

The Grammatical and Pragmatic Features of the New Popular Construction of “Cloud+X” in Contemporary Chinese

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Abstract. “Cloud+X” is a popular construction that has appeared and been frequently used in recent years. The study of the grammatical and pragmatic process of “Cloud+X” construction has vital significance for understanding the development of this buzzword in the new era and word creation. The buzzword “Cloud+X” is analyzed from the perspective of grammar and pragmatics in this paper. From the grammatical perspective, this paper will focus on the grammatical characteristics of “Cloud+X” and analyze its evolution motivation. Based on three main constructions including “Cloud+verbs with monosyllabic morphemes”, “Cloud+verbs with disyllabic or polysyllabic morphemes” and “Cloud+nominal morphemes”, and combined with specific examples and meme theory, this study analyzes their relationship and evolution. From the pragmatic perspective, the paper mainly focuses on the four main aspects of the construction “Cloud+X” such as its productivity, main user groups, emerging platforms and registers as well as the construction stability.

Keywords: Cloud+X; Construction; Buzzwords; Grammatical Features; Pragmatic Features.

1. Introduction

In 2006, Amazon launched its EC2 product called “Elastic Computing Cloud”, which has also become the predecessor of “Cloud Computing”. In August of the same year, at the Search Engine Conference, Google Chairman and CEO Eric Schmidt proposed the concept of “Cloud Computing” for the first time. So far, it has officially been a new word in the computer networks. Since the emergence of such a concept, virtual computing and cloud data processing have started their rapid development, which has rapidly developed to a new realm successively in the past ten years, stimulating the skyrocket of non-physical industries and virtual economies. While greatly expanding the business scope of Internet companies and increasing life convenience, it creates new conditions for personal interconnection.

The emergence of “cloud computing” has brought not only advanced technical concepts to China, but also rich language structures. Along with the rise of cloud computing technology, there are endless domestic research on the Chinese buzzword “Cloud+X” originating from “Cloud Computing”. However, most of the grammatical analysis involved in the literature often emphasizes memetics and overlooks a deep understanding of the grammatical iterative process of the construction featuring “Cloud+X”. Hence, this paper mainly conducts research from the grammatical and pragmatic perspectives of “Cloud+X”, using research methods such as examples and analogies with the help of BCC Corpus, CCL Corpus, Baidu, Google Search, Weibo and other social media, so as to leverage rich corpus to analyze the grammatical and pragmatic features as well as evolution motivation of “Cloud+X”, so as to interpret “Cloud+X”, a new language phenomenon. In addition, the capital letters used in this paper cover morphemes, words, phrases, etc. For example, V indicates verbal morphemes, words and phrases.

2. Grammatical Features of “Cloud+X”

After summarizing and sorting out the buzzword “Cloud+X” in contemporary Chinese, three main forms have been drawn, including “Cloud+V with monosyllabic morphemes”, “Cloud+V with disyllabic or polysyllabic morphemes” and “Cloud+A (nominal morphemes)”.



As for the “Cloud+V with monosyllabic morphemes”, it can not only be used for transitive verbs such as Cloud Eating, Cloud Playing, Cloud Viewing and Cloud Learning, but also intransitive verbs such as Cloud Sleeping and Cloud Running. As for the “Cloud+V with disyllabic or polysyllabic morphemes”, it cannot be formed into words alone, such as Cloud Computing, Cloud Fitness, Cloud Pet Accompany etc. As for the “Cloud+A”, there are Cloud Classroom, Cloud Technology, Cloud Shareholder, Cloud Supervisor etc. It should be noted that the predicate and aspect features of “Cloud+X” cannot be judged by looking at whether “Cloud” is followed by a verb or a noun. For example, Cloud Pet Accompany is the predicate in the sentence "accompanying the pet on the cloud with me", indicating an action. In the sentence "cloud pet accompany can heal people", it is a part of speech, which means one thing. Thus, in different contexts, “Cloud+X” has different predicate and aspect features. Even at different development stages of the same structure, the referential and declarative properties contained in the “Cloud+X” may vary.

