

Analysis of the Types of Chinese Catchwords Dissemination in 2023 based on the Memetics

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ABSTRACT

Memes, as cultural units of communication, can reflect the evolution and dissemination of catchphrases. Drawing on memetics, this study explores the role of language phenomena, examines the spread of Chinese catchphrases in 2023, and analyzes their transmission types through the principles of language selection and assimilation, imitation, and variation. Additionally, this study investigates the relationship between memes and Internet languages, as well as cognitive mechanisms and ideological culture, in order to uncover the cultural and social significance behind catchphrases. This study provides new perspectives and insights for understanding contemporary Chinese language phenomena.

KEYWORDS

Memetics; Chinese Catchwords; Communication Types; Social Significance.

1. INTRODUCTION

The editorial department of magazine “Excessive Wording” released the “Top ten catchwords in 2023” in which the words “新质生产力”, “村超” and “双向奔赴” etc. made the list. With the evolution of the Internet and shifting societal focuses, each annual catchphrase distinctly reflects its era's social ideologies and cultures, as well as the underlying memetic principles. Memes, as fundamental units of cultural transmission in memetics, hold significant applicative value in linguistics, encompassing aspects such as definition, connotation, and classification (Heylighen & Chielens, 2009; Mortensen & Neumayer, 2021; Seiffert-Brockmann et al., 2018). Memetics views cultural phenomena as units of information analogous to biological genes, transmitted through mechanisms like imitation, selection, and variation. This framework is particularly useful in elucidating the propagation patterns of catchphrases, especially within digital networks. This includes analyzing grammatical structures, word length distributions, and usage frequencies. Furthermore, the propagation laws of memes also encompass processes of selection and assimilation, imitation and variation, as well as combination and formation.

In the study of memes, international research often focuses on Chinese internet language, particularly the characteristics of memes beyond non-linguistic symbols. For example, Jiang and Vasquez (2020) analyzed 60 image macros of the D'Angelo Dinero grin meme to explore the emotional meanings conveyed within the context of Chinese social culture. Another study by Zhang & Kang (2022) examined the repackaging and discourse analysis of popular memes on the Chinese internet to discuss the potential for depoliticization in academic research. Similarly, Han & Kuipers (2021) analyzed videos of Chinese working mothers at home during Covid-19, identifying various maternal images

and further discussing the potential for humor and the role of digital platforms in creating spaces for women's emancipation. Although these studies all focus on Chinese internet language and memes, particularly on the cultural meanings and communication characteristics behind non-verbal symbols, the perspectives and emphases in their research differ. Jiang and Vasquez explored the cultural implications of specific memes by analyzing the emotional expressions of the D'Angelo Dinero grin meme within the context of Chinese social culture. Zhang and Kang focused on the repackaging and discourse analysis of popular memes on the Chinese Internet, discussing the academic potential of memes in depoliticization processes. Meanwhile, Han and Kuipers revealed new digital platform ideas that shape maternal images, tap into the potential of humor, and create spaces for liberating women by analyzing videos of Chinese working mothers during the epidemic. These studies not only highlight the cultural depth of Internet language and meme research in China but also reflect the diverse perspectives of different researchers on meme transmission, cultural interpretation, and social impact. However, most of these studies lack of detailed analysis of the memes within Chinese internet language over a specific period.

Therefore, beginning with an examination of Chinese catchphrases in 2023, this study will delve deeper into the characteristics of memes in the Internet era. It will explore the variation of Internet language, the cognitive mechanisms of memes, and their transmission channels to investigate the complex relationship between memes and ideological culture. Additionally, it will clarify the differences between Internet catchphrases and actual societal hotspots from the perspective of memetics.

2. LITERATURE REVIEW

2.1. Characteristics of Memes in the Internet Era

Meme, first proposed by Richard Dawkins in his book *The Selfish Gene*, describes a unit of cultural transmission. Existing research has deeply explored the characteristics of memes in the Internet era and their manifestations in Internet catchphrases from multiple perspectives. These studies not only reveal the diversified forms of memes but also explain the important role that memes play in information dissemination and social culture.

Firstly, regarding the expression forms of memes, Zhang Li (2022), Han Xinyun, and Wang Minfeng (2022) conducted research from the perspectives of genotype and phenotype, respectively. They revealed the diversity of memes in structure and content as well as their flexibility in innovative expression. These studies show that memes not only possess formal diversity in language expression but also have the ability to meet ever-changing communicative needs in innovative ways.

