Taking the word "Oh" as an example, "Oh come on! buy it and reduce 5 yuan" conveys a feeling of encouragement and temptation, which makes the seller easier to be persuaded psychologically; "Oh Qin, congratulations on winning the prize", combines modal particles and appellation words to make the sense of intimacy stronger and conveys joy; "Oh!This is the lowest price". The use of modal particles in bargaining plays a important role in easing and lubricating, reducing possible friction in the process of dialogue and conveying the feeling of equal negotiation.

Because Taobao Style has its own characteristics in the use of appellation words and modal particles, and can quickly shorten the relationship between the two sides, release the signal of intimacy and friendliness, and is easy to copy and imitate, more and more people use Taobao Style in the online world and the real world. When communicating with people on QQ or wechat, they often call each other *Qin* at the beginning; In face-to-face communication with people, modal particles such as "Oh" and "Na" are more used; Even in the advertisements of enterprises and the notices of government departments, there is the shadow of Taobao Style, which reflects the wide spread of Taobao Style.

### **3. THE CAUSES OF TAobao STYLE**

#### ***3.1. The needs of online economy***

Online economy is a new economic form, given birth by the mature of e-commerce transaction services. The causes of its appearance are the expansion of business scale and the improvement of business complexity. At the same time, it aims at meeting diverse personal needs of many buyers and sellers.

Since 2011, Taobao has been in its mature stage. Taobao sellers started to be diverse. Now the platform's service content ranges from store decoration, model photography, operation services, customer relationship management to big data consulting, product distribution, warehousing and logistics, and so on. Alibaba provides various services to millions of Taobao and Tmall sellers, in order to help them serve consumers better.

Alibaba has become one of the best domestic online shopping platforms, because of its advantages in technology, capital, resource integration, and so on. As Taobao became one of the main online shopping platforms, Taobao Style has got familiar to people. Thanks to the development of the Internet, online shopping with technological support has gradually spread because of its convenience and sociality. The population using online shopping is also expanding, forming this special social dialect, Taobao Style.

#### ***3.2. Fast paced lifestyle***

The emergence of Taobao Style conforms to the characteristics of the accelerated pace of contemporary social life and the requirements of social quickness and simplification. In modern society, competition is an indispensable part of people's daily life, study and work. People usually think that if they want to win the competition, they must change their pace of life, race against time and do as many things as possible in the shortest possible time.

The appellation *Qin* in Taobao Style reflects the distinct requirements of the society for rapidity. *Qin* not only quickly shortens the distance between merchants and consumers in the communication process, making the expression more friendly and natural, but also reflects the characteristics of people's pursuit of speed and efficiency in the process of consumption. In Taobao Style, there are few words and short sentences, and the meaning is expressed in a highly concentrated form. Less is better than more. A word and a short sentence contain a lot of information. However, behind this highly simplified text, we also need to ensure the authenticity, accuracy and fullness of information transmission, ensure the semantic transmission and emotional transmission in the process of communication, and ensure the quantitative and quality criteria of communication. The simple words "Qin, including mail" and "Qin, welcome to come often" are presented in a simplified form, which not only reduces the workload of customer service communicating with a large number of customers every day, but also facilitates customers' reading and understanding. To a certain extent, it regulates and softens the emotion, making the style characteristics of Taobao Style obvious. Taobao Style is concise and practical, which adapts to the rhythm of people's life in modern society. With the continuous development of economy and society, people increasingly pursue efficiency and convenience. New things can only be recognized and accepted by people if they meet people's needs. It can be said that Taobao Style is very profound and clearly reflects the changes of society.

Therefore, the acceleration of social rhythm has become the catalyst for the birth of network language Taobao Style, and it is also one of the objective factors for its formation. Taobao Style is produced and sprung up to meet the needs of the times such as globalization, informatization and convenience. On the other hand, due to its rationality and scientificity, it has promoted the development of the times to a certain extent, especially the coordinated development of economy and society.

#### ***3.3. Promotion of contemporary young groups***

Taobao Style is a new form of web language.

Language is a tool for communication between people. To a great extent, the user of language determines the form of language. Nowadays, with the continuous development of Internet technology, the number of Internet users in China is increasing rapidly, and more and more people choose to use online shopping software. Among them, young groups account for a large proportion of the total number of users.

The younger group of buyers and sellers of Taobao plays an important role in promoting the formation of web language Taobao Style. Three kinds of consciousness of young users promote the formation of Taobao Style.

Firstly, Innovative consciousness. Among these young users, there are undergraduates, masters, doctors and other students, technicians, white-collar workers and so on. This group has a higher education level than the previous generation, and is full of innovative consciousness. They like new things, pursue personality, show themselves, advocate innovation. They are often unwilling to accept the constraints of some language norms in real life. The open and free online shopping platform provides a space for the user group dominated by young people to create and play, and promotes the formation of Taobao Style. Because of its very novel and warm language characteristics, it soon became popular among young users.

Secondly, Integrity consciousness. In today's virtual online world, young groups communicate a lot on the Internet, and the customer service chat on Taobao is one of them. However, in online chat, no one knows each other so that leads to information asymmetry. Especially in online shopping. There are many cases of sellers' low integrity and cheating buyers. In order to show sincerity and attract buyers to buy goods, sellers use words such as *Qin* and *Oh*, which alleviate the inner doubts of buyers through the kindness and warmth of words, bring the relationship between the two sides closer, increase customers' trust in themselves, and add chips to the smooth completion of the transaction.

Thirdly, Efficiency consciousness. The pace of life of contemporary young groups is faster and faster, and they also pay more attention to the pursuit of efficiency. Everything is subject to simplification and quickness. Young people have increasingly strong requirements for simplification and quickness. In this era of information explosion, massive information is overwhelming and readily available, and the goods on the online shopping platform are also extremely rich. How to select the goods you like in these massive information, sometimes just a word, a greeting and a care, will have a great impact on the shopping choices of buyers. This produced the Taobao Style, which has the characteristics of few words, short sentences, high concentration and winning more with less, and is very popular with young groups. A word or a short sentence

contains a lot of information. While being highly concise, it also ensures the fullness of information and ensures the high efficiency of communication.

#### 4. CONCLUSION

This paper summarizes the application scope and features of Taobao Style, and analyzes the main social reasons for its emergence from three aspects: Internet economy, social life rhythm and the youth. This paper holds that with the development of the Internet, Taobao Style would inevitably be born as a new language style. Its appearance is with the time's trend in a way, and it is also a new, playful subversion of the traditional language. It is the comprehensive reflection of people's consciousness of innovation, integrity and efficiency in the new era. Taobao Style not only shortens the distance between people, but also becomes a new form of the language's use and development. With the society becoming more and more simplified and fast, we must recognize the diversity and necessity of Taobao Style, and explore its deeper meaning. Only in this way could our language better serve the time and the society.

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