The whole construction of “Cloud+X” is not achieved overnight, instead, it has a developmental process. In other words, it has experienced vertical diachronic development and horizontal analogy evolution. According to the features of different stages, the structure of “Cloud+X” is divided into several stages from germination to perfect formation, which are the emergence, formation, and analogy development of three main forms of “Cloud+X”.

The priority to note is the emergence of “Cloud+X”. Cloud Computing which appeared in 2006 is the earliest “Cloud+X” construction, whose proposal announced the germination of “Cloud+V with disyllabic or polysyllabic morphemes”. This is also the most typical and core construction in “Cloud+X”. At first, it was only used for reference and later developed the function of a statement. The “cloud” in Cloud Computing exists as a morpheme with practical significance, referring to a network system that provides huge resources. Once it was proposed at that time, many words featuring the construction of the “Cloud+X” with similar characteristics appeared, such as Cloud Space, Cloud Technology, Cloud Service and so on. In the initial stage, such words are still mainly about body parts of speech like Cloud Computing, which are often prefixed with quantifiers such as Cloud Technology and Cloud Storage. This kind of word basically belongs to the technical terms in computer science, which have not become a wider range of terms in daily life. Although the application of “Cloud+X” was relatively narrow then, the word productivity was very high. Activities with the nature of “Internet plus” such as the Cloud Industry, Cloud Agriculture, Cloud Medical Care, and Cloud Logistics are often known to the public with “cloud” as a manifestation of their high efficiency and high technology. Compared with Cloud Computing, the internal structure of some derivative words has changed. For example, Cloud Space and Cloud Technology are more used as subjects or objects than predicates. Quantifiers can be added before and after them. “Cloud+V with disyllabic or polysyllabic morphemes” has evolved into the structure of “Cloud+disyllabic or polysyllabic morphemes”, with the components after “Cloud” changing from verbs to nouns, which lays the foundation for the changing “Cloud+disyllabic or polysyllabic morphemes” in the later period. For example:

- (1) The business of Cloud Computing has been almost taken over by a few large international companies such as Microsoft, IBM, and HP. (CCL Corpus 2009-04)
- (2) Nowadays, the company is aiming at new technologies such as Cloud Computing and the Internet of Things, which is advancing towards a globally influential cultural enterprise. (CCL Corpus 2009-11)
- (3) Secondly, it is necessary to integrate the scientific and technological resources of agricultural ministries and commissions to do a good job in technology research and development, standard formulation, market cultivation, and industrial development for the application of core technologies such as sensor networks, Internet of Things, and Cloud Computing. (CCL Corpus 2010-03)
- (4) The Cloud Computing Center “takes electricity on the spot” to solve the trouble of “nest electricity”. To build a large-scale Cloud Computing Center, we must first meet its huge energy consumption. (Sina Weibo 2011-12-31)

(5) Some members walked into the China Cloud Computing Innovation Base and listened to Professor Liu Peng, President of CStor, and Director He Chunyin, Founder of 1831. They talked about the huge innovations brought by big data and 1831 to technology as well as the benefits brought by technological innovation to life. (Sina Weibo 2016-12-31)

(6) For individuals, in the era of surging Cloud Computing, if you have the ability, the upgrade in Huawei Cloud Computing is very fast. (Zhihu 2017-3-23)

In the example, the part of speech of Cloud Computing is closer to an adjective with the characteristics of noun adjectivation, which serves as a modifying component, followed by a noun to form a subject or attribute. At this time, Cloud Computing has evolved from “Cloud+V with disyllabic or polysyllabic morphemes” to “Cloud+A”.