Secondly, the spread and influence of memes is another key area of research. Xiong Cheng (2022) emphasized the application potential of memetics in aspects of discourse analysis and language teaching. From the perspective of meme transmission dynamics, Li Na and Wu Lin (2021), Qin Yuhan, and Song Linlin (2023) discussed the differences between strong and weak memes and the importance of user preferences in meme propagation. These viewpoints reveal the influence of memes in social communication and their complexity when interacting with users.

Thirdly, the characteristics of Internet catchphrases themselves are also a focus of research. The works of Ma Mengyang (2021) and Lu Tingting (2023) point out that Internet catchphrases not only show a fixed lexical structure and open connotation but also reflect their activeness and influence in social communication. This underscores the flexibility and universality of Internet catchphrases as memes, adapting to different social and cultural backgrounds.

Overall, these studies together build a comprehensive framework on the characteristics of memes in the Internet age. All these studies provide us with a comprehensive and in-depth understanding, demonstrating the important role and influence of memes in modern social communication. These

studies not only indicate a better understanding of the complexity of memes but also provide insights into their significances and influences in contemporary social culture.

2.2. Memes and Ideological Culture

Chinese catchwords can reflect the cognitive levels as well as the language and cultural orientations of people during specific historical periods in the country. These catchwords are natural products of social and language development and carry the marks and changes of the times. This discovery underscores the importance of catchwords as reflections of ideology and culture. Previous literature has explored the relationship between Chinese catchwords and ideology and culture from various perspectives with the aid of memetics:

Firstly, Ma Mengyang (2021) analyzed the conceptual integration theory through the Internet structure diagram and concluded that language meaning originates from the cognitive domain formed in people's communication. He further analyzed the relationship between text and environment and its impact on language memes from the perspective of ecological linguistics, emphasizing the profound influence of the interaction between language and environment on thought and culture.

Secondly, the research by Han Xinyun and Wang Minfeng (2022) focused on Internet catchwords from the perspective of memetics. They argued that these catchword memes can quickly and clearly showcase current social conditions and people's mentality, becoming an important mirror reflecting social culture.

Finally, Qin Yuhan and Song Linlin (2023) conducted a statistical analysis of internet memes with strong meme characteristics and found that these memes are more likely to be widely spread and used due to their close connection with current social hotspots or their relevance to users' cultural backgrounds. This finding emphasizes the role of memes in cultural transmission and social identity.

Together, these studies demonstrate the validity of memetics in explaining the relationship between Chinese catchwords and ideological culture. From different research perspectives, they reveal the complexity and depth of catchwords as expressions of thought and culture, while emphasizing the importance of understanding and analyzing current socio-cultural phenomena. This study combines these research methods to distinguish the communication types of the 'Top Ten Catchwords in 2023' and analyzes the differences and commonalities of these catchwords in terms of innovation, communicative power, and social cultural significance through the perspective of memetics.

Table 1. Classification of memes and their examples

Genres		Sample
Genotype memes	Isomorphic synonyms	新质生产力; 人工智能大模型
	Synonymous variant	情绪价值
Phenotypic memes	Homonyms	多巴胺××
	Homomorphic association	双向奔赴; 显眼包; 搭子
	Heteronym	村超; 特种兵式旅游; 质疑××, 理解××, 成为××

1) Innovation -- ecological linguistics theory

Haugen proposed this theory in the Dictionary of Language and Logic, aiming to study the relationships and effects of language and environment in the fields of ethnolinguistics, anthropological linguistics and sociolinguistics. As a part of linguistic research, the emergence and development of catchwords are closely related to social environment. Social hot spots provide the public with a new focus, promoting people to create new words to define and describe new things

and states. With the use and spread of new words on the Internet and major media, catchwords emerge. In the process of using catchwords, in order to enhance the connotation and interest of the words, people will continue to perform secondary creation and expand their meanings, so as to better integrate the catchwords into the use of daily life. This produces a reverse innovation in the construction and use of Chinese language and characters. Therefore, the innovation of catchwords is closely related to the social environment while influencing each other.

2) Communication power -- strong memes and weak memes

According to the intensity of communication, language memes can be divided into strong memes and weak memes. Strong memes have a strong ability to reproduce. They spread widely in social life, and are constantly endowed with new meanings. Weak memes are usually popular in a certain period of time, but with the development of society, they gradually lose their practical significance and eventually fade out of people's attention.

