



Analysis of Big Data's Influence on the Development of Chinese Language and Literature

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Abstract. Chinese culture has a long history, broad and profound. Chinese language and literature have witnessed the development of our country. With the development of history, Chinese language and literature has reached a relatively perfect and mature stage. With the progress of the times and the development of Internet technology, China has entered the information age, and many new network languages are gradually added to the Chinese language. The rise of network language is in line with the development of the times. On the one hand, it increases the fun of people's life and learning, on the other hand, it also affects the development of Chinese language and literature in China. Based on this, this paper will take the overview of network language as the starting point, combined with the application of network language in Chinese language and literature, and deeply explore the influence of network language on Chinese language and literature.

Keywords: New era · Network language · Chinese language and literature · Influence

1 Introduction

Today's society is an information-based society, people have invested a lot of energy in the field of scientific exploration of information, and the text still uses its basic functions to some extent. After the emergence of the Internet, the tools and media of writing information and ideological exchange have undoubtedly provided a lot of convenience for people's life, and at the same time, they have also created convenient conditions for the continuation and development of Chinese language and literature. With the development of network, a new language form appears, which is network language. Most people think that network language is a form of transformation of traditional Chinese language and literature, which enriches traditional Chinese language and literature and brings different development to traditional Chinese language and literature [1]. Network language has added new elements and vitality to the traditional Chinese language and literature. Most of the network language has been recognized and accepted by the public. However, from a macro point of view, this new language form lacks a unified and standardized standard, which has a positive and negative impact on people's life.

Chinese language and literature, including language and literature, is one of the earliest majors in the history of Chinese universities, which appeared in the late 19th century. Since the 1980s, the major of Chinese language and literature has developed greatly. For more than a century, the major of Chinese language and literature has cultivated a large number of well-known scholars, professors, writers, journalists, playwrights, etc., which have made great contributions to Chinese humanities.

According to the division of disciplines by the Ministry of education, it mainly includes eight secondary disciplines: Linguistics and applied linguistics, Chinese philology, literature and art, Chinese classical philology, Chinese ancient literature, Chinese modern and contemporary literature, comparative literature and world literature, and Chinese minority language and literature. These eight secondary disciplines will not necessarily set up master's program; The division of research direction, different departments are also based on their own scientific research conditions and faculty to establish, can be said to be "independent."

2 Artificial Intelligence and Deep Learning

2.1 Overview of Artificial Intelligence

Artificial intelligence is a science based on computer technology. It is a comprehensive discipline formed by the interdisciplinary infiltration of cybernetics, neurology, mathematics, information theory, game theory and other disciplines. Since the 20th century, scientists have been looking for ways to endow machines with the same intelligence as human brains, hoping that computer systems can learn human thinking, perception and reasoning abilities. Therefore, artificial intelligence has been widely studied [2]. In 1956, the Symposium on artificial intelligence held in Dartmouth University defined "artificial intelligence" for the first time, which enabled people to have a certain understanding of artificial intelligence, and then a large number of research results came out one after another. BM engineer Samuel designed a checkers machine and defeated the checkers champion at that time. The machine used heuristic search theory to simulate the human solving process. In the 1960s, the emergence of expert system simulating human experts to solve special problems further promoted the development of artificial intelligence technology. In the 1980s, Japanese scientists successfully developed the fifth generation computer system kis, which makes the logical reasoning level of the machine comparable to the speed of numerical operation. In 1997, the chess computer developed by BM defeated the chess master Kasparov by using the theory of mixed decision-making, and let human beings see the wisdom and creativity of the machine.

2.2 Deep Learning

Machine learning and deep learning are artificial intelligence algorithm models which have developed rapidly in recent years. Deep learning is a deep neural network algorithm model which is gradually developed from the traditional neural network. It belongs to the branch of machine learning. It is an algorithm model which uses multiple nonlinear transformations to process the data to obtain the abstract characteristics of the data. It

was proposed by Hinton et al. In 2006. Deep learning was originally proposed to solve the problem that shallow networks such as BP neural network can not effectively extract the features of complex data and it is difficult to train. Deep learning can simulate the powerful cognitive principle of human brain's nervous system, and extract the information features input into the neural structure layer by layer by connecting multi-layer neural structures similar to those in the cortex of the brain, Each layer of neurons will extract deeper abstract features of object information until the object information can be distinguished. Figure 1 shows the model diagram of a neuron structure in deep learning.