The second stage is the formation of “Cloud+X”. At this stage, the construction of “Cloud+X” begins to take shape with fixed usage. Its formation is accompanied by the interaction between sub-constructions. The old elements within the language provide formal templates for the emerging popular structures which constantly imitate and copy based on the old elements. During the period from the specific words in the early stage to the induction of the construction of “Cloud+X”, meme theory and analogy theory have had a greater impact on it. According to He Ziran [1], “Language itself is a meme, whose use, dissemination and transmission can be regarded as a process of copying and spreading.” “The unit of cultural communication is a meme. Tunes, ideas, catchwords, clothing fashion etc. are all units of cultural imitation. Memes are transmitted through brain-to-brain replication.”[2] However, the analogy theory that originated from historical comparative linguistics has developed to the present age, which is regarded as the basis of cognition. As for its definition, “the relationship of similarity is the inherent ability to copy. Not only language learning, any kind of learning depends on this ability to copy and paste, and language signs can also be copied and modified.”[3] Both meme theory and analogy theory emphasize copy and imitation. The difference is that memetics focuses on the object of replication and imitation from the perspective of culture, regarding the object of study as the unit of cultural transmission, that is, memes. Analogy theory pays more attention to the cognitive ability of human beings, focusing on the subject itself of copying and imitating activities. Inspired by these theories, it can be found that the emergence of the “Cloud+X” is also a process of replication and imitation. In the development and dissemination of buzzwords featuring “Cloud+X”, people imitate this form consciously or unconsciously, and try to bring this grammatical construction into their daily communication, forming a cultural transmission mechanism. The construction of “Cloud+X” has shifted from computer science to daily life, and its dissemination ability has also increased day by day. Finally, it has become a construction with a high fixation. Summarizing people’s use, dissemination and recreation of memes, it can be concluded that the sub-structures of “Cloud+X” mainly include three types, including “Cloud+V with monosyllabic morphemes”, “Cloud+V with disyllabic or polysyllabic morphemes” and “Cloud+A”. The formation of “Cloud+X” stems from the copying and imitation of the old structure (meme) form and function of the language by the user’s ability of analogy, which is the result of the joint action of cognitive motivation and internal factors of the language.

3. Sub-Construction and Analogy Process of “Cloud+X”

Further investigation of the analogy development of the three sub-constructions of “Cloud+X” shows that in the diachronic evolution stage, the formation of the ethnic constructions of “Cloud+X” presents a process of radiating and expanding from the core typical constructions to the peripheral atypical constructions. As for the horizontal analogy evolution, the three structures of “Cloud+V with monosyllabic morphemes”, “Cloud+V with disyllabic or polysyllabic morphemes” and “Cloud+A” all have their respective evolution processes.

“Cloud+V with disyllabic or polysyllabic morphemes” is the earliest core typical construction. Starting with Cloud Computing translated from English, “Computing” in Cloud Computing is used as a gerund to indicate the progress of an action. Thus, “Computing” in Cloud Computing is also a

predicate. According to the definition of Cloud Computing in *Oxford Advanced Learners' Dictionary (9th Edition)*, it is NOUN [U] and refers to a way of using computers in which data and software are stored or managed on a network of SERVERS [4]. It can be concluded that Cloud Computing is nominal as a whole and its explanation in the *Contemporary Chinese Dictionary* is also “an Internet-based computing method” [5]. Although the structure of Cloud Computing is “Cloud+V with disyllabic or polysyllabic morphemes”, its whole is still a body part of speech rather than a predicate. Generally, it is not a predicate and cannot be followed by quantifiers such as a while or a time but has a body part of speech function. Thus, “Cloud+V with disyllabic or polysyllabic morphemes” was the first to have referential nature, and the declarative nature did not develop rapidly at that time. For example:

(1) Kingdee International Software Group Limited recently announced that it will strategically integrate its two high-quality assets, Youshang.com and business and products of small business management software KIS, so as to build it into an “open platform for cloud services” (CCL Corpus 2010-04)