Artificial intelligence is a key research and development project to break through the bottleneck of scientific research, which promotes the development of science and technology at present and in the future. At the same time, it will bring both opportunities and challenges to human society. Therefore, it has received a lot of attention and discussion from the whole world. At the same time, AI projects in the context of artificial intelligence are also growing, such as ChatGPT, ERNIE Bot (Wenxin Yiyan in Chinese) and AI painting, etc. They have been put into the market and have been widely used, but also brought a lot of opposition and resistance, all of which jointly fill and broaden the discussion on the use and significance of artificial intelligence. Therefore, as a strong meme, “人工智能大模型” will continue to develop and spread in the next long period of time, triggering more extensive and heated discussions.

After the end of the COVID-19 epidemic, people's enthusiasm for travel runs high. Governments across China have seized the opportunity. By promoting local culture as well as improving tourism and service industries, they attracted a large number of tourists, increased their own visibility, and finally promoted economic recovery and development. “村超” and “特种兵式旅游” are the popular words that spread at this time. By sharing their outdoor activities and travel experience, people express their love for life, which indirectly promote the exchange and integration of different regional cultures. However, as people gradually return to work and life, the tourism boom has gradually waned. Therefore, such catchwords are weak memes, reflecting a certain social period, but once the social hot spots change, their spreading power will be greatly weakened.

3) Social and cultural significance

Catchwords are a mirror of social culture. From the changes of popular words, we can see the variation of national policies, social hot spots and public mentality. The study and use of catchwords can help us have a deep understanding of the spiritual world and value orientation of contemporary people, insight into social contradictions and pain points, and grasp the trend and pulse of the times more accurately.

However, the structure or grammar of some catchwords do not meet the requirements and standards of modern Chinese. Their overuse may limit people's ability to correctly express their ideas, weaken the richness and diversity of the language. Some buzzwords may even contain negative elements such as vulgar, violent, etc. If widely spread, they will impact passively on social atmosphere. Therefore, the screening and control of catchwords are also of great importance.

2.3. Internet Catchwords and Real Social Focus from the Perspective of Memetics

The discussion of memetics also has application and influence on the analysis of Internet hot words and social hot spots. Firstly, the research of Zhang Li and Xiong Cheng (2022) focuses on the analysis of language memes, especially the top ten popular Internet words in 2021. Their research emphasizes

that the wide spread of Internet media and the improvement of the speed of information transfer have led to the rapid rise of Internet catchwords. But at the same time, they also pointed out that many popular online words do not follow Chinese language norm, emphasizing a careful assessment of the social value and educational significance of catchwords.

Next, Li Na and Wu Lin (2021) and Lu Tingting (2023) focused on specific Internet catchwords such as “凡尔赛文学” and “你是懂xx的”. They analyze the reasons why these words become mainstream memes from the aspects of language nature, practical value, transmission channels and social psychology. Their research reveals the psychological and social background of the popularity of these hot words, as well as the role of multiple media channels in promoting the spread of language memes.

Finally, Han Xinyun and Wang Minfeng (2022) focused on the replication and dissemination mode of Internet catchwords memes, and explored the formation and development mechanism of Internet catchwords. They point out that the characteristics of Internet popular memes, such as innovation, timeliness and economy, as well as their often-close correlation with hot topics, reflect the mentality and values of contemporary society.

Based on the research above, we can see the powerful application value of memetics in analyzing Internet catchwords and real social focus. Each study explains the cause and spread of Internet catchwords from a different angle, revealing their far-reaching significance at the social and cultural level. Through these studies, we can gain a deeper understanding of the cultural and social motivations behind Internet catchwords, as well as how they influence the contemporary society. In addition, these studies also highlight the importance of evaluating and understanding catchwords in the Internet era, as well as their potential impact on social values and education.

According to the literature of previous years and the research purpose of this paper, we can make a vertical and horizontal comparison of Internet catchwords at the same time. Through the two perspectives of Internet catchwords in the past three years and Internet catchwords of the year nominated by different media, we can raise the following three research questions:

RQ1. What are the characteristics of the memes of Internet catchwords in 2023? What are their similarities and differences compared to the characteristics of Internet catchwords in previous years?