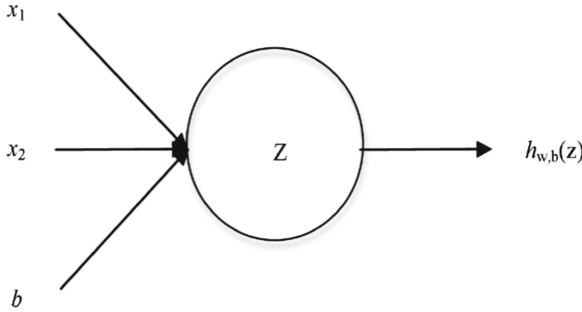


Fig. 1. Neuron model

As the input object of the neuron, the neuron transforms it linearly:

$$Z = w^T x + b \quad (1)$$

Where Z is the input of neuron after weighted sum. Then the output expression is:

$$h_{w,b}(Z) = f(Z) = f(w^T x + b) \quad (2)$$

There are many layers of such neuron structure in deep learning network. Each layer of neuron transfers the abstract features of data to the next layer through nonlinear mapping of activation function, and then learns more abstract data features. With the deepening of the number of layers, the final features can be revealed. Finally, the deep data abstract features learned are sent to the classifier, which can achieve the purpose of data classification and recognition [3].

3 The Influence of Network Language on the Development of Chinese Language and Literature

For the majority of netizens, the network language has a unique language charm, for experts and scholars, the network language has gradually been taken seriously. The rapid development of network language and network culture has also been popularized in the field of education and linguistics. With the in-depth exploration of network language, network linguistics is a new academic derived from network language, which is not difficult to develop. Network language has certain social practical significance. Network

language and social culture are closely related, interact and influence each other. As one of the hottest topics in language research, network language is not perfect in theoretical system and research methods, but in a deeper sense, network language is the innovation and reform of Chinese language and literature, and has injected a steady stream of vitality into the steady development of Chinese language and literature. In addition, with the combination of virtual network and network external environment, the network language at this stage is still in the situation of good and bad, but it is also actively improving. The network language is imperceptibly forming a sound language system. Relying on the network, the majority of Internet users are the main body. In the network language system, no one can guide the network language as an authority. All people can express their own suggestions and opinions, express their real ideas, and create new words and languages by themselves. Everyone is the creator of network language. Once the new words and languages are discussed by netizens on the Internet, they will be easily spread on the Internet and then enter people's real life, which greatly enriches the structure of Chinese language and literature [4].

3.1 It Disturbs the Normalization Standard of Chinese Language and Literature

In the network environment, the good and the bad are intermingled, so when people use the network language, they will deliberately use wrong characters, breaking the standard of Chinese language and literature, which leads to the misunderstanding of teenagers in the understanding of Chinese language and literature, unable to understand the essential meaning of the characters in Chinese language and literature. For example, the Internet language "qiafan" refers to eating, because it is a daily language, so it has a great impact on Teenagers' life and learning, because when people are in the adolescent stage, their mind is not yet mature, they like and are willing to accept some new things, but because of their limited ability to distinguish right from wrong, their experience level and self-restraint are poor, And because the network environment is good and bad, it is easy for teenagers to be misled by some bad factors in the network language, resulting in biased understanding of Chinese language and literature. These informal network language make students unable to use the formal Chinese language for self-expression, reading ability and expression ability will decline, and then unable to use the standard Chinese language for writing.

3.2 It Disturbs the Normal Interpretation of Chinese Language and Literature

The wrong use of network language has been gradually accepted and recognized by the public, and no one has put forward contradictory remarks. Even in daily communication with others, they will inadvertently use these wrong network language to express their ideas. The most fundamental Chinese word "person" has been rewritten as "silver" in the Internet language, which is a blasphemy to traditional culture. However, among the young people who have not yet fully developed their minds, they will still use these internet languages for daily communication, and as time goes by, they will forget the standardized use of Chinese language. At the same time, in today's increasingly internationalized society, many foreigners love and begin to learn Chinese language and literature.

4 Conclusion

Generally speaking, with the emergence of network technology, shopping will become more convenient. Online shopping has a great influence on the development of society and people's consumption concept. Even to lead the consumption concept of the whole society. Although it also has personal information security risks, as long as it is well controlled, it can solve such problems and promote the healthy development of online shopping. Only in this way can society progress and people's way of life be fully optimized and gradually improved.

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