(2) Among cloud server providers, foreign companies such as IBM and Dell occupy the absolute main force, and the birth of super cloud servers has brought new forces to cloud computing. In the past five months alone, the company has received orders for more than a thousand units. (CCL Corpus 2011-04)

(3) She emphasized that with a simple TV and Internet, it is easy to realize various intelligent applications such as Cloud Office, Cloud Education, Cloud Interconnection, and Cloud Games that originally required high-cost support without upgrading. (CCL Corpus 2011-11)

(4) Some modern enterprises have already realized telecommuting and Cloud Office, releasing huge benefits and vitality when traveling lightly. (CCL Corpus 2016-08)

Later, under the influence of memes, new words such as Cloud Fitness, Cloud Dating, and Cloud Tourism appeared. Such new words not only have referential functions, but also have declarative functions based on the original ones. For example:

(1) During the epidemic prevention and control period, fitness enthusiasts actively explored novel and interesting fitness paths. Cloud Fitness is full of vitality, and home sports have opened up a new world. (People's Daily Online 2021-02-16) (Here Cloud Fitness is referential)

(2) Taking millions of middle-aged and elderly women to Cloud Fitness can also sell tens of millions of goods? (Zhihu 2021-06-05) (Here Cloud Fitness is declarative)

(3) Cloud Tourism forced by the epidemic is an active response to the tourism industry under the new situation. (China Economic 2020-07-13) (Here Cloud Tourism is referential)

(4) The world is so big, why not cloud travel online? (Zhihu 2021-05-02) (Here Cloud Tourism is declarative)

“Cloud+V with disyllabic or polysyllabic morphemes” can also be followed by “for a while”. For example, “Two of us accompany cats on the cloud for a while and watched two episodes of Modern Family (Sina Weibo 2020-04-10).” It can be seen that the predicate nature of “Cloud+V with disyllabic or polysyllabic morphemes” has always shown prominent characteristics and the declarative nature has emerged and increased.

The development and changes of “Cloud+V with monosyllabic morphemes” are more complicated. After “Cloud+V with disyllabic or polysyllabic morphemes” first appeared, the construction of “Cloud+X” began to take shape and become clear, and “Cloud+V with disyllabic or polysyllabic morphemes” was withdrawn from “Cloud+X” and used alone. For example:

(1) Recently, many friends have planned to travel to Chengdu. I would like to recommend several snack bars I love to you for reference~ Let's come to Cloud Eating together. (Sina Weibo 2017-07-12)

(2) What does Cloud Eating mean? Where is its source? (Sohu News 2019-02-20)

(3) Now there are many Cloud Playing software on the market, which can play many high-cost games with low-configuration mobile phones, and taptap has also launched a Cloud Playing system. Does this indicate that Cloud Playing will become a trend in playing games in the future? (Zhihu 2021-04-21)

In addition to being used alone, “Cloud+V with monosyllabic morphemes” is often followed by nouns to form the “Cloud+V with monosyllabic morphemes+nouns”, which has both declarative and referential functions. For example:

(1) One “code” takes the lead, and learns the history of the Communist Party of China on the “cloud”! (Netease News 2021-10-05)

(2) Cloud Tea Drinking was born around the 2010s and developed with the popularization of 4G networks, achieving prosperity at the beginning of 2020. (Sohu News 2020-02-17)

(3) Not only looking at pictures online, how does Cloud Exhibition Viewing break through industry barriers? (Zhihu 2020-04-13)

“Cloud+V with monosyllabic morphemes+nouns” can not only be used as different sentence elements, but also their referential and declarative properties will change with the context. Take Cloud Playing with Snow as an example. It is a declarative predicate in “walk into dragon hidden divine tree base, play and enjoy the snow with children in the countryside (Sina Weibo 2022-2-18)”. It is the referential subject in “We won’t miss cloud playing with snow and cloud viewing at the snow! (Sina Weibo 2023-12-13)”. Although the declarative nature of “Cloud+V with monosyllabic morphemes” still occupies a dominant position, its referential nature tends to increase and the whole has the characteristics of the body part of speech.

