

Structural Analysis and Popular Motivation of the Phrase "Great, My + Noun"

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Abstract

Catchwords have always attracted the attention of linguists and the general public. Since 2016, the construction of "great, my + noun" has been popular in the network. It has appeared in people's vision at high frequency, and has gradually been widely accepted by the public. Nowadays, my + noun has stepped out of the network and integrated into people's daily life, and there are many variants, which profoundly affect people's language expression and communication methods, as well as language and cultural activities. In view of this popular word, this paper, based on previous studies and linguistic memetics theory, analyses the structure and flow causes of the phrase "great, my + noun", including the basic structure and variant structure of the network catchword, and explores the underlying reasons behind the popularity of the basic structure and variant structure of "fierce, my + noun".

Keywords

Great, my + noun; phrase structure; structural analysis; popular motivation; variant structure.

1. Introduction

All along, catchwords have attracted the attention of linguists and the populace. In the top ten Internet catchwords of 2016, "Great, my brother" was selected as the hottest Internet catchwords of the year. [1] Moreover, once the Internet catchphrase came out, it has a very high productivity, from astronomy to geography, and has been widely used in all aspects of people's daily life, as well as in marketing terms, newspaper advertisements, and even government propaganda. For a time, "Great, my + noun" constructions are popular throughout the network and real life, and appear frequently in people's vision. In view of this popular word, scholars such as Li Baogui [2], Peng Bin [3], Zhang Haitao [4] have paid great attention to and studied it. They have carried out in-depth and detailed discussions on the determination of construction semantics, the constituent elements of construction, the motivation and pragmatic function of semantic acquisition, the characteristics of construction and rhetorical effects. On the basis of previous experts' research, this paper makes an analysis of the structure and flow causes of the phrases of "great, my + noun" and explores the underlying reasons behind the popular phrases.

2. Structural Analysis of the Phrases of "great, My + Noun"

(1) The basic structure of the phrase "great, my + noun"

As a specific form of modern Chinese catchwords, "great, my + noun" is a subject-predicate inversion sentence. "Mine + noun" is the subject, which is placed behind the sentence; "great" is the predicate, which is placed in front of the sentence, which is obviously different from the conventional structure of subject before and predicate after. In modern Chinese, the construction of "great, my + noun" can be regarded as a topic - explanatory structure. [5]

In the construction of "great, my + noun", the word "great" has the meaning of "great, very great", which is usually used to express the praise and admiration of the target. Therefore, the sentence "great" lies in front of the whole structure, emphasizing the respect for the object of explanation, and therefore has a very strong feeling. For example, in 2017, Beijing Satellite TV broadcasted the title of *Great, My Song*, which combines two elements of music and comedy. It is a new concept of variety

show with comedy as its packaging and music as its core. Each program is divided into three parts: it is a variety stage that brings together top comedians and musicians in the industry to express their praise for music and comedy. As a result, this sentence pattern has attracted people's attention and love once it was published, and it has been widely popular among the people in the rapid dissemination.

It is worth noting that the object of explanation here can be either human or other things, such as "great, my Shapingba", where *Bright Daylight* points out the growth of Shapingba in recent years; it can be a single individual, or a group, such as "Great, my takeaway brother". The "takeaway brother" here represents the kind of person who can be both male and female, such as "great, my brother/sister", referring to men and women respectively. For example, in 2017, when CCTV host Dong Qing and People's Daily Weibo praised Wu Yishu, a literary talent, they used the phrase "Great, my sister!" this network language. While expressing the torch of Chinese culture from generation to generation, it not only promotes the positive energy of society, but also promotes the good reading atmosphere of the whole people, especially young people. From this point of view, "my + noun" here can refer to anyone and things, and if introduced properly, it can also promote social harmony and progress.

(2) The Variant Structure of the Phrase "Great, My + Noun"

In the process of communication, there are many variants of "Great, my + noun".

1. Make use of homonym and change it into "fierce, word + noun"

In terms of language use, "my" is very similar to the English word, so netizens pursue novelty. At the same time, in order to achieve the effect of humor, they change "Great, my + noun" into "Great, word + noun". For example, a news headline of Tencent Dayu on November 18, 2016: "Great, brother word! What is the experience of doing homework squatting on the subway?" [6] Describes a picture and text posted on the official micro-blog of Chongqing Rail Transit. On the train on Line 1, a little friend squatted beside the car door to do his homework, looking attentive, and attracted heated discussion from netizens. In December 2018, the Xi'an Daily published a news entitled "Great Word, Xi'an, Xi'an, the big" Year-end Award". It used active words to express the great changes that Xi'an had made in that year, and played a role in summarizing the development trends of modernization in Xi'an.

According to linguistic memetics, in human cultural society, memes are constantly imitated, duplicated and disseminated, resulting in cultural phenomena passed down from generation to generation. [7] "Great, word + noun" is transformed by homophonic method. The change from meme "mine" to "word" not only effectively increases the interest of the title, but also makes it easy to convert meme into the host. Moreover, the way in which English pronunciation is expressed in both Chinese and English is very popular in Chinese expressions, such as family logging, exciting rowing and so on. By substituting memes, word + noun can be easily copied, so it can be widely spread in a large area. For example, like "Great, Word Youth!" "Great, Word China!" "Great, word game!" "Great, Word!" Relevant descriptions, covering all walks of life, are still widely cited on the Internet, and the heat is not decreasing.