RQ2. What is the relationship between the memes of Internet catchwords in 2023 and the ideological culture of that year?

RQ3. What is the relationship between the Internet catchwords in 2023 and the real social focus of that year?

3. RESEARCH METHODS

This study aims to deeply analyze and get through to the transmission modes of Chinese buzzwords in 2023, and how these modes map the contemporary social and cultural significance from the perspective of meme theory. To achieve this goal, this study adopts the following research methods:

3.1. Data Collection

Catchword sample collection: Chinese Internet catchwords widely circulated in 2023 will be selected as research samples. These samples will be collected through social media platforms, online forums, news media and other public digital media. For example, in a newspaper summary.

Corpus construction: To establish a corpus containing selected buzzwords, and collect relevant information such as usage context, frequency and user groups.

3.2. Qualitative Analysis

Content analysis: To conduct content analysis on the collected catchword samples to identify their language features, expression forms and hidden meanings.

Meme feature analysis: Various aspects of these buzzwords involving the innovation, communication power and social and cultural significance are under analysis on the basis of meme theory.

3.3. Quantitative Analysis

Statistical analysis: Quantify the spread mode, user acceptance and spread speed of buzzwords with the aid of statistical tools.

Content analysis: Research the spread network and influence of buzzwords on different social media platforms via Internet analysis tools.

3.4. Comparative Research

Historical comparison: The data from 2023 is compared with that of previous years to identify the changing trend of the transmission pattern of Chinese buzzwords.

In-depth case analysis: Select a number of representative buzzword cases for in-depth analysis to explore how they reflect the current social hot spots, cultural trends and public mentality.

4. RESULTS

Through the above methods, this study comprehensively analyzes the transmission types of Chinese catchwords in 2023 and revealed the social and cultural significance behind them from the perspective of memetics. These methods helped us better understand the role and influence of catchwords in contemporary society and provided new perspectives and ways of thinking for research in related fields. Here are the specific results of the research:

4.1. Historical Comparison

2021: The “Top ten catchwords of 2021” by Excessive Wording: 百年未有之大变局; 小康; 赶考; 双减; 碳达峰、碳中和; 野性消费; 破防; 鸡娃; 躺平; 元宇宙.

2022: The “Top ten catchwords of 2022” by Excessive Wording: 踔厉奋发、勇毅前行; 中国式现代化; 新赛道; 大白; 烟火气; 天花板; 拿捏; 雪糕刺客; 精神内耗; 沉浸式.

2023: “The Top ten catchwords of 2023” by Excessive Wording: 新质生产力; 双向奔赴; 人工智能大模型; 村超; 特种兵式旅游; 显眼包; 搭子; 多巴胺××; 情绪价值; 质疑××、理解××、成为××.

4.2. Media Platform Comparison

“Top 10 Internet catchwords in 2023” by Language and Text Weekly: i人e人; 显眼包; 特种兵式旅游; ×门; 遥遥领先; 多巴胺××; 孔乙己文学; 公主/王子请××; 你人还怪好的（嘞）; 挖呀挖呀挖.

Sina Weibo hot words inventory: i人e人; 多巴胺××; 巴以冲突; 核污水; 酱香拿铁; city walk; 室温超导; 孔乙己脱不下的长衫; 新闻生产力; 搭子; 特种兵式旅游; 人工智能大模型; 显眼包; 村超; 双向奔赴; 遥遥领先; 情绪价值.

TikTok Knowledge Word of the Year: ChatGPT; 殷商解密; 女性力量; 国货联名; 新闻专业之辩; 室温超导; 中国科幻; 人间文学; 爱自己; 城市营销; i人e人; 自动驾驶; 核污水; 结婚的意义; 混合现实.

4.3. Case Study

To make sense, “人工智能大模型” can be broken down into two concepts: “Artificial Intelligence” and “Grand Model”. Grand model refers to the machine learning model in the field of artificial intelligence, which has large-scale parameters and powerful computing resources, and can handle massive data and complete complex tasks such as natural language processing and image recognition. With the continuous improvement of computer hardware performance, the rapid optimization of deep learning algorithms, and the rapid development of grand models, a number of artificial intelligence applications including ChatGPT and Ernie Bot have been launched, which have provided great help to social production and life. However, the popularity of grand AI models may also infringe on personal rights and interests, posing threats and challenges to the protection of data, information and other security and privacy. Therefore, AI grand models need to be regulated by more reasonable legislative treaties and management measures.