Since then, people have become more flexible in the use of “Cloud+V with monosyllabic morphemes” and its declarative nature has also been further developed. Deviating from the simple “Cloud+V with monosyllabic morphemes”, there are structures with “Cloud+V with monosyllabic morphemes+quantifiers”, “Cloud+ V with monosyllabic morphemes+quantifiers+nouns” and “Cloud+V with monosyllabic morphemes+nouns+quantifiers”, which are widely used in daily expressions. In these types of structures, “cloud” is used as an adverbial modifying verb to form “Cloud+V with monosyllabic morphemes”, which is mainly used as a predicate in the sentence. For example:

(1) Come for a cloud resting! Cloud drinking a cup of milk tea covered with chocolate sauce on a super snow top. Cloud eating a few hot chestnuts. Cloud massaging. Cloud sleeping for three hours. Cloud rope skipping for 500 times. (Sina Weibo 2023-11-12)

(2) Invite my cloud friend who passed by on the homepage to have a bite of the crispy carp casserole made tonight. (Sina Weibo 2023-05-11)

(3) After watching the classic scenery along the way from Sichuan to Qinghai in 5 minutes, come to travel in the clouds before going. (TikTok 2023-03-02)

It can be seen that the declarative nature of “Cloud+V with monosyllabic morphemes” is always in an enhancement trend and its development has further promoted the derivation of words featuring “Cloud+V with disyllabic or polysyllabic morphemes”.

“Cloud+A” appeared closely following Cloud Computing during the emergence of “Cloud+X”. The aspect has a strong tendency of speech and the referential nature has always occupied a dominant position, with the nature of the structural aspect attributed to nominality. On the one hand, the development of “Cloud+A” stems from the body part of speech formed after the nominalization of the gerund in “Cloud+A”. Take “Cloud Service” as an example:

(1) To be a big company, if you don’t do cloud computing or cloud services yourself, you will be kicked out of the first echelon in the future. (Sina Weibo 2023-11-16)

(2) Formulate a number of new cloud service standards and carry out application standard construction for key industries such as manufacturing, software and information technology services, information communication, finance, and government affairs. (Sina Weibo 2024-01-10)

The English word “service” appears as a noun (not a gerund). Corpus 1 is used side by side with Cloud Computing and Corpus 2 is used as an adjective noun.

On the other hand, the predicate “Cloud+V with disyllabic or polysyllabic morphemes” and “Cloud+V with monosyllabic morphemes” also provide a formal template for the formation of “Cloud+A”. In other words, it is to encourage language users to fill two-syllable or even multi-syllable nominal morphemes into the combination mode of “Cloud+A”. In this process, “Cloud+A” produce a declarative function, taking Cloud Public Welfare as an example:

(1) Cloud public welfare has established cooperative relations with more than 20 municipal departments including the Municipal Health and Family Planning Commission and the Municipal Procuratorate. (Chengdu Civilization Network 2018-04-23)

(2) Ayunga and Zheng Yunlong went to cloud public welfare together. (Sina Weibo 2020-02-24)

(3) As for cloud public welfare planting trees, someone will help me plant real trees and there will be cameras to watch the trees I planted. (Sina Weibo 2023-08-27)

In the first example, “cloud public welfare” is the referential subject. In the second example, “cloud public welfare” has a declarative function. In the third example of “cloud public welfare planting trees”, “cloud public welfare” modifies “planting trees”, which strengthens adverbial features and obtains the basic feature of “predicate+X”.