3. Eliminate "mine" to ensure phonetic harmony

The harmony of voice plays a guiding role in the process of voice change. In order to achieve the goal of "harmony", netizens deliberately omit "mine" when expressing "Great, my + noun". January 28, 2017, CCTV News "Harbin! Spring Festival Gala on New Year's Eve!" [8] The title brings the audience's vision to the glamorous beauty of the ice and snow capital. On March 13, 2018, the Xinhua News Agency issued "Great, China Power!" In the first article, the keywords of "opening up, reform, innovation and unicom" of the two sessions are presented to the domestic and world people, which shows that in the course of world development, the beauty of China benefits from the world, and the world will continue to share the beauty of China and continue to write new stories about the United States and the Communist Party. Read aloud, shocked inexplicably. In July of this year, a news item on Netease News about the progress of Zhengzhou metro, "Great, Zhengzhou people, you

immediately have a new subway line of "Hiti", which not only expresses the sigh of Zhengzhou metro, but also has an eye-catching effect, attracting people to read the news headline.

4. Replace "my" with "mine" and "yours"

Replacing "my" with "our" can widen the boundaries, shorten the distance and enhance feelings. For example, the evaluation of the Spring Festival Gala by Dongfang.com, the headline of the news is "Truth in East, West, North and South, Great, Our Spring Festival Gala!" [9] Expressed the joy, joy, strong spring, art to promote the Chinese dream scene, but also expressed the 2017 Spring Festival Gala, good-sounding, good-looking, funny, interesting feelings. By replacing "mine" with "yours", the boundaries and attributions can be clearly marked. For example, the news headline of CNN "Great! Your haze mask may be derived from military technology! [10] It is noteworthy that only the first person and the second person replace "mine", but no third person "his".

5. The object of explanation is not in this structure, but in other sentences.

In the structure of "Great, my + noun", the nouns here are not fixed, but can also be placed elsewhere in the sentence. For example, on February 7, 2017, a CCTV news report said, "Great! Three generations of grandfathers and grandfathers are train drivers. They have driven Chinese trains all over the world in 56 years!" [11]

In a word, my + name has been welcomed by people, and a series of variants have been produced in the process of communication, and these variants have also been welcomed by people, from which we can express people's positive feelings such as praise, or negative feelings such as irony, criticism and panic. Although it is a subjective expression, it also reflects its popular motivation.

6. The Popular Motivation of the Phrase "Strong, My + Noun"

At the same time, the popular network language of "Great, my + noun" included "blue and lean mushroom", "all routines" and "Ge You lie down". However, the "Great, my + noun" has the longest life cycle, the fastest spreading speed and the widest range of use. From 2016 to the present, although the popularity of "Great, my + noun" is slightly weak, it is still active in people's vision. As a network term, its rapid dissemination speed, strong vitality and wide application range all perfectly deduce the "strong meme".

(1) Special Pragmatic Value

"Great, my + noun" is simplified, catchy, fast-paced and memetically easy to replace, which makes it widely used in article titles and social terms to fully express their positive or negative feelings. Moreover, the "strong, my + noun" is a semi-open structure. In different contexts, people can choose different components to fill in substitution memes to fully express their feelings. In addition, the word "Great" can be replaced by other adjectives such as "handsome" and "endurance" to form a new construction. For example, "Yes, my son", contains a certain sense of ridicule, but also transmits a certain affinity.

(2) Strong language tension

"Great, my + noun" structure can produce a variety of variants, flexible syntax, strong applicability, and easy to learn and use, so it has a strong language tension. Specific manifestations are: on the one hand, "Great, my + noun" has a strong oral color, giving people a kind of affinity, but also to establish the relationship between the speaker and the listener, to close the distance between the two sides. On the other hand, "Great, my + noun" is rich in emotional colors. It can express not only positive emotions such as praise, but also negative emotions such as irony, ridicule and humor.

(3) Advanced Emerging Media

"Great, my + noun" is a network catchword based on the Internet, which originates from the network and is popular in the network. On the one hand, social media such as Weibo, Weixin, QQ, forums, movies and TV spread fast, spread widely and have a deep influence, providing a wide range of

communication channels for "Great, my + nouns". With the support of the emerging media, the word "Great, my + noun" has spread rapidly throughout the society, and surpasses the class, group, age, occupation differences and so on. On the other hand, the rise of social media can give people more choices to express their ideas and opinions. In the Internet era, people hold an inclusive and entertaining attitude towards Internet catchwords, which supports the development of this structure. In addition, nowadays popular "point praise" culture, and "Great, my + noun" is exactly in line with this culture, so that people can express the praise, appreciation, admiration of people or things have an outlet. Therefore, "Great, my + noun" has been sought after by netizens.

(4) Reproduction and dissemination by all parties

In the above examples, we can see that CCTV news official media, Sina.com, Oriental.com and other portals have played a very crucial role in the process of replication and dissemination of "Great, my + noun". In offline real life, people's gossip has also been widely used in "Great, my + noun". It has produced certain oral transmission effect. "Great, my + noun" has been widely used in news headlines, social networks, advertising, social communication and other aspects since it came into being. Through the rapid spread of social media on the Internet and emerging media, more and more users of this structure have been made and their coverage has become wider and wider. This is one of the important reasons for the widespread spread of "Great, my + noun".

To sum up, "Great, my + noun" is a popular Internet phrase in line with the current situation of social development and the Internet era. It not only has the construction of "Great, my + noun", but also has many variants, such as homophonic "Great, word + noun", omitting "Great" of "my". "Great, our / yours + noun" explains many constructions such as object changing position. "Great, my + noun" is very popular and still active in people's language expression, mainly because it has special pragmatic value, strong language tension, advanced new media, replication and dissemination of all parties. In short, as a network term, its rapid dissemination speed, strong vitality and wide range of application have perfectly deduced the "strong meme".

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