The core concept of “特种兵式旅游” is to enjoy as many tourism resources as possible at the lowest cost. Setting off empty-handed in the morning and returned loaded in the evening, tourists spend the least time and expense visiting the most scenic spots and attempt to comprehend and experience the history, culture and customs of the destinations as much as possible as if they were on a special mission. “Special Forces” is a general term for the technical arms that carry out special tasks. They are professionally trained, well-equipped and possess strong combat effectiveness. To modify “Tourism” by the term “Special Forces” is to make full use of its remarkable and distinctive characteristics to endow this special way of tourism with a whole new meaning.

It is not difficult to notice the changes in social hot spots in 2023 from the two buzzwords above. With the ending of the lockdown because of Covid-19, China's economy is in urgent need of recovery, As the result of the limited development of traditional industries, we are obliged to innovate the industrial structures and open up brand new business paths in order to alleviate the downward pressure on the economy.

“人工智能大模型” as a kind of artificial intelligence make it possible to implement the concepts like “positively cultivating new energy, new materials, advanced manufacturing, electronic information and other strategic emerging industries” mentioned in the term “新质生产力”. Thus, new momentum is given to social and enterprise production through innovative creation, striving to promote the optimization of China's production structures and the transformation of economic strategy as well so as to achieve high-quality and high-level development. As to “特种兵式旅游”, from the perspective of the masses, it reflects the phenomenon of the boom in tourism under the psychological influence of people's “double tourism”, and the concrete manifestations are as follows: all provinces in the country vigorously develop the tertiary industry and spare no effort to attract visitors through tourist propaganda. As a result, the peculiar way of travelling has promoted the prosperity of economic and cultural exchanges between various regions and has provided an activation power for the economic recovery across the country. It can be seen that whether from a macro or micro point of view, the attention to the economy is the focus of national policy and social news in 2023, and some Internet buzzwords are the mapping and derivative of relevant economic policies. Therefore, Internet buzzwords can more accurately cover the current social status and public opinion hot spots, and reflect the guidance and guiding role of national policies on public opinion.

4.4. College Students' Views on Internet Catchwords

In addition to the above research on college students' views upon Internet buzzwords, we also conducted a survey among some college students, and carefully collected, organized and summarized their answers. Here are some conclusions reached after the summary work:

Firstly, college students are more familiar with buzzwords that are close to their own lives, while they are less familiar with buzzwords with grand concepts and strong professionalism (such as “新质生产力” and “人工智能大模型”). Since a great number of college students live in cities for a longer time, there is a lack of knowledge about buzzwords such as “村超” that reflects activities in villages and towns.

Secondly, compared with traditional media, many college students believe that the results of the selection of Internet platforms are more in line with the standards of the buzzwords of the year in their minds.

Thirdly, college students are more inclined to use buzzwords with strong social connotation (such as “搭子”, “特种兵式旅游”, etc.). At the same time, they have a higher frequency of using buzzwords that can express their own personality and emotions (such as “多巴胺 ××”, “情绪价值”, etc.).

Finally, a majority of college students face buzzwords with tolerance, understanding and peace of mind, and have a high degree of acceptance.

4.5. Summary

In 2023, the popular words selected by Excessive Wording are closer to real life, and the vast majority of popular words are indeed well-known and receive nationwide praise. In addition, compared with previous years, Internet buzzwords in 2023 are more inclined to show positive social values and spiritual pursuits, covering the changes in social outlook, major contradictions and developmental trends in the past three years and reflecting the change in the focus of the country, the government, and the people.

After the adoption of buzzwords by other media, the summary of the annual buzzwords is more comprehensive and specific. Different media also have different focus. Language and Text Weekly and Sina Weibo focus on striking a balance between social hot spots and Internet buzzwords, while TikTok's entry point is more nuanced and its feedback on social pain points is more in-depth and extensive. Although the content of the buzzwords selected is more complicated, it has been recognized by the public. Through the analysis of major media and their audience channels, we can see the different focus angles and cognitive understanding of buzzwords in different social groups, leading to a better platform for exploring the correlation between buzzwords and social culture.