4. Pragmatic Features of “Cloud+X”

After searching the CCL Corpus of Peking University and the Contemporary Chinese General Corpus of the State Language Commission, Cloud Computing only appeared in the structure of “Cloud+X”, because the corpus of these two corpus belongs to relatively formal and stable usage. Hence, it can be preliminarily judged that “Cloud+X” can be regarded as an emerging energy production structure. Most of the above examples come from online literature or paper media and these registers are relatively formal. From the features of sentence structure and text organization, some of these examples belong to the written language style and some belong to the spoken language style.

Further exploration shows that “Cloud+X” has diversified pragmatic features, mainly including strong productivity, relatively low age level of audiences and users, specific scenes and contexts, and unstable distribution of internal components.

First of all, the strong productivity of “Cloud+X” is mainly reflected in the fact that there are many components that can be used as X in the constitutive formula. X can include nouns, verbs, proper nouns, verb phrases etc. with measurable characteristics (for example: Cloud Eating Once). In addition, the productivity of “Cloud+X” is also reflected in the fact that the same word can not only be used as different sentence components, but also express various meanings and connotations in different contexts that is characterized by single words with various meanings and applications. The strong energy productivity of the “Cloud+X” shows that this construction is still in the fuzzy formation stage, and its generalization effect is too strong. Meanwhile, the emergence of any new structure is from a gradual generalization to generalization and then to gradual solidification. Thus, this is inevitable for the development of the “Cloud+X” structure, which also reflects that this construction still has huge room for development in the future.

Secondly, judging from the collected data, there are not many constructions of “Cloud+X” in newspaper media, mainly from various online forums, Weibo, WeChat, etc. According to the 2010 Statistical Report of the China Internet Network Information Center (CNNIC), the age group of Chinese Internet users aged 10-39 accounts for 81.9% of all Internet users [6]. It can be roughly judged that the age group of users of the emerging structure of “Cloud+X” is low.

In addition, the main platforms and carriers of the “Cloud+X” are mostly Weibo, entertainment news, online forums, etc., while relatively few appear in traditional paper media and official news consultations, showing an emerging and youthful communication style as a whole. Here, taking the words Cloud Planting Trees and Cloud Self-Study searched in the Sina search engine at 22:00 on February 18, 2024 as examples, we counted the approximate number of items that appeared in the news channel and Weibo entries respectively, so as to explore the main carrier of the emergence of “Cloud+X”. (The data obtained are in the table below)

Table 1. A comparison table of the number of “Cloud+X” entries on Sina News Channel and Sina Weibo

Linguistic Example	Sina News Channel	Sina Weibo
Cloud Planting Trees	1	517
Cloud Self-Study	1	608
Cloud Reunion	7	607
Cloud Player	1	601
Cloud Cat Accompany	0	697
Cloud Banquet	0	330
Cloud Dating	1	613
Cloud Disco Dancing	0	739
Cloud Love	3	597
Cloud Office	1	738

From the above table, the number of Cloud Planting Trees appearing on Sina News Channel is 1, and the number of “Cloud+X” appearing on Sina Weibo is 517. Hence, the frequency of “Cloud+X” appearing on Sina News Channel is much higher than that of Sina Weibo as a whole. It is far lower than Sina Weibo, and the total amount of Weibo data is significantly higher than the total amount of news data. It can be seen that it will take time for “Cloud+X” to enter the formal news style on a large scale. Nowadays, it is generally concentrated on life and entertainment news, which hardly appears in political reports. Taking Cloud Reunion as an example:

- (1) Scenes of “cloud reunion” once again touch people. (Xinhua News Agency 2021-02-13)
- (2) The house is not boring, and the cloud reunion is also very beautiful. (Qilu Evening News 2020-02-04)
- (3) Tianyi housekeeping helps the “cloud reunion” in the Spring Festival. (Operator Finance Network 2024-02-06)

“Cloud+X” not only appears in specific carriers (mostly in emerging media), but also in specific scenes and contexts, except for highly professional “Cloud+X” such as Cloud Computing and Cloud Technology. In addition to the construction words, most of the registers of “Cloud+X” are often general conversations, oral self-reports, and ridicule jokes for entertainment and relaxation. Even official media often use “Cloud+X” for lively scenes. For example:

- (1) Many people have participated in cloud planting trees. Has your tree really been planted in a protected area? Don’t worry. Someone will accept it offline for us. (Jiangsu News 2023-04-24)
- (2) Striving to be a “cloud shareholder”. The young people this year fall in love with helping others make money. (The Paper 2023-08-29)
- (3) Cloud supervisor in Guangxi picks sugar oranges with Harbin ready to receive the gift. The men from Guangxi picked sugar oranges and sent them to Northeast China. Recently, 11 students from Guangxi have gone to Harbin for research, which rushed to the hot search. (China News Network

2024-01-05)

Table 2. The statistics of the search results

Cloud+V with Monosyllabic Morphemes		Cloud+V with Disyllabic or Polysyllabic Morphemes		Cloud+A	
Cloud Eating	52,700,000	Cloud Computing	96,900,000	Cloud Space	66,600,000
Cloud Playing	67,800,000	Cloud Storage	65,700,000	Cloud Technology	111,000,000
Cloud Sleeping	1850,000	Cloud Service	146,000,000	Cloud Platform	117,000,000
Cloud Learning	81800,000	Cloud Application	81,900,000	Cloud Safety	115,000,000
Cloud Drinking	2200,000	Cloud Office	53,900,000	Cloud Data	137,000,000
Cloud Travel	535,000	Cloud Entertainment	37,000,000	Cloud Intelligence	83,200,000
		Cloud Socialization	27,400,000	Cloud Industry	58,400,000
		Cloud Fitness	30,600,000	Cloud Commerce	46,900,000
		Cloud Learning	72,300,000	Cloud Canteen	27,600,000
		Cloud Chatting	29,700,000	Cloud Agriculture	41,600,000
		Cloud Reading	72,300,000	Cloud Transportation	49,500,000
		Cloud Test	45,600,000	Cloud Logistics	43,800,000
		Cloud Teaching	52,600,000	Cloud Medical Care	47,000,000
		Cloud Supervisor	46,100,000	Cloud Supervisor	9,260,000
		Cloud Travel	2,720,000	Cloud Novel	73,600,000
		Cloud Cooking	922,000	Cloud Film	71,600,000
		Cloud Purchasing	33,700,000	Cloud Classroom	69,400,000
		Cloud Cat Accompany	432,000	Cloud Backup	8,950,000
		Cloud Shopping	14,600,000	Cloud Shareholder	28,800,000
		Cloud Loving	27,500,000	Cloud Parents	534,000
		Cloud Friends Making	15,300,000	Cloud Player	34,500,000
		Cloud Planting Trees	1,070,000		
		Cloud Dating	15,900,000		
		Cloud Singing	21,600,000		
		Cloud Flower Appreciating	11,800,000		
		Cloud Dining	17,700,000		
		Cloud Disco Dancing	11,900,000		
		Cloud Fandom	9,580,000		
		Cloud Baby Caring	350,000		

(Due to energy constraints, duplicated web pages have not been strictly screened.)

(4) Recently, after a post-95 programmer working in Beijing went to Hegang to buy a house, he was unable to go to the scene due to busy work, so he chose remote decoration and installed a camera in the house as a cloud supervisor, watching the house become a home. (*Beijing Daily* 2022-11-08)

(5) Carnival spawned by boredom: Have you experienced the cloud disco dancing? During the epidemic, all bars, nightclubs, KTV and other places for nightlife consumption in the city are closed. The once lively entertainment places are now uncertain and have suffered unprecedented losses. (*SDX Life Weekly* 2020-02-19)

These two aspects also show to a certain extent that the scope of using “Cloud+X” is mainly concentrated in spoken language, but it does not rule out the possibility of being quoted by official media and expanding to written language.