5. CONCLUSION AND DISCUSSION

5.1. Summary of Findings

Three research questions have raised for the literature review:

- 1) What are the characteristics of the memes of Internet catchwords in 2023? What are their similarities and differences compared to the characteristics of Internet catchwords in previous years?
- 2) What is the relationship between the memes of Internet catchwords in 2023 and the ideological culture of that year?
- 3) What is the relationship between the Internet catchwords in 2023 and the real social focus of that year?

From the above research, we can draw the following answers:

- 1) Internet catchwords in 2023 are characterized by immediacy and diversification. Compared with previous years, the meanings of the chosen words are more positive and open. The Internet catchwords of 2023 came to the point directly from the perspective of national economic recovery and transformation, which can reflect the will of the government, social hot spots and contradictions. Compared with macro policies, they are closer to real life, and the choice of words is more positive, so there is less feedback on negative social problems.
- 2) The memes of Internet catchwords in 2023 interact and influence with the ideological culture of the year mutually. The Internet catchwords in 2023 reflect the mainstream public opinion, thoughts and concerns of the society at that year, and in the process of communication with the social culture, in turn, play a guiding role in the popular culture and social ideological tendency of that year.
- 3) Most of the Internet catchwords in 2023 accurately reflect the social focus of the year, but they cannot fully report the real hot spots of people's livelihood. In terms of the positive feedback on the current social situation, the Internet catchwords of 2023 are more completely summarized, and these nominated words have been recognized by netizens. However, through the comparison of different catchwords selected by "Excessive Wording" and TikTok, it is not difficult to see that the official Internet catchwords of the year ignored some more complex and negative social hot spots, such as gender issues, marriage issues and employment issues, while paying more attention to the balance between macro policies and different concerns of the public. Therefore, for the embodiment and reflection of the truly popular Internet culture, it is far from enough.

As a branch of language memes, catchwords have been rapidly disseminated and popularized in the news media and Internet environment through continuous imitation, selection and variation. With rich communication types and distinct characteristics of the times, they have become an important tool for people to communicate. The spread of catchwords is not only a linguistic phenomenon, but also a vivid reflection of social culture. It contains people's cognition of new things, expression of emotions and feedback of social focus, which not only transmits information and enables people to share a common communication context, but also reflects the changes of politics, ideology and culture along with various time stages, reflecting the rapidly changing social landscape in different periods.

Therefore, the study of Chinese catchwords has important academic value and social significance. With the help of memetics, we can have a deeper understanding of the development and changes of contemporary Chinese language under the influence of catchwords, reveal the political and cultural mechanism behind them, conduct a reasonable discrimination on the use of catchwords, and view the significance of catchwords as well as their impact on social environment dialectically and rationally. This is not only conducive to strengthening the correlation between catchwords, memetics and linguistic research, but also provides a new understanding and observation angle for the discussion and analysis of the change of social public opinion.

5.2. Limitations

Although this study has made some achievements in analyzing the transmission mode and social cultural significance of Chinese catchwords, it still has the following limitations:

Sample size limitation: The study mainly focuses on Chinese catchwords in 2023, which may lack in-depth examination of long-term trends and historical background. In addition, the selection of samples may be influenced by researchers' subjective preferences, limiting the breadth and representativeness of the study.

Research methods limitation: Although this study adopts memetics as the main analytical framework, it mainly relies on qualitative analysis in data collection and analysis methods, and lacks sufficient quantitative data support, which limits the universal applicability and accuracy of research results.

Lack of long-term tracking of the impact of catchwords: The research mainly focuses on the immediate impact and social cultural significance of catchwords. Lack of tracking research on the long-term impact and evolution process of catchwords limits the understanding of the sustainable impact of catchwords.

5.3. Future Research Direction

In view of the above limitations, future research can be deepened and expanded in the following directions:

Enlarge sample scope and time span: In order to explore the historical evolution trend of catchwords and their sociocultural background in different periods, future research can include wider samples and longer-term time series.

Adopting diversified research methods: Improve the objectivity and accuracy of the research by combining quantitative analysis methods. For example, Internet analysis, content analysis and corpus research, as well as data mining techniques.

Long-term tracking research: Carry out long-term tracking research on catchwords to analyze their continuous influence, evolution process and sociocultural consequences, providing more in-depth analysis of the era and society.

Through the exploration of above directions, future research is more expected to comprehensively understand the meaning of catchwords at the linguistic, cultural and social levels, providing new perspectives and in-depth insights for linguistic, sociological and further cultural studies.

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