Up to now, the construction of “Cloud+X” has not yet formed a very fixed collectivization protocol. Although the generalization function of “Cloud+X” is very strong and there are many words that can constitute the construction, some verbs and nominal elements with this construction are still unstable as well as become common words in the true sense of this construction. Quite a few words only appear in this construction sporadically and individually, appearing for a short time, which has not yet formed a collective convention with special use and low frequency. For example, according to the appendix, the Microsoft search at 23:00 on February 18, 2024, the results are relatively small, including Cloud Sleeping, Cloud Travel, Cloud Cooking, Cloud Cat Accompany, Cloud Raising Babies, Cloud Fandom, Cloud Planting Trees, Cloud Supervisor, Cloud Backup, Cloud Parents, etc. Meanwhile, the relatively fixed structures that often have this format include many searchable items such as Cloud Computing, Cloud Services, Cloud Eating, Cloud Technology, Cloud Novels, etc. Table 2 is a table about the statistics of the search results.

5. Conclusion

Up against the development and growth of new media, some buzzwords such as “dou ni wan (豆你玩)” and “you ni zhang (油你涨)” have disappeared like a passing cloud after a period of concentrated and high-frequency use. Some buzzwords such as “shen ma dou shi fu yun (神马都是浮云)” have low productivity and limited use, while some popular structures have strong vitality, such as the emerging structure “Cloud+X” in this paper.

From the perspective of the validity of language research, the research on those buzzwords that are frequently used with super vitality can better reflect the law of language development. The vitality intensity representation mode of buzzwords shows that the popular structures derived from the old elements in the language can have stronger vitality, longer existence time and wider scope of use. Although the emergence of new structures in language has the role of pragmatic requirements such as the pursuit of novel expressions and the principle of labor saving, these are external and general reasons. The emergence and development of each new structure must have a more specific role in the language, which stems from the mutual influence between the new structure and the old structure.

Based on the above ideas, this paper discusses the evolution, development and various characteristics of the contemporary Chinese popular construction “Cloud+X” from the perspective of grammar and pragmatics.

From the grammatical perspective, this paper systematically analyzes the generation, evolution and further development of “Cloud+X”. Firstly, the three main forms of “Cloud+X” are sorted out, including “Cloud+V with monosyllabic morphemes”, “Cloud+V with disyllabic or polysyllabic morphemes” and “Cloud+A. Their grammatical features are explained in detail, revealing the analogy development of “Cloud+X” from emergence to the formation and then to derivation, which expounds the complex formation of “Cloud+X”. In the analysis, this paper introduces the theory of memetics and analogy, and finally analyzes the internal evolution of three sub-constructions of “Cloud+X” based on the changes of referential and declarative components.

From the pragmatic perspective, this paper discusses the construction of “Cloud+X” from the aspect of the linguistic phenomenon and explores a series of pragmatic features of “Cloud+X”, including

strong productivity, low age of audience, specific scene of appearance, and semantics that can change with different contexts. With the help of statistics on the frequency of the word in news and entertainment social media, it is concluded that the “Cloud+X” is mainly concentrated in online media, life and entertainment news, which has not yet formed a very fixed collectivized protocol. The search discovery of some words has obvious quantitative differences from other words with relatively low use frequency and relatively special usage scenarios. The construction of “Cloud+X” still has huge room for development.

Through the multi-dimensional analysis of the new construction “Cloud+X” in contemporary Chinese from the grammatical and pragmatic perspectives, this paper reveals the development and construction features of this buzzword type, and fully affirms its future development potential. In other words, with the passage of time and the expansion of language users, “Cloud+X” is expected to further develop and play a more important role in the Chinese context. This paper only focuses on the formation, evolution and communication mechanism of “Cloud+X” in Mandarin Chinese at different stages as well as the promotion role of cognitive factors in language communication. From the perspective of broader human language, whether there are similar phenomena in other languages is worthy of discussion and attention.

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